

Press Release

For Immediate Release

IFFS 2019 Transforms Tomorrow's Urban Living

Singapore, 9 March 2019 – The **International Furniture Fair Singapore (IFFS) 2019**, at a refreshingly new picturesque city location, today welcomes trade professionals from the furniture, furnishings and fittings industries from around the world.

Along with co-located fairs, the **36th ASEAN Furniture Show** and **NOOK Asia 2019**, an impressive curated selection of 204 trade-focused, innovation-driven and design-led international exhibitors from 25 countries will showcase their latest collections over the next four days, and transform tomorrow's urban living.

NEW FIRSTS – VENUE, THEME, EXPERIENCE

For the first time ever, IFFS is taking place at the **Sands Expo and Convention Centre**, Marina Bay Sands. Spread across two levels and six halls, IFFS 2019 remains the key international sourcing gateway in Asia and beyond, and is now an elegantly curated hub at the heart of Singapore's Central Business District. This premium venue, while retaining existing trade buyers, will also attract a new wave of international audience, and provides a springboard for IFFS to enhance its outreach.

As a forward-looking trade fair that has been recognised by industry experts as a thought leader, IFFS 2019 introduces a new theme, **UrbanAsia – the Future of Urban Living**, to cater to the evolving needs of urban dwellers around the world. With an ever-growing urban population and living spaces at a premium, IFFS 2019 works closely with our industry-leading exhibitors to provide solutions to transform tomorrow's urban living.

With a shift to a central location, IFFS has also spared no efforts to provide a more **holistic experience** for our trade visitors, including new, exclusive privileges. Trade visitors can now enjoy exclusive discounts at selected dining establishments and tourists' attractions, to further enrich their visit.

Mr Ernie Koh, Chairman of IFFS Pte Ltd, shared, "2019 marks an important milestone for IFFS, as we rejuvenate the fair, chart our next phase of growth and build a solid foundation for future editions to come. The shift in venue and introduction of a new theme reflect our clear direction, and this edition, along with a curated selection of top-notch international exhibitors and exclusive showcases, offers our trade visitors a refreshingly new experience."

SIGNATURE SHOWCASES

While crowd favourites such as **Design STARS** marks a successful return with 11 up-and-coming design talents from Asia, including Japan, Singapore, Taiwan and Vietnam, IFFS 2019 also presents several new, never-before-seen showcases to elevate design and encourage inspiration. These include:

SOUL, the distinctive showcase on urban living, is designed to tap into the innermost desires of urban dwellers, and serves to spot key trends, understand major challenges, and promote sustainable solutions. Brands such as Anno 13 (Belgium), PR Interiors (Belgium), Lumas (Germany), Woven+ (Netherlands), Moss Living (Singapore), Deesawat (Thailand), Tetrad (United Kingdom), District 8 (Vietnam), and Reeves Design (Vietnam) will feature their exquisitely-crafted pieces to address different lifestyle needs and aspirations.

UNESCO Creative Cities of Design is a collaborative partnership with DesignSingapore Council, and aims to foster international collaborations and facilitate the sharing of experiences. Representatives from over 20 global cities will also be present at the fair to promote sustainable urban development, and provide opportunities for cooperative projects. These include world-famous cities, such as 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).

Buyers Lounge is accessible to all trade visitors, and provides an excellent platform for discussions. In partnership with Sam and Sara (Singapore), the lounge will be decked out in exquisite pieces that appeared in the 2018 romantic comedy, *Crazy Rich Asians*, the top worldwide grossing rom-com in a decade, and trade visitors now have a chance to own these highly sought-after collections.

Nex-Gen Urban Living Showcase, the hub of Singapore furniture brands that go beyond form and function, is organised by the Singapore Furniture Industries Council. Featuring four cornerstones by Singapore's very own homegrown designers – Work Smarter Live Better (Renovator Hub x Spaceweiss x 11H), Live.Love.Grow (Enlighten x Konzept Kreation x Re-source Design), The Dreamer's Space (Benel x AK+), and The Bachelor's Pad (OPSH x StudioNorm) – the collective showcase seeks to cater to the needs of urban dwellers, and provides an opportunity to experience tailored to their evolving lifestyles.

DITP Showcase, by the Department of International Trade Promotion from the Ministry of Commerce in Thailand, draws on the rich heritage, culture and diversity of Thailand, and features an urban living experience with the distinctive Thai hospitality. Exclusive collections from 28 companies, from furniture to textile, and from home décor to decorative accessories, adorn this tastefully curated feature area.

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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