

PRESS RELEASE

FOR IMMEDIATE RELEASE

IFFS 2018 Off to an Excellent Start *2019 Edition to Relocate to Marina Bay Sands*

Singapore, 8 March 2018 — The **International Furniture Fair Singapore 2018** (IFFS 2018) today welcomes trade professionals from the furniture, interior design, and furnishing industries from all over the world, including 400 hosted buyers. Over the next four days, along with the co-located **35th ASEAN Furniture Show (AFS)** and **NOOK Asia 2018**, the trilogy of fairs will feature noteworthy designed exhibits presented by 374 exhibitors from 26 countries.

Mr Ernie Koh, Chairman of IFFS Pte Ltd, shared, “We have designed IFFS 2018 to be a remarkable, holistic show that offers fruitful experiences to the industry, with carefully picked brands and first-in-class content. As part of our progression into the next phase of growth, we will be shifting to the Sands Expo and Convention Centre in Marina Bay Sands, where we will continue to inspire greater ideas and innovate better designs.”

An Innovative Show Experience

This year, IFFS will be revolutionising the show experience for its participants by presenting a number of innovative technological features. For the first time ever, IFFS partners MixGo, a Singapore-based augmented reality company, to provide an interactive 4D experience of products from 13 participating exhibitors, including Linie Design, Sacra, and Unipanel, to name a few.

The furniture retailing experience will also be reinvented through the fair’s partnership with D5 Innovation. Much like last year’s **virtual reality** feature, visitors will be able to digitally visualise living spaces with furniture and furnishings from industry-leading companies like Koda, Ningbo Antique House, Vita Copenhagen, Gautier, and many more.

Design Meets Business

As part of its mission to create a design and business rich environment to inspire greater ideas, better designs, and enhanced business opportunities, IFFS presents a focused mix of new and returning features this year. Trade visitors can look forward to novel experiences at **CARTE BLANCHE**, an exclusive feature area presented in collaboration with TANKE.LONDON/, curated by Chantal Hamaide and directed by ARRO Studio; **The Italian New Renaissance** by Giulio Cappellini; the **Design STARS showcase** featuring 10 up-and-coming global design talents; a record total of 15 **National Pavilions**; the **International Designer Showcase**; and nine complimentary **Design x Business Seminars**.

Brand New Venue and Ideas for IFFS 2019

Set to take place from 9 – 12 March, IFFS 2019, together with co-locating shows 36th ASEAN Furniture Show and NOOK Asia 2019, will be held at the Sands Expo and Convention Centre in Marina Bay Sands. This premium venue, while retaining existing trade buyers, will also attract a new wave of international audiences, and provide a promising environment for IFFS to promote trade and contribute to the growth of the industry.

Addressing the move, Mr Koh commented, “Trade shows are ever evolving and through all the changes, our DNA still remains the same — to deliver top notch, design-focused content, invoke innovative ideas, and to facilitate excellent business opportunities. With our focused features, we’re confident that this, and the upcoming editions, will inspire our trade visitors and most importantly, meet their business needs.”

For more information on the fair, please visit www.IFFS.com.sg or www.NOOKAsia.com.sg.

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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 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

NOOK Asia 2018 www.NOOKAsia.com.sg

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