

**PRESS RELEASE**

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**IFFS Unveils New Brand Identity Ahead of its 2016 Edition**

*Refreshed Logo and New Direction Signals Renewed Commitment to the Industry*

**Singapore, 30 November 2015** — **International Furniture Fair Singapore Pte Ltd** today officially unveils a new brand identity for the **International Furniture Fair Singapore 2016 / 33<sup>rd</sup> ASEAN Furniture Show (IFFS/AFS)**. IFFS 2016 returns to the Singapore EXPO from 10 – 13 March 2016, in conjunction with **The Décor Show** and **furniPRO Asia**. The rebranding reflects the show's continued commitment to promoting design within the furniture industry, and to forging relationships between exhibitors and buyers.

The new tagline '*Design, Inspiration, and Trade*' represents IFFS' mission to be the premier launch platform in Asia for the furniture industry – one that connects the people with trends and innovation, and one that inspires new ideas and fresh business opportunities. Embodying this new direction, the refreshed logo depicts connections, symbolised by diagonal and vertical planes meeting at intersections and joined by triangles that represent IFFS.

Speaking of the rebrand, Mr Ernie Koh, Chairman of IFFS Pte Ltd, said, "Good designs stem from inspirational experiences, and a company with a winning product understandably receives positive attention. This, in turn, leads to higher chances of success from a business standpoint. The three elements in the tagline share a synergistic relationship that ultimately promotes a thriving furniture industry. Here, IFFS plays the role as the connector that links 'design, inspiration and trade'."

**New Direction, New Highlights**

In line with the show's new direction, IFFS will introduce several brand new elements to the upcoming edition that promises to create different innovative avenues for exhibitors to engage audiences and showcase their designs, as well as to provide visitors with a visually stimulating and eclectic experience.

IFFS 2016 boasts of a refreshing hall layout that presents both spatial and experiential elements that are specially crafted to enhance the tradeshow experience. On entering the **Design and International Brands Hall** (Hall 4), visitors will be greeted by a buzzing Piazza area with activities that celebrate design and innovation, making it an exciting place to kindle new inspiration. Visitors will also be treated to a plethora of creative product displays, including bedroom, living room, dining room, garden and outdoor furniture as well as decorative accessories, as exhibitors showcase the best of the best through various touch points.

Visitors seeking an engaging experience can also expect to be wowed by a series of innovative structural and interactive displays that are designed specially to invoke inspiration and create conversations. These displays will be put up across all six show halls, offering surprises around every corner. Key highlights include an impressive presentation of innovative materials, as well as a **Gallery of ArtForms**, which demonstrates how furniture products and accessories can be transformed into

art pieces and sculptures. For the first time ever, IFFS will also feature a '**Garden and Outdoor Pavilion**' that clusters international exhibitors with garden or outdoor offerings together in a dedicated area, presented through a Garden Boulevard concept. Visitors will witness how design consultants use vertical gardening and greenery to make indoor space look like the outdoors. At the same time, IFFS will extend its presence out into the open with an alfresco lounge, decorated and managed by outdoor furniture and lighting manufacturer Maiori Design.

To further enhance the business networking experience for exhibitors and visitors, IFFS will present a series of thematic lounges, specially designed to bring out the authentic flavours of each partner country. Visitors will also benefit from a series of design dialogues and business seminars. Last but not least, the Design STARS (formerly known as Asian STAR) showcase will continue to feature a collection of pieces by rising designers across the globe.

Koh added, "IFFS 2016 will present the industry with an all-new experience, one that is not just design-centric and inspirational, but that still builds upon its traditional role as the choice business platform that connects exhibitors with buyers from across the world."

For more information on IFFS 2016, please visit [www.IFFS.com.sg](http://www.IFFS.com.sg)

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#### About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organize and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and The Décor Show, a keynote event on the furniture trade exhibition calendar.

#### About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and The Décor Show

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and The Décor Show, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With 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.

In the 2016 edition, the biennial furniPRO Asia, a woodworking and furniture and panel production exhibition in South East Asia will be held in conjunction with the IFFS/AFS. The exhibition aims to be a showcase and trading platform for the newest machinery and technologies in the market into its third edition.

Together, the trilogy of events - The IFFS/AFS, The Décor Show and furniPRO Asia - will feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, as well as offer an unparalleled outreach and access to the latest technological machinery development to the highly dynamic market, 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, Furniture Design Platform and Furniture Design Award**) 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:

IFFS 2016 [www.IFFS.com.sg](http://www.IFFS.com.sg)

furniPRO Asia 2016 [www.furniproasia.com](http://www.furniproasia.com)

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