

CREATING TRANSFORMATIVE EXPERIENCES

Sands Expo and Convention Centre Case Study

MAISON & OBJET ASIA 2014



Leading design and décor event Maison&Objet held a resounding Asia debut at Sands Expo & Convention Centre from March 10 to 13. Modelled after the highly successful Maison&Objet Paris, the four-day event in Singapore packed a punch with over 270 exhibitors spread over three halls or 6,000 square metres of space. Event attendees were made up of a diverse group of people, from retailers to buyers, architects, interior designers, property developers and hotel-restaurant owners. Following the highly successful inaugural event, which saw over 13,000 visitors over four days, Maison&Objet Asia is set to return to Marina Bay Sands this year on a bigger scale.

The show was an extensive project in terms of scale and setup. Together with the event organiser, the Marina Bay Sands MICE team spent five consecutive nights providing technical and logistical support to move the massive exhibition displays into the expo halls. To sync in tandem with the event theme, the MICE team also made use of the expo's existing F&B space to create a café complete with full restaurant seating and tableware. The team also created different menus that were served throughout the event – from a three-course western meal to French and Japanese cuisines.

Marina Bay Sands proved to be the ideal destination for the fair as it is hailed as an iconic architecture in its own right.

Maison&Objet Managing Director Philippe Brocart cited the 'atmosphere of creativity' as a big factor in its decision to hold the fair at Marina Bay Sands. In addition to its natural artistic flair, the integrated resort also offered delegates an all-encompassing experience with its extensive business and leisure offerings all located under one roof.

