



Special Project: "THE ITALIAN HOSPITALITY"
by Giulio Cappellini

When
09 Mar '17 to 12 Mar '17

Where
Singapore Expo
1 Expo Drive, #02-10 Singapore 486150

Organiser
IFFS Pte Ltd

Industry: Furniture, Other
Type: Exhibitions

International Furniture Fair Singapore (IFFS), a leading design and living international fair, announces a special collaboration with renowned Italian designer, Giulio Cappellini, for the next edition of the show. Taking place in Singapore EXPO from 9 to 12 March, in conjunction with ASEAN Furniture Show, Nook Asia and SingaPlural, IFFS 2017 offers visitors a unique opportunity to experience a bit of Italy in Asia through "THE ITALIAN HOSPITALITY".

A bridge between the East and West, Singapore plays an important role in bringing companies from various continents together and IFFS is a privileged gateway to the markets of South East Asia. Over the years, Italy and Singapore have built strong economic relations and the time is right for the furniture industries of both countries to further collaborate, especially since the sector is a significant contributor of the Italian economy.

"THE ITALIAN HOSPITALITY" is a project created with the aim of encouraging European companies to leverage on IFFS as a platform for marketing and business expansion, to penetrate the ASEAN markets and to network with the furniture fraternity there. The feature area is expected to be popular with trade visitors, as Italian design is well-respected and appreciated in Singapore as well as across ASEAN countries.

"THE ITALIAN HOSPITALITY" is a curated space and lounge that represents the best of Italy in IFFS, whether in furniture production, design, or gourmet.

A space where Italian brands converge, the curation features only Italian products, which is characterised by a mix of innovation and industrialisation, with a sartorial, handcrafted touch.

"THE ITALIAN HOSPITALITY" allows visitors to visualise how a lounge located in a hotel, in a VIP area of an airport, or in an office building may look.

Involving a wide range of products, the curated space and lounge will feature interior design finishing, upholstery, lights, and furniture. All materials - including wood, glass, metal, and textile - will be used in the best way possible.

Curated and styled by Giulio Cappellini, it will present the contemporary trend of juxtaposing current and technological furniture with some pieces of tradition and rich history, emphasising the Italian savoir-faire.

This curated space and lounge will be a neutral, welcoming, and elegant space with colours and textures that will inspire architects and interior decorators for their internal spaces. Exhibitors and visitors can choose to interact with one another as they admire the section of the lounge that is dressed up like a luxurious hotel suite, or to hold their meetings in the networking area.

Characterised by high quality objects and products, "THE ITALIAN HOSPITALITY" will also involve the Italian atmosphere and charm, which is celebrated worldwide. Visitors can expect the full experience at the lounge, where they will have the opportunity to taste some distinctively Italian F&B items.

Italy, with its products, is still a benchmark for the furniture and furnishings industry worldwide and this feature area aims to bring some of Italy's most original furniture pieces - which is often selected to decorate the most prestigious buildings around the world - to Singapore.

"THE ITALIAN HOSPITALITY" will be a unique and not-to-be-missed showcase for the trade visitors at IFFS.