

# australian international furniture fair

**MEDIA RELEASE**

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## **AIFF 2008 leads in Design**

The **Australian International Furniture Fair** has enjoyed record attendance of over 6,800 buyers from Australia and overseas all keen to view the future trends and to buy stock from some of Australia's top manufacturers and wholesalers.

The three day show was held at the Sydney Exhibition & Convention Centre, Darling Harbour and is the first furniture Trade Fair on the Asia Pacific calendar for 2008. This year two new exciting features were added the Hotel + Hospitality feature showcasing Resort Living and also the Retirement Living feature. The Fair also unveiled Australia's newest crop of cutting edge designers at The Edge Designer Showcase and provided a sneak peek at the latest array of interiors and furniture launching in Australia this year.

Marie Kinsella, Managing Director, Australian Exhibitions & Conferences Pty Ltd said "This year a theme of sustainability prevailed over exhibitors, young designers and also the industry seminar series. We also enjoyed some innovative and new exhibitors including; O-Planner (distributors) for the much acclaimed Philippe Starke xo range, Laidir's high quality range of all Australian outdoor furniture, Image Product's clever mobile office the Uber Pod and Urban Edge's stylish timber/stainless steel range of furniture".

The Edge designer showcase this year raised the bar for emerging talent featuring 40 designers from Australia and New Zealand competing across three categories; Student, Commercial and Concept. The winner for the Student category was Brad Stebbing from UTS with his Light of Man lamp featuring a melee of little men and made from sustainable resources including Birch plywood and veneer. Lights also took out the Commercial award with New Zealander, Ross MacKay, winning with his innovative Crocus Lamp, made from powder coated mild steel with the vertical louvers rotating to open around a central bulb. For the Concept category, talented designer Matthew Harding won with his Poise Chair featuring a laminated hoop pine ply and woven monofilament.

The Edge entries came from all over Australia and New Zealand and included a number of student entries. "All three winners of the Edge Awards shared a common lightness of being and provided a glimpse of how we will treat our resources in the future. The standard of the furniture pieces in the 2008 Showcase was, once again, higher than the standard of the previous year. I am amazed and delighted that every year continues to exceed the year before." said curator Uli Hasel.

This year's International Industry Seminar Series included international guest, Kaye Gosline, expert colour trends forecaster and creative director of the Floor Covering Division of Milliken & Company (USA). Kaye has 25 years experience and works closely with architects and interior designers throughout the world.

The seminar series was presented over three days and joining Kaye from overseas was Michael Leow, from renowned London based forecasting company Global Colour research. Australian experts included Andreas Sederof - Director of Sunpower Design; Wendy Clarke - Director of Dirtscape Dreaming and Andrea Lucena-Orr - Colour and Communications Manager, Dulux Australia, all presenting tailored seminars on creating more environmental and sustainable homes and trends in colours.

Co-located with the Australian International Furniture Fair was the interiors fair, Decoration + Design, the country's premier exhibition of soft furnishing and interior products. Decoration + Design Sydney also featured Sustainable Style, challenging six acclaimed architects & designers to layout and furnish rooms using 75% sustainable products.

Sustainable Style was chosen as a theme to fit in with the current social climate of environmental awareness. Sustainable Style feature coordinator Toni Briggs welcomed the designers creativity citing it as "A wonderful chance to see some astonishingly talented and renowned designers working with sustainable products".

"The project generated a lot of enthusiasm and excitement from the designers, and the response from visitors was overwhelming and proved a definite highlight of Decoration + Design Sydney," Ms Briggs said.

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