



PRESS RELEASE

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IFFS 2017 Melds Trade and Design In A Powerhouse Event

Singapore, 18 January 2017 – With barely two months to the International Furniture Fair Singapore 2017, preparations for the show are now in full swing. Along with co-located events - the 34th ASEAN Furniture Show (AFS) and the inaugural Nook Asia, the show returns from 9 - 12 March at the Singapore EXPO.

A landmark event within the global furniture industry, IFFS has established itself as one of the leading premier business platforms in Asia-Pacific. Building upon past successes over the last three decades, the coming edition is set to wow the industry once again with the introduction of a plethora of business and design-led initiatives.

“Innovation holds the key to business success, and this applies not only to furniture companies but to IFFS as well”, said Mr Ernie Koh, Chairman of IFFS Pte Ltd. “Trade fair modes are evolving. Recent trends indicate that event organizers are moving towards novel ways of offering valuable content through new formats that do not necessarily require large physical presentations. In the same manner, IFFS will move in this direction progressively, starting with the all-new Virtual Reality Zone that we’ll be offering this year.”

Spark Conversations with Specialised Initiatives

For the first time, IFFS partners Singapore-based start-up, Dimension 5 Technologies (D5T), to inject a fresh perspective to the well-established sourcing platform. Visitors can look forward to a novel experience at the Virtual Reality Zone, where furniture pieces from companies like Commune, Danovel, Resource Decor, and Sam & Sara will be presented in VR showrooms at dedicated VR booths, both in Hall 4 and within the respective exhibitors’ booths. The implementation of VR technology offers exhibitors limitless potential, and participating companies are given the opportunity to extend their product displays beyond the physical space.

Other new pavilions include the EU Business Avenues in South East Asia Pavilion and the Upholstery Pavilion. The EU Pavilion falls under the inaugural Nook Asia event, and is organised in partnership with EU Business Avenues in South East Asia. As part of a Contemporary European Design business mission, the pavilion is expected to house 50 of the best design and interior companies from across the European Union. The Upholstery Pavilion houses a curated line-up of exhibitors with upholstery offerings, including Alexander & James, Asiades, Bellagio Asia, Novaz, NS Furniture, PR Interiors, Prieels, and Sofa Source. It will feature a comprehensive showcase of furniture, interior lighting, finished home textiles, wallpaper, carpets, and decorative items such as pottery, high-end design tableware, and cutlery.

Going a step further, IFFS will also organise a familiarisation trip devoted to brands that are keen to explore international franchise expansion. This newly-developed initiative will offer these companies valuable opportunities to learn and network with a group of seasoned franchisors, and gain necessary market knowledge in the process.

All in all, these initiatives are expected to create more opportunities for exhibitors and visitors to engage in quality interactions, share insights, and develop potential business relationships.

Awe-inspiring Design Showcases

In addition to the myriad of opportunities for business networking, visitors looking to feast their eyes on show-stopping pieces will be spoilt for choice by the abundant design elements at IFFS. For the first time in the show's history, IFFS welcomes onboard two industry bigwigs, who will each conceptualise and curate a distinctly different but equally impressive feature area.

The White House, designed exclusively by home-grown designer Nathan Yong, showcases selected works from key exhibitors, whose pieces are derived from the theme of whiteness. Participating companies include the likes of A. Garcia, Deesawat, Fashion Interiors, Geoffrey Marshall, Jatra Design, Maiori, Massimo Cappella, Mok Kam Por, Resource Decor, Sam & Sara, Square Roots, The Rug Republic, Triboa Bay Living, Wendelbo, and Woven+.

The Italian Hospitality is a curated space and lounge exclusively styled by world-renowned Italian designer Giulio Cappellini. Representing the best of Italy in IFFS, whether in the areas of design, furniture production, or culinary arts, the showcase will present a juxtaposition of current and technological furniture with some pieces of tradition and rich history, to emphasise the Italian savoir-faire. Visitors keen to get a taste of Italian furniture can expect to be introduced to established brands, as well as up-and-coming companies like ArteArredo, Boffetto, Cappellini – Cap Design, Ceramica Flaminia, Corà Domenico & Figli, FDC Fuda Division Contract, Gervasoni, Giorgetti, Icone Luce, Italian Kitchen Group, La Murrina, Pepe & C (Mosaico Digitale), Vanixa, Vibieffe 85, and Vismara Vetro.

Apart from discovering how Cappellini and Yong transform their concepts to real-life displays, visitors can also get acquainted with up-and-coming designers through the Design STARS Showcase. The showcase features product debuts by 10 design talents from around the world, including Australia, India, Indonesia, Japan, Singapore, Taiwan, Thailand, Vietnam, and the United Kingdom.

Visitors interested in viewing these showcases in their full glory may head over to the Piazza Hall that is located in Hall 4.

Design & Business Seminars

To enrich the IFFS experience, trade visitors will also be treated to a series of complimentary educational seminars conducted by industry experts, thought leaders and celebrity designers. These will be held concurrently with the exhibition. Based on the theme 'Smart Living, Convivial, and Design Forward', the seminars will take place throughout the

show dates and touch on a variety of design and business-related topics. The full programme schedule will be made available at a later date on the event website.

For more information on IFFS 2017, please visit www.IFFS.com.sg and www.NookAsia.com.sg.

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About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and Nook Asia

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and the newly rebranded Nook Asia, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With over three decades of experience since its inaugural event in 1981, the IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

Together, the events – IFFS/AFS and Nook Asia – will feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attract a healthy and well-represented attendance of trade buyers and visitors from the entire furniture ecosystem and value chain.

To make it a holistic trade event, the various design initiatives – SingaPlural, Design STARS, International Designer Showcase, Furniture Design Award, and Design Seminars – offer added depth and dimension to this Singapore-anchored trade event, raising its profile as a show not-to-be-missed in the industry calendar.

IFFS/AFS is supported by the ASEAN Furniture Industries Council (AFIC), DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Exhibition and Convention Bureau and SPRING Singapore.

For more information, please visit:

IFFS 2017 www.IFFS.com.sg

Nook Asia 2017 www.NookAsia.com.sg

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