

australian international furniture fair

MEDIA RELEASE

24 November 2008

Discover the future of trends, colours and sustainability: International Industry Seminar Series Announced

Five acclaimed experts in furnishing, decoration, lighting and design will take to the stage when the **International Industry Seminar Series** returns to the **Australian International Furniture Fair in Sydney, February 2009**. Forecasting trends, ranging from colour stories to sustainability, the speakers will reveal the visionary concepts shaping the future of furniture and interior design.

The Industry Seminar Series will open with renowned trend expert **Jennifer Castoldi** (Paris), speaking on **Global Trends & Future Furnishings**, and how international market shifts will impact on Australia. Jennifer Castoldi is the founder, CEO, and Chief Creative Director of Trendease International, an online design and style publication acting as a resource for the home fashion, design and lifestyle industries.

Joining Jennifer is **Michelle Adams** (New York), who has had a fast rise to the top and is well-placed to present on **Eco Chic Design**. Her talk will explore trends in American interiors, and how they can be reinterpreted to design stylish, sustainable homes. Michelle worked as Market Editor at leading American interiors magazine Domino before establishing her Rubie Green label in 2008. She now designs eco-friendly textiles in vibrant, classic prints.

Meryl Hare (Sydney), Principal of award-winning Sydney interior design team Hare + Klein Interior Design, will present **The Paradox of Design – Passion & Professionalism** and address how to feed the creative spirit and weave new inspiration into projects. **Meryl Hare** has 30 years of industry experience working on residential, commercial and hospitality projects.

An expert in colour and trend forecasting, **Bree Leech** (Sydney) will present **Colour Stories for 2009 & Beyond**, the inspiration behind future colour directions. Bree recently launched Texture, a creative consultancy offering colour and trend information as well as editorial, advertising and interior styling services. Bree is also Editor of Godfrey Hirst Carpets' Wall 2 Wall magazine, and provides creative direction for various interior design projects.

Mary-Anne Kyriakou (Sydney), Director of Meinhardt Light Art, will give a seminar on **Building Atmosphere & Identity Through Lighting Design**. Mary-Anne will explore the role of lighting in defining space and character, with reference to the latest concepts from Sydney, Bangkok and Berlin.

After the success of 2008, **free workshops**, led by Mark Davis of The Davis Consulting Group, will return to the 2009 Fair. Topics will include **The Psychology of Why People Buy** and **The Value of Relationship Building with Customers**.

The Industry Seminar Series and free workshops provide the opportunity for retailers and interior designers to take away invaluable forecasts on upcoming furnishing and design trends, as well as insights into how renowned designers achieve success.

The 2009 International Industry Seminar Series will be sponsored by Home Beautiful magazine.

What: 2009 INTERNATIONAL INDUSTRY SEMINAR SERIES

Where: Sydney Exhibition Centre, Darling Harbour

When: Wednesday 4 February

- **Global Trends & Future Furnishings**, Jennifer Castoldi, Trendease International (Paris), 9.45am- 10.45am
- **Eco Chic Design**, Michelle Adams, Rubie Green (New York) 12pm-1pm
- **Free Workshop 1: The Psychology of Why People Buy**, Mark Davis, The Davis Consulting Group (Melbourne), 2pm-2:45pm

Thursday 5 February

- **The Paradox of Design – Passion & Professionalism**, Meryl Hare, Hare+Klein Interior Design (Sydney), 9:45am-10:45am
- **Global Trends & Future Furnishings** (repeat), Jennifer Castoldi, Trendease International (Paris), 12pm-1pm
- **Free Workshop 2: The Value of Relationship Building with Customers**, Mark Davis, The Davis Consulting Group (Melbourne), 2pm-2:45pm

Friday 8 February

- **Colour Stories for 2009 & Beyond**, Bree Leech, Texture (Melbourne), 9:45am-10:45am
- **Building Atmosphere & Identity Through Lighting Design**, Mary-Anne Kyriakou, Meinhardt Light Art (Sydney), 12pm-1pm.

Tickets: Seminar tickets cost \$44 and are available online at www.aiff.net.au
Pre-booking is essential.

Event organiser: Australian Exhibitions and Conferences Pty Ltd

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