

australian international furniture fair

MEDIA RELEASE

26 November 2009

Discover the future of textiles, colours and designs: 2010 International Industry Seminar Series Announced

Five acclaimed experts in textiles colour and design will take to the stage when the **International Industry Seminar Series** returns to the **Australian International Furniture Fair in Sydney, February 2010**. Forecasting trends, ranging from colour stories to textile developments, the speakers will reveal the visionary concepts shaping the future of furniture and interior design.

The Industry Seminar Series will open with world renowned trend expert **Kathryn Ireland (USA)**, speaking on **Aesthetic Inspirations from around the World**, and discussing her design philosophy & colour sense. Kathryn Ireland, one of the world's most influential interior and fabric designers, will review several of her most recent projects, exploring her process of combining pattern, texture and colour to create the feeling of a well-lived life.

Milou Ket (The Netherlands), an expert in trend forecasting back due to overwhelming demand, will explore emerging design themes for the 2011 home in her presentation **Interior Trends for 2011**. She will also share her inspiring vision of future materials as well as structures and form in product development and application. Milou started her own design company in 1980 has since then published several styling and interior trend books.

In **The Enchanting World of Colour**, **Fiona Barker** and **Sarah Lahey** will present trends and colour directions for 2011 as well as showcase their latest work in both commercial and residential markets. Fiona and Sarah have a unique understanding of innovative outcomes and both share the love of colour.

Advisor and professor at the University of Technology Sydney, **Marie O'Mahony** will take an in-depth look at the latest textile developments and their application in furniture and interiors. Her presentation about **Textile Applications in Furniture, Interiors and Design** will include an international mix of fabric samples with furniture and interior designs from Australia, Europe, Scandinavia and the USA.

After the success of 2009, **free workshops**, led by Mark Davis of The Davis Consulting Group, will return to the 2010 Fair. Topics will include **Social Media Marketing** and **7 New Marketing Methods**. Each workshop runs for approximately 45 minutes and gives helpful information on low cost marketing methods.

The Industry Seminar Series and free workshops provide the opportunity for retailers and designers to take away invaluable forecasts on upcoming furnishing and design trends, as well as insights into how renowned designers achieve success.

The 2010 International Industry Seminar Series will be sponsored by Home Beautiful magazine.

What: 2010 INTERNATIONAL INDUSTRY SEMINAR SERIES

Where: Sydney Exhibition Centre, Darling Harbour

When: Wednesday 3 February

- **Aesthetic Inspirations from around the World**, Kathryn Ireland, Kathryn Ireland Textiles & Design (USA), 9.45am-10.45am
- **Interior Trends for 2011**, Milou Ket, Milou Ket Styling & Design (The Netherlands) 12pm-1pm
- **Free Workshop 1: Social Media Marketing**, Mark Davis, The Davis Consulting Group, 2pm-2:45pm

Thursday 4 February

- **The Enchanting World of Colour**, Fiona Barker, Fiona Barker Design & Sarah Lahey, Colour Designs, 9.45am-10.45am
- **Aesthetic Inspirations from around the World** (repeat), Kathryn Ireland, Kathryn Ireland Textiles & Design (USA), 12pm-1pm
- **Free Workshop 2: 7 New Marketing Methods**, Mark Davis, The Davis Consulting Group, 2pm-2:45pm

Friday 5 February

- **Interior Trends for 2011** (repeat), Milou Ket, Milou Ket Styling & Design (The Netherlands) 9.45am-10.45am
- **Textile Applications in Furniture, Interiors and Design**, Marie O'Mahony, University of Technology Sydney, 12pm-1pm.

Tickets: Seminar tickets cost \$44 and are available online at www.aiff.net.au
Pre-booking is essential.

Event organiser: Australian Exhibitions and Conferences Pty Ltd

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