

Australian manufacturers are back with strength – Exhibitor update

From 3-5 February 2010, the **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** will be the meeting point for more than 250 Australian and international exhibitors, showcasing their current products and discussing future trends. Hosted at the Sydney Exhibition Centre Darling Harbour, this year already denotes 30 percent more Australian manufacturers, featuring the Fair's largest showcase of Australian manufacturers ever.

Leading Australian manufacturer **Lounge Innovation** will exhibit its range of lounge furniture, chairs, ottomans and furniture for commercial and residential applications. The manufacturer of furniture and designer of upholstery furniture is strong on contemporary designs in fabric and leather and also produces a large range of recliners and traditional styles.

Returning to the Fair is Australian-owned company **Laidir**, showing its unique indoor and outdoor furniture designs with a passion for the natural beauty of Australian hardwood. Laidir heralds a new concept in unique and inspirational furniture. Each piece has been custom designed and handcrafted to world-class standards using certified, reclaimed or recycled Australian hardwood.

With stand spaces selling fast and half the 2010 exhibitors new to the Fair, confirmed exhibitors include a host of world class international companies. Australian brands showing will include Melbourne based furnishings company **Town & Country Style** that has introduced a new lighting range, which is also working with the brand's signature "urban meets rustic" aesthetic. The range is characterised by a French rustic look and suitable for both interiors and exteriors.

Also returning to the Fair in 2010 will be the hugely popular **Hotel + Hospitality Showcase**, providing an opportunity for Australian hotels, motels, clubs and restaurants to source the latest furniture that has been created for their market.

The Edge, another must-see highlight at the Fair, will present a record breaking showcase and competition, featuring trend pieces by new and emerging designers from Australia, Thailand, Singapore and New Zealand. The winning entries submitted to the Student, Concept, Commercial and Green Award categories will be revealed at a special event on 3 February 2010 at 11 am.

The Fair is delighted to announce **Kathryn Ireland**, one of the world's most influential interior and fabric designers, as a participant in the **International Industry Seminar Series**. This series continues to attract the brightest industry experts from Australia and the world to address the key trends and issues shaping furniture and design agendas in the coming year.

The **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** is the first event in the 2010 Asia Pacific calendar of furniture and furnishing Trade Fairs and is expected to attract more than 7,000 Australian and international buyers over three days.

Co-located with **DECORATION + DESIGN** Sydney, Australia's leading interior products Trade Fair, the 2010 **AUSTRALIAN INTERNATIONAL FURNITURE FAIR** is a key event on the Asia Pacific calendar and has already been attracting a record number 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, phone 03 9654 7773 or furniture@aec.net.au

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

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