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A First Look at International Furniture Fair Singapore 2018



From 8 – 11 March 2018, IFFS will return to the Singapore EXPO along with co-located shows, the 35th ASEAN Furniture Show and NOOK Asia 2018. IFFS 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. The show is expected to attract well over 20,000 international trade professionals from nearly 100 countries, to explore the latest designs by participating companies that hail from close to 40 countries.

Highlights of IFFS 2018

For the first time, IFFS partners Chantal Hamaide – Founder and Chief Editor of internationally acclaimed French design magazine, *Intramuros* – to present an exclusive, curated space that reflects current design trends. One of design world’s most influential figures, Hamaide will bring her unique perspective to IFFS 2018, creating a showcase of handpicked pieces around the theme of ‘new traditions’, located in **The Piazza Hall**.

World-renowned Italian designer Giulio Cappellini will also return to once again curate an exclusive feature, **The Italian Renaissance**. It will be an immersive experience for visitors as they walk through rooms filled with well-designed furniture pieces of immaculate finishing, reminiscent of the Renaissance period.

The fair is also the first furniture and furnishing trade exhibition in Asia Pacific to feature **Augmented Reality (AR)** technology on site. 20 leading exhibitors will showcase an expanded product range and extend their brand presence beyond the physical constraints of their booths.

Separately, the organisers will be introducing a new avenue for designers to meet backers. An all-or-nothing fundraising concept, **LiftOff** allows designers to garner financial support to convert their novel ideas into reality.

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

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