

MEDIA RELEASE

September 2011

Australian International Furniture Fair 2012 Announced

The **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** and the co-located **DECORATION + DESIGN** fair will return to Sydney from 1 – 3 February 2012 at the Sydney Exhibition Centre. Renowned for forecasting the trends of the coming year, the fair will once again unearth emerging designers and welcome global leaders in design and trends.

Following on from the success of this year's fair, which attracted over 6600 visitors, the Australian International Furniture Fair 2012 will unveil the latest ranges of furniture, artwork, bedroom furniture, kids furniture, dining furniture and entertainment furniture. Decoration + Design will showcase products from industry leaders and exciting new players, presenting fabrics, soft furnishings, lights & lamps, outdoor decorations & furnishings, furniture, objets D'art, artwork and more. Visitors will preview more than 200 exhibitors under one roof.

A sure highlight of the Fair, **THE EDGE** design & innovation showcase, will return for 2012. Acclaimed for revealing the latest talent in Australian furnishing design, awards are given in Student, Concept, Commercial and Green categories. Applications for entries are now open and close **Wednesday 26 October 2011 at 5pm AEST**.

A third instalment of **DESIGN FUTURES** will also feature at the fair. Curated by Decoration + Design's resident Trend Forecaster Genty Marshall, the display will inspire visitors with a diverse range of furnishings from Australian and the world.

Known for playing host to internationally acclaimed speakers, **THE INTERNATIONAL INDUSTRY SEMINAR SERIES** returns this year with what is sure to be another exceptional line up of industry experts from across the globe. The highly popular **HOTEL + HOSPITALITY FURNISHINGS** feature will also appear again, offering an array of the latest designs and innovations in the hotel, motel, club and restaurant sector.

The **2012 AUSTRALIAN INTERNATIONAL FURNITURE FAIR** is the first buying fair on the Asia Pacific calendar. It will attract thousands of industry representatives including furniture and furnishings retailers, architects, interior decorators, designers and stylists.

- What:** **AUSTRALIAN INTERNATIONAL FURNITURE FAIR
DECORATION + DESIGN Sydney 2012**
- Where:** Sydney Exhibition Centre, Darling Harbour
- When:** Wednesday 1 February, 10am - 5pm
Thursday 2 February, 10am - 5pm
Friday 3 February, 10am - 4pm
- Event organiser:** Australian Exhibitions and Conferences Pty Ltd
Contact AEC, tel 03 9654 7773 or furniture@aec.net.au
- Web:** www.aiff.net.au or www.decorationdesign.com.au
- Media info:** Sarah Thompson, Double Edge PR Ph. 02 9957 1352
Email: sarah@doubleedge.com.au