

## INTERNATIONAL FURNITURE FAIR SINGAPORE (IFFS)

Widely recognised as a Asia's premier design-led sourcing platform, the International Furniture Fair Singapore (IFFS) 2018, co-located with the ASEAN Furniture Show and NOOK Asia, promises to deliver an experience that's more immersive than ever ...



IFFS 2018 is set to house a portfolio of over 400 quality international exhibitors from almost 40 countries, featuring a diverse range of design-rich product from across the entire spectrum of furniture and furnishings – and the show's organiser hopes to attract over 20,000 visitors to the upcoming edition.

Visitors can expect to see innovative and inspired designs, high-quality furniture, interiors, and fittings, as IFFS remains committed to the concept of a curated, multi-sensorial experience that introduces technology, celebrates design, connects exhibitors with trade buyers, and facilitates business networking opportunities.

IFFS 2018 will be the first furniture exhibition in the region to launch the

Augmented Reality (AR) zone – just the start of the exhibition's journey towards digital transformation.

Exhibitors will be able to present their latest collections and expanded product ranges through simulation technology.

IFFS will also introduce special feature areas to create an even more immersive trade experience.

These include: The New Italian Renaissance, an Italian noble house, exclusively styled by world-renowned Italian designer Giulio Cappellini; new national pavilions from Portugal, Spain, and Turkey, offering an intriguing array of furniture, interior lighting, home textiles, and decorative accessories such as pottery, tableware, and cutlery; and the Design

STARS Showcase, presenting the latest work from a group of top design talents from across the globe.

Also worthy of note are the Design x Business Seminars, a series of free, thought-provoking educational sessions, and The Outdoor Boulevard, a creative indoor area dedicated to garden and outdoor offerings.

Visitor registration is now open online.

[Wiffs.com.sg](http://Wiffs.com.sg)

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### When?

8–11th March 2018

### Where?

Singapore Expo