

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**IFFS 2018 Attracts Largest Indian and Indonesian Contingents Yet**  
*Organisers Unveil New Industry Partnerships and Technology*

**Singapore, 17 January 2018** — The **International Furniture Fair Singapore 2018 (IFFS)**, along with co-located shows, the **35<sup>th</sup> ASEAN Furniture Show** and **NOOK Asia 2018**, will make its return from 8 – 11 March 2018 at the Singapore EXPO. The trilogy of events offers an unparalleled outreach to the highly dynamic furniture industry through a multifaceted show experience that introduces new technology, celebrates design, and facilitates business network opportunities.

**Source from India and Indonesia at IFFS 2018**

Buyers looking to source directly from **India** can look forward to the largest-ever showing of Indian exhibitors at IFFS 2018. Over the years, there has been unabated interest in the fair from Indian furniture manufacturers, driven by trade visitors' demand. This has led to more business collaborations between IFFS and relevant industry bodies, cementing IFFS' position as the region's leading fair for forging such partnerships. This year's show will feature a 25% increase in participating exhibitors from India, presenting an extensive mix of quality carpets and rugs, furniture of traditional and modern designs, as well as furnishings and decorative accessories.

Visitors to IFFS can also expect a contingent of quality brands from **Indonesia**, represented by members of the Indonesia Furniture Industry and Handicraft Association (ASMINDO). Established in August 1988, ASMINDO is the country's oldest and strongest furniture association, comprising more than 2,000 companies and more than 20 regional offices throughout Indonesia. These top design-led brands, most of which are highly sought-after in the international market, will form the Indonesia Pavilion at IFFS 2018, and showcase the best of Indonesian craftsmanship, offering trade buyers countless opportunities to connect, converse, and collaborate.

Yanti Rukmana, Vice Chairman of the Overseas Marketing Department at ASMINDO, said, "We're very pleased to embark on this partnership with Singapore's furniture fraternity. IFFS is a well respected event across the globe, and this collaboration marks a deepening of ties between the two countries' associations. It's a golden opportunity for our members to gain greater exposure on this influential platform, and we look forward to their positive post-event reports."

Notably, with a record-breaking total of 15 **National Pavilions** at IFFS 2018, visitors can expect to see even more variety on the show floor. Four countries — France, Japan, Portugal, and Turkey — will be making their debuts at the event, while 11 others — Belgium, China, Hong Kong, India, Indonesia, Italy, Philippines, Singapore, Taiwan, Thailand, and Vietnam — are familiar favourites returning to the fair. Enhancing the fair's position as a truly international trade platform, the pavilions will allow visitors to easily narrow their search for specific styles or for products from certain geographic regions.

## Presenting a Design-centric Approach

For the first time this year, IFFS partners Chantal Hamaide — Founder of internationally acclaimed French design magazine, *Intramuros* — to present **CARTE BLANCHE**. Comprising an assortment of furniture, accessories, décor and design objects, this showcase will be a maiden collaboration between Hamaide and ARRO Studio. Located right in the middle of **The Piazza Hall**, CARTE BLANCHE will be the fair's main focal point, hosting a number of IFFS 2018 activities including the Opening Ceremony, Media Conference, and Design x Business Seminars. The showcase is centred around the theme of 'New Traditions' and participating brands include Bensimon Maison, Designerbox, Ege, Elliptic Circle, Gallery S. Bensimon, Grafunkt, Maison Fragile, Revology, Sancal, and VARIAN® by CULTUREIN.

Following the success of The Italian Hospitality at IFFS last year, world-renowned Italian designer Giulio Cappellini will return to once again curate an exclusive feature area. Titled **The Italian New Renaissance**, this year's showcase is modelled after a typical noble house in Italy, and will feature leading Italian furniture and furnishing brands in various living environments (e.g. living room, dining room, and bedroom). Attendees can expect to have an immersive experience as they walk through rooms filled with well-designed furniture pieces of immaculate finishing, reminiscent of the Renaissance period.

## Harnessing Technology to Make Meaningful Connections

The fair is also the first furniture and furnishing trade exhibition in Asia Pacific to feature **Augmented Reality (AR)** technology on site. Using this simulation technology, 20 leading exhibitors will showcase an expanded product range and extend their brand presence beyond the physical constraints of their booths. Visitors can enjoy an interactive 4D experience of participating exhibitors' products by scanning the respective logos on the Show Directory with their smartphones.

Separately, the organisers will be introducing another avenue for designers to meet backers. Offered in partnership with Pozible, a Melbourne-based crowdfunding portal, **LiftOff** is a platform for designers to garner financial support to convert their novel ideas into reality. An all-or-nothing fundraising concept, **LiftOff** offers the design community the means to reach and build supporters. Through this, the organisers hope to help more designers find success, and to turn inspiring pieces from concepts to reality.

Commenting on the show's focus to deliver a more fulfilling show experience, Mr Ernie Koh, Chairman of IFFS Pte Ltd, stated, "We're injecting new perspectives this year by working with some of the design industry's best minds and weaving the latest technological advances into the fair. It's a pivotal move in IFFS' development as Asia's premier sourcing event, and it'll help to keep things fresh for both the participating exhibitors and visiting buyers."

## Industry Professionals Invited to Pre-register

Online pre-registration to attend IFFS 2018 has commenced and to date, over 5,000 industry professionals have already signed up for the event. Interested trade visitors are encouraged to pre-register before 23 February 2018 via [www.iffs.com.sg/register](http://www.iffs.com.sg/register) to enjoy free admission and to avoid waiting in line at the show.

More highlights will be announced at a later date. For more information, please visit [www.IFFS.com.sg](http://www.IFFS.com.sg) and [www.NOOKAsia.com.sg](http://www.NOOKAsia.com.sg).

###

## Notes to the Editor

### **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 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, 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 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 & NOOK Asia, please contact:

#### **Asia Pacific, Americas & Rest of the World**

Ms Gracine WEE

Red Bug Communications

+65 6220 4787

[gracine@redbugpr.com](mailto:gracine@redbugpr.com)

#### **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)