

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**IL NUOVO RINASCIMENTO ITALIANO A SINGAPORE  
THE ITALIAN NEW RENAISSANCE IN SINGAPORE**

**Milan, 27 June 2017** - The visually attractive and aesthetically pleasing curated space by renowned architect Giulio Cappellini - themed "The Italian New Renaissance" will be unveiled at the 2018 edition of International Furniture Fair Singapore (IFFS) from 8 to 11 March 2018.

After the resounding success of The Italian Hospitality at IFFS 2017, a project conceptualised by Marilena Puppi, CEO of OGS, the exclusive public relations office for IFFS in Europe and the Middle East, the Milanese architect aims to captivate the audience with an intriguing theme to continue the interesting story of the Italian Hospitality.

"For companies to be avant-garde, it is important to consider sophisticated technologies that are not exclusively our patrimony but combining them with the unique and inimitable Italian touch that derives from the constant artisanal tradition of excellence from Italy" said Giulio Cappellini. At IFFS 2017, the project saw a large lounge area surrounded by evocative rooms depicting the great Italian culture of hospitality and was a visual feast for visitors with their stylish and sleek presentations.

For IFFS 2018, the theme chosen is even more ambitious and fascinating. The new idea is to recreate a typical Italian noble house where all environments will be displayed around the courtyard, including the living room, kitchen, dining room and the bedroom. Visitors can look forward to an immersive experience by walking through the classic line of rooms, a container of great atmosphere in which reviving emotions, colours and finishing - typical of the noblest Italian tradition as in the villas of the Renaissance.

The high quality of design and furniture products fit in a comparable wealth, in an environment of various materials and finishing in woods, stucco, plasters and stones, essential to the Italian style that counts millions of enthusiasts worldwide. In addition, Italy expresses brilliantly a common feeling of quality and elegance, distinctive element of its industrial and artisanal production, while enjoying a unique and particular wealth of languages, aesthetic and planning shades that are created in the same way in various styles. Even in the visuals of the Italian "domus", Giulio Cappellini took inspiration from excellences of the tradition, combining neutral colours such as the palette of white and sand with the chromatic range derived from affreschi of the Renaissance.

The Italian New Renaissance allows all visitors to IFFS 2018 to experience a historic, emotional and cultural path, especially to have an updated feel and touch of the modern Italian production.

**THE ITALIAN NEW RENAISSANCE IN SINGAPORE** will be yet another distinctive and not-to-be-missed showcase for all trade visitors at IFFS 2018.

Registration is now open to interested exhibitors who wish to participate at IFFS 2018. For more information, please visit [www.IFFS.com.sg](http://www.IFFS.com.sg) and [www.NOOKAsia.com.sg](http://www.NOOKAsia.com.sg).

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### **About the International Furniture Fair Singapore**

The International Furniture Fair Singapore (IFFS), held in conjunction with co-located events - the ASEAN Furniture Show (AFS) and 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, IFFS 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, 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 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 2018 [www.IFFS.com.sg](http://www.IFFS.com.sg)

NOOK Asia 2018 [www.NOOKAsia.com.sg](http://www.NOOKAsia.com.sg)

For media enquiries on IFFS, AFS & NOOK Asia, please contact:

### **Europe and Middle East**

Mrs Marilena PUPPI

OGS Organizzazione Gestione Servizi Srl

+39 0 2345 0610

[info@ogs.it](mailto:info@ogs.it)

### **Organiser's Office – IFFS Pte Ltd**

Ms CHUA Siew Bee

+65 6505 9176

[siewbee@iffs.com.sg](mailto:siewbee@iffs.com.sg)