

PRESS RELEASE

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IFFS 2016 Lays Foundation for Future Growth
Organisers Committed to Providing an Exceptional Show Experience

Singapore, 10 Mar 2016 - The International Furniture Fair Singapore 2016 / 33rd ASEAN Furniture Show (IFFS/AFS) today opens its doors to welcome trade professionals of furniture, interior design, and furnishing industries from all over the world. Over the next four days, more than 423 participating companies from 29 countries will pull out all stops to impress. Along with co-located events **The Décor Show** and **furniPRO Asia**, IFFS offers visitors an unparalleled range of exhibits and services at Singapore EXPO, Halls 1 through 6.

Recently, IFFS embraced a new identity and adopted a fresh approach, anticipating changes that it observed in the industry. Mr Ernie Koh, Chairman of IFFS Pte Ltd, shared, "While the show has always been design-led, we saw the need to take this to the next level. Our goal is to be a platform that facilitates business discussions, highlights the latest trends in design, and engages the imagination."

'Celebrate Inspiration'

In line with this edition's theme of 'Celebrate Inspiration', IFFS 2016 presents several feature areas to elevate design and encourage inspiration. These include:

- **The Piazza Hall (Hall 4)**, which serves as a focal point for IFFS, is where major events and design-related elements are mostly situated. It is also the 'heart' of the show, where visitors naturally gravitate towards. **The Frontiers**, **Design STARS Showcase**, and **International Designers Showcase** are located here. Major activities such as the Opening Ceremony and Seminars also take place in The Piazza Hall.
- **Tree of Influence** is a visual narrative created by Mi5chief Makers with support from Paper Carpenter. Enhanced by visual projection techniques, the installation illustrates the journey that raw materials take, before becoming a 'product'. Located in The Piazza Hall, this material metamorphosis focuses on wood, stone, water, and textiles.
- **Pyramid of Notion** is a collaborative installation located near the entrance in Hall 1. Developed by curators NextOfKin Creatives and Paper Carpenter, this installation features a selection of new and unique pieces of furniture and accessories placed in a pyramid structure. It gives visitors a glimpse of the exciting, well-crafted designs presented by the international pool of exhibitors at IFFS.
- **Gamification** is an interactive 'play area' located between Halls 2 and 3. Consisting of a shuffleboard table, ping-pong table, and a foosball table, this area is set up in collaboration with District Eight Design (Vietnam). It is designed to allow visitors to let their hair down, and also to highlight the multi-functional nature of modern furniture.
- **The Outdoor Boulevard** is a dedicated area for exhibitors with garden/outdoor offerings. Located between Halls 4 and 5, the area showcases how design consultants make use of vertical gardening and greenery to make an indoor space look like the outdoors. Also, visitors can experience the outdoors in an indoor setting at the **Garden Café**, which houses a collection of specially curated products from nine participating exhibitors.

- **Furniture Design Award Showcase** is a display of entries submitted by the 11 finalists of Furniture Design Award (FDA) 2016. The Grand Winner, Katarzyna Kempa, was selected by the FDA Jury Panel of industry experts on 9 March, and received her award at the IFFS Opening Ceremony. The winning entry 'Sit' consists of a body-minded wooden stool and work table that is designed to create an active working environment. Apart from bagging the coveted award, Katarzyna also brings home an attractive cash prize of S\$20,000, generously sponsored by American Hardwood Export Council (AHEC). In addition, she also gets a complimentary exhibition booth in IFFS 2017, allowing her to showcase her body of work and network with industry professionals yet again in the following year.

Unveiling of Nook Asia 2017

Also evolving to keep abreast with the industry's needs, The Décor Show will undergo a rebranding exercise to become **Nook Asia** next year. Organisers made the announcement at the IFFS Opening Ceremony, sharing the new identity with the industry for the first time. The new name better reflects the growing portfolio of the show, and is expected to draw in a larger participation.

'Nook' describes a space that homeowners hold close to heart, and one that is often decorated with crafted objects to satisfy an owner's needs. Presenting the latest in the interiors scene, Nook Asia will focus on artisanal crafts from around the world, and visitors can expect to see more interior and lifestyle products in 2017.

New 'IFFS' Mobile App

This year, IFFS also launches a new mobile application to facilitate visitor communications. Available on both iOS and Android platforms, the app provides users with up-to-date information on the show (e.g. event schedules, exhibitor directory, news), and also helps them locate exhibitors and navigate the show floor. The app refreshes for updates upon start-up, so users are assured that the data they have on hand is the most current.

The next edition of IFFS will take place from 10 - 13 March 2017.

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

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About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organize and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and The Décor Show, a keynote event on the furniture trade exhibition calendar.

About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS) and The Décor Show

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) and The Décor Show, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With 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.

In the 2016 edition, the biennial furniPRO Asia, a woodworking and furniture and panel production exhibition in South East Asia will be held in conjunction with the IFFS/AFS. The exhibition aims to be a showcase and trading platform for the newest machinery and technologies in the market into its third edition.

Together, the trilogy of events - The IFFS/AFS, The Décor Show and furniPRO Asia - will feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, as well as offer an unparalleled outreach and access to the latest technological machinery development to the highly dynamic market, 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, Furniture Design Platform and Furniture Design Award**) 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:

IFFS 2016 www.iffs.com.sg/.

furniPRO Asia 2016 www.furniproasia.com.

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