

australian international furniture fair + DECORATION DESIGN SYDNEY

Announcing the 55th Australian International Furniture Fair and Decoration + Design Sydney 2010

Australian Manufacturers return in force to exhibit in the AUSTRALIAN INTERNATIONAL FURNITURE FAIR and the co-located DECORATION + DESIGN Sydney, to be held from 3-5 February 2010, kick-starting the Asia Pacific calendar of furniture and furnishing Trade Fairs. Unveiling the latest furniture and furnishing designs from over 200 Australian and international exhibitors, the fair will unearth emerging talent, reveal the latest interior trends and set the standards in sustainability.

With leading Australian companies including AH Beard, Rex Heathcote, Sleep Head and Lounge Innovation all confirmed, retailers can choose local manufacturers with the flexibility of customisation.

The Edge – Design & Innovation Showcase is a highlight of the AUSTRALIAN INTERNATIONAL FURNITURE FAIR, and has earned a reputation for attracting the next generation of Australian design talent. Centrally displayed within the Fair, the Showcase will include products in Commercial, Concept, Student and Green categories.

Another exciting feature of the 2010 Fair is the **International Industry Seminar Series**, where a highly anticipated line up of Australian and international industry experts will take to the stage to forecast trends, products and colours.

The Fair will also include **In Context**, where leading Australian designers and architects will use a chair to display their interpretation of design..

Returning in 2010 for a third inspiring year, the HOTEL + HOSPITALITY feature will reveal the latest furniture innovations and trends to hit the hotel, motel, club and restaurant sectors.

Co-located with DECORATION + DESIGN Sydney, Australia's leading interior products Trade Fair, the 2010 AUSTRALIAN INTERNATIONAL FURNITURE FAIR is a key event in the Asia Pacific calendar and is expected to attract thousands of industry representatives from Australia and overseas, including furniture and furnishings retailers, architects, interior decorators, interior designers and stylists.

What: AUSTRALIAN INTERNATIONAL FURNITURE FAIR
DECORATION + DESIGN Sydney

Where: Sydney Exhibition Centre, Darling Harbour

When: Wednesday 3 February 9am - 5pm
Thursday 4 February 9am - 5pm
Friday 5 February 9am - 4pm

Event organiser: Australian Exhibitions and Conferences Pty Ltd

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

Web: www.aiff.net.au or www.decorationdesign.com.au

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