

australian international furniture fair

MEDIA RELEASE

October 2008

BE INSPIRED BY WHAT'S NEW EXHIBITOR UPDATE

The **AUSTRALIAN INTERNATIONAL FURNITURE FAIR 2009** will showcase more than 300 exhibitors from around Australia as well as China, India, Thailand and Malaysia, when it **opens on Wednesday 4 February 2009** at the **Sydney Exhibition Centre, Darling Harbour**.

More than half of the 2009 exhibitors are new to the Fair including Milan Direct and Sunlounges Online, both renowned for their superior design and premium manufacturing. Other key exhibitors include Moby Living, Cartia Australia, Mar Paso Trading Company, Seeger Gallery, Karman Grech Designs and Empire Honeysuckle.

The **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** is the first event in the 2009 Asia Pacific calendar of furniture and furnishing Trade Fairs and is expected to attract more than 7,000 Australian and international buyers over three days.

For the first time **Milan Direct** will exhibit a collection of premium, modern classic reproductions, including chairs, sofas, tables, lighting and office furniture. Inspired by the furniture capital of the world, all furniture imported under the Milan Direct brand is manufactured from the best materials sourced globally.

Also debuting at the 2009 Fair will be **Sunlounges Online**, specializing in stylish deck chairs in aluminium and timber imported from Italy, the UK and China. Sunlounges Online is the exclusive Australian distributor for South Sea deckchairs, a classic design that graces the seafronts of traditional English resorts. With styles to suit a range of environments, from outdoor theatres and resort pools to cafes and backyards, Sunlounges Online truly caters for the Australian lifestyle.

The Fair is delighted to welcome back contemporary Australian furniture design and importing company **Globe West**, acclaimed for its modern clean line design incorporating exquisite texture, colour and form. Globe West will introduce the Generation line, a new addition to their Box Furniture range launched in July 2008, featuring intricately hand-carved mahogany designs. The Globe West team travel extensively to gain inspiration from the latest international trends, and their products are stocked by distinguished retailers such as Bay Leather Republic, Orson & Blake, Surround Interiors and Forme.

Also returning to the Fair in 2009 will be the hugely popular **Hotel + Hospitality** feature. Introduced in 2008 in response to the strong growth in this industry. This section provides an opportunity for Australian hotels, motels, clubs and restaurants to source the latest furniture being created for their market.

Another must-see highlight will be the highly anticipated **The Edge** showcase, exhibiting work by emerging Australian and international designers. The winning entries submitted to the Student, Concept, Commercial and new Green Award categories will be revealed at a special event on the Fair's opening day, 4 February 2009.

The Fair is thrilled to announce **Michelle Adams**, creator of the Rubie Green textile line, as a participant in the **International Seminar Speakers Series**. This series continues to attract the

brightest industry experts from Australia and the world to address the key trends and issues shaping furniture and design agendas in the coming year. Adams will also be at the Fair to launch her Rubie Green line to the Australian market with Melbourne exhibitor Diane Bergeron Interiors.

THE AUSTRALIAN INTERNATIONAL FURNITURE FAIR is co-located with **DECORATION + DESIGN**, Australia's leading soft furnishings & interior products Trade Fair, at the Sydney Exhibition Centre from **Wednesday 4 February – Friday 6 February 2009**.

For a full list of exhibitors, please see the website www.aiff.net.au.

What:	THE AUSTRALIAN INTERNATIONAL FURNITURE FAIR 2009
Where:	Sydney Exhibition Centre, Darling Harbour
When:	Wednesday 4 February 9am – 5pm Thursday 5 February 9am – 5pm Friday 6 February 9am – 4pm
Event Organiser:	Australian Exhibitions and Conferences Pty Ltd
Exhibitor Info.:	AEC, tel 03 9654 7773 or furniture@aec.net.au
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