

MEDIA RELEASE

November 2011

Top designers gear up for AIFF 2012

The top names in the Australian furniture industry have flocked to confirm their participation in the **AUSTRALIAN INTERNATIONAL FURNITURE FAIR 2012**. From leaders in sustainable manufacturing and acclaimed designers to hand-crafted labels inspired by tradition, the diverse range of furniture on display will showcase the world class talent of our local industry.

In an exciting development for 2012, major furniture suppliers have secured large areas of floor space in order to exhibit broader ranges of product. For visitors, this means an opportunity to preview the biggest variety and best range of products from a selection of leading companies under one roof.

Islander Imports will display their ever popular selection of naturally stylish cane, rattan and wicker furniture. Offering lounges, dining, outdoor, occasional furniture, accessories, storage and commercial pieces, Islander Imports is a 100% Australian brand that manufactures in Indonesia – ensuring optimum quality control whilst supporting local economic welfare.

Quality furniture company **Nufurn** will display products from their diverse selection of commercial designs. Known for their contemporary design and commercial fitout expertise, Nufurn have supplied furniture to an impressive portfolio of resorts, restaurants, clubs and other stylish venues.

Ultra-modern and designed using state-of-the-art technology, **Lounge Innovation** will debut a new range of lounge furniture, chairs, ottomans and commercial furniture oozing contemporary style. The winner of several Furniture Industry of Australia awards for excellence in design and detail using fabric and leather, the label's latest collection will be hotly anticipated.

Other highly regarded companies returning to AIFF in 2012 include **Dixie Cummings**, Australia's largest furniture importer specialising in domestic designs, with the latest dining, lounge, bedroom and sofa beds from around the globe.

Centrum Furniture will bring its hand-crafted solid wood furniture to the show, offering pieces inspired by traditional motifs as well as new shapes. **Lifestyle Furniture Australia** will demonstrate the flexibility of its designs, many of which can be customised by combining different timber types, textures, design styles, fabrics and finishes to create truly unique pieces.

A key feature of AIFF 2012 will again be **The Edge – Design & Innovation Showcase**. Australia's hottest upcoming design talent will compete for awards in Student, Commercial, Concept and Green categories.

The **Hotel + Hospitality Furnishings** area will also return to the 2012 fair, and continues to attract strong support from suppliers keen to explore the non-retail market. Exhibitors catering to Australian hotels, motels, clubs and restaurants will point to the latest trends in this sector.

This year's **International Industry Seminar Series** is a must-see. Headlining the series will be US interior designer to the stars **Martyn Lawrence Bullard**, along with **Suzanne Trocmé**(UK), Curator of the London Design Festival. Local speakers include **Genty Marshall**, style authority **Melinda Ashton Turner**, interior designers **Chelsea Hing** and **Sarah Davison**, and lighting designer **Petra Kleegraefe**.

Free workshops will also be available throughout the fair with **Coach Mark Davis**. Topics will include social media marketing, pricing strategies, merchandising and point of sale displays and retaining staff. Workshop places can be booked online when registering to visit.

What: AUSTRALIAN INTERNATIONAL FURNITURE FAIR
DECORATION + DESIGN 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

Exhibitor information: Contact AEC, tel 03 8672 1200 or furniture@aec.net.au

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

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