

australian international furniture fair

MEDIA RELEASE

November 2008

The Edge - Design and Innovation Showcase Returns with a Record Number of Products

The Edge, Sydney's premier event for new and emerging designers, will exhibit a record number of products in its sixth year when it returns to the **AUSTRALIAN INTERNATIONAL FURNITURE FAIR, 4-6 February 2009** at the Sydney Exhibition Centre, Darling Harbour.

The Edge 2009 will feature 60 products including a butterfly-shaped meditation seat, a sculptural exhibit for wine storage, a chair that transforms from a wall-hung art panel and a coffee-table inspired by high-density city skylines.

New for 2009 is the Green Award, which joins the existing Student, Commercial and Concept divisions. The Award is for the best new product across all entries employing ecologically sustainable design, materials, and manufacture. The Green Award division will feature UK designer Ilsa Parry's Swarth Pendant Light, created entirely from manufacturing waste; Luke Leenders' Stack-It-Stool (NSW), utilising salvaged off-cuts; and Wilma van Boxtel's Zeopod Pouf (WA), made of biodegradable plastic.

Seating has emerged as a strong trend for 2009. Chairs and stools accounted for over half of the designs submitted, with pieces such as rocking chairs, amoeba-inspired stools and modular cushions mimicking cell structures.

As in previous years, the Student category attracted the highest competition. Attendees to the Fair will have the opportunity to see the best of tomorrow's talent, with entries from UTS, RMIT, the University of Western Sydney, Lidcombe TAFE and East Gippsland Institute of TAFE.

Four Awards for Excellence in Design will be presented, including the best new prototypes designed by a professional designer and by a tertiary student, the best new Commercial release designed by a professional designer and the Green Award for the best new sustainable product.

Winners of **The Edge Concept Award** and **The Edge Student Award** receive cash prizes. The winner of **The Edge Green Award** and the winner of **The Edge Commercial Award** will each receive a stand package at the 2010 Fair to the value of \$3,000.

What: **The Edge 2009**, at 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

The Edge – Awards Presentation:

Wednesday 4 February 11am

Event organiser: Australian Exhibitions and Conferences Pty Ltd
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