

+DECORATION DESIGN SYDNEY

MEDIA RELEASE

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Design at its best at Decoration + Design Sydney 2010

The **Australian International Furniture Fair** co-located with interiors fair, **Decoration + Design Sydney**, enjoyed strong attendance of 6,500 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 trade event was held 3-5 February at the Sydney Exhibition Centre, Darling Harbour and is the first furniture Trade Fair on the 2010 Asia Pacific calendar.

Marie Kinsella, Managing Director, Australian Exhibitions & Conferences Pty Ltd said "It was encouraging to see our largest showcase ever of Australian manufactures at AIFF 2010 and highlights the quality and creativity of the local market. Visitor registrations were impressive again this year with many strong sales opportunities being shaped between exhibitors and buyers over the three days. As always the innovation of The Edge and the inspiration of the Seminar Speakers proved popular for attendees. International visitors appeared impressed with the Fair and it is an important flagship for the furniture industry both locally and abroad".

The Fair provided a backdrop of the latest furniture and furnishings launching in Australia this year. 2010 also saw two new features to the Fair – **InContext** and **MoOD**. **InContext** unveiled the individual presentations of an identical chair by six design specialists. The media was invited to vote for the most innovative interpretation and awarded **Cloth Fabric** the accolade. While **MoOD – Meet only Original Designs**, was a breathtaking showcase of innovative materials used by a first class selection of Belgian talent from the Brussels event.

Australia's next generation of ground-breaking designers was unveiled at **The Edge Design and Innovation Showcase and Design Competition Awards** Presentation. The Edge is an international platform for design talent, showcasing Australian designers with the rest of the world. Featuring over 50 emerging designers competing in the categories *Student*, *Commercial*, *Concept* and *Green*, this year's The Edge was an event not to be missed.

The winner in the category *Student* is Rowan Turnham from TAFE Melbourne with his Short Black Connection Coffee Table made from recycled Australian Blackwood. The *Concept* and *Commercial* award went to talented designer Paphop Wongpanich who convinced the jury with his Star Table (Concept) and 1974 Chair (Commercial). The winner in the category *Green* is Stuart Faulkner with his Felix Stool, which flat-packs and is designed around sustainable design principles.

"We have never had so many designers and so many pieces in THE EDGE ever before. There is something for everyone, from the design conscious to the family home. Facets still feature strongly and students have been working on new projects using rattan/cane and re-invented/re-created new products from old. It was a must see event for the industry" said curator Uli Hasel.

This year's **International Industry Seminar Series** welcomed international expert **Kathryn Ireland** (USA), one of the world's most influential interior and fabric designers. Kathryn's talk on Aesthetic Inspirations from around the World gave visitors an insight into her most recent projects, exploring her process of combining pattern, texture and colour to create the feeling of a well-lived life.

Taking place over three days, the Seminar Series also welcomed back international trend forecasting expert **Milou Ket** (The Netherlands), who explored emerging design themes for the 2011 home. Australian experts included **Fiona Barker** and **Sarah Lahey** with a presentation on The Enchanting World of Colour, and **Marie O'Mahony** who took an in-depth look at the latest textile developments in her presentation about Textile Applications in Furniture, Interiors and Design.

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