

PRESS RELEASE

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IFFS 2019 – A Novel Visitor-Centric Experience of New Initiatives

Singapore, 17 January 2019 – In less than two months' time, the much-anticipated International Furniture Fair Singapore (IFFS) 2019, along with co-located shows, NOOK Asia 2019 and the 36th ASEAN Furniture Show, will debut at a new venue.

From 9 to 12 March, IFFS 2019 will transform six halls across two levels at the Sands Expo and Convention Centre, Marina Bay Sands, into a well-curated, one-stop sourcing hub for the entire furniture, furnishings and fittings ecosystem.

With an exquisite selection of trade-focused and design-led brands, never-before-seen signature showcases, and a holistic visitor-centric experience for industry professionals, IFFS 2019 is the perfect platform in Asia and beyond to establish new business relationships and strengthen existing strategic partnerships.

New Milestones

This year marks two important milestones for IFFS, with the introduction of a new theme at a refreshingly new picturesque city location.

Today, 55% of the world's population lives in urban areas, a proportion that is projected to increase to 60% by 2030, and 68% by 2050. To transform tomorrow's urban living and cater to evolving tastes, IFFS 2019 unveils a new theme of '**UrbanAsia – the Future of Urban Living**' to spot key trends, understand major challenges and identify sustainable solutions for an ever-growing population of urban dwellers.

Concurrently, as part of rejuvenation efforts, and to cement its industry-leading position, IFFS 2019 will take place at **Sands Expo and Convention Centre from 9 to 12 March**. Strategically positioned at the heart of Singapore's international cosmopolitan urban landscape, the new venue is widely acknowledged as Asia's leading destination for business, leisure, and entertainment, and IFFS 2019 expects to attract a new wave of trade visitors while extending a warm welcome to returning ones.

Signature Showcases

The perennial crowd favourite **Design STARS**, dedicated to unearthing the next generation of design talents from Asia, marks its return at IFFS 2019 as the creative springboard catered to 12 up-and-coming designers. To up the design ante, IFFS 2019 is also introducing the **Designers' Village**, to enable local home-grown multi-disciplinary designers to reach out via an extensive network of

international prospects. Collectively, these curated showcases feature aesthetically-pleasing prototypes and fully marketable creations, and is well supported by industry experts and design luminaries.

With Singapore selected as a **UNESCO Creative City of Design**, and to foster international collaborations and facilitate the sharing of experiences, the UNESCO Cities of Design showcase, through the adoption of design and creativity as strategic factors, will debut at IFFS 2019. With industry representatives expected from over 30 cities, including Buenos Aires (Argentina), Geelong (Australia), Montreal (Canada), Beijing (China), Helsinki (Finland), Berlin (Germany), Bandung (Indonesia), Seoul (South Korea), Istanbul (Turkey), Dubai (UAE), and Detroit (USA), the showcase promotes sustainable urban development, with opportunities abound via co-operative projects.

Drawing inspiration from the rich heritage, culture and diversity of densely populated cities, IFFS 2019 is partnering renowned interior designers and innovation-driven brands to unveil Urban Living Showcases. With living spaces in most urban cities at a premium, and urban dwellers now being increasingly well-travelled, design-savvy, digitally inclined and house-proud, these elegantly-designed and luxuriously-furnished showcases serve to illustrate emerging urban living trends and solutions.

Visitor-Centric Experience

International trade visitors can now expect an integrated and multi-sensory show experience, and indulge in the latest collections, including newly-launched pieces by internationally-renowned brands such as PR Interiors (Belgium), NS Furniture (China), Linie Design (Denmark), Halo (Hong Kong), Ayub Rugs (India), Lawas Art (Indonesia), Talenti (Italy), Clantree by Maruta (Japan), Woven+ (Netherlands), A. Garcia (Philippines), Sachi (Portugal), Materia Studio (Romania), Sam & Sara (Singapore), NTCRI (Taiwan), Deesawat (Thailand), Tetrad (United Kingdom), and District Eight (Vietnam).

Reflecting on these brands and more from around the world, which make IFFS a truly international sourcing gateway, Mr Ernie Koh, Chairman of IFFS Pte Ltd, shared, “Despite the protectionism approach adopted by a number of countries, internationalisation and urbanisation continue to be key drivers of growth and transformation for businesses. While IFFS continues to be a relevant and sustainable launchpad for companies to thrive in the globalised economy, the 2019 edition sees IFFS further catalysing the industry through a specialised curation of handpicked brands catered to addressing tomorrow’s urban living challenges and opportunities.”

Online registration for the International Furniture Fair Singapore (IFFS) 2019 is now open to all trade visitors. Visitors are encouraged to **register online via www.IFFS.com.sg before Friday, 22 February 2019** to enjoy a complete suite of privileges, including:

- Free entry to IFFS 2019, NOOK Asia 2019 and the 36th ASEAN Furniture Show
- Access to the Buyers Lounge at Basement 2, Sands Expo and Convention Centre
- Limited edition Show Bag and a detailed, user-friendly Show Map
- Exclusive room rates at 30 hotels, including the world-renowned Marina Bay Sands
- Special discounts at selected tourist attractions and celebrity chef restaurants

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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 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 and International Design Showcase — 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, Enterprise Singapore and Singapore Exhibition and Convention Bureau.

For more information, please visit:

IFFS 2019 www.IFFS.com.sg

NOOK Asia 2019 www.NOOKAsia.com.sg

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