

# FURNITURE & ACCESSORIES™

April-June 2018 **EUROPE**

Cover Story

## The Violet hour

Feature

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Designers' Desk



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KESHAN INFOTECH PVT. LTD.

President  
Anup Kumar Keshan

Vice President & Editor-in-Chief  
Apratim Ghoshal

Associate Editor  
Ms. Chitrlekha Banerjee

Content Writer(s)  
Ms. Nairita Ghosh

Public Relations / Marketing  
Ms. Chitrlekha Banerjee  
Ms. Neha Gomes

Creative Team  
Santanu Sen  
Mufaddal  
Kaushik Das (Web)  
Rajat Si (Web)

Circulating Team  
A. K. Sharma  
Kajal Mondal

244 5th Avenue,  
Suite 2468  
New York, N.Y. 10001  
USA

Ph : +1 917 677 7753  
pr@furniture-magazine.com

Dear Readers,

Ultra Violet is the talk of the town, ever since it has been selected as the Colour of the Year. Our cover story is a low down on the trends ruling the industry while conforming to this colour of the year.

Smart is getting smarter everyday; smart phones, smart TV, smart city, smart living! We delve deeper into the intricacies of smart bathroom. Read our feature story to know more.

On the other hand we are very happy to feature the design house Scavolini and the much dedicated designer, Kasper Salto in this Summer issue. We were engrossed to know so much about the mesmerising designs that come out from these two names. I hope, you will enjoy reading the stories as much as we did compiling.

Meanwhile, do enjoy the bright sunshine and the colours of the nature and until the next Autumn issue, I bid goodbye from you!

**Chitrlekha Banerjee**

# The Violet Hour



“

*We are living in a time that requires inventiveness and imagination. It is this kind of creative inspiration that is indigenous to PANTONE 18-3838 Ultra Violet, a blue based purple that takes our awareness and potential to a higher level. From exploring new technologies and the greater galaxy, to artistic expression and spiritual reflection, intuitive Ultra Violet lights the way to what is yet to come.*

”

Leatrice Eiseman

*(Executive Director of Pantone Color Institute)*

Pantone has released, dramatically provocative and thoughtful purple shade, PANTONE 18-3838 Ultra Violet communicates originality, ingenuity, and visionary thinking that points us towards the future. Complex and contemplative, Ultra Violet suggests the mysteries of the cosmos, the intrigue of what lies ahead, and the discoveries beyond where we are now. The vast and limitless night sky is symbolic of what is possible and continues to inspire the desire to pursue a world beyond our own.

Enigmatic purples have also long been symbolic of counterculture, unconventionality, and artistic brilliance. Musical icons Prince, David Bowie, and Jimi Hendrix brought shades of Ultra Violet to the forefront of western pop culture as personal expressions of individuality. Nuanced and full of emotion, the depth of the PANTONE Colour of the Year, Ultra Violet symbolises experimentation and non-conformity, spurring individuals to imagine their unique mark on the world, and push boundaries through creative outlets.

“The Pantone Colour of the Year has come to mean so much more than ‘what’s trending’ in the world of design; it’s truly a reflection of what’s needed in our world today,” added Laurie Pressman, Vice President of the Pantone Colour Institute. “As individuals around the world become more fascinated with colour and realise its ability to convey deep messages and meanings, designers and brands should feel empowered to use colour to inspire and influence. The Colour of the Year is one moment in time that provides strategic direction for the world of trend and design, reflecting the Pantone Colour Institute’s year-round work doing the same for designers and brands.”

Color of  
the Year  
2018

PANTONE

Ultra  
18-3838

of  
r

ONE®

Ultra Violet

Historically, there has been a mystical or spiritual quality attached to Ultra Violet. The colour is often associated with mindfulness practices, which offer a higher ground to those seeking refuge from today's over-stimulated world. The use of purple-toned lighting in meditation spaces and other gathering places energises the communities that gather there and inspire connection.

In interiors, Ultra Violet can transform a room into one of extraordinary self-expression, or conversely its polish can tone down a room with subdued, modern pairings. Adding spice and brightness, Ultra Violet calls attention to a tufted couch, piece of art, or accent wall. As a colour that can take one in so many directions, Ultra Violet makes a statement in any space, whether it's one of tradition and elegance or unexpected boldness. In hospitality, we are seeing purples like Ultra Violet take center stage in interior spaces as large and small hotels harness colour and design to entice travelers and stay relevant.

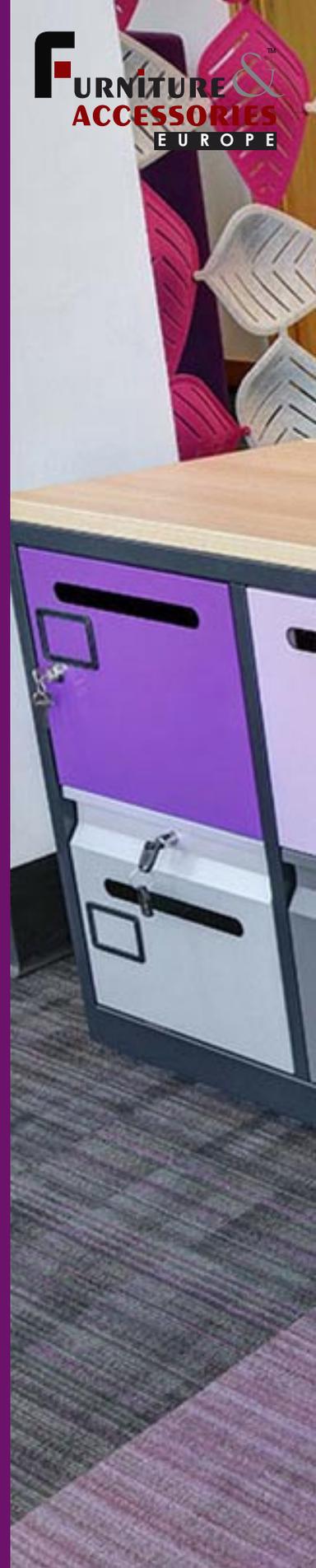
Ultra Violet brings attention to any arrangement in the room. Whether it is on a new sofa, lounge chair, footstool, and even on an accent wall. The options are endless! Ultra Violet makes a statement, with its versatility the shade can add a touch of elegance or boldness.

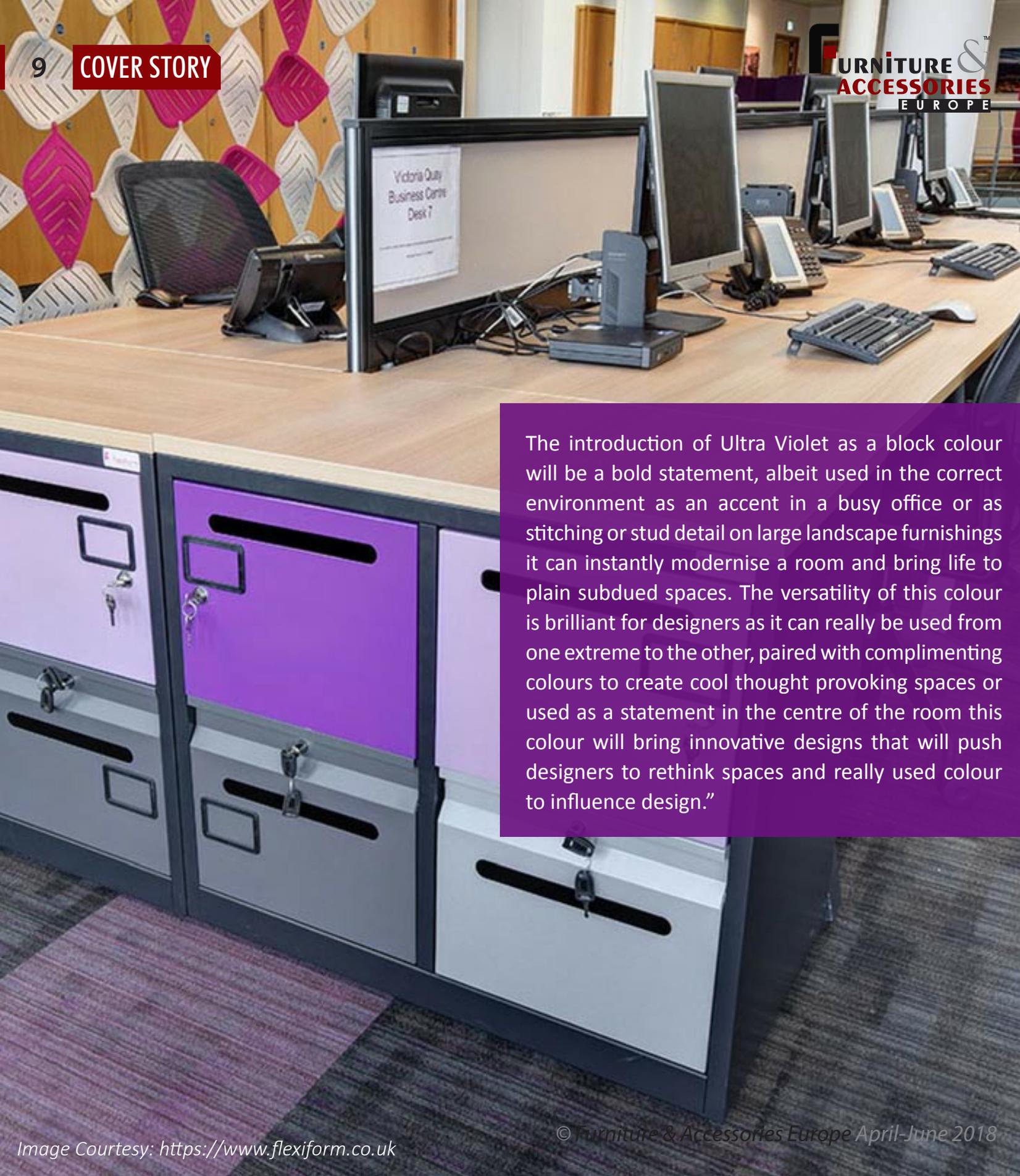
Purple works surprisingly well and creates a contrasting balance the room when used with other bright colours. For example using purple against its harmonising companion yellow, creates a beautiful synchronisation and avoids the lively yellow from becoming too domineering.

UK based Flexiform in conversation with their Interior Designer Nadia Al Chalaby has presented her views of how the colour will work within the Office Interior Industry:

“...For Interior designers this will be an exciting exploration into a journey of colour and ingenuity. Ultra Violet symbolises bohemianism and individuality allowing designers to push the boundaries of the social norm creating spaces which truly reflect the individuality of an organisation and fully encompass brand ethos into their place of work.

In 2017 we saw the rise in agile workspaces and smarter ways of working, companies stripped back their busy cluttered offices in exchange for open plan environments featuring hot desks and multifunctional spaces allowing their staff to work in surroundings they felt promotes individual and group creativity. Biophilia has also been at the forefront of many office designs as the innate connection has been proven to increase health and wellbeing which greatly impacts the productivity of a workforce. Introducing this year’s pantone Ultra Violet into the workplace will be harmonious with smarter ways of working. The colour itself promotes mindfulness practices and works in conjunction with the current philosophy designers and employers are trying to promote of connection and wellbeing in the workplace.





The introduction of Ultra Violet as a block colour will be a bold statement, albeit used in the correct environment as an accent in a busy office or as stitching or stud detail on large landscape furnishings it can instantly modernise a room and bring life to plain subdued spaces. The versatility of this colour is brilliant for designers as it can really be used from one extreme to the other, paired with complimenting colours to create cool thought provoking spaces or used as a statement in the centre of the room this colour will bring innovative designs that will push designers to rethink spaces and really used colour to influence design.”

**Executive Furniture Rentals** from the US has come up with some innovative solution to use Ultra Violet in décor arena.

### As an accent

Every Pantone colour of the year can become the perfect touch for accent furniture. Ultra Violet is a particularly bold and eye-catching colour so it's best to pair it with neutral backdrops and warm wood elements. Whether you end up with a few sprigs of lilac in a jar, a pair of purple throw pillows, or a vintage rug with a few violet threads in it, the easiest way to start decorating with a new colour is to take baby steps.

### Vibrant bedroom walls

It is often encouraged to use darker colours on bedroom walls. They're surprisingly relaxing and not as gloomy as one would think, especially if it's a stylish and enigmatic shade such as Ultra Violet.

### Dining chairs with style

When it comes to decorating dining rooms, some focus on the lighting, making the pendant lamp or the chandelier the focal point of the room. Others keep the furniture and





the fixtures simple and use eye-catching wall art to highlight the room. Another strategy is to turn the dining chairs into the most colourful and eye-catching elements of the decor and Ultra Violet is a perfect choice.

### **Soften it with other purples, pinks, and blues**

By working with other shades in the same colour family—lilac, blush, mauve, blue, etc. the boldness of Ultra Violet will soften and suddenly feel right at home.

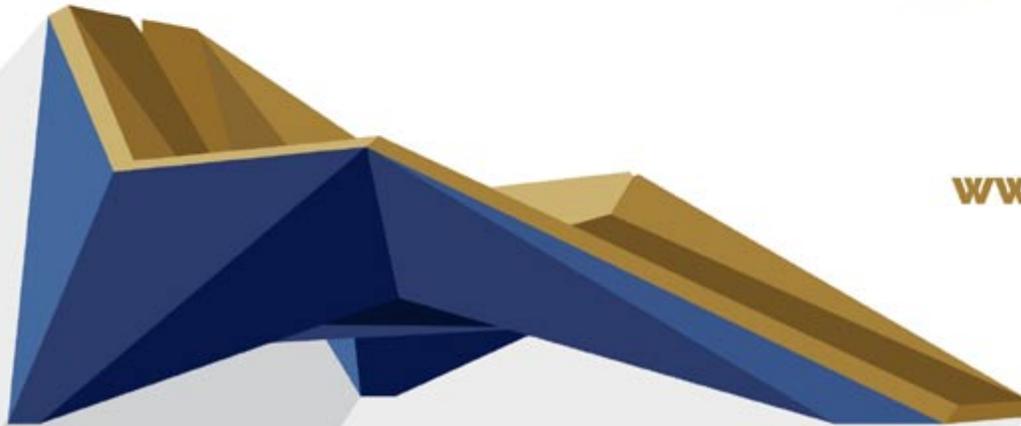
Although purple is not an easy colour to design with, there are many small pieces that one can add into their design that can bring a room together.



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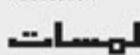
**Khulud Durri** Show Manager  
 Mobile: **+966 55 507 8119**  
 khulud.durri@reedsunaidiexpo.com

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# Smart Bathroom

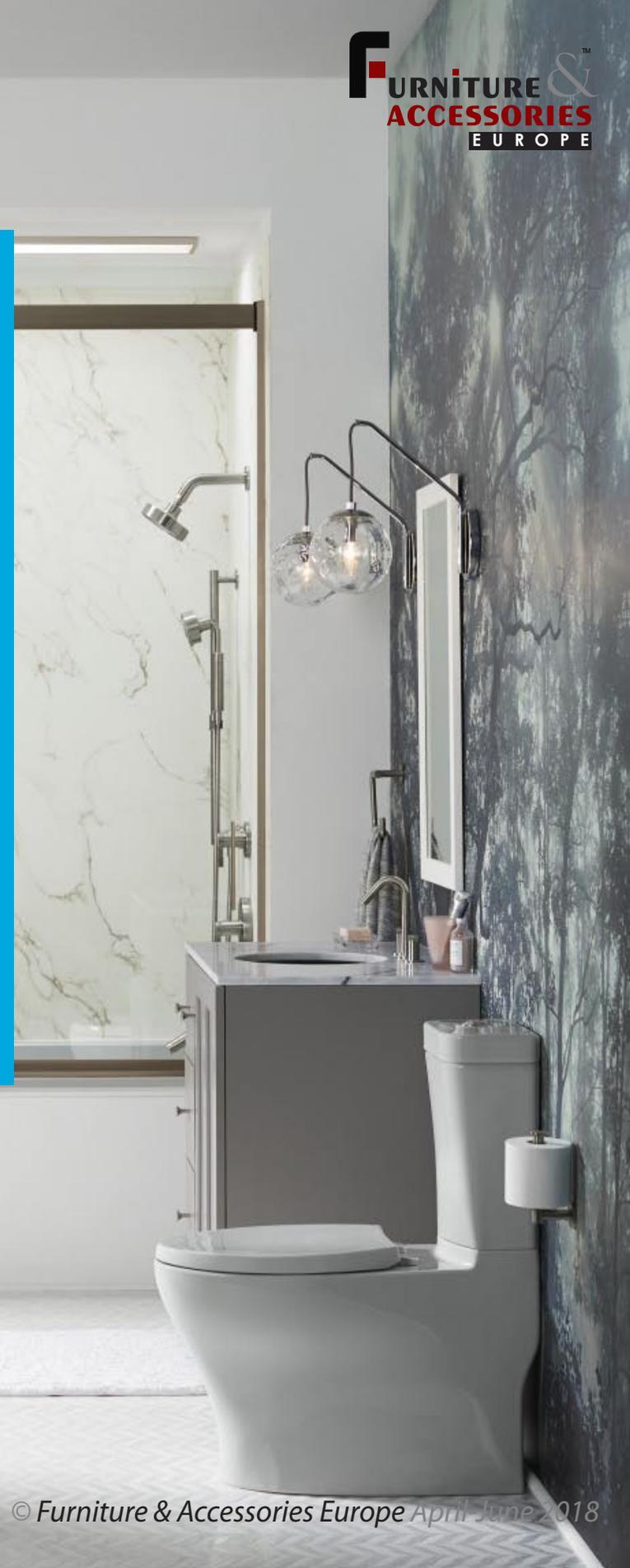
-when smartness goes beyond imagination

What difference can a touch do to you? Did you just say it connects? Well, it does more than just connecting. In a modern world, we have the ability to connect everything with just a help of a touch. We need a control system to operate everything from our hand. Smart city, smart factory, smart living, we are getting smarter everyday! So, why not bathroom? It is one of the prior areas where you relax, refresh, get entertainment and more. Bathroom, nowadays not only is used for getting refreshment, but it's a significant area where you spend average time in your daily life and of course every day. Making a bathroom beautiful and elegant reflects your taste and choice. If a bathroom is small but sober it can make your day, a smart and compact bath area can bring an aura to start a new day.



A bathroom can be huge or less, but a basic and standard bathroom always needs some primary elements. Like: a sink with a mirror, a toilet and a shower. Now, these things can be modernised according to specific needs. Talking about a smart bathroom's ability, what actually a smart bathroom does? You can probably guess. It can act exactly like a robot or helps you get everything you need in a bathroom. Moreover, it could make you feel like if you are in your bedroom or hall area. You can get the feel from a smart bathroom. Yes, it's true. All big bathroom fitting giants like, Kohler, Grohe, Jaguar are everyday researching on how to make a bathroom more smarter and efficient! We will not be surprised if one fine day a bathroom can suggest and speak to us.

Now, the question is if really anyone wants or needs it to respond to voice command or follow commands or be connected to an app on smartphone? The answer depends on the smartness of course; moreover, it depends on the capabilities and functionalities.





## The smartest: let's take a tour with KOHLER

The futuristic bathroom isn't that far away from becoming reality. At CES 2018, Kohler unveiled a new addition to its toilets and shower devices that let you ask Amazon's Alexa to assist you. Moen has added Alexa support to its smart shower line, promising Siri compatibility is on its way. Smart mirrors are already available that tell you your daily agenda while. Of course, there are benefits of having such an option. Germophobes can avoid touching surfaces potentially covered in bacteria, while those who have limited use of their hands due to injury or disability have a convenient alternative. There are other hands-free methods for flushing, like motion sensors or foot flushes.

Kohler brings absolutely mind blowing features and technologies that change the meaning of bathroom. These technologies revamp the meaning of contemporary into ultra modern. Alexa is one of the most innovative technologies a bathroom manufacturing ever invented: Kohler. Alexa supports smart shower line which controls shower speed, depth, temperature and what not. It's a little strange to tell someone to flush your toilet for you - it feels oddly intimate, if not simply lazy. But there are benefits to having such an option. For example, you could ask an Echo in your kitchen to run a bath while you finish the dishes. The new Perfect Fill Tub would then automatically turn the faucet on, adjust the temperature to your preference and turn off when the water was just right. When you're washing up the dishes after dinner, you can tell Alexa to get your bath ready so you don't have to actually go turn on the tap and monitor the water temperature yourself.

Moen, on the other hand, provides Alexa as a complement to its existing U by Moen connected bathroom system, which is mostly controlled by an in-shower panel. Using the voice assistant in the shower would be tricky, since the sound of water spraying all over could potentially confuse Alexa”

Kohler is simply trying to make a bathroom smarter. The kitchen and bath product company has announced a number of smart bathroom products at CES 2018.

**Kohler Konnect:** One can set up and control all of these products with Kohler's app for iOS and Android, KOHLER Konnect. The app, powered by the Microsoft Azure Cloud Platform, supports voice commands and hands-free motion control. So you'll no longer have to press any buttons to turn your appliances on and off — yelling from the toilet will suffice.

**Kohler Verdera Voice Lighted Mirror:** looking for intelligent voice control capabilities in your bathroom? Look no further than the Verdera Voice Lighted Mirror with Kohler Konnect. It's an entirely new kind of smart mirror that will revolutionise your space and elevate your routine.



## Key points

- The Verdera® Voice Lighted Mirror with Amazon Alexa is the first-to-market bathroom lighted mirror available to consumers that has Amazon Alexa embedded. You get all of the functionality of an Amazon Echo, like shopping, playing music, or receiving traffic updates, without creating clutter in the bathroom (because it's embedded).
- The Verdera serves as the centerpiece of the KOHLER Konnect portfolio of smart products. It gives you the ability to control other KOHLER Konnect products by voice; you can also control KOHLER Konnect devices via an app.
- The Verdera has built-in voice-controlled dimmable LED lighting that can be adjusted (up to 1000 lux) to give you a better makeup application or grooming experience.
- A motion-activated night light makes it easy to navigate your bathroom in the dark, and brightens to a comfortable level for handwashing.



### DTV Prompt digital showering system:

“Be smart. Be prompt. Why choose a digital shower like DTV Prompt? Because it gives you greater precision, control and customisation than a manual shower - its intuitive interface is incredibly easy to use, and it eliminates the handles and knobs of a manual shower—giving you a clean, uncluttered space. Plus, digital thermostatic valve technology guarantees accurate and safe temperature control.” - Kohler

Another brand, Grohe is also focused on smart bathroom. They believe in ‘work smarter’. Grohe ‘Sensia Arena’ is an innovative Shower toilet complete system for concealed flushing cisterns, wall-hung.



Two-Outlet

**One-Touch Operation**  
On / Pause / Off

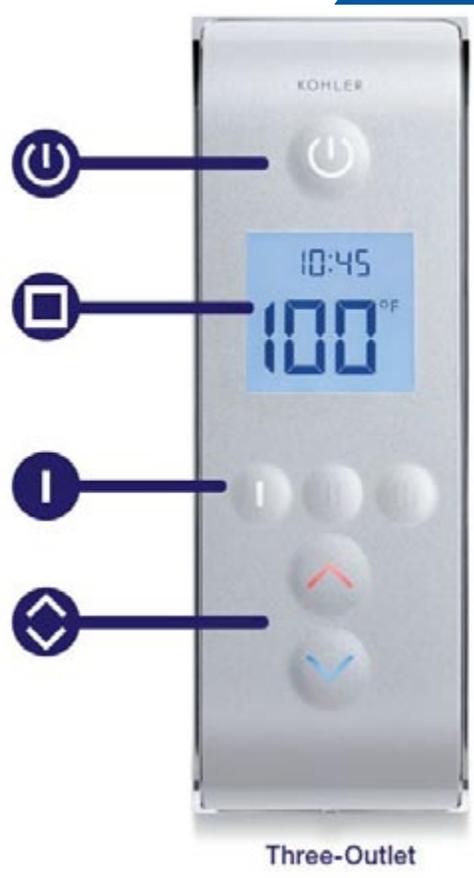
**Large Digital Display**  
The large 7¾" x 2¼" interface with intuitive LCD display is incredibly easy to use

**Simple Diverter Control**  
Toggle between outlets with the push of a button

**Precise Temperature Control**  
Digital thermostatic valve technology guarantees accurate and safe temperature control

#### Features:

- warm air dryer with adjustable temperature
- odor extraction with filter
- Duroplast WC seat and lid with automatic opening/close function
- Infra-red user detection
- seat control panel operation
- power switch
- inside bowl night light
- hidden water supply and power supply connections
- remote control
- smart phone app for iOS



### Six must have gadgets for every Smart Toilet/Bathroom

While there are plenty of fantastic innovations when it comes to a smart home, there are not many that are more indulgent than those found in the bathroom. For anyone looking to pamper themselves (or guests) these are a must-have for the smart bathroom:

- Toilet Seat Warmers – its' a worse thing when you get up in night and need to go to toilet and have to use a cold porcelain toilet seat. It's a worse nightmare probably. A warm seat and adjustable setting and automatic flush would be easier options. Kohler makes that a possibility
- Mood Lighting – mood is something which is very important to start a new day. It fluctuates and swings so thus mood lighting does. Mixing coloured lights together in the bath or shower helps to soothe the mood is called chromatherapy. A little bit of research on which colours promote certain feelings of calm, happiness, and contentment can change a simple bath into a spa-like experience also
- Musical Showerheads – make your day more rhythmic. Music also plays an integral part to set perfect mood. Luxury shower heads come with a built-in Bluetooth speaker
- Digital Scales
- Cyber Mirror
- Smart Bath Accessories

## High Tech Toilets

Homebuyers are now concentrating on high-tech toilets. The 'here we go' concept of toilet has now become a 'must have' for everyone. Along with this, some major concepts are rising up these days like: Digital faucets, soaking tubs, hot gadgets. These digitally advanced toilets are highly concentrated on homebuyers' choice.

"A real estate study revealed that 77 percent of these young homebuyers are looking for a home with "smart" innovations. Most of the gadgets that are hot right now revolve around smart home automation systems; they allow us to control lights, security, temperature and even blinds with the touch of a button from your smartphone..." (Freshome).



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# KASPER SALTO

Kasper Salto, an effortless contributor and a man of extraordinary craftsmanship is best known for his outstanding contribution to the furniture world. A dedicated designer who has won a lot of prestigious awards for his unique masterpieces, Kasper Salto has started his career with cabinetmaking. Following the completion of his design course from Danish Design School, he got into full time designing.



To him, “Design is to add new relevant thoughts to existing things, and make those things better. While striving for good quality, so that things can stay on earth as long as possible before trashing. So many things are being thrown away, because price is the key factor in the making.” He connects his designs with reality before executing any project he handles. He believes in good quality as well so that it could stay longer with us and before get trashed a good material has to be properly utilised. That makes sense and reflects the care to his each projects and products he makes every time.

His association with Fritz Hansen has been a great achievement. Salto has witnessed a 15 years of successful association. He has delivered some outstanding executions under the umbrella of Fritz Hansen and these are the result of a successful collaboration between him and the visionary design house.

He was born to be a designer and if not a designer he would have chosen an architecture life rather. In a candid conversation with us, Kasper Salto bares his heart as he speaks on his design philosophy, products and projects. Read on.



**FAE: How did you get into design? What is your design philosophy?**

**Kasper Salto:** I started the study to be cabinetmaker in the traditional way called master apprenticeship, thereafter I began five years of Designstudy at the Danish designschool. It gave me the best start I can imagine to study how things are made, before designing them.

**FAE: How would you define design and what changes you have noticed in the world of interior design in recent years?**

**Kasper Salto:** Design is to add new relevant thoughts to existing things, and make those things better. While striving for good quality, so that things can stay on earth as long as possible before trashing. So many things are being thrown away, because price is the key factor in the making.

Design has become fashion these days. How do we think about making things that will last long, and even go on to future generations, without making things only for the few?

**FAE: What has been the most satisfying project in your life till now?**

**Kasper Salto:** The NAP chair was great to work with, as it was a good challenge to make affordable quality for Fritz Hansen customers. I put all my best thoughts into this project in terms of comfort and functionality.

Again; to make a long life for this chair.

I will also mention The Trusteeship in the United Nations HQ in New York, where Thomas and I designed the Council chair and the Delegate and secretary tables. We won this project in a competition, and I think a great chair came out of it. The Council chair also came in production, and is distributed abroad.



**FAE:** You have been working with Sigsgaard for some time? How is the experience sharing your ideas with an equally talented partner?

**Kasper Salto:** It is so nice to have a talented partner, and the fact of being two people discussing solutions, will crosscheck your own opinions in a healthy way. You have maybe tried to play check with yourself, can be very frustrating sometimes.

**FAE: Tell us something about 'Council chair'?**

**Kasper Salto:** Council chair is designed to fit the thoughts of Finn Juhl, who is the designer of the Trusteeship council back in 1952, and the extensive use of wood here, inspired us to make the chair out of wood. And to shape the wood into a comfortable shape we used 3d veneer. The chair is upholstered inside with light sand coloured leather to match the colour of the 3d oak veneer. The chair is manufactured by the Danish company Onecollection.com

**FAE: You have collaborated with 'Fritz Hansen' such big brand. Brief us on your experience and association with this design house?**

**Kasper Salto:** I started to work with Fritz Hansen in 1997, starting up the Ice chair project. This chair has become a new classic, and has been a success for the last 15 years, and that is because we worked and focused to make a super functionally chair that could be used indoor and outdoor. Fritz Hansen has got the power and resources to make good quality. The height adjustable table Little friend is also a good example of a good collaboration with a visionary company like Fritz Hansen. The new headquarter of Apple in CA, has recently purchased 500 of these small tables. It is the bestselling new items of Fritz Hansen over time, since Arne Jacobsen.



**FAE:** In this regard, tell us briefly about Pluralis.

**Kasper Salto:** “Pluralism” is the existence of different types of people, who have different beliefs and opinions, within the same society: Pluralis is a table for meetings, at home or at work. The table can be made in very long and wide sizes, and the tabletop comes in veneer, linoleum or nano laminate surfaces. The legs are made in massive cast aluminum.

**FAE:** What are the recent projects you are working on?

**Kasper Salto:** I am doing new projects for Fritz Hansen, - and in Salto&Sigsgaard we just finished a big interior project for the New Carlsberg foundation HQ in Copenhagen. Also we are working with several other Danish company's.

**FAE:** And lastly, what would be your piece of advice to the young designers?

**Kasper Salto:** Make relevant products that last long.

And don't mix design with fashion, - as fashion often goes out of style.





Check out our latest APPEARANCE



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# SCAVOLINI

- manifesting Italian elegance in form of design

Scavolini, in just 50 years, has taken us into the hearts and homes of the Italians. The design house understands the meaning of Italian style and aesthetics and is aware of the Italian ideas and trends. Scavolini has initially limited themselves to the kitchen but with time, the design house has flourished and opened up a lot of option. Everyday Scavolini makes experiment and this allows them to expand themselves and step into the world of bathroom and living area. The Scavolini line allows a tasteful, rational take on all spaces. Thanks to a wide range of products, Scavolini takes up different styles and desires, including those of the public who wish to make their own home unique through design.



**Fabiana Scavolini**  
CEO of Scavolini Group

## Scavoloni Basic line

Excellent quality, straightforward modularity, multi-faceted design and reasonable prices: these characteristics define the Scavoloni Basic line. Beautiful, quality kitchens that are affordable at the same time, enhancing the company's already extensive product range.

Scavoloni believes in luxury though it ends up with the executions which are very minimalistic yet sophisticated. Luxury is not only limited to the boundaries of rich and Scavoloni proves this through their unique projects. They also believe in quality products with affordable price. The design house offers a perfect sense of style, material and finish which helps to make a product more spectacular and real. If you want to give a piece of classic Italian style to your kitchen! Just knock the door of Scavoloni, it will choose the material and colour and you can see your Italian kitchen cabinets in harmony with you and your home.

## New for Scavoloni

### Bathroom

Scavoloni enters the Bathroom Furniture segment, presenting its own concept of the bathroom and offering a vast, discerning consumer market all the benefits, quality and fine design only a great brand can deliver. Scavoloni has chosen to work with some of the industry's most representative architecture firms. Together with the Scavoloni Design & Development Department, they have created several complete bathroom collections, with a rich variety of forms, materials and finishes and a high degree of customisation. The offering is completed by functional, innovative design solutions, making this ambitious project a major milestone in the evolution of bathroom furnishing.





Furniture & Accessories had the chance to indulge in a conversation with **Fabiana Scavolini, CEO of Scavolini Group**. Explore the world of this 'Italian Sense of Beauty' – the world of Scavolini.

**FAE:** How does Scavolini reflect the essence of Italian design through their products? In that respect, what are the primary products you focus on?

**Fabiana Scavolini:** Quality made in Italy, painstaking care for details, impeccable design and the extreme customisation of our solutions, combined with a comprehensive range of furnishing solutions for the kitchen, living room and bathroom are key factors that have enabled Scavolini to grow significantly across the globe. Our brand can boast an excellent reputation thanks to the wealth of expertise and excellence in the design field gained over the years. Significant contributions for brand recognition abroad have also been provided by the multiple partnerships we have formed with prestigious designers, with leading names from the international scene, such as Nendo, Ora-ïto, Diesel Creative Team, Giugiaro Design, King&Miranda Design, Karim Rashid and Michael Young.

## New for Scavolini

### Living

Scavolini programme to furnish homes with versatility, convenience and style. Design that makes no distinction between personalisation and personality.

With Europe Scavolini has now entered into US last year. The new Scavolini Store New York opens its doors in A&D Building 150 E., 58th St., 5th Floor.

The new showroom, in the heart of NYC, features models selected from the expansive array offered by Scavolini, such as Carattere, LiberaMente for Kitchen furniture and Laundry Space, Rivo and Font for bath furniture.

**FAE: You have been here for more than last 50 years! How has been the journey so far?**

**Fabiana Scavolini:** Our company was founded in Pesaro in 1961 thanks to the entrepreneurship of my father, Valter, and my uncle, Elvino. In just a few years, their small artisan company specialising in kitchen production turned into one of the most important Italian industrial companies. This extraordinary growth enabled us to take over the leadership of the kitchen industry in Italy in 1984, and over the years, we have been able to develop a product range that embraces all the main areas of the home. Today, Scavolini is in fact considered to be a benchmark not just for the kitchen, but also for the bathroom furniture and the living room too.

We are a global brand, present in five continents, with over 300 foreign points of sale, 150 of which in Europe, approximately 60 in Russia and in the Eastern countries, 30 in North America, 20 in Central/South America and an equal number in Asia and Oceania, which supplement the more than 1,000 points of sale across Italy.

**FAE: Scavolini opened a new showroom in USA, in the heart of NYC last year. How has been the response?**

**Fabiana Scavolini:** In 2017, we opened a new showroom and new offices in the exclusive A&D Building in New York, which supplements the Scavolini Soho Gallery, our flagship store spanning nearly 1,000 square metres in Soho. This enabled us further to consolidate our presence in the USA, a country we have exported to for more than 20 years and where we already have a branch since 2007 - Scavolini USA - as well as points of sale across the country. The US is a constantly expanding market thanks also to the positive trend in the contract industry, where we are extremely active.





**FAE: How is the demand of Italian design in the US?**

**Fabiana Scavolini:** The United States constitute a very important market for us, one that is proving more than satisfactory. We recently supplied our furnishings for four luxurious residential buildings in New York, for a total of approximately 1,200 homes. We are also present in prestigious buildings in all the major cities across the globe, including Beijing, Los Angeles, Toronto, thanks to a significant competitive edge: a top-quality offering totally Made in Italy, a distinguishing feature that has proven popular all over the world.

**FAE: You have introduced bathroom and living environments. What motivated you to open these new sections, if you can brief us on that?**

**Fabiana Scavolini:** Our decision to extend our offering to solutions for bathrooms and living areas stems from the desire to become a benchmark for the furnishings of all the main areas of the home. For consumers, being able to find an extensive range of solutions under the Scavolini brand is without a doubt a benefit. Indeed, what we offer is the security that only a major brand can provide: ever since the 1980s, we have been the number one kitchen brand in Italy, one of the most sophisticated production models in our industry, and we have managed to ensure our customers can benefit from our entire wealth of quality and excellence in design planning and development, also in relation to living rooms and bathrooms. The enhancement of our offering also stems from the considerable demand from certain markets, especially abroad, and from contractors, who are increasingly frequently requesting complete furnishing solutions.

Indeed, today Scavolini is no longer simply “the most popular and beloved kitchen in Italy” but rather a “huge world” where the main areas of a home's furnishings are the focus of all the company's activities. Bathrooms and living rooms constitute the new scenarios since 2012 and 2015, respectively.





**FAE: Scavolini has delivered outstanding collections. What has been the most unique design till date?**

**Fabiana Scavolini:** Definitely our latest new products launched at the Salone del Mobile 2018 in both kitchens and bathrooms. At Eurocucina, we presented Mia by Carlo Cracco, which is an extraordinary domestic interpretation of the professional kitchen, that we produced hand-in-hand with the world-famous Italian star chef. In this collection, quality, styling and superior performance levels have been combined to perfection, the distinguishing feature being the strong technological component.

As for the design of contract settings, we launched a brand new concept, called Box Life, created by the international design studio, Rainlight, and its creative director Yorgo Lykouria in partnership with HOK. This project stems from the desire to offer our clientele the chance to furnish all settings in an organised and functional manner. It is a smart interior design concept marked by elegance and customisation, the focus being the idea of concealing to organise and of bringing together the living area and the sleeping area to ensure the utmost flexibility in the organisation of space.

Box Life is devised for those who need to keep up with an increasingly nomadic lifestyle and are always on the go, or those who have limited square footage available but do not want to forgo comfort. Designed particularly for the contract world, Box Life accommodates both the need for custom-made settings as well as the increasingly widespread requirement on the part of designers to find standardised solutions to accommodate new lifestyles.

Another amazing novelty in bathroom environments is Gym Space, designed by Mattia Pareschi, which stems from the idea of transforming the bathroom into a hybrid setting, where we decided to use Gymnastics Wall Bars as the base element, onto which various pieces of gym equipment can be applied, along with the bathroom furnishings themselves.

**FAE: Do you have any plan to emerging markets in Middle East and Asia?**

**Fabiana Scavolini:** China has constituted a significant market for Scavolini for some time. Our presence is widespread there, and growing continuously. We opened our representative office in Shanghai three years ago, with the dual purpose of best dealing with the business opportunities on the Chinese market, and also to have a trusted entity in charge of illustrating our brand, excellence made in Italy, the quality of our products within a market that is indeed quite distant from our own, yet which is also very interested in Italian design. Again in Shanghai, we have a point of sale that is dedicated entirely to Diesel Living, showcasing our Diesel Social Kitchen.

In parallel, we have inaugurated major single-brand Stores in Changzhou and in Chengdu, in the Sichuan province, and in Suzhou, Shenzhen, Zhengzhou, Chongqing and we have a schedule of new openings coming up in Wenzhou, Hangzhou, Wuhan and Wuxi, to consolidate our presence across the Country.

As regards the Middle East, a large space opened recently in Amman in Jordan, and in Doha in Qatar.

**FAE:** And last, but not the least what are the current projects you are working on?

**Fabiana Scavolini:** We are currently focused on the market launch of all the new products we presented at the Salone del Mobile and our internationalisation process is ongoing, having always been one of our fundamental assets, as well as one of our principal growth drivers. In the near future, we expect to open points of sale in SHANGHAI, KUALA LUMPUR, JOHANNESBURG and SAIGON.

We are also working on a very big project in France: the French market, which is also our biggest importing country, will develop significantly, and we have decided to be present directly with a company that will open before the end of the year.

To keep up with all the latest technology, we have also pushed ourselves to the limit and revolutionised the purchasing experience. From this autumn, Scavolini retailers will be able to decide whether to use Virtuo, a software which on the one hand allows our customers the chance to immerse themselves in their future home, and on the other offers professionals a tool that will help them improve the quality of the services they provide in an ongoing way, using the most sophisticated virtual reality technology.



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# AUTHENTICS presents Spring collection for home organisation

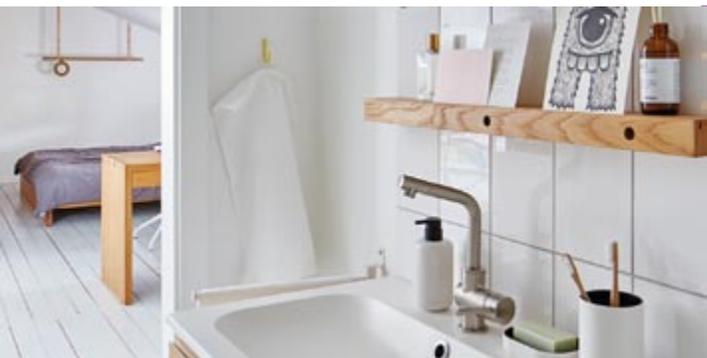


New collection from German design brand Authentics helps to easily and beautifully maintain tidiness in our home. The high-end and functional everyday objects are now available in many new bold colours.

## Kitchen

The textile planting system URBAN GARDEN keeps fresh herbs within reach. The baskets 2HANDS2 are solid containers for diverse applications. The durable shopping bag RONDO can also be used as a portable collecting container for waste glass. The plastic bucket H2O is useful everywhere, where order is in danger: as a quick catchall in the children's room, as a classic mop bucket, for soiled laundry or as a waste bin. The ROLLBAG can also be used as a reusable alternative to the sandwich paper.





### Bathroom

The LUNAR collection adds clarity and freshness to the bathroom and is now available in the new Authentics colour Inkblue. The simple LUNAR bathroom accessories, by BARBER & OSGERBY ensure a consistent appearance in the bathroom and are easy to clean due to their round edges.

### Hallway

The Authentics collection comprises many beautiful everyday objects that ensure tidiness and visual highlights in the entrance area. SHELF combines mirror with a shelf for keys and letters. The umbrella stand HOOP and the textile storage boxes NU stow away other everyday objects with style. The versatile shelf and storage CATCH-ALL can be used as a reduced wardrobe as well as a shoe rack.

### Home Office

In the light-footed trolley GO, documents can easily be sorted in the home office, all the same the perforated sheet metal boxes THE BOX, available in two sizes, allows for a consistent organisation of all stowed objects. The waste bin TIP in the new colour mustard combines functionality and design.



# Casalgrande Padana presents Extragres 2.0 tile collection

Casalgrande Padana gathers up all its 20 mm thick sheets collections to present Extragres 2.0: monolithic tiles in porcelain stoneware, perfectly square-edged and rectified, with a non-slip surface, ideal for outdoor paving.

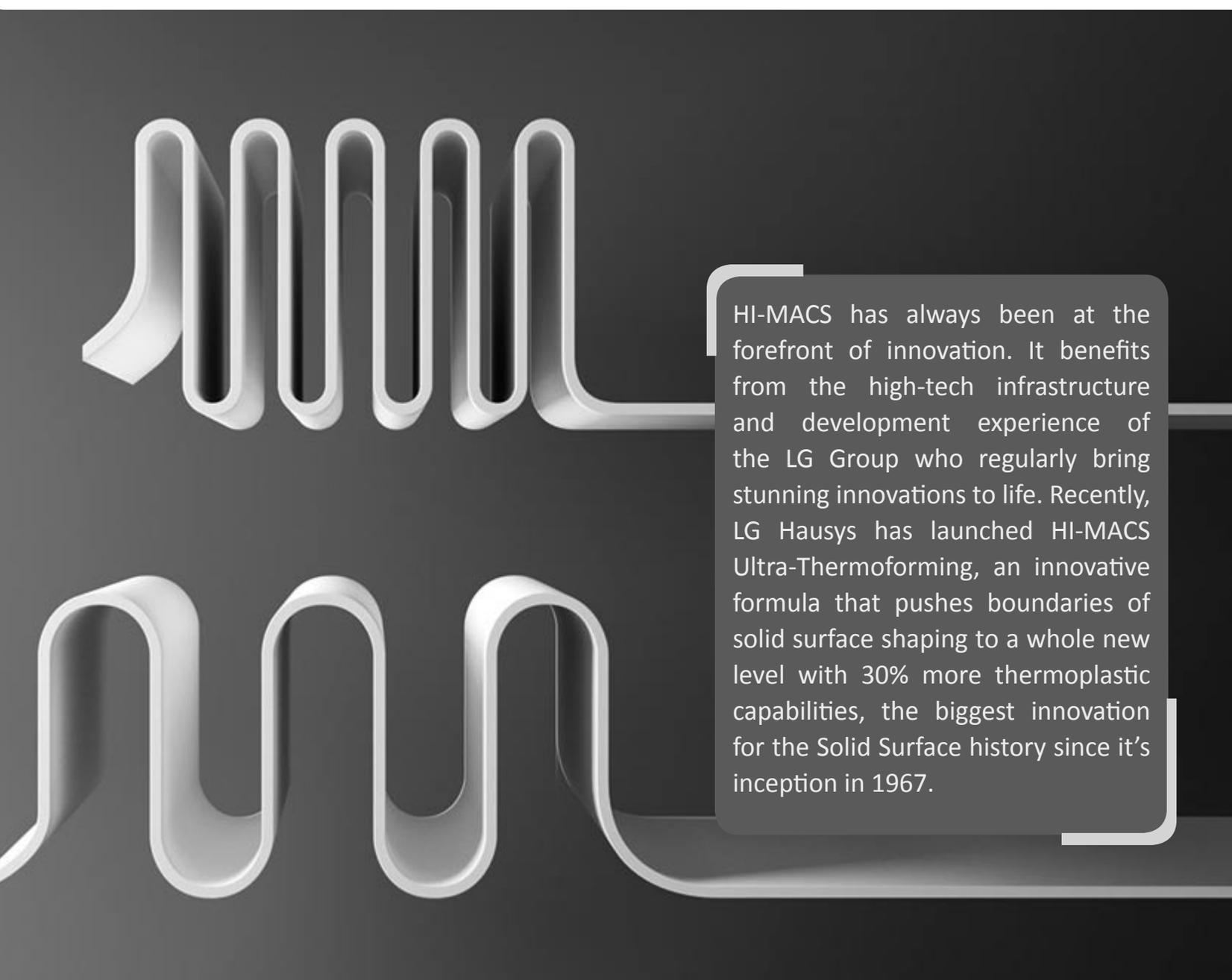
With an extensive range of colours and surfaces to cater to every possible design requirement in public and residential outdoor spaces, such as terraces, beaches, gardens, walkways and urban areas, Extragres 2.0 slabs can be dry-laid directly on sand, gravel and grassy ground so as to obtain a tiled area that can immediately withstand foot without requiring a screed and without the use of mortar and glues.

Frost-resistant, slip-resistant, acid-resistant and easy to install and to clean, Extragres 2.0 can withstand all kinds of weather and is also mould and moss resistant. With just 20 mm of thickness, the slabs Extragres 2.0 combine exceptional technical performances with a natural and varied look.

Thanks to the 20 mm thickness, the Extragres 2.0 slabs can be laid using ceramic adhesive on conventional screed thus offering additional strength to the tiled area. Extragres 2.0 porcelain slabs are usually installed on polypropylene (PP) supports that are available both with fixed heights and with adjustable heights for creating outdoor raised floors allowing the installation of electrical and water systems in the cavity below.



# LG Hausys introduces HI-MACS Ultra-Thermoforming



HI-MACS has always been at the forefront of innovation. It benefits from the high-tech infrastructure and development experience of the LG Group who regularly bring stunning innovations to life. Recently, LG Hausys has launched HI-MACS Ultra-Thermoforming, an innovative formula that pushes boundaries of solid surface shaping to a whole new level with 30% more thermoplastic capabilities, the biggest innovation for the Solid Surface history since its inception in 1967.

The innovative formula allows for more dramatic shaping: the minimum radius of 18mm (previously 50mm) opens a whole new design dimension. The new product is more flexible thanks to the thermoforming process, which allows designers to create much sharper curves and organic designs. More accentuated curves can be achieved now without compromising the properties of the material. HI-MACS remains resistant, easy to work with and to look after.

The quality of the new formula is clearly superior, useful not only in furniture design which often involves intricate detailing, but also in kitchen and bathroom design. The radii of deep-drawn thermoformed washbasins for example, can be made significantly smaller, improving the size of the washbasin and its aesthetic design.

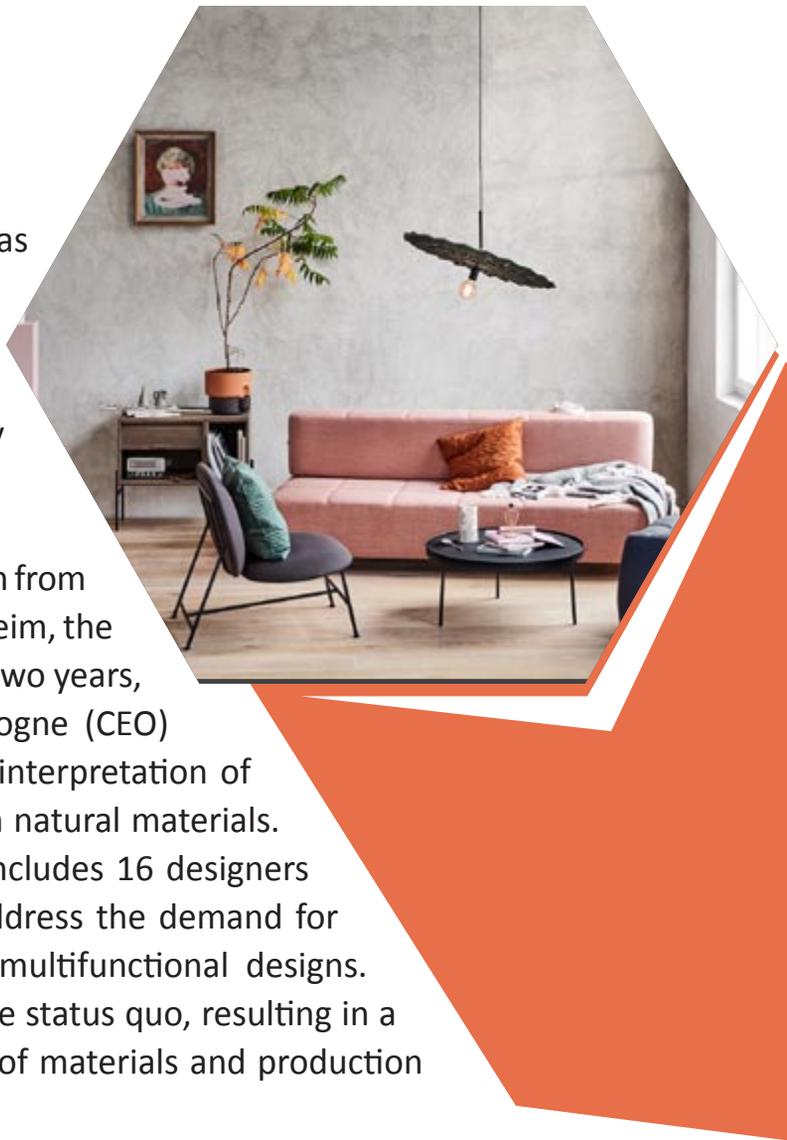
The new HI-MACS Ultra-Thermoforming product in the iconic Alpine White colour is offered in 12mm panel thickness, in a 760 x 3680 mm sheet size, and is suitable for both indoor and outdoor use. The warranty conditions are the same as for all other HI-MACS products.

## Northern presents debut collection

Northern, the pioneering new lifestyle brand that was launched at the Stockholm Furniture Fair, aims to take Nordic spirit to interiors around the world. Their first collection showcases the beauty of natural materials, classic sensibilities and an edgy approach to contemporary design.

The new brand was developed with creative direction from designers Morten Skjærpe Knarrum and Jonas Norheim, the duo behind the Morten & Jonas design studio. For two years, the designers worked collaboratively with Ove Rogne (CEO) to establish a new brand characterised by a bold interpretation of classic forms and a determination to innovate with natural materials. The three men established a creative team that includes 16 designers from seven different countries, each briefed to address the demand for understated luxury and the consumer need for multifunctional designs. Together, the Northern team dared to challenge the status quo, resulting in a variety of product types made from a wide range of materials and production techniques.

The debut collection includes statement-making designs, such as the exclusive desk by Yonoh crafted from smoked oak and perforated steel. Multifunctional products, such as the upbeat modular shelving and storage system from Rudi Wulff, and the sleeper sofa by Morten & Jonas, add more flexibility to the interior. Swedish design studio Färg & Blanche stand ready for cocktail hour with their gleaming bar cabinet. Products from designers such as Mario Tsai, Gridy, Cecilia Xinyu Zhang, Kyla McCallum, Vera & Kyte, Elina Ulvio, Stine Aas, Mattias Stenberg, Ann Kristin Einarsen, Johan Lindsten, Johanna Forsberg and Sami Kallio complete the range of the collection.



# Kreoo previews new products for Salone del Mobile

Kreoo showcased new designs at the Salone del Mobile.Milano fair in April at the their stand in Pavillion 22, Hall C-28. Some of these products were:

## ROMA – Marco Piva

Marble and stone materials meet the preciousness of gold leaf in this design. Bright lines emphasise the washbasin's sculptural shape, and frame in accurate geometries the fantastic and surprising textures generated by nature.

In Roma, marble expresses essentiality, historical elegance, the idea of refined and exclusive luxury, that combines tradition and contemporaneity.

## KALYPSO – Enzo Berti

This is a sculptural and materic object, with an essential yet soft shape, enriched by the uniqueness of the marble veins.



After the success of Kora, Kreoo's first bathtub, characterised by its suspension on an easel, the brand launches Kalypso, whose name in Greek mythology refers to a nymph, and therefore to the strong relationship with the water element.

Kalypso recalls ancient classical forms, which also have inspired the bathtubs of the neoclassical and Napoleonic era.

### ACKIE – Sebastiano Zilio

A new small table in Kreoo living collection, a tribute to the United States of America, which proposes itself as a piece of furniture with a strong character.

Work of art in itself, the table top, a single marble slab, is configured by the intersection of three geometric elements, sinuous and circular.

Marble is cut according to the metal profile of the table, which elegantly interrupts the veining of the marble, generating new shapes, similar to rice grains, or flower's petals.



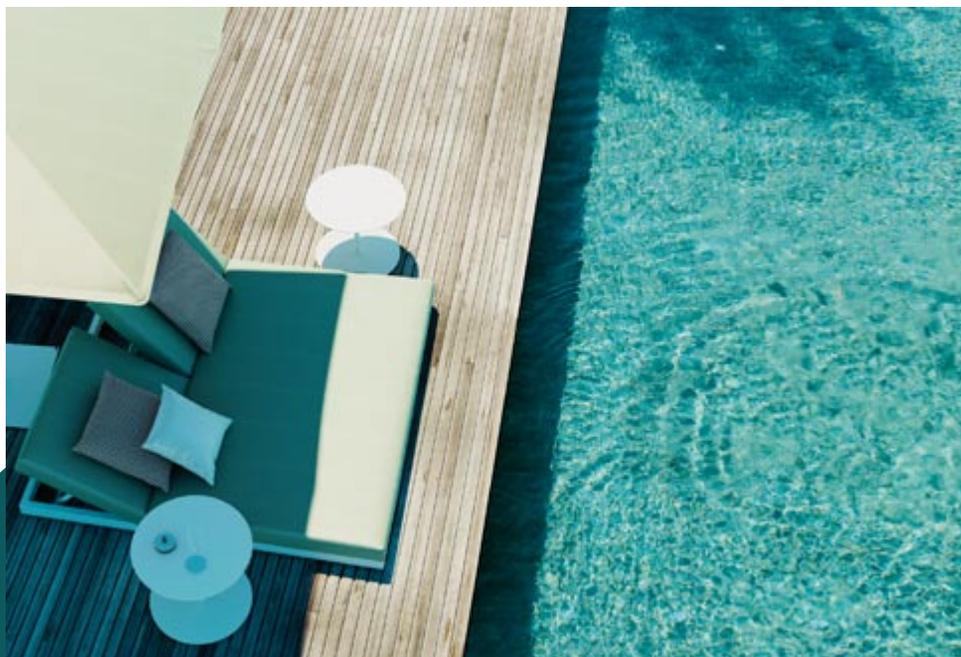
### NODO – Enzo Berti

This is a family of coffee tables and shelves characterised by geometric elements with essential shapes, in which the marble top rests on linear brass profiles.

A light and contemporary visual impact, the marble's veins emphasise the uniqueness of each element. A significant detail is the elegance of the angular joint of the profiles, able to support the top while making it look like "suspended" on two sides, giving to the solidity of the material an unprecedented lightness.



## Kettal Landscape by Doshi Levien in new colours



Kettal presents the Landscape collection in a new colour range designed by Doshi Levien: Terrain Paints, Terrain Fabrics and Geometrics Fabrics for cushions and Parallel Fabrics for deck chair guys.

Kettal Landscape, designed by Kettal Studio, uses modern architectural forms that highlight the nature of outdoor environments. The collection includes a whole range of items with modular pieces including daybeds, deck chairs, tables, dining chairs and a rope rocking chair to mix and match.

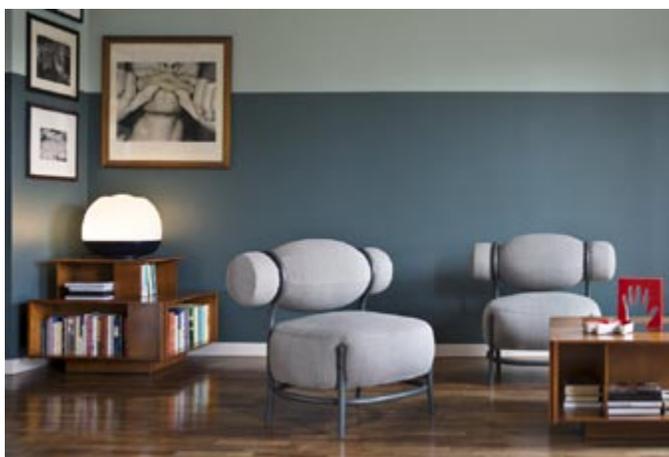
Thanks to the quality of the new Terrain Fabrics, the thick, cosy cushions and its modern proportions, this is a very elegant collection.

Landscape can be customised in 30 aluminium colours and 34 fabrics and there are 17 Parallel Fabrics available for deck chairs.

## Gebrüder Thonet Vienna wins iF Design Award 2018

Designed by Lucidi Pevere, the Chignon armchair from Gebrüder Thonet Vienna has recently been granted the iF Design Award 2018.

The design of the Chignon armchair, soft and retro-style, is characterised by a steam-bent beech wood frame designed to wrap the seat sinuously, and a soft back that makes it extremely comfortable. With a slim and filiform design, but at the same time curvy and curvilinear, the Chignon armchair is intentionally feminine.



Once again, the elegance and versatility of products from Gebrüder Thonet Vienna GmbH have been recognised and rewarded, confirming that the brand, which has been the protagonist of the historical transition from craftsmanship to industry, can unite tradition and innovation in ongoing design research, backed by a long-standing manufacturing heritage.

## Offecct presents the sustainable Jin chair

The Offecct Lifecircle philosophy is a business model designed to stretch the life span of their products and to reduce their carbon footprint. The brand believes adapting sustainable practices is the only way forward for the furniture industry.

Kurt Tingdal, CEO of Offecct, says, “By increasing our efforts in both recycling and upcycling solutions for furniture, Offecct is now in the frontline of shaping the future for this industry.” The Jin chair garnered a great deal of attention when it, as a prototype under development in Offecct Lab, was exhibited at the Salone del Mobile in Milan in 2017. Now it is part of Offecct’s range presented in bio-based flax fibre, and an upholstered version is being planned during 2018.

“This chair is what Offecct Lab and our Lifecircle philosophy is all about: engineers and designers working closely together to explore new and sustainable horizons of the furniture industry”, says Anders Englund design manager of Offecct.

Feather light, super strong and 100 percent biological. Those have been the objectives for a long research and development project by one of Japan’s most accomplished young designers,

Jin Kuramoto, and Offecct. The result, Jin, is a chair with the potential to bring about radical change in the way they make furniture.

Designer Jin Kuramoto says, “Many of my ideas are born when I make prototypes and I believe that you can only find new values in design by doing so and using your hands. While working on a paper model of a chair, I found myself arriving at a new structure which became the starting point for Jin.” The unique structure of Jin has ideally been realised by shaping thin layers of flax fibres on top of each other, forming a strong shell around a core of air, making the surface the actual structure of the chair.

The Jin chair also won the Editors’ Choice Award 2018 for “Best Product” at Stockholm Furniture Fair.







## WMF 2018 gears up for a successful edition

China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair (also known as “WMF 2018”) has long been recognised as the most established woodworking machinery trading platform in Asia. This year, different from the past, it will be held along with the partnership of CIFF Shanghai for the very first time, staged from September 10-13 2018 at the National Exhibition and Convention Center in Hongqiao Shanghai, PR China. This strategic move is prompted by feedback from industry which also sees

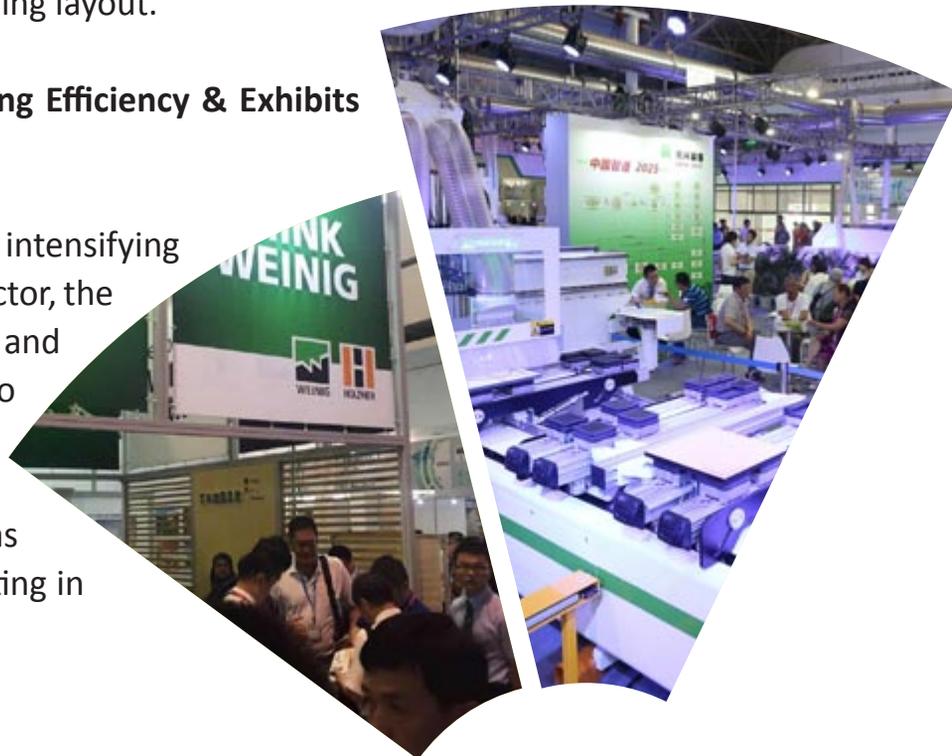
the extra added-values by integrating wooden products and furniture production chain. The combined fair, pulling enterprises of the upstream and downstream segments together under the same roof, is expected to provide exhibitors and visitors with richer and more convenient sourcing experiences.

### Market Potentials Frame Industry Development

Increasing market demand for customised and green furniture means a more flexible production cycle. To capture this business potential, the industry is posing a louder voice for reduced labour cost, shorter lead time and more environmental friendly manufacturing. This situation is particularly intense in China as the top leader in furniture manufacturing in the world, which accounts for 35% of global total exports in 2017, according to CSIL. It is now a high time for enterprises to swiftly adapt to the evolving market and fulfill those environmental protection advocates via technological progress to reach the advanced level as stated in “Industry 4.0” or “Made in China 2025”. In response to the trend, WMF 2018 will be offering smart and sustainable woodworking solutions by bringing in technologies and equipment from primary, processing to finishing in the new zoning layout.

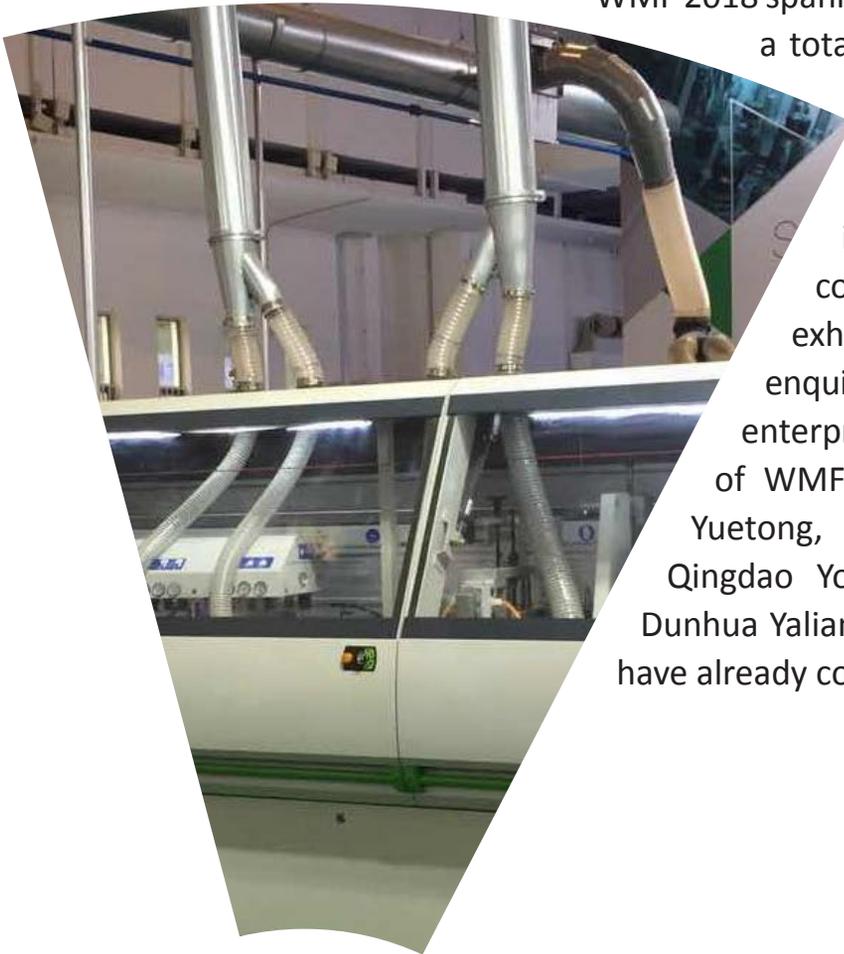
### Reformed Zoning to Enhance Sourcing Efficiency & Exhibits Definition

Exhibiting zones are re-arranged by intensifying primary production and processing sector, the two fundamental areas in furniture and woodworking industry. In addition to current economic and market norms, stricter regulations on primary production and processing as well as timber price hike are also as aggravating in current dilemma, where



technology improvement is able to confirm a more effective forest management, constrain production cost and fulfill market expectation at the same time. Apart from mirroring prevailing challenges and possible opportunities in the industry, the new arrangement gives more definitions to independent exhibitors and pavilions while facilitate visitors to search for specific suppliers and business partners.

### Overwhelming Support from Top-notch Industry Players



WMF 2018 spanning across Hall 7.1 and Hall 8.1 with a total area of 53,000 sq.m, is expected to attract participation of over 550 exhibitors from across the globe. Space reservation is now fiercely in progress. In addition to the continuous support of accustomed exhibitors, the show has received enquiries from numerous new enthusiastic enterprises. Many heavyweight exhibitors of WMF 2018 such as Homag, SCM Group, Yuetong, Burkle, Nanxin, Excitech, Sandar, Qingdao Yongqiang, Giantway, China Foma, Dunhua Yalian, Dieffenbacher, Siempelkamp etc. have already committed to the show to date.



# China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair



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# **DECOFAIR RIYADH**

## **– Showcasing excellence**

Organised by Reed Sunaidi Exhibitions and inaugurated by HRH Prince Fahd bin Muqrin bin Abdulaziz Al-Saud, the ninth edition of Decofair took place at the Jeddah Hilton Hotel from November 6 to 9, 2017. Decofair is Saudi Arabia's Exclusive International Design Trade Show. It is a platform for industry professionals and high net worth individuals looking to source products and do business. Also they get the opportunity to know about latest design trends from around the world. Decofair 2017 presented

118 exhibiting brands from 10 countries, including Italy, Portugal, Turkey, Egypt, UAE, and many others in a gross space of 6,600sqm with 317 participating buyers. It was supported by Portuguese Association of Wood and Furniture Industries (AIMMP), French Trade Commission Business France, SMESCO Indonesia and Committee of Architectural Offices -Jeddah Chamber of Commerce. It had sponsors from (Platinum Sponsor) Aljazeera Paints (Advertising Sponsor) Distretto Design and (Decofair Design Awards Sponsor) Aljazeera Paints.

DecoFair Riyadh had exhibitors from various sectors such as furniture (31%), lighting (12%), Home decoration (27%), design materials and services (28%). It had international and local and design trade associations like Portuguese Association of Wood and Furniture Industries (AIMMP), French Trade Commission Business France, SMESCO Indonesia, Committee of Architectural Offices - Jeddah Chamber of Commerce. 91% of exhibitors were satisfied with the quality of visitors and 86% of exhibitors said they found new clients and new partners. Also, 84% of exhibitors are likely to participate in 2018. There were around 96% of exhibitors who found potential customers, suppliers or partners.

Last year's edition welcomed more than 6,000 attendees and featured the first professional design awards in Saudi Arabia, Decofair Design Awards. The awards is endorsed by the Architectural Committee-Jeddah Chamber of Commerce. 87% of exhibitors successfully met their business objectives at the event.





# IDF Oman Interior –meeting Middle East’s demand

Oman’s biggest Interior, Design & Furnishing Exhibition – The 5th IDF Oman opened its doors from 6-8 February, 2018 at the Oman Convention & Exhibition Centre and was officially inaugurated by H.H. Sayyid Kamil bin Fahd bin Mahmood Al-Said, Assistant Secretary General for the Cabinet of the Deputy Prime Minister for the Council of Ministers in Oman, media and top business people. The show was organised by Al Nimr Expo in co-operation with the Ministry of Housing and Public Authority for Craft Industries. Oman’s rapid progress in the construction and the real estate sector, has witnessed the launch of numerous commercial, residential & tourism projects, thus creating a demand for interior & outdoor design, décor & furnishings. The key objective of the exhibition is to display the latest in technology, usage of materials and innovative approaches to interior design, décor & furniture. IDF has helped meet the growing demand, by bringing together all the leading companies in the industry under one roof, thus making it as an ‘exclusive emporium’.

A wide assortment of product categories was present at the 5th IDF Oman mainly 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.

The exhibition featured more than 200 brands, with over 80 international design companies across the globe, surpassing the past four editions. At the visitor level, the show witnessed a record in drawing more than 8,300 professionals and end-users from Oman, GCC, Middle East and other countries. Professionals from the private and public sectors, government officials, VIP's, interior designers, architects & key decision-makers were all available to network, to learn about new products, and conduct business deals during IDF Oman. For the 1st time IDF Oman was co-located with two new events i.e. TSS Oman – Tile & Stone Show that served as an ideal platform showcasing finished and unfinished stone products and the industry's latest stone designs and technologies and KBS Oman - Kitchen & Bathroom Show that featured some of the leading kitchen and bath brands. For the fifth year running, MEDINIT SRL managed the Italian Pavilion comprising of over 40 design companies showcasing some unique and new products for the Omani market. Once again, Alfardan Motors LLC supported the event by displaying two latest models of Maserati cars, justifying the Italian work which is usually of rare and expensive materials, fine workmanship, and graceful form. Another main attraction of the fair was the Qatar & Poland Pavilion which was managed by the Qatar Development Bank & UMWW respectively, comprising of 25 exporters looking to penetrate the vibrant Oman market. The response to the 5th IDF Oman 2018 has been overwhelming, and plans for 2019 are already underway and it certainly promises to be bigger and better!



Malaysian International Furniture Fair (MIFF) is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries across the world. Held annually, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top quality wood furniture and the most extensive office solutions in the region. MIFF concluded its biggest show on March 11 after four successful days with related exhibitors meeting more buyers from a wide base of countries and signing orders right until the end.

Ms Karen Goi, MIFF General Manager, remarked, "This year has again reinforced MIFF's global standing as a very happening and productive sourcing hub. It proves we are effective in drawing new exhibitors, buyers and more products to a much larger show. Generally, exhibitors are happy; they are securing extra business from markets which they have not encountered before such from Africa and South America. Many have expressed they want bigger booths in MITEC and PWTC to launch more products and scale up their presentations next year. They will be looking into more customer-centric and design driven



## MIFF wraps up on high note





programmes to benefit them for an even better show in 2019, which is the 25th anniversary of MIFF.”

Overwhelming praise was heaped on the spacious new Malaysia International Trade and Exhibition Centre (MITEC) which co-hosted the annual event for the first time with Putra World Trade Centre.

“We have been exhibiting in MIFF for over 20 years. MIFF is really an excellent platform to present our products to an international audience as the fair is very established and well-known in the industry worldwide. You don’t have to fly all over the world to promote your products; instead the whole world comes to you. All these years, MIFF is the main source of our business and sales. By exhibiting here for four days, I would get business for the following 10 months. Overall, I think MIFF did a great job every year and we would definitely continue to exhibit in MIFF in the future”, Sam Goh, Director, Ascent Furniture International, Malaysia.

MIFF 2018 was a positive for Randy Fiser, Chief Executive Office of the American Society of Interior Designers, who was visiting for the first time, “We had a great experience here, and we were able to expose American designers to what Malaysia has to offer. It was great to see products similar to those offered in the U.S here but they were more interesting to us because the designs had a Malaysian influence which was not found in North America.”

MIFF 2019 will run from Mar 8-11 again at the same venues under the theme “Design Connects People” that was unveiled this year.

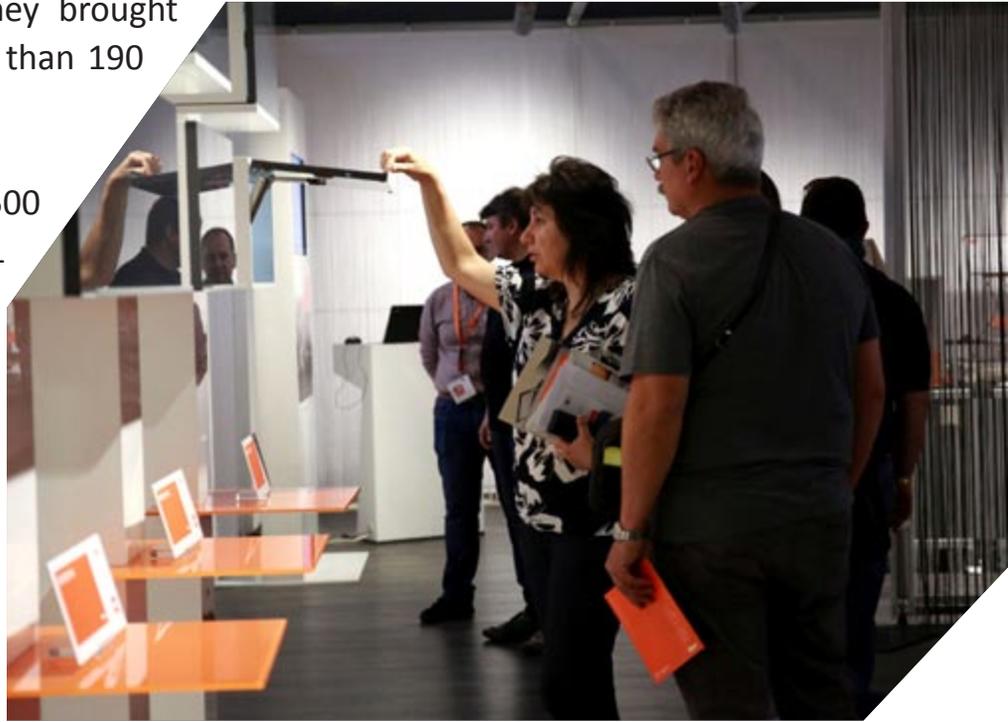


# Technomebel records impressive turnout

From April 24 to 28, more than 10,500 visitors attended the exhibition halls of Inter Expo Center. Technomebel and World of Furniture provided visitors with everything about furniture and furniture manufacturing, the current trends in interior design and furnishings, demonstrated during these five days. Organised by Inter Expo Center and the Branch Chamber of Woodworking and

Furniture Industry (BDDM), they brought together under one roof more than 190 exhibitors.

Over an exhibition area of 14,500 sq.m., companies from 11 countries: Bulgaria, Belarus, Germany, Greece, Italy, Poland, Romania, Portugal, Serbia, Turkey and Ukraine located their stands. A large number of the exhibitors distribute on the Bulgarian market products by leading world producers. More than 350 companies from over 30 countries were represented at the exhibitions. World of



Furniture again was an inspiration for new ideas bringing its wide range of cabinet and upholstered furniture, mattresses and mattress frames, lighting fixtures, tables and chairs, office furniture, garden furniture, accessories, interior textiles and much more. Thanks to Technomebel, over 10,500 visitors reviewed the latest developments in furniture industry, worktops and plate decorations, furniture doors, designer fittings and mechanisms, adhesives, varnishes, mordants and built-in kitchen appliances.

“We appreciate the fact that among the exhibitors there are companies that have participated in each of the editions of the two exhibitions,” commented at the opening ceremony Mr. Ivailo Ivanov, Manager of Inter Expo Center. Galin Gospodinov, chairman of the Board of the Branch Chamber of Wood and Furniture Industry in Bulgaria, and reminded that Technomebel and World of Furniture are among the largest exhibitions in Bulgaria and are of major importance for the sector.

Within the framework of Technomebel and World of Furniture, a discussion forum “Design meets Interior” was organised. The prospects and challenges for the wood and furniture industry were discussed at a round table called Industry 4. Students from vocational high schools and students from the University of Sofia were targeted by the “Competitions for Knowledge” initiative. The future experts enjoyed the opportunity to learn through the best-proven method – the practical approach. Once again for the youngest visitors there was a drawing competition – this year it was devoted to “My favourite furniture” and there were over 720 participants.

The last exhibition day was a happy day for five of the visitors who voted for “Bulgarian Furniture of the Year” and for one of the participants in the Facebook game with the art installation at the Serdika metro station. Each of them received a voucher to buy products from Technomebel exhibitors and World of Furniture.

For a yet another successive year the Hosted buyers program demonstrated its effectiveness. Technomebel and World of Furniture once again proved their efficiency by giving businesses and end-users the opportunity to see everything about the furniture industry organised in one place – from machinery and equipment, materials and accessories, up to the finished products. This will be organised again from March 26 to 30, 2019.



A photograph of a busy exhibition hall with people walking and talking. In the background, a sign reads "Form Filling Hall 4" and another sign mentions "North Africa's Leading Platform for Wood and Woodworking Machinery" with dates "4-7 December 2017".

# Dubai Wood Show

His Excellency Dr. Abdullah bin Mohammed Belhaif Al Nuaimi Cabinet Member and Minister of Infrastructure Development, officially inaugurated the 13th edition of the Dubai Woodshow at the Dubai World Trade Centre on Monday, March 12, 2018, in the presence of H.E. PacomeMoubeletBouyeba, Gabonese Minister of Forest, ViraKhmerova, Vice President of the Department of Chemical Engineering and Wood Processing, Ministry of Industry and Trade of Russia, along with other key international dignitaries and officials from the UAE and Dubai

governments. Strategic Marketing and Exhibitions, organisers of Dubai WoodShow, hold a press conference in Saudi Arabia to unveil the details of the 13th edition of this year's Dubai WoodShow.

“Dubai Woodshow is a very successful exhibition and based on what I have just seen today – it will help our economy. Wood industry is very important to us and it is an added value to our economy,” Dr. Abdullah bin Mohammed Belhaif Al Nuaimi, Cabinet Member and Minister of Infrastructure Development, said, following the inauguration. “The exhibition showcased a lot of new concepts, technologies and innovations that will help the industry in future as we move on” Dr. Abdullah added further.

As Dubai prepares for the Expo 2020 – with a theme of sustainability and connectivity – wood products, woodworking technology will help the UAE achieve its Green Economy Vision, officials said.

Gabonese Minister of Forest and Environment PacomeMoubeletBouyeba, said, he was amazed with the new technology, products and innovation in the wood industry. He said, “We are a country where 88 percent of the land is covered with forest – that helps the wood industry to produce US\$1 billion revenues a year. I have attended a large number of wood exhibitions. However, Dubai WoodShow offers the best technologies and products and services. I am amazed at what I have seen in this exhibition.”

The three-day international trade show that showcased the latest wood products,



woodworking, machine tools and new technology, was participated by more than 300 exhibitors from 55 countries and includes six country pavilions – Canada, China, Finland, Russian Federation, Turkey and the USA. Organised by Strategic Marketing and Exhibitions, the event worked as an industry barometer on the overall woodworking market and the induction of new concepts, ideas, accessories and technologies. More than 10,000 trade visitors were expected to participate at the international event—including visitors from the GCC and other markets to source the latest products, services, machineries as well as renew their existing trade relations.



Dawood Al Shezawi, President of Strategic Marketing and Exhibitions, said, “A surge in oil price which is trading over US\$60 a barrel brings back optimism and as investor sentiment rides high, we have seen a string of project announcements from the beginning of this year that will later create demand for interior décor, wood products and woodworking machineries.

The massive construction activities in the GCC, especially in Dubai that is driven by Expo 2020-related infrastructure and projects – will continue to drive demand for wood products and we expect to see the wood import and export value to exceed Dh4 billion recorded in 2016 – in the following years.”

Dubai WoodShow is being supported by its strategic partner Homag, Steel Wood Industries, SIMCO and a number of other partners.

Eng. RaedZuhierDamrah, Manager of Wood Division of SIMCO Industrial Machines Trd. Co. LLC, said, “The manufacturing sector is aggressively booming year after year. We have seen massive growth in our industry and by year 2020 we have great expectations from this market”.

According a report, the UAE’s Dh4 billion wood and wood products trade got a solid growth push from the Dh285 billion real estate transactions in Dubai’s real estate sector in 2017 as the emirate saw more than 50,000 new homes are delivered in the emirate in 2017 and 2018. Last year, 69,000 buyers and investors bought and sold Dh285 billion worth of land, properties and mortgage packages in Dubai. Each

of the home required wooden furniture, accessories and components and this is visible more in the villas and townhouses across the country. According to the International Trade Statistics – a global gateway, the UAE’s total trade in wood and wood products reached US\$1.1 billion (Dh4 billion) in 2016, including US\$920.21 million (Dh3.37 billion) worth of imports and US\$185.88 million worth of exports.



“Dubai WoodShow contributes significantly to the development of the region’s economies in general and the interiors, furniture, manufacturing and machine tools industry in particular. It is participated

by some of the most important global manufacturers,” Dawood Al Shezawi says.

According to a latest Ventures Middle East market research, the size of spending in the GCC countries in terms of home decoration and decoration rose from \$15.5 billion in 2016 to more than \$17.7 billion in 2017, giving the exhibition an added advantage as it brings together the world's largest manufacturers of furniture, wood products and furniture fittings worldwide to meet the Local and regional market needs.

A large number of businessmen active in the same field visited the exhibition as expected prior to the show, in line with the growth of trade and development.

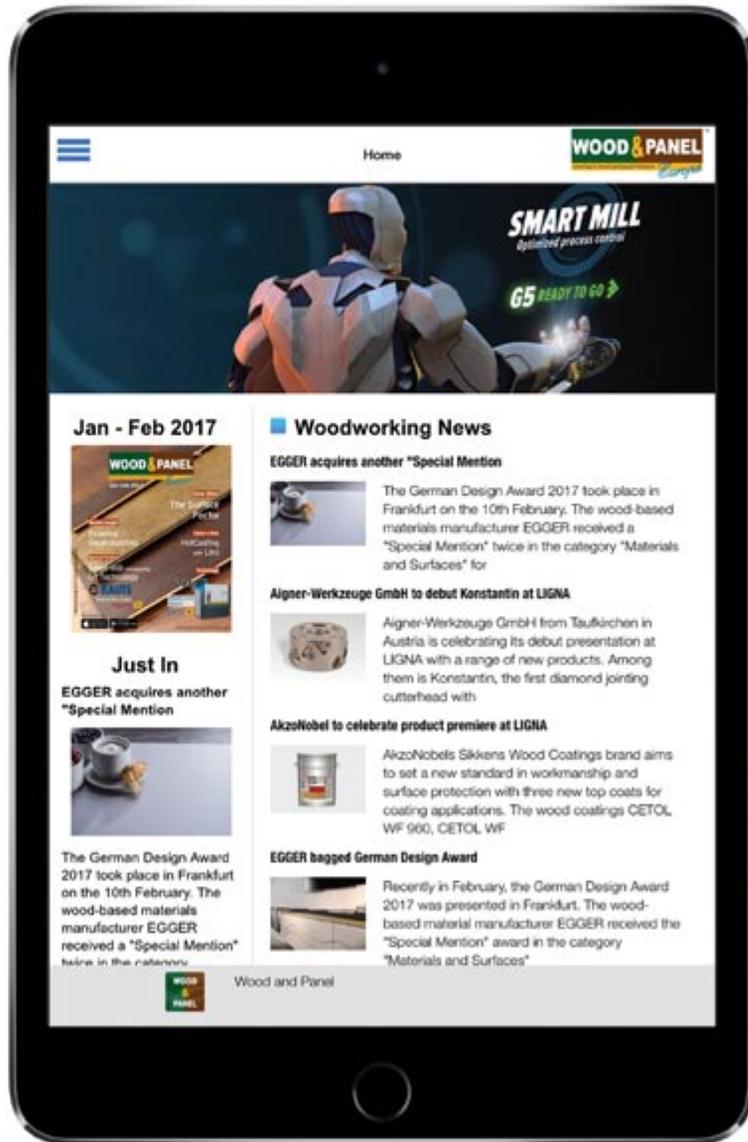
The number of visitors came to the exhibition which had crossed last year's 10,000 visitors.

“This year, the exhibition was divided into two – Dubai WoodShow, which is dedicated to wood machinery and presents the latest world of modern technology and fourth generation technologies in the field of furniture and machinery, while the other – Dubai International Furniture, Accessories and Components (DIFAC) that highlights modern innovations offered by the latest major companies in the furniture and decoration industry. Visitors of the exhibitions were able to learn about the modern methods of dealing with the surfaces of furniture, Semi-finished fabrics and furnishings,” Al Shezawy said.



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### Cassina opens new store in Dubai



Representing Italian excellence throughout the world, the 270 square meters Cassina store in Dubai is distributed

on two floors. It is characterised by In-store Philosophy 3, a new phase of the company's in-store image developed by Art Director Patricia Urquiola which offers a refreshed contemporary retail experience.

Classic materials have been reinterpreted to communicate a contemporary form of expression. For example, areas are divided by perforated 3D metal sheets and graphic anodised aluminium screens with vertical louvres which, thanks to their particular workmanship, offer different perspectives on the living environments. Specific focus has also been given to creating dialogue between the brand's products through warm living environments based on stylistic details that are outlined in a moodboard of instantly recognisable colours and materials.

Iconic products such as pieces from the LC Collection by Le Corbusier, Pierre Jeanneret, Charlotte Perriand, and the Lady armchair by Marco Zanuso are displayed alongside new

designs like the Floe Insel and Beam Sofa System sofas both by Patricia Urquiola.

Communication about Cassina's history has also been made accessible thanks to a series of timeline panels that explain the brand's key moments in 5 sections: Pioneer. Authenticity. Sofa Craftsmanship. MedaMade. Cultural Influencer.

Patricia Urquiola, Cassina Art Director, says, "I believe that the key word in this historical and cultural time is, above all, 'consistency'. This translates in project precision, intellectual honesty and a vision towards the future."

Cassina Dubai is part of a retail development strategy that includes the opening of three directly owned stores in 2016 (Scalo Milano, Shanghai, Madrid) and a second store on the rive gauche in Paris in 2017. An acceleration which underlines the importance of international distribution for the company already present with its own stores in London, Meda, Milan, New York Midtown, New York SoHo and Paris, as well as through a strong network of partners and dealers around the world.

### Geiger presents new Leeway Seating by Keiji Takeuchi

Geiger has recently introduced Leeway



Seating, designed by Keiji Takeuchi, as the company's most varied seating line.

Leeway is Takeuchi's first solo project with Geiger, though he played an important role in the development of Geiger's Saiba line working as part of designer Naoto Fukasawa's studio.

Allowing freedom of movement within Leeway's minimal footprint was an important design consideration for Takeuchi. The range of motion allowed by most side chairs is defined by the space between armrest supports. With Leeway's crescent-shaped, cantilevered backrest, which attaches only to the back legs, users are given a place to rest elbows while being free to spread out and move naturally as they sit to collaborate or socialise.

Takeuchi explained, "My work was not done until people were happy to sit on them. If people have any hesitation choosing my chair over something else, that means something is missing."

The Leeway Seating family is available in bar- and counter-height stools as well as side chairs, to create a clean, uniform aesthetic

throughout a space. Leeway Chairs come in all-wood, or with metal frames and a choice of wood or polyurethane seats and backrests. Chairs with metal frames can be stacked three-high. Leeway Stools have a metal frame with seats and backrests available in wood or polyurethane. All wood seats can be upholstered in a range of options from Geiger Textiles, Herman Miller, and Maharam.

Leeway Seating will orderable through Geiger and Herman Miller's North American contract dealer network, as part of the Herman Miller Collection, beginning spring 2018.

### New Flagship Lema store in Shanghai



Lema has just opened a new flagship store in Shanghai, the most populous Chinese and worldwide city, reconfirming the interest of the company for the Asian market and China in particular, and following the brand's strong worldwide expansion.

The store, located in a prestigious shopping mall that hosts famous brands of Made in Italy, represents the elegant and discreet style of the brand, describing Lema's home,

characterised by a lifestyle inspired by a sophisticated modern living approach. The relaxed atmosphere stands out, charming for its impeccable quality and gracefulness of the single pieces, creations thought to live in harmony, but able to freely and naturally adapt to every home, worldwide.

The showroom is dedicated to the presentation of the brand's modular systems and collections, wisely combining the manufacturing heritage with industrial innovation, showing different night and day ambiances presenting the alchemy and discrete elegance of Lema Home: refuge of the soul, space thought like a tailor-made dress free of constraints, inspired to a lifestyle away from clamour and pretentiousness, devoted to utmost emotional comfort. A soft allure traces the boundaries where luxury always remains in the background, while a relaxed atmosphere stands out, charming for its impeccable quality and gracefulness of the single pieces. Creations thought to live in harmony, but able to freely and naturally adapt to every home, worldwide.

To showcase Lema's DNA Selecta system by Officinadesign Lema and T030 system by Piero Lissoni, symbols of its specialisation in modular systems production, are presented

in the store. To further underline the brand's ability in tailor-made production, the new flagship presents Hangar walk-in closet by Lissoni, Warm by David Lòpez Quincoces and Dandy by Officinadesign Lema wardrobes from Armadio al Centimetro iconic program.

Moreover, to better describe the excellence of the brand, some of the bestsellers and latest novelties have been selected, like Yard by Francesco Rota and Mustique by Gordon Guillumier sofas, Memo by Piero Lissoni table, Lennox lounge chair by Gordon Guillaumier and the new bed Victoriano designed by Roberto Lazzeroni. The showroom is also furnished by other refined and elegant complements to realise complete sets.

### **Kvadrat acquires textiles brand Sahco**



Kvadrat acquires Sahco, one of the world's finest textile brands, to further strengthen its

position in the residential textile segment.

Anders Byriel, CEO, Kvadrat, states, "The last decade we have been extending our reach into the residential textile market with our brands Kvadrat/Raf Simons, Kinnasand and

our rugs. Adding Sahco to the Kvadrat family gives us the opportunity to further extend our footprint in the residential textile market. Sahco has an almost 200 year long heritage and has for long been a highly respected brand in the exclusive residential upholstery and curtain textiles and our aim is to bring new energy and creative leadership back into the Sahco product line.”

Sahco was founded in 1831 close to Nuremberg, Germany. Surviving two World Wars, the business expanded steadily internationally and got known for their collaboration with various designers, amongst others Ulf Moritz.

Christoph Häussler, Managing Director Sahco says, “We are very excited about Sahco joining forces with Kvadrat. Working closely together with Kvadrat’s creative team will create the opportunity to refresh Sahco and regain our position as creative thought leader and pursuit further global expansion.”

“The acquisition of Sahco will add beautiful and exclusive upholstery blends and velvets as well as very successful and elegant curtain designs to the Kvadrat’s residential product offering. On top of this we will extend our global dealer platform and increase our

relevance in the shops, accelerating our growth in this segment,” says Jacob Sloth, SVP Sales Kvadrat.

The shift of ownership will take effect from May 1, 2018. Business will continue to be run out of Sahco’s headquarters in Nuremberg.

### India chosen as the partner country for Ambiente 2019

## ambiente

After the Netherlands in 2018, India has been chosen as the new Ambiente partner country for the next edition in 2019.

Detlef Braun, Member of the Executive Board of Messe Frankfurt, said, “After Japan, India is now Ambiente’s second Asian partner country, which gives us great pleasure. With its population of over 1.3 billion, India has an incomparable diversity, a rich culture and also a tradition of art and craft. It’s also among our absolute top countries in terms of exhibitors. I’m confident that its presentation will be a real highlight at Ambiente 2019.”

The partner country globe is always handed over at a ceremony in honour of the current partner country. The country that receives the globe can then present itself at a special

show at the next Ambiente. This year's presentation was staged by the Netherlands. Watched by a large number of guests from industry and government, Ms. Pratibha Parkar, Consul-General of the Republic of India in Frankfurt, accepted the partner country globe from the Ambassador of the Kingdom of the Netherlands, Wepke Kingma.

On this occasion, the Indian Minister of State for Textiles, Ajay Tamta, said: "India is happy to be the Partner Country at Ambiente 2019, one of the biggest global consumer goods and trade fairs. It will provide as platform to position handmade Industry as the source for quality and niche design products for the world. India's participation will add to the vibrancy and diversity of the fair and familiarise global manufacturers, retailers and brands with the robust entrepreneurship in Indian textiles, apparel and consumer products industry and will open up opportunities for sourcing and investment in India. India is looking forward to this collaboration that will help to develop long-term sustainable partnerships of Indian industry with the value chain in Germany and other countries."

This was the eighth time that the partner country globe was handed to another country at Ambiente: After Denmark, France,

Japan, the United States, Italy, the UK and the Netherlands, the Republic of India will thus be at the focus of visitors to the forthcoming Ambiente. The presentation of a partner country is one of the most popular shows at Ambiente, alongside the Trend Show and draws large audiences. Visitors and exhibitors can already look forward to exciting stimuli as well as a new perspective on present-day Indian design.

### **Benjamin Hubert collaborates with Kvadrat**



Benjamin Hubert's design agency LAYER launched SHIFT, a flexible retail shelf system for leading design textile manufacturer Kvadrat. The system was launched at Kvadrat's Milan showroom in April 2018 as part of Salone del Mobile, the world's leading design event.

SHIFT is Benjamin Hubert's and LAYER's first collaboration with Danish company Kvadrat, and the project is the result of ten prototypes over a period of six months.

### **The power of transformation**

Called SHIFT in reference to its ability to easily transform from a flat acoustic wall

panel to a shelf used for display and storage, the flexible system has been designed to maximise space and display areas in response to the constantly changing needs of retail environments. SHIFT seamlessly adapts to different situations, from high-demand sales periods, during which storage and display areas needs to be prioritised, to launches and openings, when floor space and acoustics need to be maximised for entertaining.

### Upcycled textiles

SHIFT is made from Kvadrat's Really Solid Textile Board, a material created from upcycled end-of-life textiles from the fashion and textile industries. Really both responds to the urgent global issue of waste and challenges the design and architecture industries to rethink their use of resources. This approach complements LAYER's commitment to sustainability, which informs all work in the studio. In the same way that Really is based around a changed state – from recycled textile to solid material – SHIFT also celebrates the power of transformation, in this case, from shelf to acoustic wall panel and back again.

### Minimal mechanism

SHIFT uses no screws or bolts in its construction. Instead, intelligently machined

kerf grooves bring the Really Solid Textile Board back to a flexible state, similar to its original textile form. The kerfs cut into the shelf to create a mechanism allow shift to unfurl, like a soft, flowing textile. Mitre kerfs in the shelf supports allow for the brackets to seamlessly swing out beneath the shelf to offer support for the horizontal surface. When folded against the wall, SHIFT acts as an acoustic wall panel and is held closed via a series of magnets. This refined solution for the mechanism is the result of ten prototypes over six months.

SHIFT is available in four colours – blue (from recycled denim), white (from recycled hospital bed sheets), yellow, and grey. A series of 13 shelves in various configurations and sizes will be shown in Milan.

Benjamin Hubert says, “At LAYER we are really focused on sustainability and for us that means the materiality must be responsible, the functionality be flexible and the aesthetic be timeless. Shift represents all three; a simple adaptable shelf with an economy of construction using a super recycled material.”

### Northern features Norwegian design concept at Salone del Mobile

“Norway has always been a nation of



makers. Wool and wood, stone and steel – the country is blessed with an abundance of raw materials of creation, while Norwegian culture has evolved in the spirit of community and collaboration. As a result, modern Norway is a place of design without ego, where boundaries are pushed and possibilities explored with a shared spirit of curiosity, in the hope of creating something beautiful, functional and lasting.” – Northern.

Norwegian Crafts plays a similar role for the nation’s craft artists, fostering a creative network of makers in which new ideas and approaches can blossom and thrive. Meanwhile, from its base in Oslo, Design and Architecture Norway (DOGA), explores and promotes the ways in which architecture and design can be harnessed to the benefit of society as a whole.

Northern took their Nordic spirit one step further into the world, launching their new lifestyle brand and collection in Milan during Salone del Mobile. They proudly took part of the Norwegian Presence exhibition, presenting the best of Norwegian contemporary design, crafts and high-quality manufacturers.

### **Milan Design Week offers handful design events to Europe**

The much-beloved Milan Design Week 2018



took place from April 17 to 22 and with it comes a set of design events and exhibitions that raise the concept and future of design, such as Salone Del Mobile – the annual worldwide furniture exhibition; and Fuorisalone – a set of events spread across several sections of the city.

Milan Design Week was a week full of events that involve the cooperation of luxury brands and designers, exhibitions throughout the various point of the city. These stands allowed creatives the possibility to display and challenge themselves in an atmosphere devoted to innovation and growth. They were also ideal for specialists and visitants to explore new ideas and designs as well as engaging with the key figures of this industry.

Boca do lobo has featured a complete guide highlighting the best events and design districts to visit as well as the most charming luxury hotels and restaurants to experience.

The most important design events are:

#### **Salone del Mobile**

Salone del Mobile, the most recognised design fair in the world, reunites in just one week more than three hundred thousand designers, architects, critics and trend hunters for a week, innovation, design, technology and attractions

to make from this event, one of the best global experiences for professionals.

This year Salone presented a city-based project Living Nature. La Natura dell'Abitare developed with the Carlo Ratti Associati (CRA) international design and innovation studio, was in Piazza del Duomo. The Salone del Mobile pondered the possible reconciliation of man and nature with an emotive installation that made an entry into the debate on the value of sustainable living.

SaloneSatellite was the first event to focus on young designers, instantly becoming the unusual place for interface with manufacturers, talent scouts and the most promising young designers, and since 1998 runs again concurrently with the Salone del Mobile.

### Fuorisalone



During the Fuorisalone, many locations often become a co-protagonist of the event. Many important brands located in the design districts introduce their new collections and host special events with live music and entertainment.

### Swoon launches 3800 sqft pop-up showroom



Designer interiors brand Swoon has launched a pop-up showroom at 7 Mercer Walk in Covent Garden to coincide with its

brand refresh. Coinciding with Swoon's brand refresh, the pop-up kicked off the gate on April 29.

Since 2012, Swoon has evolved from a start-up into a successful furniture retailer, offering accessible and limited edition designs. The showroom opened follows the brand's first TV advert, and the Mercer Walk pop-up, designed by Studio Stilton in collaboration with Swoon, offered visitors over 200 products as well as in-house workshops and experiences.

Tom Chalet, head of spaces at Swoon, comments: "Covent Garden is the perfect location for our largest Central London pop-up to date. The venue in Mercer Walk, secured with the help of Storefront Marketplace, is an ideal space to showcase our latest designs alongside our newly-launched brand identity."

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Canada, Toronto  
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