

MEDIA RELEASE

April 2010

**Trace the path of trends, from tradition to the contemporary:
DECORATION + DESIGN Melbourne 2010**

DECORATION + DESIGN Melbourne 2010 will again showcase an unparalleled range of soft furnishings and interior suppliers from Australia and around the world when it returns to the Melbourne Exhibition Centre from 15-18 July 2010. Co-located with **Furnitex**, visitors will have access to the latest trends to hit the Australasian market, and the chance to preview the collections of over 150 exhibitors.

The Material Inspirations feature of this year's fair, entitled **Paper Trail**, will showcase the diversity of the wall covering industry. Tracing the path of wallpaper trends from archival to contemporary bespoke digital, it will inspire with interactive walls and futuristic concepts in spaces created by leading Australian designers.

Local label **Ruby Star Traders** will debut with a colourful and eclectic range of furniture, furnishings and home accessories. Inspired by founder Karin Gardiner's travels throughout India, Nepal, Pakistan and Uzbekistan, the label works with local craftspeople to create pieces that combine designer trends with traditional techniques.

Another first-time exhibitor will be the **Clinton Friedman** brand (South Africa). A respected photographer and artist, Clinton Friedman takes inspiration from the beauty of the African environment, and his photographs of the region's botanicals have been used to create a vibrant range of indoor and outdoor scatter cushions, and photographic prints.

Fabrics, Wallpapers and Rugs by Fabric Designer **Vanessa Arbuthnott** (UK) will be presented by Carroll & Wiggins Imports. Vanessa's colourful designs, which combine nature with spots, stripes and checks, have established her in the UK as a creator of quality linen furnishing fabrics. Her 100% organic cotton fabrics are sourced from Belgium France and Turkey, while her rugs are loomed on the last rug weaving mill in Wales.

Orson & Blake designers David and Mandy Heimann will reveal the new direction for their wholesale arm, **OB Collection**. In addition to a range of stylish contemporary sofas and chairs in linen and cotton in neutral colours, they will present a tan leather range of stools and ottomans, including an attention-grabbing wingback chair in cowhide.

Visitors to DECORATION + DESIGN Melbourne will also have the opportunity to attend the **International Industry Seminar Series**. Three international speakers have been confirmed, including Justine Fox of Global Color Research (UK), Designer and former Editor of Metropolitan magazine Linda O'Keefe (New York), and furniture designer Axel Enthoven (BEL).

The diverse display of designs and materials on offer at DECORATION + DESIGN Melbourne can be viewed over four days.

What: **DECORATION + DESIGN Melbourne 2010
Furnitex 2010**

Where: Melbourne Exhibition Centre, Southbank

When:

Thursday	15 July	9am - 5pm
Friday	16 July	9am - 5pm
Saturday	17 July	10am – 5pm
Sunday	18 July	10am – 5pm

Event organiser: Australian Exhibitions and Conferences Pty Ltd

Exhibitor information: Contact AEC, tel 03 9654 7773 or decorationdesign@aec.net.au

Web: www.decorationdesign.com.au

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For media information and images contact:

Simone Larmer or Sarah Thompson at Double Edge PR. Tel: 02 9957 1352
Email: simone@doubleedge.com.au and/or sarah@doubleedge.com.au