

# FURNITURE & ACCESSORIES

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Cover Story

## Trend Tales

Special Feature

### imm cologne



Designers' Desk

## Guilherme Wentz

Available on:



Image Courtesy: Koelnmesse

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We look closely upon the current market scenario of the European furniture industry. In 2015, the German furniture market recorded a turnover of 19.9 billion EUR. Read on to know more.



## 14 SPECIAL FEATURE



imm cologne is all set to showcase a unique variety of interior ideas for every room, every style and every requirement. Find out more about the coming January's edition.



## 20 DESIGNERS' DESK



Guilherme Wentz is a rising young talent from Brazil known for his modern designs that celebrate simplicity. We sat down with the designer to know more about his journey. Read more.

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As I sit down to write this editorial, a sense of nostalgia sets in. The year has passed more quickly than I have imagined. It has its own shares of good and bad- bringing in new ideas and inspiration. It is said, that the seeds of future lies in the past and I look forward to the coming year for innovations in our industry.

Beautiful living has been a primary agenda these days boosting the sales figure of the global furniture industry. Our cover story is a tale of the current trends, impact of Brexit and expectations.

imm cologne is gearing up for a grand showcase once again and our special feature focuses on the highlights of the show.

We are also thankful to the Brazilian designer Guilherme Wentz for sharing with us his shining story.

I also take this chance to wish you a very happy new year in advance. Enjoy!

**Chitralkha Banerjee**

# Trend Tales

In the last two or three years, a new interest in beautiful living has been felt by furniture manufacturers and furniture stores. This is clearly reflected in the numbers: in 2015, the German furniture market recorded a turnover of 19.9 billion EUR. The market last achieved this figure in 2003.

In the first half of 2016, German furniture industry sales reached 8.9 billion EUR, 4.9 per cent higher than in the same period in the previous year. Axel Schramm, President of the Association of the German Furniture Industry (VDM), said at the association's annual business press conference in August that furniture "Made in Germany" is valued particularly highly. Approximately one third (31.7 per cent) of German furniture goes straight to foreign markets. This proportion has doubled since the turn of the century.





## Market Report: Upholstery and Bedding

The upholstered furniture and beds market has shown good growth in recent years of around 3-4% per annum until 2015, with a further increase of around 3% expected in 2016. In the upholstered furniture sector, sales of 3 piece suites have declined with combinations of 2 sofas now a popular choice. Demand for divan sets has fallen steadily due to growth in demand for mattresses, either sold separately as a replacement purchase or together with bedsteads, including wooden, upholstered and metal bedsteads. Growth in the mattress sector has been underpinned by increased demand for higher value pocket sprung mattresses, along with the growing popularity of other materials, such as memory foam.





Sales of single sofas and convertibles represent an important part of the upholstered furniture market, while armchairs sold separately account for smaller share. Sales of action furniture have increased at a slow and steady pace, with most of the major manufacturers now including these products in their ranges.

The share accounted for by leather has declined marginally over the last 3-5 years, with the wide range of colours and styles supporting the growth of the fabric sector. During the last 5 years there has been a marked trend towards double beds and, in particular, to king sized beds. This growth is largely attributed partly to the high level of price competition within the market, particularly in the bedstead sector.

The supply structure of the upholstered furniture market has not changed dramatically in recent years, though the major suppliers have increased their overall share of the market.

The furniture multiples continue to dominate the distribution of upholstered furniture, with multiple specialists such as DFS, ScS and Sofology accounting for a significant share, along with general furniture multiples, such as

IKEA, Harveys and Furniture Village, and department stores/variety chains. The beds sector is more concentrated in terms of suppliers compared to the upholstered furniture market, however, in recent months there has been considerable activity in the mattress sector, with newer entrants specialising in offering a compact range of products, often via the internet and available for early delivery.

## BREXIT and its impact

While forecasts for the UK economy in 2016 have recently been upgraded slightly by the major forecasting institutions, the uncertainty surrounding Brexit and the current high levels of indebtedness for many people is likely to impact consumer confidence. Despite the fact that 96% of the creative industries recently surveyed by the Creative Industries Federation wanted to remain, Brexit is what it is! UK Design is a success story and any erosion or loss of access to EU design rights post-Brexit (currently available to UK designers) would have a significant and negative economic impact on this sector and to the UK's GDP. However, Brexit also presents an opportunity for change.

The majority of the UK's 350,000 designers rely on unregistered EU and UK design rights and being unable to rely on EU unregistered design rights would seriously affect them. Currently, both EU registered



## COVER STORY

(with one application) and unregistered rights (which arise automatically) offer UK designers design protection in 28 member states for 25 and 3 years respectively. A UK unregistered design right only offers design protection for the shape and configuration of a design but EU unregistered rights protect a combination of colours, ornamentation, lines, texture or surface decoration as well as shape and configuration on which thousands have relied to protect their designs. Consequently,



it is a much stronger design right and loss of access may well influence UK designers seeking to launch new designs to find alternative European locations to secure better design protection.

ACID (Anti Copying in Design) is engaging with Government to create a new UK unregistered design law which mirrors EU unregistered rights but lasts for 10/15 not 3 years and it needs industry's help. This is also a unique, once in a lifetime opportunity to put UK designers at a competitive advantage by introducing Unfair Competition placing them on a par with their EU counterparts when IP law fails. Extending criminal provisions for the intentional infringement of an unregistered UK design is also a priority.

Furniture designers and manufacturers should demonstrate their support so that ACID's voice to Government and policy makers is both united and strong, thus ensuring that UK designers are not disadvantaged by any post-Brexit erosion of either registered or unregistered design rights.





## Globalisation of the furniture market as an opportunity

Some furniture manufacturers are still somewhat sceptical about the globalisation of the furniture market. The right balance does not always appear to be struck between opportunities and threats. For imm cologne, globalisation presents a great opportunity. Every year, furniture manufacturers come to Cologne from all over the world to present their new products to the trade, visitors and representatives of the international media. "In total, we are anticipating 1,300 exhibitors from 50 countries to attend the imm cologne and LivingKitchen trade fair duo. Today, about 70 per cent of exhibitors come from abroad. In Cologne, the world does business with Germany, which is still one of the strongest sales markets in the world. But the world is also more and more engaged in global trade here. More than 40 per cent of our visitors already come from outside Germany, and there are more every year", says Gerald Böse, Chief Executive Officer of Koelnmesse GmbH.

## What can we expect?

The rate of growth until 2020 is expected to be lower than in the last few years. While the upholstered furniture and beds sectors are relatively mature, a growing demand for housing should stimulate market growth. Mattresses are one specific area of the beds market where opportunities for further value growth exist, with relatively short replacement cycles and consumers trading up to higher quality products. The

popularity of modern and contemporary furniture seems to favour alternative furniture combinations, rather than the traditional 3-piece suites. Other trends include flexible and modular furniture options to allow for open plan living areas and awkward spaces. This is also reflected in the range of design options now offered, including corner sofas, u-shaped sofas and chaise sofas etc.

*Image Courtesy: Salone del Mobile.Milano*



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# DISCOVER INTERIOR IDEAS

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## Discover Interior Ideas at **imm cologne**

Right at the onset of every New Year, imm cologne sets the trend barometer on, showcasing a unique variety of interior design ideas for every room, every style and every requirement – from the basics all the way to designer items and luxury furnishings.

The trade fair duo of imm cologne/LivingKitchen is all set to open its doors on January 16, with around 1,300 exhibitors from 50 countries across 270,000 square metres of gross exhibition space. Running till January 22, the event in Cologne will once again present itself as "what is probably the biggest and most comprehensive furniture store in the world". As always, the coming edition of imm cologne will once

## SPECIALFEATURE

again be a uniquely international showcase for the global interior design industry. Just short of 70% of the exhibitors will be coming from abroad, primarily from Europe. More than 110,000 industry insiders are expected on the trade visitor days. Even now, all of the signs are clearly indicating that the increased interest from abroad in imm cologne and LivingKitchen can be built on even further, thus providing long-lasting support for the exhibitors in their efforts to grow export sales. In addressing visitors, the focus is currently on Europe, North America and China.



In the words of Gerald Böse, President and Chief Executive Officer of Koelnmesse, "imm cologne will once again present itself as a comprehensive interior design event that reflects entire product lines across all interiors segments and price categories for all sales channels currently in use."

Top international design will also once again be a focus of imm cologne in 2017, which will be particularly evident in the Pure segment.



The organisers can chalk up interesting first-time exhibitors as well as returners in almost all segments of imm cologne for the coming January. This is particularly true for the Smart segment, accommodated in Halls 7 and 8. Major companies that serve the "middle of the market" have again, or for the first time, confirmed their participation because not only do they reach the market-relevant purchasing structures in German-speaking countries, but also the high-turnover distributors from the whole of Europe. "It is precisely this international acceptance on

the buying side that clearly distinguishes imm cologne from other, more regionally oriented industry events," states Gerald Böse. After a one-year pause, CS Schmal is returning to the Smart halls. The newcomers include, among others, the Danish company Interstil, as well as numerous other debut exhibitors from countries such as Spain, Sweden and Russia. Other companies returning to the event include Ekornes in the Comfort segment as well as Joop Living and Maronese in the Prime segment.

The mattress industry continues to focus on Cologne and consequently, the scenario for "Sleep" in Hall 9 in 2017 will once again be: "Sorry, fully booked". Numerous companies are presently waiting for a stand to become available in this hall. Apart from in Hall 9, Sleep will take place in Hall 5.1 as well, so visitors can look forward to seeing attractive new participants in the Sleep segment as well.

The Pure segment will be rounded off with Pure Editions (innovative interior designs, special-edition concepts, as well as "Das Haus Interiors on Stage"), Pure Textile (textile interior design by premium textile brands), Pure Talents (experimental design,

schools and universities, Pure Talents Contest) as well as, for the first time, Pure Studios (design labs, professional networks, independent designers/studios). New exhibitors in the Pure segment include, among others, Gloster, Nanimarquina, Möller Design, Roche Bobois, and Meridiani.

As in every second year, in January 2017 LivingKitchen will also once again be an important part of the combined fair and a major highlight. More than 200 exhibitors will be participating in the world's biggest kitchen show staged under one roof.



# Painting RED

The successful combination of lifestyle, events and business has put imm cologne on a constant upward trajectory. And the indicators already strongly suggest that this trend will continue in 2017, when the leading event will be hosted as a fair duo with LivingKitchen for the fourth time. More than 80 per cent of the available exhibition area has been booked since 10 months before the show. "In addition to many national and international exhibitors, we have seen registrations from a number of new companies. We are seeing strong demand for larger booths from Italian exhibitors, which underscores the importance of imm cologne as a platform for business," said Arne Petersen, Vice President Trade Fair Management. "A further important objective is expanding our range for the 'middle of the market'," he continued. . To this end, an array of measures are in the pipeline: themed social and meeting spaces will foster communication between companies and customers. Visionary ideas will be on display not only in the design-oriented halls, but also in halls where solutions for young living have traditionally been based. But

It's the surprise of the season: red is the primary colour that is proving especially popular as an accent colour with trendsetters and leading design brands. Few people expected it, but now it's here – as a bag to go with an outfit, in seventies-style tile designs in bathrooms or as classy couch cushions. Perhaps pink paved the way for red to enter our homes, having enjoyed continued prominence since last year with flamingo and watermelon shades. Ultimately, even bright reds no longer look so intense in tone-on-tone combinations featuring shades edging towards pink, and it creates a cheerful, almost subtle, look. It creates a genuinely classic look when contrasted with black and white, and it goes particularly well with pale shades of beige and grey in living rooms.

The colour red has been a close friend of imm cologne for a long time; the logo of the international

interiors show benefits from it to gain strong recognition value and signalling effect.



the organisers also have their eyes on the Pure segments: they want to develop Pure, the showcase for visionary designs by established brands, and Pure Editions, which presents meticulously curated products by designers and architects in a condensed format, as well as the Pure Talents platform for young design. All these measures have one objective: to continue to strengthen imm cologne and make it the one-stop destination for interiors.

## Painting Going Green

Green is the colour of life, growth, hope: its effect is as vibrant and inspiring as it is harmonious and relaxing. Hardly surprising then that this enriching tone is making a marked comeback in all types of textiles and all shades of green look outstanding on wallpaper, curtains, carpeting, cushions and upholstered furniture.

The floral theme has also been taken on at Création Baumann: the "Delizia R" roller blind was specially developed for the home and offers a bouquet of flowers in a watercolour-like appearance. The colours are subtle and when combined with stronger, red tones, their different shades, ranging from Turkish green to yellow green, have a harmonising effect.

Even Nya Nordiska's current autumn collection plays with floral and botanical patterns, albeit in a very abstract form: organic structures feature in the eight new fabrics and variations on existing designs.



*Image Courtesy: Koelnmesse*



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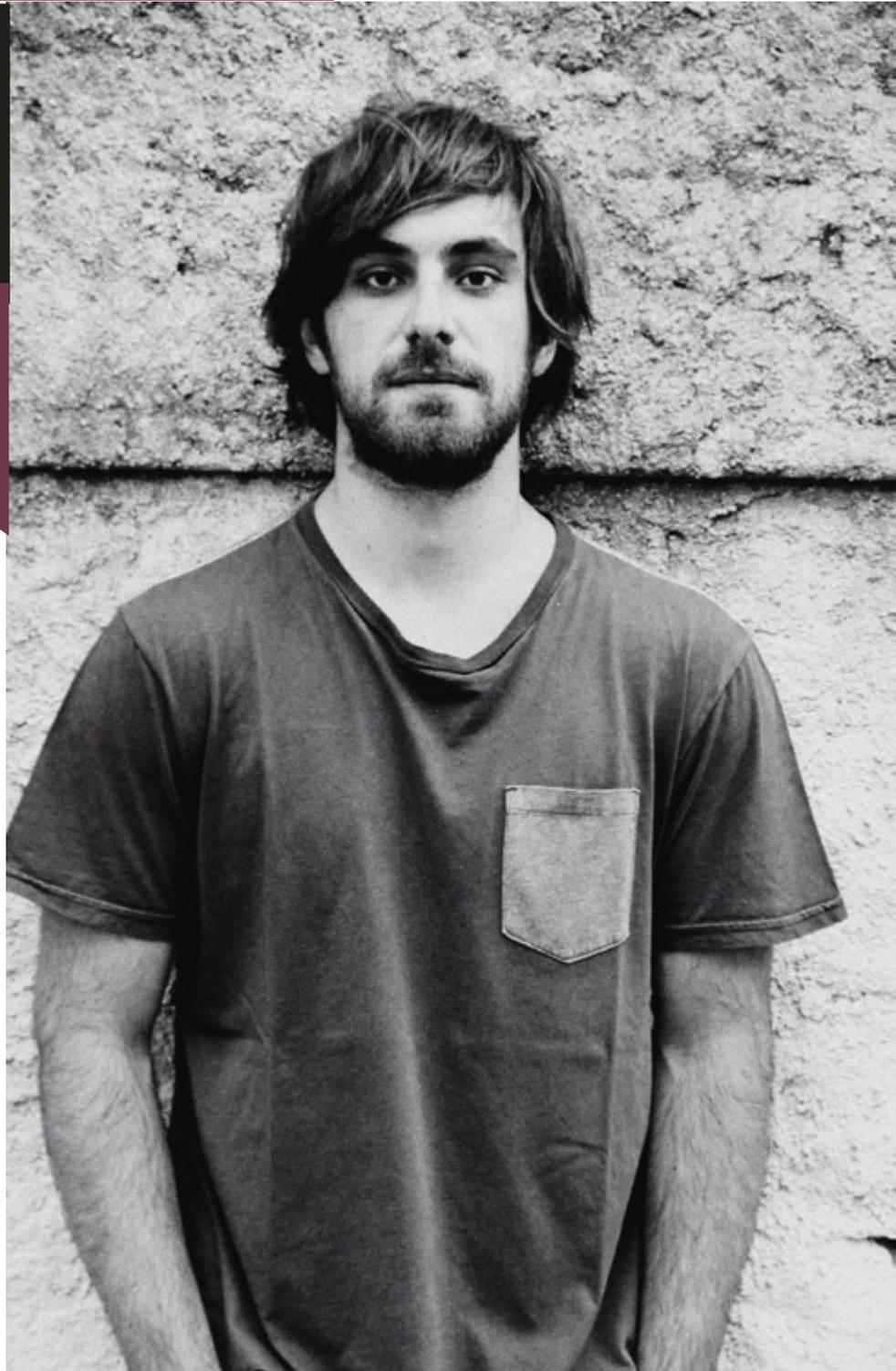


Go Further

## Guilherme Wentz : Shining Star from Brazil

Named as one of the rising young talents from Brazil in the 2016-held MAISON&OBJET Americas, designer Guilherme Wentz graduated from the University of Caxias do Sul with a degree in Product Design. He is known for his modern designs celebrating the simplicity of life with pieces that cater to the user's lifestyle.

Making his debut in 2013 with the "K Collection" for Riva brand, Wentz burst into the international design scene after winning prestigious awards like IDEA Brazil, Brazil Design Award and the iF International Design Award. Talking about his association with Riva brand, he shares, "I had the opportunity to work in projects with great Brazilian designers before I



## DESIGNERS' DESK

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designed my first collection from the brand. It was definitely my main school and when I realised how I wanted to work on my designs.”

In addition to running his own studio in Sao Paulo, Wentz is also associated with few Brazilian design companies. He works as art director for Decameron. Joining hands with lighting brand Lumini, the designer has created UM Wall Lamp, for which he received another iF Design Award.

Wentz says, “UM was the first design of this collaboration and I was looking for a very minimal wall lamp. I had the opportunity to work with the Creative Director Fernando Prado who took the project for another level. I think we reached a very sculptural and elegant, but yet functional design.”

FAE had an insightful conversation with Guilherme Wentz as he spoke to us about his design journey, sharing details of his projects, and future aspirations.

### **FAE: What motivated you to choose designing as your profession?**

**GW:** Before Product Design I studied Business in college and never thought about working in the creative area. At the time was not happy with my studies and my job and decided make a twist and start over. Some architect and fashion designer friends encouraged me to apply for the Design course. As I never knew nothing about it, it was very challenging and it become my passion since the first month of classes.

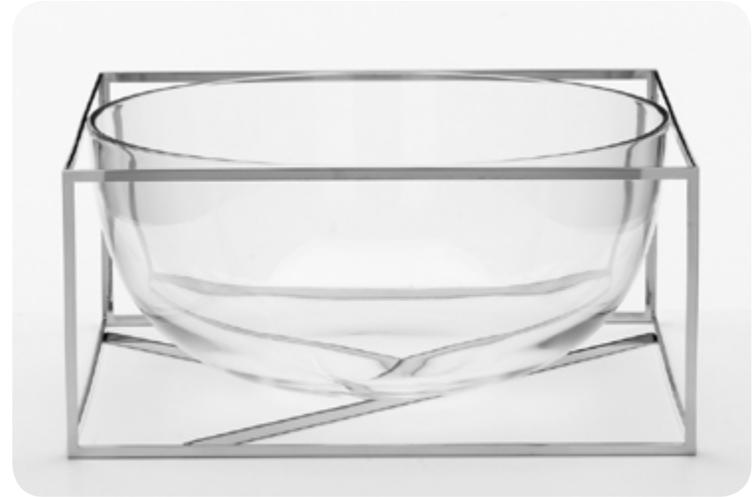


### **FAE: You started your career with Riva brand. What was your experience working with the brand?**

**GW:** I started in Riva as a graphic designer. After a year I could have a team to work with me in the communication materials and then I could start making some product design. I had the opportunity to work in projects with great Brazilian designers before I designed my first collection from the brand. It was definitely my main school and when I realised how I wanted to work on my designs.

**FAE:** You won the 2013 iF Design award for your K Collection. Can you share with us some details about the collection?

**GW:** That was my first collection for Riva. At the time we had this new opportunities to work with beautiful glasses and I wanted to put it in the center of the design. The idea was to design a structure as minimal as possible to hold the glasses away from the tabletop. I am very proud to look back at this project because I think it is very delicate and mature and I was not expecting to get all the accolades on my first designs.



**FAE:** What inspired you to open your own design studio at such young age?

**GW:** When I worked at Riva I had the opportunity to meet great Brazilian designers who inspired me to have my own signature and try to express my concepts into design. With the first national and international awards I got, some industries started to request projects. It was more a natural transition than a big change, but of course I always feel I am learning and the studio is just starting.

**FAE:** You have been associated with Decameron for quite a few years now. Out of all the projects you have designed for them, which is your personal favourite?

**GW:** My favourite project is the Officer Desk. This project I made when I was still in University and decided to show them because I really admire the brand. It was my first product for Decameron and the beginning of this great relationship I have with the brand.



## DESIGNERS' DESK

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**FAE:** You recently won your second iF Design award for UM Lamp. Tell us a little about the product and also your association with the Lumini brand.

**GW:** When I moved my studio to São Paulo, Lumini invited me to work inside the company and really learn about the lighting industry. UM was the first design of this collaboration and I was looking for a very minimal wall lamp. I had the opportunity work with the Creative Director Fernando Prado who took the project for another level. I think we reached a very sculptural and elegant, but yet functional design.



**FAE:** You were chosen as one of the Rising Talents at Maison&Objet Americas 2016. How was your experience at the design fair?

**GW:** First it was a great joy to be announced as one of the Rising Talents. It was my first time exhibiting in United States and it was such a great experience to get feedback from different architects, buyers, journalists and designers. We were six Rising Talents from all over the Americas and I could learn so much from the other designers and I could change some perspectives about design and the market.

**FAE:** What are your plans for future projects?

**GW:** My plan is to keep on learning with different industries in different parts of the globe. Besides that, we are about to launch our first studio collection. It means, a collection of furniture, lighting and objects produced by my own studio.



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## HOT PRODUCTS

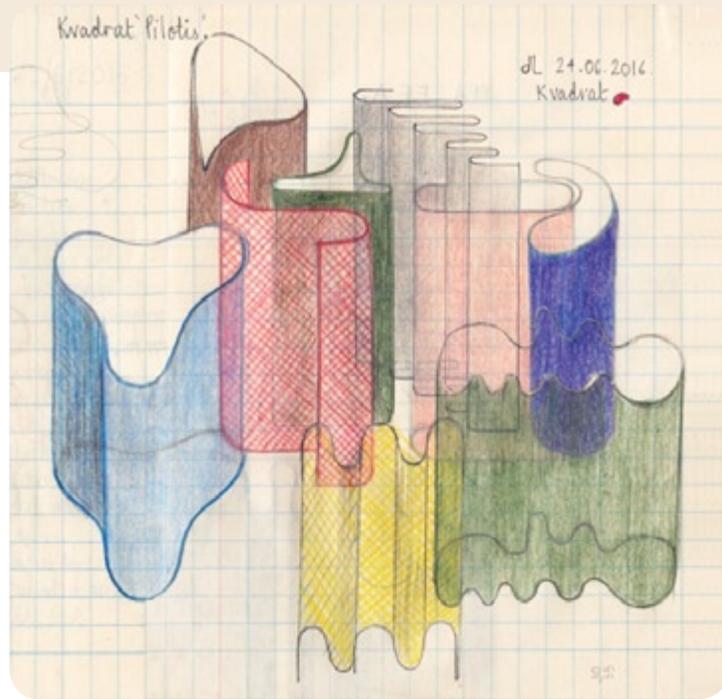
### Kvadrat and Doshi Levien present Pilotis

The renowned British/Indian design duo Doshi Levien has launched their first curtain collection for Kvadrat, playing with light, shape and layers. To celebrate the launch during London Design Festival, Doshi Levien created Pilotis, a naïve futuristic and architecturally formed installation for Kvadrat's London showroom working with textured, smooth and perforated textiles.

Taking their cue from architectural textures, pointillism and le Corbusier tapestries, the four new textiles have a gentle futuristic twist. **Rocket** and **Fiction** are knitted curtains with a high-tech, engineered look in a soft colour palette, while the jacquard woven **Utopia** has a distinctly

architectural feel and the refined, luminous twill curtain **Lake** is slightly iridescent, acting as a calm backdrop.

Doshi Levien said, "We wanted to create technical fabrics but with soft architectural colours. We researched Le Corbusier's tapestries and paintings in the city of Chandigarh and were inspired by the brightly coloured buildings that faded in the sun over time, making the colours dusty".



## Chelsom presents Stockholm table lamp

The new Edition 25 collection from Chelsom has many striking examples of elegant lighting fixtures. The Stockholm table lamp is one of the most appreciated pieces from this new collection.

Epitomising the understated beauty of Scandinavian design, Stockholm is a sleek table lamp featuring seamless joints between glass and brushed metalwork with clean lines at the forefront of the design. The lamp is available in Brushed Nickel with iridescent Smoke glass, in English Brass with Clear glass and is also offered with an alternative cylindrical base.



## VITA Copenhagen presents three new designs



VITA Copenhagen had a busy September, presenting some wonderful new designs. They introduced VITA Eos micro white – a “petite” lampshade with a bold message; VITA Sine felt grey – a lampshade perfect for both the visual and the tactile senses; and VITA Tripod base – an ingenious tripod that can adapt its height in just seconds.



### VITA Eos Micro

With its 'petite' allure and cute charm, the new VITA Eos Micro is the smallest version of the VITA Eos family of lampshades.

An epitome of beauty and elegance, the VITA Eos Micro will be an enchanting centerpiece on the coffee table or desk, as well as a great addition to any cosy corner or little space missing a distinctive look. For a creative and playful touch, the VITA Eos Micro lamps can be used in exquisite pairs, or they could be mixed and matched with different other sizes and colours of the VITA Eos lampshade family to obtain beautiful decorative clusters.



### VITA Sine

Combining a fascinating shape with a seductive material, the VITA Sine is the newest design from VITA copenhagen. Its harmonious organic pattern contrasts symmetry and asymmetry, dark and light, grey and white, ups and downs, creating a remarkably different look depending on the angle from which it's viewed, and imprinting an apparent motion and a dynamic vibe to the lamp.

The tactile sense is as much delighted as the sight sense. The smooth layer of felt conveys a distinctive character and creates a cosy feel, evocative of the Nordic style and philosophy. Exquisite, intrinsically simple, yet with an attitude twist, the VITA Sine comes as a flat-packed lamp-shade that can be assembled without glue or any tools. Hidden zippers along the edges transform the 2-D flat geometric shapes into a stunning 3-D silhouette.



### VITA Tripod Base

The VITA Tripod Floor and the VITA Tripod Table lets one turn any lampshade into a floor or table lamp in just seconds. But how about that lamp anyone want to have on the floor or that tiny lampshade that needs a 'petite' tripod? The VITA Tripod Base is just the answer! With an ingenious construction, the VITA Tripod Base is an adjustable 2-in-1 tripod. Its elegant and sturdy legs can be placed either in a 'low' or in a 'high' position, making it a versatile design for multiple lamps and purposes. Twist, transform and be creative!



The VITA Tripod Base combines its ingenious functionality with a bold and minimalistic design. The sleek and elegant look evokes the Scandinavian feel and aesthetics. Made of aluminium, and available in both a black and a white version, the VITA Tripod Base offers great stability yet is light in weight.

## Benjamin Hubert designs the Pair Chair for Fritz Hansen

The Republic of Fritz Hansen unveiled the stackable 'Pair' chair, marking their first collaboration with Benjamin Hubert, at the London Design Festival 2016. Having a modular design, the Pair chair has over 8,000 possible unique combinations.

The Pair chair was designed by Hubert as a mix-and-match collection of components that allows users to create a tailored product. A pressed plywood seat shell is paired with a translucent polycarbonate backrest, while the sled base legs are made from bent metal. It makes him the first British designer to launch a product with the Danish brand.

Hubert says, "Pair Chair represents a super flexible system with up to 8,000 possible combinations to meet the demands of a market increasingly focused on individuality and products tailored specifically to the needs of the environments they are used in."

The Pair chair builds upon Fritz Hansen's heritage of pioneering plywood to create fluid furniture forms. The chair pairs a traditional plywood seat shell with a polycarbonate backrest, which utilises a 10% transparency to give itself a glass-like quality. This composition of materials creates an interesting interaction between mid-century and modern design. Its multiple colour options for the seat, legs and backrest – available with or without arms – further strengthens this connection between its core elements, and creates countless colour possibilities.

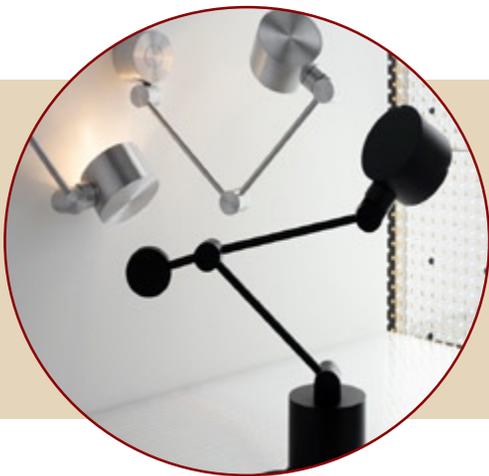
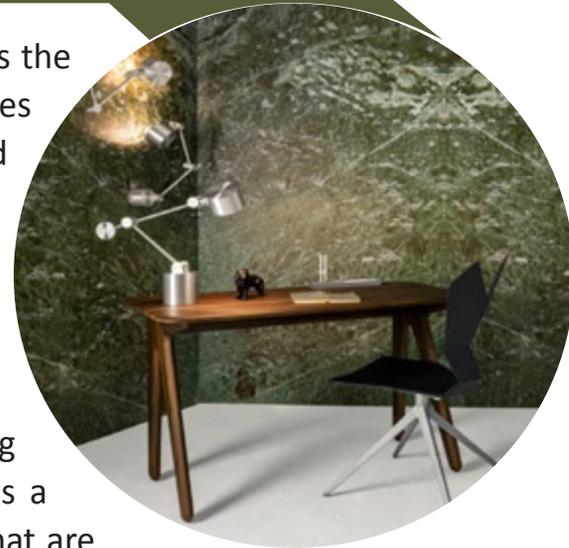


## Tom Dixon launches a new range of office collection

Tom Dixon launched the new Workspace collection at ORGATEC. As the conventional office is rapidly vanishing under a series of challenges from new working practices, mobile communications and a demand for total flexibility, Tom Dixon is launching for the first time a new office range, including BOOM desk light and SLAB School Desk.

Tom says, “A more domestic, more human aesthetic is fast becoming the required backdrop for the newly blurred distinctions between work, home and entertainment spaces. Our adventures in designing hotels, restaurants, clubs and homes have shown us that there is a need for versatile, hardwearing and functional objects for work, that are attractive enough to be used in domestic and decorative situations.”

Some of the new pieces have launched are:



### BOOM

This functional, practical and beautifully engineered task light takes its inspiration from generations of draughtsman’s and machinists lamps, reduced to a series of cylinders, tubes and junctions arranged in a minimalist sculptural composition making it the ultimate understated lighting option for a multitude of interiors.

### SLAB SCHOOL DESK

Inspired by the archetypical Victorian school desk, this contemporary work station is equally comfortable as a hotel room desk or a dressing table. Made from solid Oak construction, with softly rounded edges and understated proportions, the traditional inkwell transformed into a cable management hole, and a deeply machined groove for pens and accessories this desk is a domesticated all situation work station for laptops, for makeup, for sketching or for fiddling around on Instagram.



### SLAB DESK SYSTEM

The office world is awash with functional clinical and efficient systems. Slab is an alternative for the future office that is looking for more natural alternatives. With softly rounded edges, solid materiality and bold cable management slots, it's the solid and honest desking system for the rapidly emerging co-working space.



## Carl Hansen updates their Hans J Wegner lounge chairs with black frame

Hans J Wegner's Wing and Oculus armchairs have been updated with black frames by the Danish brand Carl Hansen & Søn. The chairs – which were previously only made with a stainless steel support – have been revamped with black lacquered frames to give the furniture a younger, bolder expression.

Both chairs rest on slender legs and have an accompanying footrest. The Wing chair features a high back which swoops out into points, while the Oculus design has a more rounded form.



To accompany the new lacquered framework, Carl Hansen & Søn has also partnered with Northern Ireland's Mourne Textiles on a series of hand-woven fabrics, which are available alongside leather upholstery.

Carl Hansen & Søn rereleased the Wing chair – which was first produced in limited numbers in 1960 – in 2006, basing it on the designer's own 1:1 drawings. Oculus, which was also designed in 1960 but never put into production, was launched by the brand in the same year. The chair is named after the Latin word for eye, as a reference to its curved back.

## Herman Miller unveils an updated Aeron Chair



The Aeron chair was first launched in 1994. This October, Herman Miller launched a new Aeron chair. Herman Miller's new Aeron retains the distinctive silhouette of the iconic chair, but every component of the design has been updated to raise the bar for performance seating.

With the input of original co-designer Don Chadwick, and a dedicated team of scientists, engineers, materials specialists, and researchers who worked on the project for over two years, Herman Miller has enhanced the chair by combining the latest insights in anthropometrics and ergonomics with two decades of advancement in materials, manufacturing, and technology. The resulting chair is recognisably an Aeron, but features stronger and

smarter materials, better adjustment capabilities, intuitive controls, enhanced aeration, and a health-positive, more comfortable sit.

Aeron now offers a completely new experience of sitting—with a reengineered tilt mechanism, adjustable PostureFit SLTM spinal support, and groundbreaking 8Z Pellicle™ zoned suspension working in concert to deliver enhanced comfort. For individuals, the chair accommodates the widest possible range of activities and postures people adopt while sitting—from intense upright focus to relaxed contemplative recline. For organisations, cross-performance design makes Aeron suitable for a wide array of workplace settings. The new Aeron performs better than ever before—so that a new generation of users and organisations can too.

The Aeron chair's tilt allows it to move with the body in such a natural way that people can shift from forward to reclining postures intuitively. The new Aeron's slimmer, updated tilt mechanism delivers an even more seamless experience of movement (and stasis) to the sitter through a smoother trajectory and optimal balance point. Aeron is designed to keep people in contact with the back of the chair and in control of their continuous movement throughout the entire range of recline.

By incorporating adjustable sacral and lumbar support, PostureFit SL takes spinal support technology to a whole new level. It supports the sacral region to nurture the natural S-shape of the spine, rotate the pelvis forward, and activate healthful posture—all while sitting upright. A secondary pad provides comfort and support to the lumbar region of the spine. Together, they help strengthen the spine to produce what Herman Miller calls "power posture." PostureFit SL puts the sitter in complete control of his or her posture with the new Aeron's premier spinal support system.

New 8Z Pellicle offers unprecedented comfort through eight varied zones of tension in the seat and back. Designed around the human anatomy to better envelop the sitter, the tightest zones provide firm support where you need it, while more compliant zones conform to the sitting bones and distribute weight evenly.

To meet the needs of the broadest possible set of body types, Aeron was designed in three proportional sizes. This approach to inclusiveness became an integral element of Aeron's DNA. The new Aeron Chair is available in the same, anthropometric A-B-C sizing.

With the introduction of the new Aeron, Herman Miller reinforces the company's worldwide leadership in workplace innovation and high performance seating.



## Studio Ossidiana present Petrified Carpets at Dutch Design Week



Studio Ossidiana present Petrified Carpets, an installation of concrete architectural elements at the Dutch Design Week 2016, inspired by the ideal Persian gardens and carpets.

The project recognises the carpet as a representation of the paradisiacal garden. Studio Ossidiana has interpreted the motifs that appear in the oriental carpets (the border, the central medallion, the grid and the passage) as the architectural elements of the paradisiacal gardens; the enclosing wall, the central fountain, the kiosks and the doorway to paradise.

The project explores these architectural elements and transposes them into a series of contemporary objects and surfaces cast in concrete. Studio Ossidiana used concrete, like weaving and knitting, as a crafted material. Today, concrete is mostly connected to

standardisation and dull greyness, while being a material that can assume an infinite variety of textures and finishes.

Petrified carpets experiments with different techniques of concrete, pushing the material to assume a crafted tactility, evoking in this way the complexity of carpets.

In collaboration with high-end prefabricated concrete manufacturer Hurks, the objects expose the lively and bright character of a material that has progressively lost its expressive potential in the building industries. The project combines pigments, stones, sand and cement in different ratios in each object, making reference to the contours, tones, and shades of gardens.

Petrified Carpets is on view within the exhibition “In No Particular Order” curated by Agata Jaworska.



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# imob Istanbul -Globally acclaimed

One of the most recognised fairs, imob Istanbul offers the platform to demonstrate to the whole world the level of quality and design that their exhibitors as furniture producers have achieved while bringing global buyers together with their participating companies in line with the size and goals of the industry. The 13th imob Istanbul Furniture Fair 2017, one of the most important fairs in the world is going to take place this year from January 24 to 29, 2017 at CNR Expo.

imob attracts attention as the most exciting organisation of this industry in their country. MOSFED's dedication and



contributions from their business partner, the roof organisation of the sector, are among the key factors in the success of the fair. They are accelerating their marketing efforts in the Middle East, Europe, Balkans, America and Africa in line with the industry goals that focus on becoming one of the top 5 exporters in furniture sector in the world order. Among their main targets to increase the export of the sector by bringing together the desired quality Turkish furniture with new buyer groups coming from these regions. Imob is inviting all the exhibitor and visitors around the world to participate, to be witnessed and be together in this global showcase in the furniture industry.

CNR IMOB Istanbul Furniture Fair, will showcase a wide range of products from modern furniture to

## SHOW HIGHLIGHT

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classical furniture, from modular furniture to office furniture, from sitting groups to infant, children, young furniture, and from bedrooms to accessories CNR imob provides direct support to the exports of furniture sector, CNR Holding organisation İstanbul Fuarçılık A.Ş. with the support of the Ministry of Economy and KOSGEB in the business association of the MOSFED - Furniture Associations Federation, the roof organisation of the Turkish furniture sector.

CNR IMOB, which has more than 500 companies over 11, will participate with more than 1000 brands. 25% of the annual export target of the furniture sector is realised. CNR IMOB participating companies aiming to provide maximum support for furniture exports within the framework of Turkey's 2023 vision will meet more than 150.000 visitors. The exhibitors are from:

**Modern and avant grade furniture:** Living Room sets, bedroom, dining room, other modern design, table and chair sets.

**Modular Furniture:** Living room sets, bedroom, dining room, accessory and complementary sets

**Classic & Neo – Classic Furniture:** Seating groups, sofas, seats, sleeper sofa, custom design product, upholstery

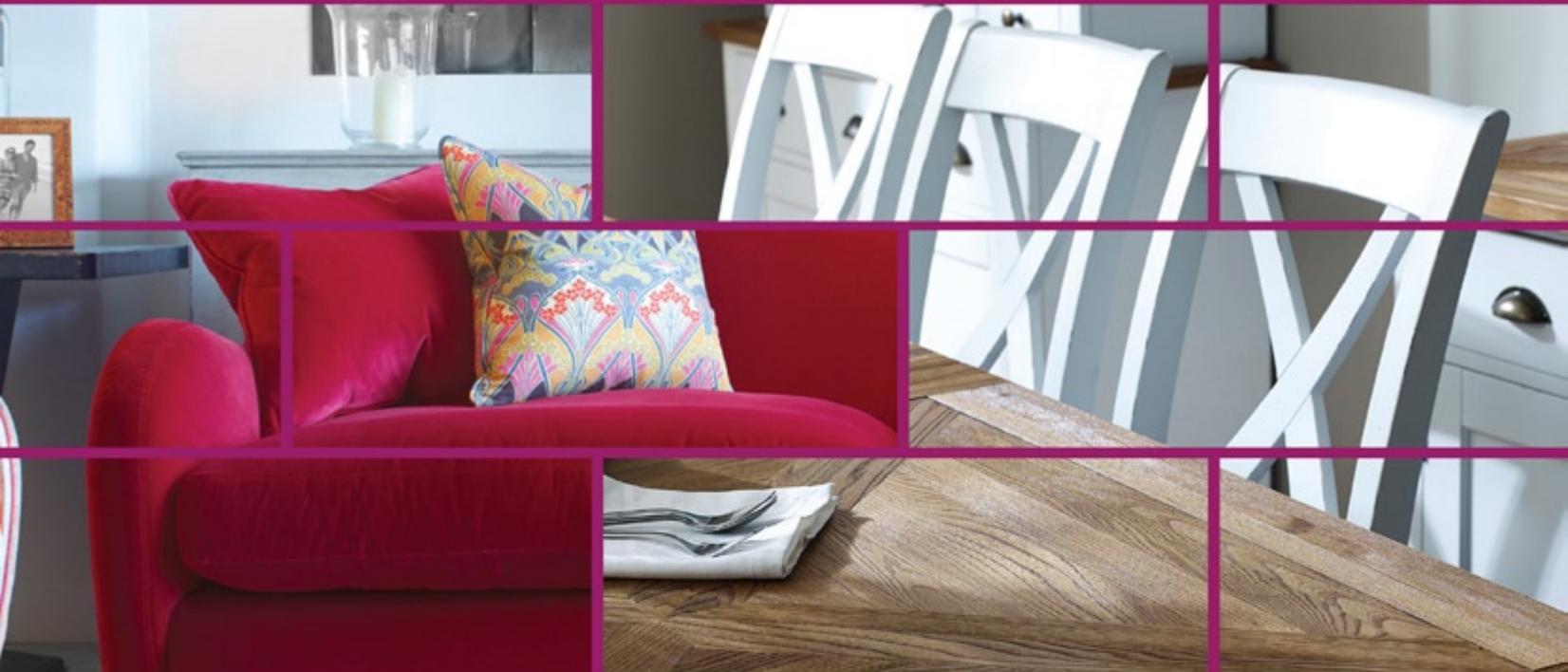
**Office Furniture:** Modular office furniture, working groups, baby, child and young chambers, game teams



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## January Furniture Show

The most intensive and important show in the furniture industry calendar – the January Furniture Show, the extensive and most promising platform to showcase innovative talents is going to kick off its gates from January 22 to 25, 2017.

The show is the most comprehensive platform where visitors and exhibitors around the world get chances to explore and experiment designs, ideas and innovations. The platform offers to

discover emerging talents from all the UK's major upholstery, cabinet and bed suppliers, plus leading brands in accessories, flooring, fabric and lighting. International exhibitors include major brands from Italy, Germany, Portugal, Belgium, Poland, France and the Far East. Every sector of furniture and interiors buying attends the show, including multiple retailers, independents, interior designers, contract buyers for public and private sectors including hospitality, hotels and restaurants, local authorities, architects and developers.

With over 20,000 key furniture and furnishings buyers flocking to the show, one can have the opportunity to reach retailers, interior designers, contract buyers, architects, developers and more. Not only is the January Furniture Show a great way to find new customers, it provides the ideal opportunity and timing to launch new ranges, make sales and re-engage with existing customers. Not only that, the show also concentrates on affordable costs. With the opportunity to reach over 20,000 buyers over a four day period, the January Furniture Show provides great value for money and is very affordable.

## The furniture Awards: Recognising the furniture industry's champions

The January Furniture Show's annual awards scheme is back for 2017, in a revised format, to seek out the best new products in the categories of:

- Bedroom
- Dining
- Living
- Décor

Developed in partnership with a leading news portal, the awards will be judged across a range of criteria that includes value, quality and marketability. The 2017 judging panel comprises a mix of new and returning judges:

- Paul Farley (Chair), Editor, Furniture News
- Malcolm Walker, Director of Buying, Furniture Village
- Diana Cerella, interior designer & President Elect of SBID
- Rob Scarlett, furniture designer
- Royce Clark, MD, Grampian Furnishers

If anyone as an retailer, interior designer, contract buyer, architect, developer, procurement executive and has a dream to showcase their talents and wish to participate in an prosperous



furniture fair like January Furniture Show then this is the right place to become prominent. With over 450 exhibitors, one will find all the main UK and many International furniture brands here – giving herself/himself a complete in depth representation of what's available in the furniture and furnishings industry today and, just as important, where it might be going tomorrow.

The show is also inviting students in furniture sector to promote their distinctive work in this field. Support for the show comes from right across the furnishings industry, the fair will be definitely in a great demand of course. The show generally has attracted most of the industry's major names, this year it is expected to witness the same.

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# Stockholm Furniture & Light Fair: Purely Scandinavian



Successful presentations, taste of good collections and good numbers of visitors - these are all Stockholm Furniture & Light Fair is going to offer again in February 7 to 11, 2017 at Sweden, Stockholm. Stockholm Furniture Fair and Stockholm Design Week together form the world's largest meeting place for Scandinavian design. The entire city of Stockholm gets involved. The city teems with high profile design events, showrooms and exhibitions all week.

Stockholm Furniture & Light Fair is going to showcase a finest trend this year.

## SHOW HIGHLIGHT

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### **Contrast: Trend Exhibition**

“Contrasts” is the underlying theme and also the name of Trend Exhibition 2017/18, which has been created by stylist Lotta Agaton. The exhibition will offer contrasts in materials and furniture as well as surprising combinations.

A visible trend within the furniture and lighting industry is that the line separating residential from public interiors is being erased. This is evident in manufacturers’ product

ranges as well as interior designs; it is becoming more common to see a mix of styles. This trend is also reflected in Trend Exhibition 2017/18, which offers up contrasts on several levels.

Lotta Agaton is one of Sweden’s leading interior stylists and she also works as a creative consultant. She is based out of Stockholm and has worked as a stylist for more than 20 years on projects throughout the world. Lotta Agaton has one of Sweden’s leading design blogs.

### **Design Bar**

The assignment to create next year's shows Design Bar has gone to Note Design Studio. Using the concept Sulla bocca di tutti, which means “on everybody’s lips”, the studio’s goal is to create a warm, inspirational and generous experience. The Design Bar, which is a cross between an exhibition and a world-class restaurant, will be created this time in cooperation with Isabella Morrone, Head Chef at Mother in Stockholm.



“The Design Bar is a full-scale restaurant that only exists for one week. This opens a door to many creative possibilities and we really want to take advantage of this opportunity and create something exciting. Over the years we have spent many wonderful hours in the Design Bar, and now we want to capture this feeling in our design. It is our ambition to create a space that feels warm, visual and inviting for everyone. We forget words like “attractive”, “smart” and “functional” during our creative process,” explains Johannes Karlström, Note Design Studio.

The name, Sulla bocca di tutti, also reflects the menu that has been created by Chef Isabella Morrone and features unexpected combinations from the Italian and the Swedish kitchens. This must not miss platform will offer 700 companies to present their all new and latest which anyone will not find it in stores yet. At Stockholm Furniture & Light Fair one will find brand-new arrivals of furniture and the latest lighting design. It is the opportunity of the year to get inspired, take part of upcoming trends, listen to admission-free talks with high-profile guests from all over the world and meet tomorrow's design stars.



This year, the fair is going to be more special as it is going to give another surprise, Jaime Hayon – The Spanish artist and designer will be the special guest in Stockholm Furniture Fair. Known for his playful expression and versatile production, Hayon has been given the assignment to create an exhibition in the Entrance Hall. This is the 14th time we invite a well-respected international designer to create an installation.

## SHOW HIGHLIGHT



“We think that Jaime Hayon is one of today's most exciting and unique designers. He works in the boundary between art and design and we admire the breadth of his production, which includes everything from watches to furniture and interior design. We look forward to seeing his playful expression, spiced with humor and innovation, portrayed in an exhibition. We are convinced it will inspire, challenge and be appreciated by our visitors,” says Cecilia Nyberg, Project

Area Manager for Stockholm Furniture & Light Fair.

This multi-talented platform also offers a special section where one rising talent can display and prove their design ability and talent:

### **Greenhouse: the display window for independent designers and design school**

Greenhouse is Stockholm's popular section at Stockholm Furniture & Light Fair where upcoming designers and design schools show their prototypes to future partners, producers and customers. Many of today's leading designers had their breakthrough in the Greenhouse and many young designers have also been able to see their products go into production, thanks to Greenhouse. Oki Sato of Nendo, the design studio GamFratesi, Form Us With Love and Morten & Jonas are a few of them who began their careers in Greenhouse.

Stockholm Furniture Fair is now opening the application period for Established to interested design studios from around the world. In 2017 we will also expand the area to include 17 stand spaces.

During Stockholm Furniture & Light Fair 2016, they created a new area, Established to showcase established designers and design studios. The goal was to promote diversity in the industry and support the production of smaller collections. The new area was very popular and attracted a lot of visitors and press. It did not take long for Established to be fully booked by the then 12 exhibiting design studios and designers, who took advantage of the opportunity to display their products for the 40,000 visitors from the industry that visited the fair during its 5 days.

Exhibitors in Established pay a subsidised price per square meter, which includes partition walls between neighboring stands. Other decoration and lighting is at the discretion of the exhibitor. All extra technology and construction may naturally be ordered directly from Stockholmsmässan. In order to be considered “established”, a company must have been active for at least three years. The products are not selected by a jury. Everyone has equal opportunity for visibility in their own stand, although the “first come, first served” principle applies.

During Stockholm Furniture & Light Fair, the fair is full to bursting point with the latest innovations within interior design and lighting for both homes and public spaces. New products, new materials, new knowledge, new trends and new environmental and technological solutions are displayed in a both informative and inspirational manner.

Over 40 000 people visited the fair in 2016 from over 60 countries. They had press coverage from over a 1000 journalist and over 300 of them were international journalists.

Stockholm Furniture & Light Fair is truly an international fair with visitors from the whole world. Stockholm Furniture & Light Fair along with the Stockholm Design Week is presenting more than 100 high-profile design events at various venues around the city. If anyone wants to meet the industry, explore the innovations and talents then this is the place to be.





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# IDF Oman

Showcasing the latest in Interiors, Design and Furnishing



The fourth edition of IDF Oman – the Interiors, Design and Furnishing Exhibition – will be held from February 13 to 15, 2017 at the New Oman Convention and Exhibition Centre, Muscat. It is being organised by Al Nimr Expo, under the patronage of the Ministry of Housing & Public Authority for Craft Industries, Sultanate of Oman.

Oman's rapid progress in the construction and the real estate sector, has witnessed the launch of numerous commercial, residential and tourism projects, thus creating a demand for interior and outdoor design, décor and furnishings.

The key objective of the exhibition is to display the latest in technology, usage of materials and innovative approaches to interior design, décor and furniture. IDF has helped meet the growing

## SHOW HIGHLIGHT

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demand, by bringing together all the leading companies in the industry under one roof, thus making it an 'exclusive emporium'.

In its fourth edition, IDF Oman will be showcasing Accessories & Art, Bathroom, Building Material, Carpets, Commercial Interiors & Fit Out, Décor, Flooring, Furniture & Furnishings, Interior Design, Kitchen, Lightings, Luxury Life Style, Outdoor Design & Build, Renovation, Property Developers & Real Estate, Retail Fit-Out and Eco Building, Surfaces & Finishes, Textiles, Vastu & Fengshui, to compliment the on-going construction of major infrastructure projects in the Sultanate.

IDF has already occupied 95% of the exhibition space and set to acquire over 100 companies from across the globe surpassing the past two editions. More than 40 companies will be represented by Italy which is managed by MEDINIT SRL for the fourth year running. Once again Alfardan Motors LLC supporting the exhibition by displaying 2 Maserati Cars to justify Italians as one of the finest and niche designers in the world. Italy has long been seen as the structure of western art and design and their design concepts, beautifully allow us to create an identity and express our chosen lifestyle and individuality.

The Diamond Sponsors for the event are; Kny Design

GmbH, Abu Yasseen Designs, Global Pyramid & IFactory; The Platinum Sponsors are; Inspire: D Oman, Arcan International & Jordan River Foundation; Interno Design Studio is The Gold Sponsor. The exhibition is also supported by Embassy of Italy Muscat, American Hardwood Export Council, Egyptian Furniture Export Council, Association of Professional Interior Designers, LuxLive Middle East & AIA Middle East.





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# M.O.W.

## Putting the spotlight on mid-range furniture market

The M.O.W. 2016 presented new furniture for mid-range consumers at the trade fair in Bad Salzufflen, Germany, from September 18 to 22, 2016. With an even broader spectrum, higher quality and excellent displays, all of 80,000 square meters of exhibition space were completely booked and occupied by a wide diversity of new furniture at the fair.

Many more professional visitors came from abroad this year in comparison to earlier ones leading to a 6% increase in commercial addresses for the M.O.W. 2016. Purchasers from over 60 countries attended the event. As a result, the percent of international professional visitors rose to over 35%. Most strongly represented were Belgium, France, Italy, Holland, Austria, Poland and Switzerland.

The range of visitors was diverse: domestic buyers, both traditional and e-commerce, especially purchasing associations, chain stores, conventional furniture shops, studios, self-service/discounter specialists, young living and home furnishings, mail-order houses, DIY and building supply stores, food and nonfood vendors, and

on-liners. These included high-turnover chains, houses and onliners such as Top Tip, Gaverzicht, Lutz, Kika, Pfister, Heylen, Namos, Daells, Atlas Frankreich, Conforama, Agata, But, Sofa.com, Asko, Micasa, Ottos, Warings, Lipo, Leen Bakker, Møbelringen, Alinéa, ID design, Beter Bed, Leiner, Home Retail, and many others.

With 412 exhibitors this year, M.O.W. registered almost 2% more participants than in 2015. This included 61 new exhibitors/returning exhibitors who made up 15% of all the exhibitors. The majority of the 412 participants belonged to the long-time M.O.W. exhibitors. This underscores the great stability and continuing importance of the trade fair.

International presence increased to 56% this year. A total of 38 countries were represented by the participating exhibitors. 182 businesses came from Germany, 230 from other countries. Poland remains M.O.W.'s supplier country number one with 14%, followed by Denmark and Italy with 5% each. Holland and China shared third place with 4% each. Hungary, France, Bulgaria and Turkey each had 2% of the overall number of exhibitors. The remaining countries made up 16%. Products from around the entire globe were present at M.O.W. via sales representatives – Vietnam, Malaysia, The Philippines and Brazil, etc.

Exhibitors presented numerous new models, concepts, ideas, woods, colours, materials, combinations and techniques that make living at home that much more





comfortable. All of the products can be produced in series and are available for ordering; this applies to all categories of goods and product ranges, promotional goods and special offers. In addition, the industry gave incentives for presenting goods at the point of sale, displayed in advantageous combinations, for instance, or with other sale-promoting measures. Across the board, the M.O.W. 2016 provided a unique market overview.

Professional purchasers received a lot of new input for the mid-range market: affordable

sofas, armchairs and sleeper sofas ranging from self-service to design-oriented, from complete programs to individual pieces for conventional living, dining and sleeping. Bathroom furnishings ranging from the lower to upper price ranges and hall furniture in all designs ranging from laminate to veneer and solid wood, as well as baby/children's and young people's furniture for playing, learning, relaxing and sleeping, and individual pieces of furniture for all areas of the home.

At M.O.W. this year, several styles were visible everywhere from hallways to bathrooms and across all price segments from self-service to higher quality. The exhibitions covered a spectrum of styles: Scandinavian design, modern country living, vintage, retro, industrial, and modern design.

The task of the M.O.W. is to represent the strong middle segment of the furniture market. Bernd Schäfermeier, M.O.W. director, stated that this has been accomplished well this year emphasizing the mix of big players, medium-sized producers, sales representatives, known brands and newcomers. No other fair puts focus on the midrange market as broad as it is here in Bad Salzflén. At the M.O.W. retailers have access to POS ideas, exemplary displays, furniture arrangements and studio concepts, including the variety of trends that only a professional trade fair can provide.

# VIETNAM INTERNATIONAL FURNITURE & HOME ACCESSORIES FAIR 2017



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# China International Furniture Fair

## Attracting visitors from around the globe



The 38th China International Furniture Fair (CIFF) was held successfully in Shanghai from September 7 to 10, 2016. With 2,000 exhibitors and 48 seminars and activities, the four-day event presented an amazing feast to the global furniture industry. It attracted 84,696 professional visitors, with an increase of 9,574 over last year. The progress reflects the growing business value of CIFF as a trade-oriented furniture show.



CIFF Shanghai has always promoted common prosperity among exhibitors and visitors. It facilitates information exchange and business matching, making trade smooth and effective. This year it offered a “Buyer Data Package” to exhibitors before the show. With the package, they could better understand the market and thus introduce suitable products to the show. The show organisers also designed customised visiting routes for buyers according to their purchase demand. This helped them identify the right partners more efficiently.



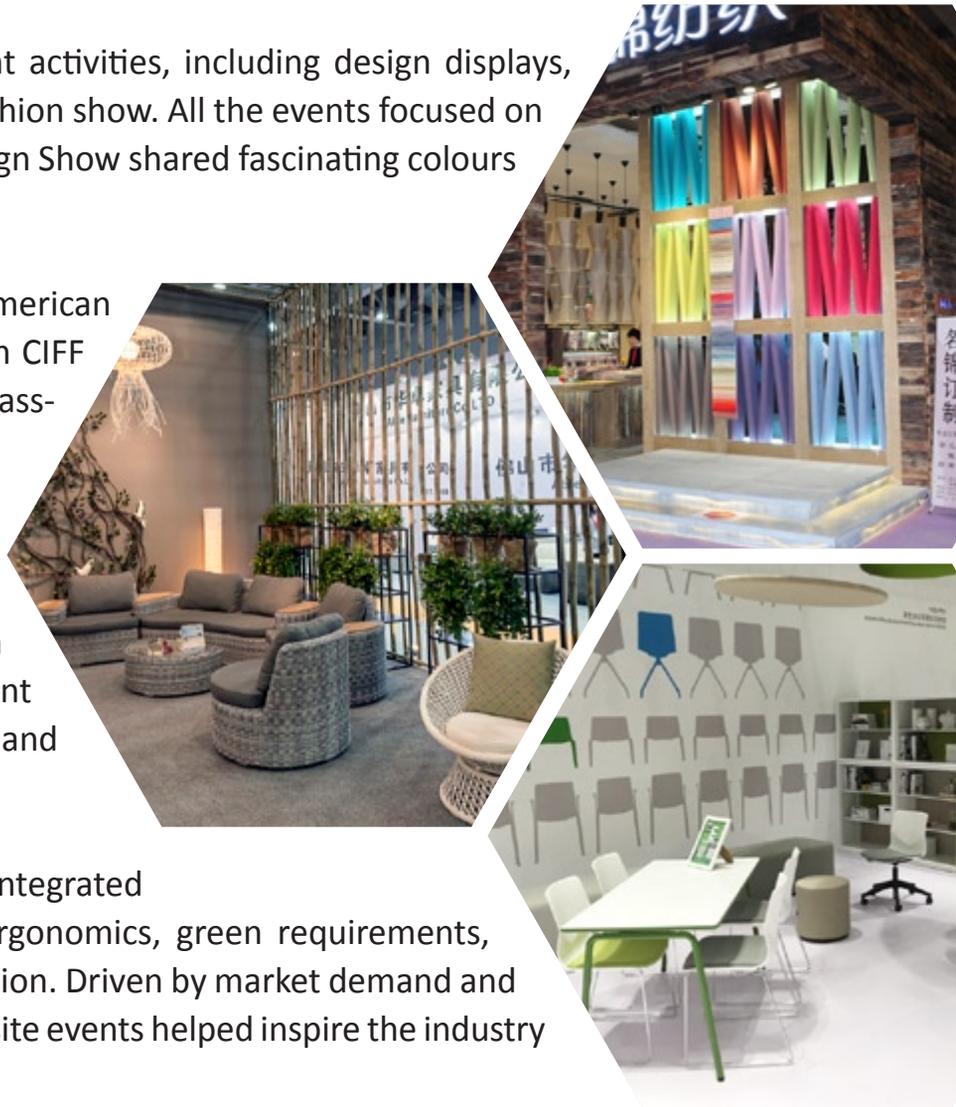
During the show, a business matching event was successfully launched,

drawing a large crowd of participants. With rounds of intense networking, many of them reached satisfactory deals. In addition, CIFF Shanghai invited a number of professional buyer groups, such as European and American dealers and government procurement delegations. This helped brought actual benefits to exhibitors. Mr. Thulani, a representative from the Ministry of Small Business Development in South Africa, found the suitable furniture suppliers for schools in his country.

This edition of CIFF organised 48 brilliant activities, including design displays, expert seminars, guests dialogues and fashion show. All the events focused on industry needs and trends. The EAST Design Show shared fascinating colours and the best oriental furniture design.

The China Tour of Pinnacle Awards by American Society of Furniture Designers debuted in CIFF Shanghai, sharing design pieces that are mass-produced and highly popular in the US. Famous scholars, economists and entrepreneurs gathered to discuss heated themes, sharing insights on “Supply-side Reform & Distribution Innovation for China’s Furniture Market”, “Intelligent Industry Upgrading and Transformation” and “Made in China 2025”.

The Office Life Theme Pavilion shared an integrated office environment of human factors, ergonomics, green requirements, smart trends, space mix & match and fashion. Driven by market demand and featured by crossover integration, the on-site events helped inspire the industry and foster common development.





# MALAYSIAN INTERNATIONAL FURNITURE FAIR 2017

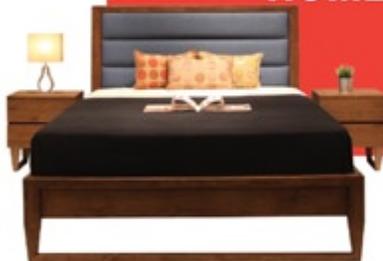
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## INDUSTRY NEWS

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### Stockholm Furniture Fair announces their Guest of Honour



Spanish artist and designer Jaime Hayon, known for his playful expression and versatile production, is going to be the Guest of Honour at next year's

Stockholm Furniture & Light Fair, to be held from February 7 to 11, 2017.

Jaime Hayon has been given the assignment to create an exhibition in the Entrance Hall. This is the 14th time Stockholm Furniture & Light Fair has invited a well-respected international designer to create an installation.

Jaime Hayon was born in Madrid in 1974. After studying industrial design in Madrid and Paris, he joined Fabrica – the Benetton-funded design and communication academy in Italy in 1997 where he directed the design department until 2003. Jaime Hayon set up his own studio practice in the year 2000 and dedicated himself fully to his personal projects from 2003 onward.

Jaime Hayon is pushing the limits in several mediums and areas of use. This has resulted in

collections for different types of customers. He has collaborated with glass and pottery companies such as Baccarat, Lladró and Choemon and created furniture for Fritz Hansen, Magis, Ceccotti, & Tradition and Moooi, to name a few. He has designed accessories for Bosa, Paola C, Cassina, Gaia & Gino and The Rug Company. In 2013, he designed his first watch collection for OROLOG. These collections have put Jaime Hayon at the forefront a new wave of creators that blurred the lines between art, decoration and design and a renaissance in finely-crafted, intricate objects within the context of contemporary design culture.

The designer was quick to add, “I have always been a huge fan of the Stockholm Furniture & Light Fair as it brings together the best of the industry in a very special way. I feel great respect for this event and to be invited as the Guest of Honour for the upcoming edition is a privilege.”

### IFFS set to return in March 2017



The International Furniture Fair Singapore 2017 will make its return from

March 9 to 12 at the Singapore EXPO. Along with

co-located events – the 34th ASEAN Furniture Show (AFS) and the inaugural Nook Asia, the shows will continue to celebrate design, invoke inspiration, and facilitate business discussions, with the aim of promoting trade and growth for the industry.

At IFFS 2017, attendees can expect to see collections presented by a comprehensive portfolio of first-rate exhibitors from all over the world, and to be exposed to more design-centric elements across the show floor. Through various showcases, thematic installations, and more, IFFS' design-rich environment will inspire greater ideas and encourage more collaborations. In addition, visitors can discover upcoming designers and new brands hailing from Singapore and beyond, alongside returning exhibitors and industry veterans. This is aligned with the organiser's aim to create a carefully-curated boutique show that focuses on the quality of brands on showcase and the content on offer.

Ernie Koh, Chairman of IFFS, says, "A successful trade event entails more than just providing exhibitors and visitors with a common space to mingle. With that in mind, and taking into consideration feedback from the industry, we decided that a multi-faceted trade event with

a more diverse exhibitor profile and design-rich environment would meet the business and creative needs of attendees at IFFS more adequately."

### **New Pavilions**

New for 2017, IFFS welcomes the European Union Pavilion to the inaugural Nook Asia event. Organised in partnership with European Union Gateway Business Avenues – a business support programme for Europe-based SMEs to establish business collaborations through business matchmaking and support services, the pavilion is expected to house 50 design and interior companies that hail from 28 different EU countries. European companies are known for their excellent craftsmanship and innovative ideas, and are often recognised as top trendsetters within the global furniture industry. The inclusion of the EU Pavilion is expected to enhance the design quotient at Nook Asia.

Also new is the Brand Franchise Pavilion that is devoted to furniture & furnishing franchisors, and caters specially to brands that are exploring international franchise expansion. Yet another new feature area is the Upholstery Pavilion that houses a curated line-up of exhibitors with upholstery offerings. Participating companies

include Alexander & James, Asiades, Bellagio Asia, Hugo by Yew Hoong, and NS Furniture.

### Design-centric Showcases

Returning to IFFS, the Outdoor Boulevard is a dedicated area for exhibitors with garden and/or outdoor offerings to showcase their best. Here, visitors get as close to experiencing the outdoors as possible within an indoor setting. The Design STARS Showcase is also slated to make a comeback next year, featuring product debuts by design talents from around the world.

In addition, IFFS 2017 will see the introduction of a unique experiential zone that is designed to titillate the senses of visitors by providing a visual extravaganza. This feature area will be curated by acclaimed local designer, Nathan Yong, and will bring together a group of exhibitors who will each present their best offerings under a collective theme. A central café and bar will also be incorporated to the zone to foster closer interactions amongst exhibitors and visitors.

### IFFS Elite Club

For the first time, IFFS will feature Elite Club, an exclusive invitation-only initiative that is designed for key decision makers representing the movers and shakers of the industry.

## MAISON&OBJET ASIA names WOHA as Designer of the Year for 2017



MAISON&OBJET ASIA has been growing as a unique platform for the interior design community in Asia-Pacific region to network and obtain market intelligence during the four day event in Marina Bay Sands Singapore. Now entering its fourth year, M&O ASIA has announced WOHA as its 2017 Designer of the Year.

Philippe Brocart, Managing Director of M&O, says, “Asia sees a higher number of multi-disciplinary practices than Europe, with the upper echelon of Asian designers holding multiple roles from architecture to interiors and industrial design. WOHA is the epitome of innovative design solutions that is being championed by M&O ASIA.”

A Singapore-based architectural practice founded by Wong Mun Summ and Richard Hassell in 1994, WOHA is internationally recognised for its integration of environmental and social principles into its design practice. Holding a long list of accolades, the practice’s award-winning projects include PARKROYAL on Pickering, Oasia Hotel

Downtown and School of the Arts in Singapore; The Met in Bangkok, Thailand; Alila Villas Uluwatu in Bali, Indonesia; InterContinental Sanya Resort in China; The Hyde in Australia, among others.

WOHA is very delighted to have been selected as MAISON&OBJET ASIA Designer of the Year 2017. They also added, “We are happy to announce that WOHA are making available new designs – as well as classics from their back catalogue – under the umbrella of WOHAbeing. WOHAbeing is about living well through living simply and sustainably, and celebrating the beauty of our world. It is about making and craft, balance and proportion, and about texture, colour and form. WOHAbeing draws inspiration from the past, makes connections to the rich tapestry of cultures we work within, and proposes how we should live in the future.”

M&O ASIA 2017 returns to Singapore from 7 to 10 March 2017 at the Marina Bay Sands Expo and Convention Centre.

### **Helsinki Design Week 2016 sees record number of visitors**

This year’s Helsinki Design Week was a citizens’



fest more than ever. Organised for the 12th time, the design festival was spread across the city from September

1 to 11, reaching 158,000 visitors in total. That indicates an increase of 38,000 visitors compared to previous year.

Festival theme was ‘Better’, to explore how design can focus on developing services and connecting people instead of producing new objects. This theme was addressed through several discussions, specialist lectures, and exhibitions.

The festival included 256 events for design fans and professionals, organised by both Helsinki Design Week and 150 independent event organisers.

This year, Helsinki Design Week evolved from one main exhibition to the streets of Helsinki with an impressive 11-part installation series. The installations made the event more visible than ever to the people and awoke interest throughout the world among the tourists and media representatives visiting Finland.

HDW HOP city installations were explored by tens of thousands of people. The main installation – a bubble around The Three Smiths statue – achieved 34,000 visitors during seven days.

Other installations in the series on Keskuskatu, in the market square blocks, and on stage at Esplanade, for example, also attracted the citizens to experience design.

Habitare achieved 50,000 visitors, which means 10,000 new visitors compared to previous year. The Showroom event for design and lighting professionals took place in a handsome setting among the 100-year-old frescos of the National Theatre.

Design Market and New Market gathered circa 25,000 design fans to the Cable Factory.

### Ambiente Frankfurt announces 2017 dates



The global consumer-goods platform 'Ambiente' will be welcoming buyers from all over the world from February 10 to 14 2017. During this time, the Frankfurt Exhibition Centre will, for five

days, become the trend barometer, as well as the ordering and design platform, for all things relating to table, kitchen, household and luxury foods, as well as to life-style, furnishings and gifts.

Ambiente is divided into three major product groups: Dining, Living and Giving. The entire eastern end of the Exhibition Centre, with Halls 1 to 6, is dedicated to the Dining sector, where it will be exhibiting its latest trends. Giving and Living occupy the western half of the Exhibition Centre.

Vice President Ambiente, Nicolette Naumann, says, "Ambiente is the epicentre of the worldwide consumer-goods market. Exhibitors from more than 90 countries will be showcasing their new products in Frankfurt and setting the trends for 2017 and beyond."

The new partner country for this leading world trade fair in 2017 is Great Britain. An extensive display – the Partner Country Presentation – will promote products from British exhibitors. This exhibition will be curated and designed by British designer Janice Kirkpatrick. She is one of the United Kingdom's leading graphic and product designers.

For the first time, young talents in the profession will showcase their creations in the two sections 'Fashion Accessories' in Hall 9.2 and 'Ethical Style' in Hall 11.0. The 'Talents' in the field of Dining / Contemporary Design will, as usual, be presenting their innovations and design-oriented projects in Hall 4.0. The 'Next' sections are also a fixed feature of the show's promotional programme for young, creative companies seeking to establish themselves further. These newcomers on the scene will be presenting their first collections in Halls 9.2, 11.0 and 11.1.

The 'Passage', at the heart of Ambiente, has become an established feature in international volume sales. Recognised as the global sourcing platform on the international trade-fair scene, the whole range of volume products from countries such as China, India, Indonesia, Korea, Hong Kong, Morocco, the Philippines, South Africa and Vietnam are within easy reach of one another. The Passage sourcing areas provide opportunities for specifically targeting appropriate contacts and for ordering directly from the manufacturers. Products range from industrially produced goods to hand-worked items sold in large numbers, as well as solutions relating to customisation.

This year for the first time, there is to be a lecture area in the Accessories and Jewellery section in Hall 9.2. This will not only cover jewellery and fashion, it will also offer practical business tips for retailers.

Visitors will find some clever ideas in the special presentation 'Solutions'. The designer and curator Sebastian Bergne will be showcasing some creative solutions from Ambiente exhibitors with an emphasis on the dining table, kitchen and household.

In 2017, Ambiente also provides the backdrop for numerous award ceremonies. The Design Plus Award honours products that skilfully combine aesthetics and functionality and showcases them in a dedicated exhibition during the trade fair. This year, there will be a special edition on the theme of 'Ethical Style'.

The German Design Award will be presented on the first day of the show. Visitors will be able to see the prizewinning products for themselves in an impressive display. The Kitchen Innovations Award and the negative Plagiarius Award for product piracy will also be presented as part of Ambiente.

## Malaysian International Furniture Fair 2017 gets positive response from exhibitors



® The Malaysian International Furniture Fair (MIFF) is getting ready for its 23rd edition to take place from March 8 to 11, 2017. The trade fair has received resounding support from returning and new exhibitors taking the opportunity to set up a stronger presence when the show expands in 2018.

MIFF 2017 will take place at the Putra World Trade Center (PWTC) and Matrade Exhibition and Convention Centre (MECC). In 2018, the show is set to grow 25% bigger to 100,000 square meters at the brand new Malaysia International Trade and Exhibition Centre (MITEC) and PWTC. Exhibitors in 2017 will enjoy exclusive privileges to showcase at MITEC in 2018.

Ms Karen Goi, MIFF General Manager, says, "Based on the pace of rebookings and feedback, MIFF 2017 marks a vigorous push by exhibitors to widen their network of buyers and showcase their products because many of them want bigger exhibition space in 2018."

An annual sell-out with 500 international companies from over 12 countries and thousands of new products, MIFF remains a benchmark in global furniture trade, drawing 20,000 visitors from as many as 140 countries and regions. The diverse international presence, including one in four buyers coming from a neighbouring ASEAN country, bolsters MIFF's position as the ideal gateway to capture business opportunities in Southeast Asia and other emerging markets such as South Asia, Middle East, Africa and East Europe.

Besides home furniture, MIFF is the only trade show in Southeast Asia featuring an extensive and the biggest collection of modern workspace solutions in the region. In line with this, a designated area named "MIFF Office" is created in 2017 to showcase an expected 130 companies including from Malaysia, Taiwan, China, South Korea and Indonesia, displaying executive office chairs, desks, workstations, conference/meeting room furniture, reception area furniture, partitions and storage.

Ms Karen Goi added, "We are constantly looking for ways to benefit our customers. The global demand for office furniture is picking up again and the work place and the work culture are also

changing. With a designated area, MIFF Office will help generate more leads for exhibitors and for buyers to better access innovative products and suppliers. In short, they will have a more streamlined sourcing and productive experience at MIFF.”

### MAISON&OBJET Paris reports a successful September edition



MAISON&OBJET PARIS took place from September 2 to 6 across all nine halls of the Parc des Expositions in Paris Nord Villepinte. For five days, some 64,591 professionals gathered in Paris to discover more than 3,000 exhibiting brands, hailing from 64 countries to this inspiring hub of the design industry.

At the same time, Paris Design Week gave a chance to the visitors and general public alike to rediscover the MAISON&OBJET experience in the streets of Paris.

A specific feature of the September edition, MAISON&OBJET **|projets|** offered an overview of high-end interior architecture solutions. It provided an opportunity for architects, interior

designers and hospitality business owners to discover a space entirely dedicated to high-end indoor and outdoor architectural solutions, spreading across all of Hall 8. Along the red track, innovation was a common theme in all six of its environments: lighting, outdoor, materials and know-how, interior design, spa & wellness, and hospitality.

Another highlight of this year’s autumn edition was the launch of the digital **MOM platform**, thanks to which the entire MAISON&OBJET community now has the possibility to keep in touch throughout the year. The complementary services offered by the event, the social networks and this new digital platform make up a comprehensive ecosystem that will further facilitate interactions and generate business.

On the day of its launch, MOM featured a selection of more than 15,000 products. On each product’s page – referenced by brand and by product type – users found complete technical specifications, several pictures, as well as the contact information for the supplier.

As with every event, the spaces dedicated to the furniture and home design trends were met with great enthusiasm. The younger generation

also received their share of visibility with the six Rising Talents selected jointly with Les Ateliers de Paris and spotlighted in Hall 7 to exemplify France's innovative vitality.

In the margin of the products presented by exhibitors, MAISON&OBJET PARIS aims to inspire, elicit new ideas and facilitate new business relationships.

### The Leaf Chair and Barstool by TON receives German Design Award



The TON Company's Leaf Collection scored well in the German Design Award 2017 Competition. The chair and barstool, designed by the Italian E-GGS Studio was awarded the Winner's title.

Leaf Collection reflects perception of trees – a solid base, topped with delicate leaves. These ideas were adapted for the chairs and barstools, in which the supporting structure is made of solid wood, topped with a seat and backrest of optically lightweight, moulded plywood. Apart from the tree-like characteristics, the products were also inspired by their shapes.

Gaia Giotti of the E-GGS designer duo, shared, "When designing, we primarily considered products that would be lightweight, rational – and at the same time, would address the issue of TON and its connection with nature. For us, a rational product is one that correctly balances between the inspiration and the actual production processes."

That is why the Leaf Collection contains a number of elements that emerged directly from the production process conditions – for instance, by using the same type of moulded seat for the chair and barstool. Gaia Giotti adds, "However, they are not used in the same way in the models; we were able to play around with different ways of locating them. We believe that the jury appreciated these aspects."

### Dutch Design Week reports a successful 2016 edition



Dutch Design Week (DDW) looks back on a successful 15th edition. Manifesting itself as the centre of design, it showcased work of 2500 designers during the nine days of the festival. Dedicated to the theme 'The making of', this

anniversary edition focused on the making process and the makers.

The event showed a lot of work from renowned designers, but also, like every year, allowed young talent and the experiment to thrive. This took place in more than 430 curated exhibitions and presentations spread across 100 locations in the city. DDW 2016 attracted an estimated record number of 295,000 visitors.

This year, again, the DDW ambassadors made a key contribution to the week. Autonomous designer Maarten Baas explored the possibilities of interdisciplinary working and encouraged visitors and colleagues to look beyond borders with his exhibition “Maarten Baas Makes Time”. Designer Bas van Abel emphasised the role of design in social issues and the development of sustainable products. With his new exhibition, The Making of Your World, he focused the attention on new schools of thought that can make the world better and fairer.

On October 29, the annual Dutch Design Awards were presented. Designer Christien Meindertsma convinced the international jury on all fronts. Her FLAX Chair won the Product and the Future Award (the prize for the most promising design of the future).

New this year was the cooperation between Kickstarter and Dutch Design Foundation. The two launched the very first crowd-funding page for Dutch design, on which acquisition campaigns for 11 design projects were started. All the concepts were on show during DDW in a special retrospective exhibition in the Kazerne.

Martijn Paulen, director Dutch Design Foundation: “More than ever, DDW has shown itself to be a manifestation by and for the designers and leaders from the entire (inter)national creative industry. These days, design is both a cultural and an enterprising phenomenon attracting attention and interest across the board. DDW demonstrates that we have to let go of the ‘old’, limited definition of design and approach it as a creative mentality with an impact that is growing exponentially.”

### **Laufen to showcase at Sleep 2016**



The Swiss bathroom specialist Laufen will exhibit at the Sleep event, Europe’s most important hotel design event, from November 22 to 23 at the Business Design Centre, Islington in London.

Laufen will be previewing Cleanet Riva in the UK for the first time at Sleep ahead of the official launch in 2017. To combine the advantages of a toilet and a bidet in a single object, Laufen has created the Cleanet Riva shower toilet, combining design of the highest quality with sophisticated solutions. Based on the synergy between the quality and technical experience of Laufen and the design of Peter Wirz, the Cleanet Riva shower toilet is a masterpiece of Swiss engineering and design, combining technology with supreme luxury, maximum hygiene and clean, elegant lines.

In addition, Laufen will be displaying the latest collections in their groundbreaking material that has revolutionised the bathroom industry and set a new trend: SaphirKeramik – a unique, revolutionary ceramic material, which possesses all the hygienic advantages of traditional bathroom ceramics, but is thinner, more defined, and extremely robust. The special properties are due to the addition of corundum, a colourless component of sapphire, which has been prepared for the market through years of research and development work by Laufen.

The creation of SaphirKeramik has enabled leading designers, including Konstantin Grcic

and Toan Nguyen, to unleash their imagination and design washbasins with thin borders, round or squared, in a variety of shapes and sizes, which are extremely hardwearing. Recently the collections of INO, VAL and Kartell by Laufen have taken the SaphirKeramik innovation to an industrial scale, with projects in some of the most prestigious hotels in the world.

Laufen's Global Projects Team will be on the stand during the show to welcome visitors where they can discover and interact with the company's products first hand. The team is committed to focusing on designers and clients within the hospitality sector to give them the very best levels of service and inspiring product innovations, both in core collections and bespoke products. For bespoke projects, Laufen's in-house architect will be available to discuss how unique, exclusive products can be created by Laufen to enhance the identity of hotel brands across the world.

### Earth collection by Casalgrande Padana wins German Design Award



Earth collection, a collaboration project between Casalgrande

Padana and Pininfarina, has been honoured with the German Design Award 2017, one of the most important awards in the European design sector.

The Earth collection is a truly original project based around a range of porcelain stoneware tiles featuring a three-dimensional texture obtained by combining three very different materials: glass, leather and fabric. Earth is the first ceramic collection designed by Pininfarina and created by Casalgrande Padana.

The tiles that make up the collection are extremely versatile, featuring a texture that draws inspiration from the world of cars, something that generates a multi-sensory effect, conveying a sense of measured luxury and beauty underpinned by a sophisticated, simple design. These aesthetic characteristics prompted the International Panel of the prestigious German Design Award 2017 to honour the Earth collection in its “Materials and Surfaces” category.

The German Design Award aims to recognise those designers and companies who have succeeded in producing projects which merge creativity, quality and functionality while respecting the

environment and all human beings. The panel examines hundreds of projects for every edition of the award, with the applications representing an exhaustive panorama of the world of planning and design.

It was the comprehensive nature of the Earth project that made the panel’s mind up. The collection features a simple – yet sophisticated – design and intelligently uses a range of different materials and finishes: bodywork paint, fine woods and natural leather which was treated to enable it to be used as a covering.

Paolo Pininfarina explains, “The overriding perception is that of a warm, welcoming surface though from close range you are able to appreciate the innovative character and three-dimensional texture of the tiles. Earth takes on an entirely different nature depending on the distance and angle from which you look at and touch the tiles.”

In addition to aesthetic excellence, the collection also features the extraordinary technical attributes of Casalgrande Padana porcelain stoneware, which guarantees strength, solidity and longevity.



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**Decofair**  
Jeddah, Saudi Arabia  
Reed Sunaidi Exhibitions  
[www.decofair.com](http://www.decofair.com)



**Salone del Mobile. Milano**  
Shanghai, China  
Cosmit  
<http://www.salonemilano.it/en/manifestazioni/prossime-manifestazioni/salone-del-mobile.shanghai.html>

Nov 19-21, 2016

Nov 23-26, 2016



**Decorexpo**  
Algiers, Algeria  
Elanexpo  
[www.algeriadecorexpo.com](http://www.algeriadecorexpo.com)



**The Home Show**  
Muscat, Oman  
Global Exhibitions and  
Conferences LLC  
[www.omanofficeshow.com](http://www.omanofficeshow.com)

Dec 05-08, 2016



# CALENDAR OF EVENTS 2016



Jan 10-15, 2017



**ISMOB**  
Istanbul, Turkey  
Tuyap Fairs  
<http://ismob.com.tr/>



**Bahrain International Modern House**  
Bahrain, UAE  
First Target  
[www.ftbh.net/bahrain-international-expo-17](http://www.ftbh.net/bahrain-international-expo-17)

Jan 12-15, 2017

Jan 16-22, 2017



**imm Cologne**  
Cologne, Germany  
Koelnmesse  
<http://www.imm-cologne.com>



**January Furniture Show**  
Birmingham, United Kingdom  
The January Furniture Show Limited  
[www.januaryfurnitureshow.com](http://www.januaryfurnitureshow.com)

Jan 22-25, 2017



# CALENDAR OF EVENTS 2016



Jan 24-29, 2017



**Imob**  
Istanbul, Turkey  
CNR Expo  
<http://cnrimob.com/>



**Stockholm Furniture Fair**  
Stockholm, Sweden  
Stockholmsmässan  
[www.stockholmfurniturelightfair.se](http://www.stockholmfurniturelightfair.se)

Feb 07-11, 2017

Feb 13-15, 2017



**IDF Oman**  
Muscat, Oman  
Al Nimr Expo  
[www.idfoman.com/](http://www.idfoman.com/)



**Habitat Valencia**  
Valencia, Spain  
Feria Hábitat Valencia  
<http://www.feriahabitatvalencia.com/en/>

Feb 21-24, 2017



# CALENDAR OF EVENTS 2016



Mar 01-03, 2017



**Mebel Expo**  
Tashkent, Uzbekistan  
ITE  
[www.mebelexpo.uz](http://www.mebelexpo.uz)



**DIFAC**  
Dubai, UAE  
Strategic Marketing & Exhibitions  
<http://difac-me.com/>

Mar 07-09, 2017

Mar 08-11, 2017



**Malaysian International Furniture Fair**  
Kuala Lumpur, Malaysia  
UBM  
<http://2017.miff.com.my/>



**Export Furniture Fair**  
Kuala Lumpur, Malaysia  
EFE Expo Sdn Bhd  
[www.efe.my](http://www.efe.my)

Mar 08-11, 2017



# CALENDAR OF EVENTS 2016



Mar 08-11, 2017



**VIFA**  
HCMC, Vietnam  
Hawa Corporation  
<http://www.vifafair.com/>

**design**  
SHANGHAI  
设计上海

**Design Shanghai**  
Shanghai, China  
Media 10  
[www.designshanghai.com/](http://www.designshanghai.com/)

Mar 08-11, 2017

Mar 09-11, 2017

**PHILIPPINES**  
INTERNATIONAL FURNITURE SHOW

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Manila, Philippines  
GLOBAL-LINK EXHIBITIONS  
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<http://www.pifs.ph/#>

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**IFFS Singapore**  
Singapore, Singapore  
IFFS  
[www.iffs.com.sg](http://www.iffs.com.sg)

Mar 09-12, 2017



# CALENDAR OF EVENTS 2016

Mar 14-17, 2017



**Meble Polska**  
Poznan, Poland  
MTP  
<http://meble.mtp.pl/>



**KIFF**  
Kiev, Ukraine  
Meridyen International Fair  
Organizer Co. Ltd.  
[www.kiff.kiev.ua](http://www.kiff.kiev.ua)

Mar 15-18, 2017

Mar 16-20, 2017



**IFM**  
Donguan, China  
Famous Furniture  
Association  
<http://www.gde3f.com/en/>



**For Furniture**  
Prague, Czech Republic  
ABF  
<http://forfurniture.cz/>

Mar 23-26, 2017



# CALENDAR OF EVENTS 2016



Apr 04-09, 2017



**Salone del Mobile.Milano**

**Salone del Mobile.**

Milan, Italy

Cosmit

<https://www.salonemilano.it/>

**World  
of Furniture**

**World of Furniture**

Sofia, Bulgaria

InterExpo Center

<http://furnitureexpo.bg/en>

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