

**Australian Designers on The Edge**  
**The Edge: the hottest place for emerging furniture designs**

**The Edge**, Sydney's premier event for new and emerging designers, will exhibit a record breaking number of products in its seventh year when it returns to the **AUSTRALIAN INTERNATIONAL FURNITURE FAIR, 3-5 February 2010** at the Sydney Exhibition Centre, Darling Harbour.

The Edge will feature emerging designers from Australia, New Zealand, Singapore and Thailand showcasing over 80 products, competing in the areas of Student, Commercial, Concept and Green.

Highlights include a doodling chaise lounge, ribbon sphere light, in plant garden planter inspired by Australia's rugged landscape and Freefold 02 Bookshelf designed to hold books horizontally, vertically and strong enough to house a TV.

As per previous years, seating continues to be a leading theme with stools, chairs and benches featuring in over half the designs submitted. Highlights include the Jenga Chaise and 42Chair a multi-function rotationally moulded chair which can be flipped to be used as a comfortable easy chair.

The Student Award continues to be the most popular category in The Edge, with an impressive 42 entries from Swinburne University of Technology, Lidcombe TAFE, University of Technology, University of New South Wales and RMIT. Fair attendees will be able to preview the entries by Australia's top design students over the three days.

The Edge offers four Awards for Excellence in Design that will be presented on the opening day of the Fair and include:

- Best new prototypes designed by a **tertiary student**
- Best new prototypes/**Concept** designed by a professional designer
- Best new **Commercial** release designed by a professional designer
- **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 2011 Fair.

**What:** **The Edge 2010**, at THE AUSTRALIAN INTERNATIONAL FURNITURE FAIR 2010

**Where:** Sydney Exhibition Centre, Darling Harbour

**When:** **The Edge – Awards Presentation:**  
Wednesday 3 February 11am

The Edge displayed daily:

Wednesday 3 February 9am – 5pm

Thursday 4 February 9am – 5pm

Friday 5 February 9am – 4pm

**Event organiser:** Australian Exhibitions and Conferences Pty Ltd

**Exhibitor Info.:** AEC, tel 03 9654 7773 or [furniture@aec.net.au](mailto:furniture@aec.net.au)

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