

LA MAISON DE DEMAIN

BY
FNAC DARTY

EXPLORE THE LATEST TECHNOLOGICAL INNOVATIONS THAT WILL UNDERPIN OUR DAILY LIVES OF THE FUTURE IN THIS IMMERSIVE EXPERIENCE

After the success of l'Appartement du Futur (The Apartment of the Future) in 2019, Fnac Darty will be unveiling La Maison de Demain (The Home of Tomorrow) on June 2. Located right in the heart of Paris and covering an area of 750 m², this event will immerse the general public in an experience where new technologies add practicality, well-being and sustainable consumption into our daily lives.

PRACTICAL INFO:

June 4-12, 2022
from 10:00 to 18:00

FREE EVENT
OPEN TO THE PUBLIC

REGISTRATION REQUIRED:
www.maisonededemain.fr
60 rue de Richelieu, Paris 75002,
France
Bourse metro station





INNOVATIONS THAT MEET THE CHALLENGES OF THE LIVING SPACES OF TODAY AND TOMORROW

Created by Fnac Darty in collaboration with Wild Buzz Agency, *La Maison de Demain* (The Home of Tomorrow) will let families explore the **living space of the future** from June 2 to June 12, 2022, in the heart of Paris's second arrondissement.

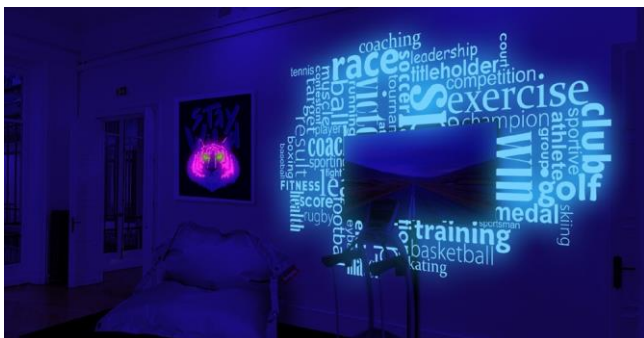
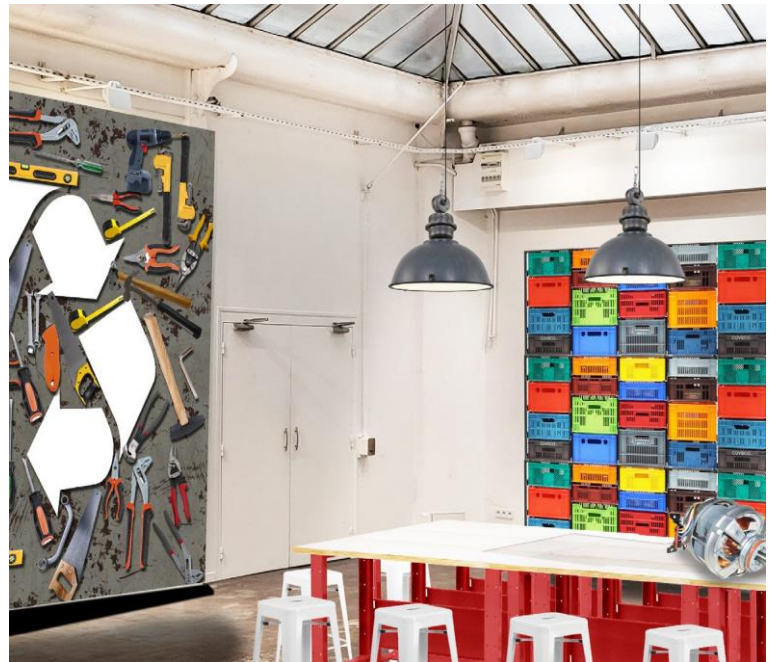
With a total of **12 rooms**, this space features different aspects of home life (cooking, entertainment, working from home, well-being, cultural activities, accessibility, leisure activities for kids, household upkeep and more), allowing everyone to experience first-hand how our domestic lives could evolve in the future. **Well-being, sustainability and simplifying our lives** will be at the heart of these transformations. **Among the technologies being showcased, visitors will also get an exclusive preview of over 20 innovations.**

DRIVEN BY SUSTAINABILITY

A pioneer of environmental responsibility issues, Fnac Darty is once again choosing to promote **sustainable innovation** and **extending products' life spans**. Throughout the experience, visitors will be given **advice** and learn about **best practices** to help them better **maintain their electronic devices and domestic appliances**. They will be able to attend workshops held in a repair space, where they will be shown that it's always better to try to repair rather than replace.

« In keeping with our strategic plan *Everyday*, we remain committed to promoting educated choices and more sustainable consumption. Recognizing that technology has a key role to play in improving our daily lives, the Group sees this event as a way to celebrate practical innovations and good practices so that French people may keep their devices for as long as possible, »

explains Julien Peyrafitte, Commercial Director France at Fnac Darty.



OPENING THE HOME TO AN ONLINE AUDIENCE VIA LIVESTREAM

In order to make the most of this unique experience, Fnac Darty will also organize a live shopping event, which will take place within *La Maison de Demain* and feature many guest influencers. This event will be a great chance for people who want to virtually explore *La Maison de Demain* and have fun doing so.

Available on the websites fnac.com and darty.com, as well as the two brands' social media accounts, this **live shopping will be streamed on Tuesday, June 7 at 19:00** and a catch-up recording will be made available afterward.

About Fnac Darty:

Operating in 13 countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and domestic appliances. The Group, which has more than 25,000 employees, had a multi-format network of 957 stores at the end of December 2021, and is ranked as a major e-commerce player in France (over 29 million unique visitors per month) with its three merchant sites, fnac.com, darty.com and natureetdecouvertes.com. A leading omnichannel player, Fnac Darty's revenue was more than €8 billion in 2021, 26% of which was realized online. For more information: www.fnacdarty.com.

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