

# FURNITURE & ACCESSORIES

Apr-Jun 2019

EUROPE



Cover Story

## American Industry

Focus

## Office Furniture

Design Talk

## KREOO

Designers' Desk



## Andreea Braescu

Available on:



# C CONTENTS

## 4 COVER STORY



American furniture industry witnessed a good sales growth in recent years and puts a positive impact on the moderate furniture industry performance. Read more.

## 10 FOCUS



Workplaces across the globe are evolving rapidly under the global influence. We bring you the hardcore office furniture solution. Read on.

## 26 DESIGN TALK



Invent mar(ble)vellous products with Kreoo.



## 19 DESIGNERS' DESK



Andrea Braescu, the visual artist and the creator of bespoke light sculptures loves to work with nature and the rarest product 'porcelain'. Know more about her creative world.

SHOW REVIEW	36
INDUSTRY NEWS	55
CALENDAR OF EVENTS	62

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Dear Readers,

The U.S. furniture market is on a steady growth. The United States has increased its furniture exports to the tune of achieving since last few years. It also has increased its furniture imports more than 8% over the last year, mostly coming from China and Vietnam. Our cover story is a brief low down on the American furniture industry.

Smart Office is our focus in this issue. Office furniture is a reflection of the office culture. The interior design, set up, space allocation plays a pivotal role on the mind and psyche of the workers. Read more on the office furniture.

We are thankful to is Andreea Braescu, the visual artist who has shared her design story with us. Also, we must mention, Mr. Anthony Davani, the CEO of Kreoo for his time who has spoken to us on the company and designs.

I hope you will enjoy reading this issue, enjoy this as a summer read till we come back to you again in some time.

**Chitrlekha Banerjee**

# American Furniture Market

With the growth of millennial consumers buying furniture, be it online or offline, the U.S. furniture manufacturers are quite optimistic about the steady increase of furniture sales that generally happened in American region in recent years and also for the upcoming years. American furniture industry witnessed a good sales growth in recent years and puts a positive impact on the moderate furniture industry performance. They are practical about the situation.

According to CMTC Manufacturing Blog, “Overall, the U.S. furniture market is expected to experience growth. The market registered a 4.5% increase in growth in 2016, placing its overall value at \$114 billion. Although the first six months of 2017 saw a softened increase of 2.5% in consumer spending year over year, the U.S. furniture market is anticipated to grow at a compound annual growth rate of 2.9% through 2019. While the demand for furniture in California and the U.S. have remained strong overall, California's household furniture manufacturing industry — which has an estimated revenue of \$3 billion — has stagnated over the past five years. This is due, in part, to an increasing import penetration and high in-state operating costs.



Furniture manufacturers in California and abroad need to be abreast of emerging trends that are shaping a new furniture industry landscape. The trends focus mainly on the fundamental shifts in U.S. consumers' buying preferences due to changing lifestyles. They can either pose some challenges or open doors to new opportunities."

The United States has increased its furniture exports to the tune of achieving since last few years. It also has increased its furniture imports more than 8% over the laets year, mostly coming from China and Vietnam. The most prominent reason of the increased demand of furniture is – Renting. Rising home prices, apprehension from the burst housing bubble, rising student debts, and the delay of millennials to get married or start their own families are some of the reasons owning a home is not a luxury, it's a priority now, for some Americans as of now. So, its a normal tendency that a homeowner must furnish their house, decorate it with all the latest furnishings. Wardrobes, beds, sofas, book case are must haves for a new home. The bulk of the furniture market is composed of millennials, generation X, baby boomers, and seniors. The GenX group, which tends to be more affluent and represnted 30% of the market, have different tastes or needs when it comes to furniture and buying preferences. The baby boomers and seniors are the settled consumers and they represented 29% and 4% of the market, respectively.

A photograph of a modern living room interior. In the foreground, there is a light-colored sofa with a patterned cushion. In the background, there is a white table with two white chairs, a small potted plant, and a window looking out onto a green landscape. The room is brightly lit with natural light.

According to a report of Statista, “Furniture retail in the United States is a very important aspect for the country's economy. The global home goods industry refers to the manufacture, distribution and retail of home furniture, household decorative accessories, soft furnishings (draperies and curtains), appliances, cookware and gardening equipment. Over the years to come, leading players in the U.S. retail furniture industry are likely to concentrate their efforts on product innovation and environmentally friendly business practices, goods and packaging. Demand will continue to rise as the housing sector recovers, with rising affluence in specific demographics such as aging baby boomers driving demand for certain products.”

Moreover, the phase of furniture manufacturing is changing everyday. Innovation is in the bucket list of every furniture manufacturer. ‘Innovation’ is not critical any more in furniture manufacturing. The steady growth prospects of the U.S. furniture manufacturing has attracted a host of companies to introduce innovative furniture creations. The U.S. furniture industry is rapidly changing itself and the manufacturers are accepting the challenges to overcome the negative perception of manufacturing market all over the world. In the U.S. furniture market, manufacturing environments are getting priority and advanced technologies are being utilised nowadays. It has the ability to change the whole perception of manufacturing technique that people used to adopt in past.

In regards to the U.S. Office Furniture market, it is served by both domestic and foreign manufacturers. This particular segment in USA is very competitive because of the multiple furnishing contract. Vigorous growth in commercial and office building construction and remodeling activity is the prime demand as companies furnish new office spaces. Along with this, movable workplaces, modular systems, space dividers and lighting – these are the key trends of today's office furniture manufacturing.

### Things you must know about the U.S. furniture market:

The place: North Carolina is the epicenter of American furniture manufacturing. Designers, buyers and executives from all over the world join High Point Market to explore American furniture innovation.

### The fair: High Point Market

Companies ruling the U.S. market

- Herman Miller
- Hooker Furniture
- Mohawk Furniture
- Haworth



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# OFFICE *Furniture*

Comfortable working: office furniture solution

Workplaces across the globe are evolving rapidly under the global influence. This influence is slowly impacting on traditional European furniture design, and then encouraging manufacturers to imbibe into the essence of new age need of the European society and delivery unique woodworking experience to the professionals. Office furniture is a reflection of the office culture. The interior design, set up, space allocation plays a pivotal role on the mind and psyche of the workers. The interior design and arrangement directly influences ways in which the office staff interact with each other.

It has been further seen that the top companies often indulge into selecting specific colour, design, them and symbols as an identity of their brand that resonates in the mind of people creating a prominent brand identity. In 2019, European companies have adopted to new practices, new trends in the office furniture set up.

## Top trends in workplace furniture

Some of the unique, new age trends in the professional furniture world, includes the following:

### Smart furniture fetish:

Incorporation of smart devices today, help in creating smart furniture. Companies are incorporating small yet powerful step to customise and integrate innovations to increase occupancy percentage per floor. Recent trend in growing demand in IoT integrated furniture encouraged manufacturers to focus on advanced furniture that will impact the workday of an employee.



## Shared or co-working space furniture:

Co-working or shared spaces in the work environment are gaining preference in all sphere of professional life. Small or big houses, freelancers, employees or those working from remote areas are concentrating on low-cost option to invest in workplace. Traditional work environment are no longer appreciated by new companies or start-ups. Co-working places also help multiple companies to work from under one roof. Shared spaces are a growing need in the current professional environment.

## Open plan deskling:

Another emerging trend in the office furniture includes the incorporation of open plan office areas instead of traditional cabin system. The transition from segmented space for individual work to open work places have boosted collaboration and developed sense of community while reinforcing social relationships.

## Green work environment:

Today, many companies are valuing the presence of plants in the work environment. Several organisations are investing in improving building infrastructures, such as roof-top gardens, water features, wall gardens, incorporation of wood, vertical garden, colourful flowers, bonsai trees and bamboo dividers or nature-based panels to upgrade interiors while boosting employee health and productivity by staying close to nature and greenery.

## Abstract pattern and Geometric forms:

Abstract patterns and geometric forms today, are selected to adorn the walls of workplaces in an innovative way. Most companies hire professionals to improve interior designers to enhance the beauty of the brand.

## Types of office furniture:

Recent generation of furniture manufacturers have focused on developing furniture for different needs and area in home or offices. There are different types of furniture needs in the offices. Companies cater to respective expectation. Office furniture is an important part of the work environment, it plays a decisive role in creating a quality work environment. There are different types of needs in the office that deserves special furniture requirement. Sedentary working position in the offices are a primary concern for the furniture manufacturers. Generally, it is expected that workers should remain present at the office for about eight hours or so and carry out their work with the help of available system.

Office chairs and desk gains immediate attention as we talk about the office hours and working in the office. For ages workers have complained about physical fatigue, discomfort, muscle pain etc after working for hours from a sedentary position. Thus, modern day furniture manufacturers have concentrated on creating “human-centred” design and ensure comfort and relieve from physical fatigue.





Office furniture is especially designed to help workers carry out their work efficiently. However, they follow a standard pattern ignoring individual specification. With a common philosophy adopted by the industry one-size to fit all the manufacturers develop inexpensive furniture to accommodate industry requirement. Smart office furniture is a recent innovation that is used in the offices.

## Different types of office chairs:

- Big and Tall Chairs
- Mesh Chairs
- Conference Chairs
- Kneeling Ergonomic Chairs
- Executive Chairs
- Stools
- Task Chairs
- Guests Chairs
- Petite Chairs
- Stacking Chairs

In the present business environment, industry requirement encouraged development of the ergonomic chairs since the 70's. As the nature of work changed, people spent long hours in the office sitting on chair, design shortcomings in the traditional form became apparent and with the advancement in science and technology and understanding of human anatomy designers and manufacturers understood that advanced support were needed.

Besides chairs and stools or sofa, cabinet and tables are equally important in the office environment.

## Trends in the European office furniture market:

Trends in the top 5 furniture producers in European office furniture manufacturing countries include

- i. Germany
- ii. Poland
- iii. Italy
- iv. France
- v. United Kingdom





In the Western Europe, German furniture industry thoroughly restructured its approach and changed the organisational form, spatial linkages etc. Since 2012, the market favoured steady growth in the furniture segment. At present, there are more than 9,000 furniture manufacturing companies operating from different furniture sector. The Italian furniture industry however includes 19,000 companies. Poland, on the other hand is the third largest furniture country in Europe. The French productive system however, includes small companies from the domestic market. The French market is stable, and provided opportunity to domestic manufacturers. The United Kingdom based furniture industry is slowly recovering by expressing an increase in production level.

Since 2018, the home office sector in Europe is growing, spurred by the change in working styles and increase in home computer setup, furniture manufacturers are focussing on designing innovative office furniture. Well-designed, good quality wooden storage solutions are replacing inexpensive metal cabinets in the work environment.

*Image Courtesy: mfcoffice.com, www.alibaba.com, allbusinesssystems.com*

# FURNITURE & ACCESSORIES EUROPE



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*Andreea Braescu*  
- The unusual



Nature and design –these two words somehow related to each other from a long time. Nature is the perfect element that blends with designs beautifully, and the creator who creates magic through her creation and presents soulful objects nurtured with nature is Andreea Braescu – the inborn talented artist. Although she loves to call herself a ‘Visual Artist’ rather than a designer and loves to work with rarest product like Porcelain to execute her products. She is able to think visually before making a person indulge and fascinate with her extraordinary creation.

Andreea is the creator to produce bespoke light sculptures. According to Andreea, her wish is to “breathe life into interior spaces, bringing the feeling of harmony and nature gives us when we are outdoor, blissful and free”. She is fascinated with trees and leaf, which are the most important support of our livelihood and achieves to create wonderful projects utilising the concept. Her bespoke designs that work harmoniously with one’s space, whether a room, or any other setting. Each installation is tailored to its environment’s key dimensions and is uniquely sympathetic to the particular surroundings and light sources.

She believes art is a form of emotion and idea which needs to be executed properly. Her fascination towards porcelain leads her to make illuminating objects. The material is made with pure translucency that’s why every product Andreea executes becomes translucent. Ginkgo Bespoke is one of the extraordinary projects she offers. The Ginkgo Colelction taps into the prnciples of living nature and the life sustaining relationship between sun and tree.

We had a priviledge to speak with ANDREEA BRAESCU on her design journey, her choice and likings, immense love with Porcelain, bespoke lighting collection and more. Pamper yourself with porcelain!!



**FAE: How did you get into design? what design means to you?**

**Andreea Braescu:** I grew up in a family of artists, starting with my grandparents that were painters, my mom is a sculptor, and my father is a designer. I studied art, taking my degree in ceramics. After graduating, I spent 5 years or so developing my own emotion-led approach.

I choose this approach as being the best way to introduce my concept of bringing joy and wellbeing into interiors.

Design has given me the possibility to express myself.

**FAE: Tell us what makes you a visual artist and what is the motivation behind choosing the soulful object: Porcelain?**

**Andreea Braescu:** What makes the difference between craft and art is the intention. If you like to transmit an emotion, an idea, perhaps it makes it art.

Porcelain is the most precious and delicate of all the ceramic materials. It is famed for its ability to create the most expressive shapes. It offers a pure channel of creativity, allowing the most intricate work possible.

But it is also notoriously difficult to tame. And only a skilled ceramist can bring out its true potential. We have been working only in developing for 3 years, before we find the way to obtain the perfect shapes for porcelain.

**FAE: What role does porcelain plays in your design concept? Do you consider this material plays a pivotal role in making lighting collection?**

**Andreea Braescu:** The porcelain that I use is the finest of its kind, with a translucency that's unequalled. When creating illuminating objects, this is the key.

**FAE: Your each lighting collection is the reflection of natural world. Why do you consider nature as an important element to implement? Also, if you can brief us on your core subject: Bespoke light sculptures.**

**Andreea Braescu:** My wish is to breathe life into interior spaces, bringing the feeling of harmony and peace that nature gives us when we are outdoors, blissful and free. I am constantly inspired by the beauty and complexity of the natural world, especially the way it creates harmony through apparent randomness. I followed the principle of living nature in all my work. Each leaf in a tree is unique, yet together they create a pattern that allows each one to capture the sunlight to it needs to flourish and grow. Therefore, I consciously erase regularities and manufacturing conformity from my work.





Each element is unique, meticulously crafted with an individually and form of its own.

Bespoke Light Sculptures defines the core of my work. This is what I try to offer: individuality.

Each light sculpture is designed to work harmoniously with your space, whether a room, or any other setting. Each installation it is tailored to its environments key dimensions and is sympathetic to the surroundings.

We work together with architects and interior designers and create the perfect piece for every space.

**FAE: How has been the feedback for your outstanding collection: Ginkgo Bespoke? What makes this product so unique?**

**Andreea Braescu:** The feedback is amazing, people react to this emotion that I wanted to offer them.

I think the uniqueness come first from the natural aesthetic. It is surprising to see a structure that is completely irregular, spontaneous. It is also very hard to produce. If you notice, the majority of the chandeliers has symmetric shapes, because it is way easier to manufacture.



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

**Andreea Braescu:** I am starting a new collaboration with an art gallery in Paris, which I am very excited about, and I am also considering exhibiting in New York in December.

I work constantly for my client's projects; I am completely involved in each one of it. I put all my heart in making each one of my clients happy.

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

**Andreea Braescu:** My advice is to look into their hearts and find their unique way. Each one of us has its own story, and if you say it with honesty, people will hear you.



# KREOO

*-creating 'Mar(ble)vellous material'*

Are you the extreme lover of 'Marble'? do you think nothing beyond this material? then welcome to Kreoo – the ultimate destination to find your obsession.

Kreoo is the expertise of dedication towards their design execution. Each products made by Kreoo is the bonding of affection, care and supreme design ability. The company understands the demand of customers and create a perfect blend of style and aesthetic through their outstanding products. The concept of kreoo has generated from sculpting by Alessandra Farinon, the daughter of renowned Danillo Farinon who has been sculpting for the last 71 years!

Kreoo has proved themselves by implementing unique organic shapes by using natural elements such as marble. Marble itself is a natural element that forms a supreme quality and also helps to create a luxury and elegant project.

As founder and CEO of The Davani Group, Anthony specialises in collaboration - bringing the best products, materials and designers from around the world together to create spaces that uplift and fulfil the inherent human need for beauty.

Anthony and The Davani Group have partnered with premier designers like (Yabu Pushelberg, Nate Berkus, Kelly Wearstler) and more, to create spaces that demonstrate a shared passion for artistry and quality design.'



“Marble not only a symbol of luxury, but it is timeless and one of the most durable materials that exist in the world. Their are literally cities that have been built in it. Each one of our products are inspired by nature or historic piece of art” – Anthony Davani, Kreoo. Kreoo has been ruling the marble industry since 60 years and gained popularity through their versatile projects. They are able to make exclusive products and achieved clients from worldwide. They have also been responsible for working on some of the most exclusive and iconic projects in the US and international. Also, this year they have witnessed an outstanding edition of Salone del Mobile.Milano

We felt privileged to have Mr. Anthony Davani, CEO of Kreoo on the successful journey of the company, products, concept and ideas, contribution of ‘Marble’ to the furniture industry and ofcourse Salone del Mobile.Milano. Read on.



**FAE: Where did you get the inspiration to start a design house based on marble products?**

**Anthony Davani:** The concept of Kreoo was started by Alessandra Farinon, the daughter of renown sculpture Danillo Farinon who has been sculpting for the last 71 years!

**FAE: What are the primary reasons behind the establishment of Kreoo?**

**Anthony Davani:** Kreoo is a blend of art and design created and brought to the market to inspire architects and designers to use natural materials with unique organic shapes that bring luxury and elegance to a project. Each one of our products are inspired by nature or historic piece of art.

**FAE: Can you tell us a few contributions of 'Marble' to the furniture industry? What are the advantages of using marble based products?**

**Anthony Davani:** Marble not only a symbol of luxury, but it is timeless and one of the most durable materials that exist in the world. There are literally cities that have been built in it. The beautiful thing about Kreoo is we not only use stone, but we combine other materials like wood, glass and various metals.

**F AE:** Kreoo establishes such inventive design. Tell us how does Kreoo manages to execute extraordinary design concepts?

**Anthony Davani:** Kreoo's production has been going strong for nearly 60 years in Italy. We not only have the most innovative machinery that exists in the market, but we have a great deal of hand work and finishings that are involved with each product. Every piece is carefully inspected by 4-5 different sets of eyes.

**F AE:** What has been the most focused section of Kreoo among bathroom, living and covering collection? And if you can tell us about your favourite project till now.

**Anthony Davani:** Apart from the Kreoo products, a fairly large portion of our business also comes from custom projects where we supply, fabricate and install. We have worked for the Royal families, high profile clients and celebrities. We have also been responsible for working on some of the most exclusive and iconic projects in the US and international .



**FAE: Bubbles and Amber are the latest projects you have worked on. If you can brief us on that.**

**Anthony Davani:** “Bubbles” washbasin, designed highlights the sinuosity and dynamism that can be achieved with marble and stone. Both the shape and name were inspired by the light and pleasing visual of soap bubbles floating in the air.

The metal insert, a refined detail, functions both as an element of differentiation and continuity. This design feature also allows for more efficient production, as the piece can be carved from smaller blocks of stone, reducing material waste. This modular production opens new creative avenues. Different marble colors and textures can be combined in one piece, creating intriguing juxtapositions in the overlap of shapes and materials. Bubbles has been designed as both a vanity-supported vessel sink, and a free-standing version.

Amber is a tribute to the centuries-old Italian wine tradition, two new free-standing washbasins Scarlet and Amber, designed by Enzo Berti for Kreoo, are inspired by the soft, clean curves of wine glasses.

From an object of common use, the classic wine glass takes on the consistency of marble and is magnified, projecting itself into the world of contemporary design: Scarlet and Amber are washbasins with strong character and visual impact. Like works of art these functional sculptures symbolize a new way of living and perceiving the bathroom, from a place of utility to a place of relaxation.

Scarlet, wider and rounded, with a narrower mouthpiece, evokes the majesty and colour of a red wine glass, like “Borgogna”.

Amber shows a more elongated form, reminiscent of the elegant shape and enchanting amber colour of a white wine and glass.

Both designs feature a conical base, with light variation. Sculpted from solid marble, these washbasins are created by the union of two separate pieces, to both accommodate efficient manufacturing and ensure technical stability.

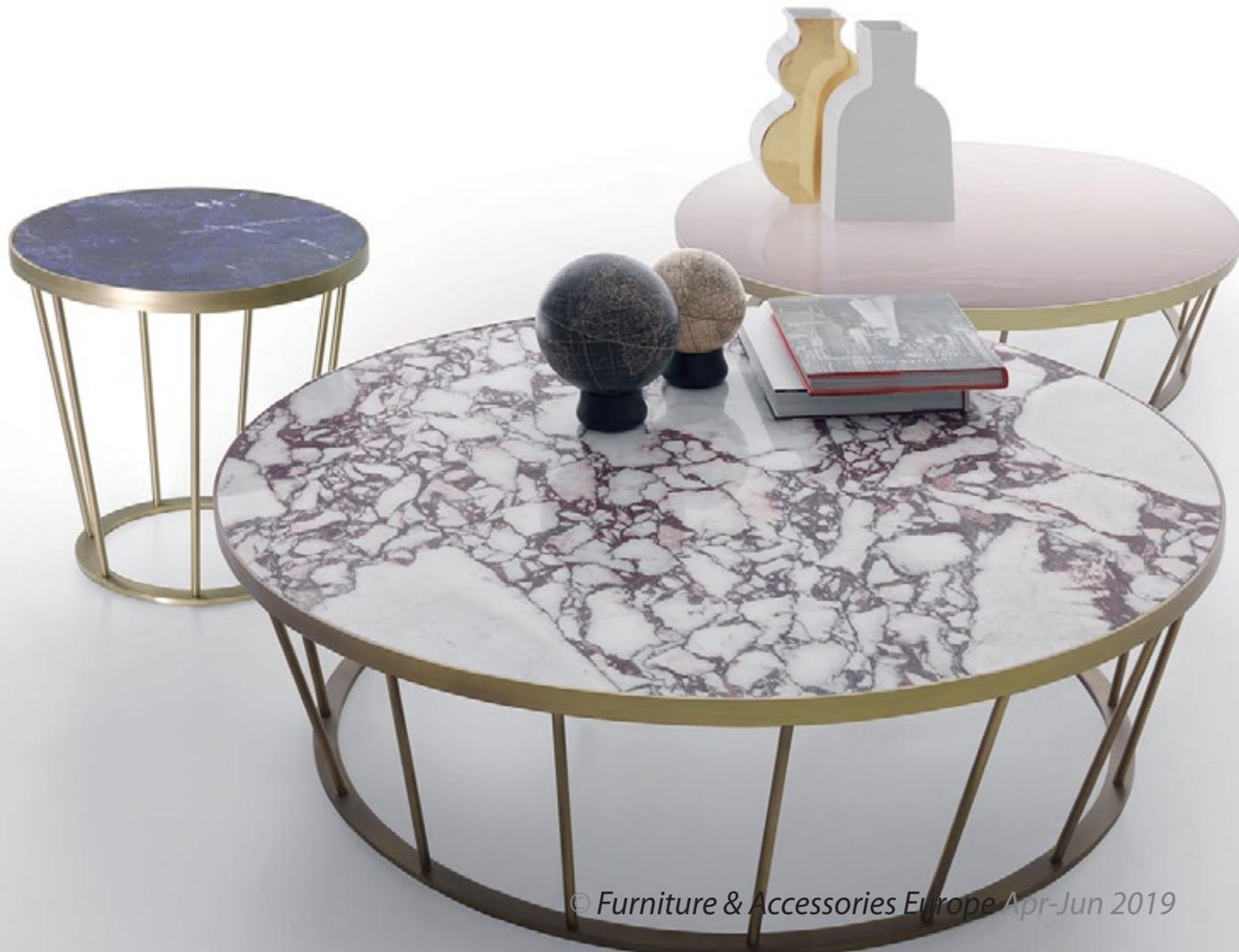


**FAE: What are the advantages can customers get from your products?**

**Anthony Davani:** Because every block and piece of stone has its own DNA, every piece will be exclusive to the client. We have limitless capabilities to customise and every piece is finished by hand to last hundreds and hundreds of years. Stone ages more beautifully than any material that exists. Service is also a key component to our success.

**FAE: Would you like to share any successful story you have recently witnessed?**

**Anthony Davani:** We have so many! Our projects take us all over the world. In the US, we have worked on 100+ million dollar homes, to the most beautiful hotels that exist.



**F AE:** How has been the experience of Salone del Mobile.Milano? If you can brief us on that.

**Anthony Davani:** We were collaborating with some amazing US architects and designer to fabricate for their vision. Kreoo had a booth every other year and only presented when kitchen and bath was present.

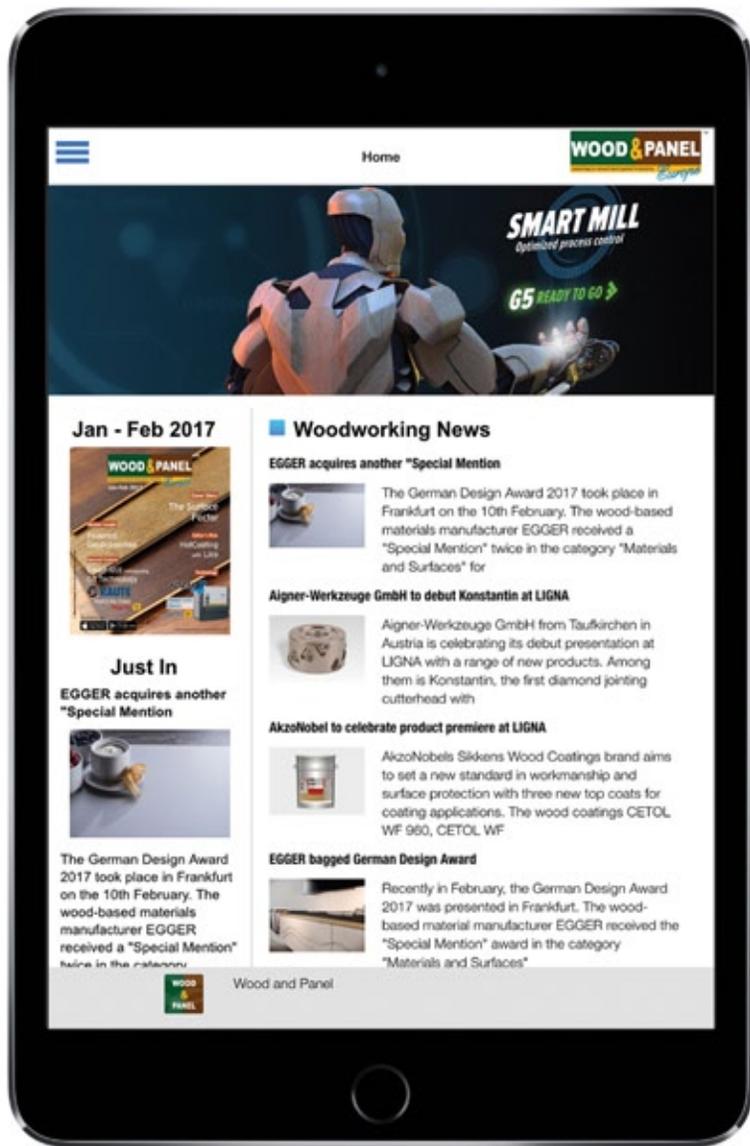
**F AE:** Kreoo is based on Europe. If you can tell us what are your takes on emerging markets in Middle East and Asia? Do you have your branches there?

**Anthony Davani:** Kreoo works heavily in the Middle East and Asia. They are great markets for us. We have dealers and agents that represent us in this regard.



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# EFE

## Bigger than Ever



The 15th edition of Export Furniture Exhibition Fair 2019 held from 9-12 March at Kuala Lumpur Convention Centre wrapped up with an overwhelming success. This year the fair was bigger and better than before. Buyers were greeted with an array of products and fresh collection on the stand surprised all eyeballs. More than 300 exhibitors from Malaysia and Asia participated in the trade show.

The trade show is one of the largest furniture sourcing hub and more than 9.0% bigger this year grossing 35,000 sqm and drew more overseas buyers including a strong number of first timers to its recent 2019

edition to lift off the Asian buying season. The share of international buyers increased 5% to 8,246 while the local visitors increased 34.43% to 5,591. Total visitors recorded an overall increase of 15.0% to 13,900 and the number of halls increased to 9 from 8 the previous year.

On the 15th edition the event has displayed the best in Home, Bedroom, Sofa, Kitchen, Office, Children, Living Room and Outdoor furniture including furniture accessories. New participants made their presence felt with innovative designs and creative quality. For the first time, an Indonesian showcase of innovative furniture designs, handcrafts and decorations were made available with the participation by Indonesia's Furniture & Craft Manufacturers (IFPF).

#### Key Highlights of the show:

- The Buyers Introduction Programme (BIP) and International Sourcing Programme (INSP) is a collaboration between MATRADE and EFE. The programmes aimed at attracting international buyers to EFE and to match Malaysian furniture companies with foreign buyers from all over the world.
- Another highlight of the show, The Professional Designers Program (PDP) featured innovative furniture designs by Malaysian manufacturers mentored by professional designers from Italy, Belgium and Australia with the aim in promoting Malaysian furniture design.



- Networking Buyers' Night cum 15th Anniversary Celebration. Export Furniture Exhibition is the signature event of MFC and is supported by EFE. The Malaysian Furniture Council consists of all the 13 State Furniture Associations of Malaysia and is the national body which represent Malaysia's furniture industry. EFE is an exhibition for the industry.
- It was a night of celebration for exhibitors and buyers to relax, network, socialise and enjoy with all the food, drinks and entertainment made available. It was also a night of recognition for the winners of the coveted Malaysian Furniture Creativity Award (MFC Awards) and the winners for the Best Booth Competition. The coveted MFC Awards event has the full support of Federmobili with the President as Advisor. The competition included seven international media partners as judges.

Export Furniture Exhibition 2019 received much appreciation from the industry and positive feedback from exhibitors and visitors. Generally, exhibitors are happy, they are securing extra business from markets which they have not encountered before such from Africa and South America.

Ms. Brenda Nakiwogga, Business Development Manager of Footsteps Furniture Company, UGANDA, who visited EFE for the first time, saying: "Perfect exhibition that gather all kinds of furniture, where buyer can source the furniture easily and hassle free"

Mr. Manuel Alejandro Goldschmidt, Symphony INC, United States of America

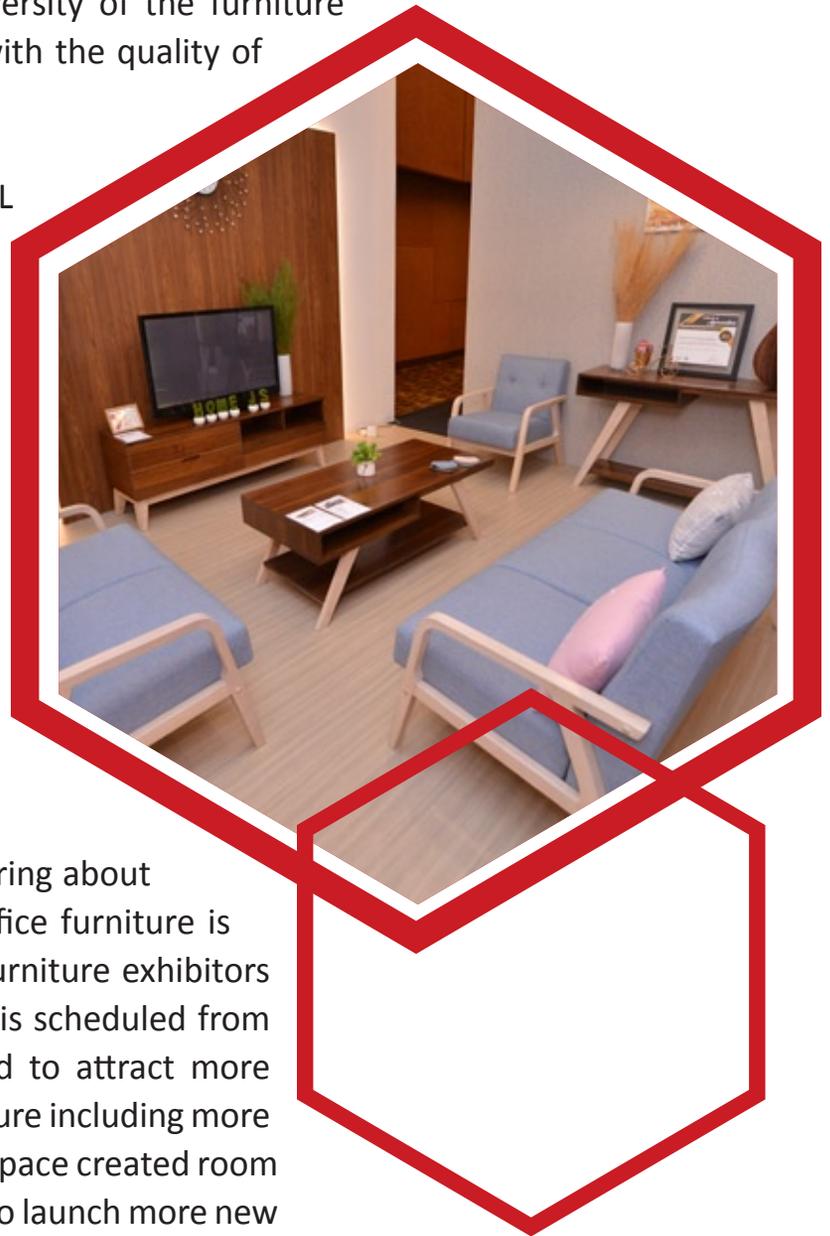


(USA), saying: I was impressed by the diversity of the furniture types and design and I am very satisfied with the quality of the furniture.”

Ms. Gabriella Asztalos, Owner of ASZTALOS S.L SPAIN, claimed: "there are many creative designed furniture and the furniture are very good in quality, I was delighted with the creativity of furniture and I am glad to have the opportunity to visit such a wonderful exhibition.”

EFE 2019 hosted several innovations and paved way for more than 15,000 business visitors who came from across the world inquest of business opportunities and product sourcing.

EFE 2020 will be held at a larger scale covering about 50,000 sqm of exhibition area at KLCC. Office furniture is set to create an impact with more office furniture exhibitors participation. The international exhibition is scheduled from 9-12 March 2020 at KLCC and is expected to attract more exhibitors of office, kitchen and board furniture including more international visitors. The larger exhibition space created room for accommodating more exhibitors by EFE to launch more new initiatives to drive design quality and business opportunities.



# CIFF

## Celebrating Creative Excellence

Identified as the "The Asia's Longest Furniture Trade Fair" CIFF-China International Furniture Fair (Guangzhou) is the most dedicated and longest running business fair engaging in the furniture business.

CIFF covers the entire industry chain including home furniture, home decor & home textile, outdoor & leisure, office furniture, commercial furniture, hotel furniture, and furniture machinery & raw materials.

It is one of the largest exhibition in Asia and is designed and executed to suit the consumers and their different tastes and choices. The 43rd CIFF celebrated the journey of new species, fresh design and innovative business ventures in the furniture industry. The exhibition offered a whole new experience and it came to a successful end on the March 31, 2019. The show experienced a participation



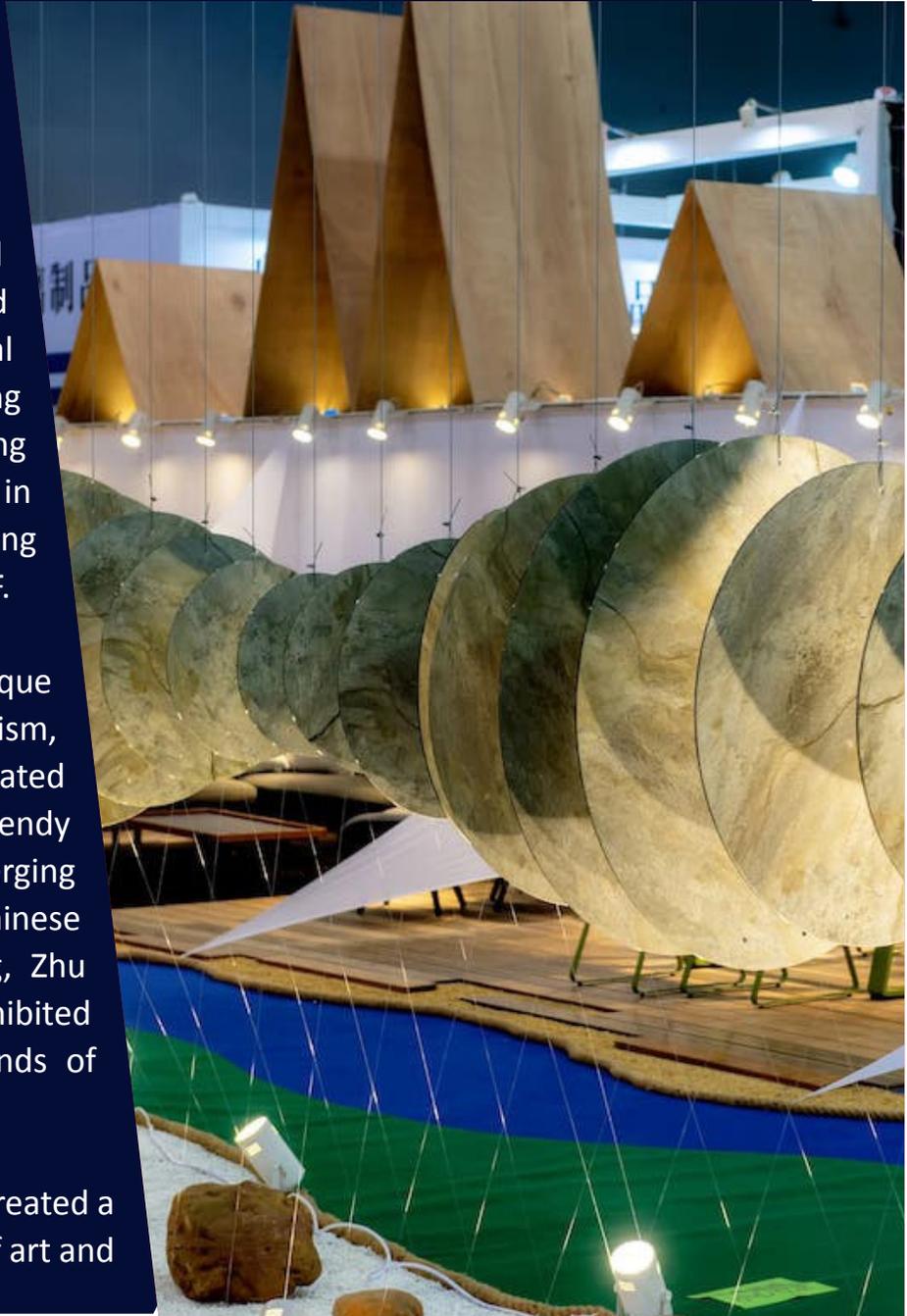
of more than 4,344 global brands and attracted 297,759 visitors from home and abroad.

### **Celebration of Innovation and lifestyle:**

Host of furniture brand from home and abroad participated in the 43rd CIFF to showcased their innovative concepts, designs and expressions transforming Guangzhou into a one-stop solution for purchasing diversified items of home and office decor. Over 90% exhibitors showcased their latest innovations and several companies indulged into on-site launching events. A selection of 25 most pioneering pieces across the world were exhibited in “The New Arrivals of Global Home Furnishing Brands”, a newly established theme at CIFF.

This year CIFF hosted an array of unique designs, advanced customisation, minimalism, mild luxury and special section dedicated to the Home Furniture focussing on trendy interior style, creative design brand, emerging enterprises. Some of the prominent Chinese designers like Wen Hao, Chen Xiangjing, Zhu Xiaojie, Hou Zhengguang, Alex Chai exhibited outstanding pieces, exhibiting latest trends of traditional furniture design of China.

Homedecor and Hometextile segmented created a unique ambience of home living. Beauty of art and





creativity expressed through innovations in interior decoration and wide collection of home accessories. Inspirations and art work came together at CIFF to offer a feeling of paradise, leisure and completeness. The eye-catching display of the seating arrangements especially in the open garden courtyard is popular in Chinese tradition, gained special attention in the furniture display. The combination of beauty and inspiration coupled with creative expression created a perfect place for expression of eastern and western leisure life philosophies.

Besides home and interiors, office and professional environment furniture gained special attention in the fair. Several designers and manufacturers displayed new-age designs, creativity and trendy themes in office fitting and furniture section. Themes that gained attraction included, medical, health care furniture, hotel engineering, presenting novel design concepts. New age smart office, trendy interiors were displayed along with cutting-edge solution to industry needs.

CIFF, thus emphasised on new application as well as development of intelligent technology in furniture manufacturing.

The entire 760,000 square meter exhibition experienced an assembly of crowded visitors, long queues outside main booths. A busy atmosphere prevailed all over.

#### **Fresh forms and innovative layout :**

Uniqueness of CIFF was represented in its lavish range of supply chain dedicated to the furniture industry. It involved various aspects of furniture, home decor, home furnishing, textile and latest office

furniture. The fair is dedicated to machinery and components. Besides this, the layout of the exhibition hall was optimised, the first phase was developed with five main segments and seven areas dedicated to specific trends. The high-end import space, design fashion space, whole house custom space, soft decoration living space, leisure living space, efficient office space and smart home space were the new trends showcased at the fair this year. Main three halls were dedicated to high-end import furnishing. Fine furniture was exhibited to meet the need of the Chinese market.

**Key themes and attractions at CIFF, 2019 included the following;**

- Green Running initiated on the opening day to build a warm and engaging business environment, creating a closer interaction as well as a rewarding experience.
- Oasis of X Species, included the fresh arrivals in the Global Home Furnishing Brands in which this year the creative design and innovative spirit of Chinese home furnishing was celebrated.
- The show attracted participation of 10+ design experts from several home furnishing brands and



explored through a range of unique expressions and innovative lifestyle projects.

- “Smart living for future” theme curated by internationally famous designer to showcase most trendy intelligent home furnishings combining humanised design, ideal lifestyle preferences and furnishing.
- “Design dream show” DDS exhibited new concepts and modern home apartments for young people and working professionals in metropolis.
- Contemporary Chinese lifestyle furniture exhibition displayed the changes in the Chinese home life since 1949-2019.

This year the show ended on a happy note. The 44th edition of China International Furniture Fair scheduled from March 3, 2020 will once again bring all leading brands together under a single roof. The mega event is expected to offer bigger and better platform to the participants and visitors in 2020.

# DIFAC

## Artistic Delight



Dubai International Furniture Accessories & Components & Semi Finished Products this year showcased innovative furniture technologies, products as well as brands. The 3rd edition of DIFAC took place from March 12 to 14, 2019. The show was organised by Dubai WoodShow 2019 at Dubai World Trade Centre, Dubai, UAE.

The exhibition showcased innovative furniture technologies, products as well as brands. The furniture displayed by the global players of furniture industry that offers a rare opportunity to the visitors to educate and upgrade themselves and inform about latest products in surface fittings, elements and systems, semi-finished products as well as materials, upholstery materials and furniture fabrics.

DIFAC was attended by the senior management and decision makers from the furniture sector who all are in search of new trade opportunities and looking for strong business partnerships. The show acted as the unique platform for providing networking opportunities where both local as well as international professionals interacted and exchanged valuable information while sharing new ideas with likeminded people. "The exhibition supports the competitiveness of the Arab industries, products and services in the international markets and helps open more opportunities for local products manufacturers enter into trade deals between the manufacturers and the world's largest suppliers and buyers during the exhibition and helps create reciprocal relations between a number of Arab countries and the rest of the world."

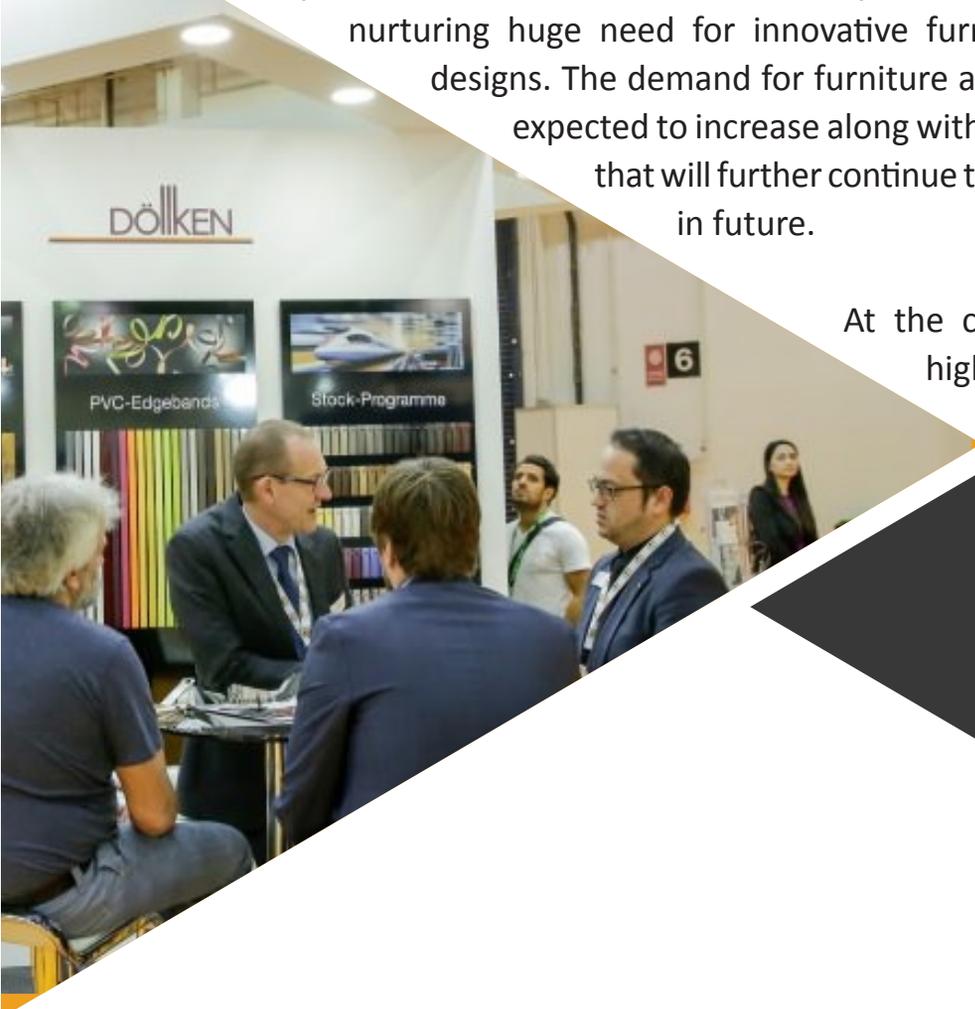
Al Shezawi mentioned that the Dubai International Furniture, Accessories and Components (DIFAC) is one of the largest and most important economic exhibitions in



the Middle East specialised in the field of furniture and machines for the manufacture of wood products and accessories. It also brings together a large number of participants worldwide. 300 exhibitors, over 17,000 square metres of net occupied exhibition space at the Dubai World Trade Centre, attracting the world's largest companies.

DIFAC provided a rare opportunity to regional brands to promote their local business and various products at the international platform. According to the visitors, woodworking professionals, enthusiasts, manufacturers and designers wood industry in Dubai is expected to boom over the next two years. Massive construction projects are nurturing huge need for innovative furniture and cutting edge interior designs. The demand for furniture and innovative wood products are expected to increase along with the growth of new hotel projects that will further continue to drive demand for wood products in future.

At the culmination, it has been further highlighted by the organisers that the 4th edition of Dubai International Furniture Accessories & Components & Semi-Finished Products show will take place from March 16 to 18, 2020, in conjunction with Dubai WoodShow 2020 at Dubai World Trade Center, Dubai, UAE.



# MIFF

## Design Connects

"The Largest Furniture Trade Show in Southeast Asia", the Malaysian International Furniture Fair boasts the presence of top furniture decor in South Asia. This year the event celebrated silver jubilee by showcasing latest products and services in the furniture industry. The show successfully achieved a record breaking billion dollar sales on its 25th anniversary edition. The new milestone promised greater growth and business expansion scope for the participants at MIFF.

25th edition celebrated the theme "Design Connects People" from March 8 to 11 experienced an array of an exclusive collection of furniture including a range of children's furniture to youth furniture in the furniture industry. The show is popular for promoting mid-priced case goods and upholstery, as well as its showcase of office and contract furniture. At the latest show this past March, officials reported 625 exhibitors from 13 countries.



“Celebrating our 25th anniversary with a milestone like this is certainly something that we are proud of. It is the best endorsement of MIFF by the markets, but what makes us most proud is that we continue to place our customers and their business priorities first even as we are on a strong growth path,” said MIFF General Manager Karen Goi.

Exhibitors at MIFF 2019 acquired US\$1.01 billion in sales over four days from 8-11, March 2019 and achieved up 3% increase from the previous high of US\$984 million in 2018. The record performance was achieved a year after the trade show was expanded to 100,000 sqm across the Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade (PWTC) with design as its cornerstone. Show organiser, UBM Malaysia, reported MIFF 2019 attracted 20,478 visitors including 6,112 global buyers from 130 countries and regions, an increase of 4% from last year. Malaysian and 254 foreign companies showcased new products and collections under the theme “Design Connects People”.



### **Celebrating 25 years of Excellence:**

MIFF is among the top 10 recognised furniture fairs worldwide. This year the key focus was on the promotion of Muar as the epicenter of furniture promotion. Muar is identified as the Furniture City of Malaysia. This year new exhibitors from Sri Lanka, New Zealand, Portugal, Romania, Canada and Japan participated in the fair to celebrate impressive work expressed out of passion and hard work.

Organizers encouraged participation of traditional design and art work from China and Korea. Chinese traditional art painting exhibition by Master Zhong Zheng Chuan, the first Malaysian artist to have his works listed in a Hong Kong online trading platform. Another highlight is the Millennials@Design (MAD) curated gallery and the MIFF Furniture Design Competition, aimed at promoting emerging creative talents in the local furniture industry. The gallery featured 30 young local designers. Korean Pavilion this year returned to MIFF with a host of fresh collection.

“We want to contribute to the industry and nurture young talents as it attracts foreign buyers when they see that we put in the effort,” said MIFF founder and chairman Datuk Tan Chin Huat. He further added that the furniture industry has evolved over the last 25 years, so they had to stay relevant and provide buyers something new to look forward to every year. “It is an innovative and ever-changing industry; we need to keep coming up with new ideas and concepts, and work together with suppliers and industry players,” concluded Tan.

### Talent Hunt

MIFF Furniture Excellence Award introduced to honour product innovation and quality. The Furniture Excellence Award encourage designers to create and launch innovative furniture designs. The talent hunt competition explore original, creativity, aesthetics and visionary. With a distinguished panel of judges, the competition identifies selected few to honour hard work and creative innovation.

The next edition of the annual trade show is scheduled from March 6-9, 2020, at the same two venues which had already attracted huge visitors and celebrated diversity, creative passion and high-quality production.



# VIFA

## Vietnamese creativity

In the last edition of VIFA expo 2019, 1961 booths were created to encourage the participation of 392 companies and 144 international exhibitors. The show achieved huge success where 11,720 visitors participated from both local and international countries. The show was scheduled between 6 to 9 March, 2019 at Saigon Exhibition and Convention Center (SECC), Vietnam. The organisers HCMC Department of Industry & Trade, handicraft and Wood Industry Association of HCMC (HAWA) and HAWA Corporation jointly hosted the next edition and emphasised on expected participation from visitors and exhibitors across the globe.

"Discover the Fascination of Vietnam's Furniture & Handicraft"

Vietnam International Furniture & Home Accessories Fair aimed at showcasing the best-specialised fair for promoting and exporting furniture, home decor products and handicraft from Vietnam. It was the meeting points for all international furniture manufacturers and buyers, as well as the launcher for Vietnamese furniture manufacturers to promote products into the World.



VIFA-EXPO 2019, was the largest annual fair for the furniture industry of Vietnam that accumulate different types of furniture, handicrafts as well as interior decoration products in addition to support services that meet the demand of customers from different parts of the globe. This year, according to Nguyen Quoc Khanh, Chairman of the Handicraft and Wood Industry Association of Ho Chi Minh City (HAWA) mentioned that the organising board successfully expanded the display area for participating enterprises to 35,000 m2, up 23% compared to the previous year. Several enterprises, showcased their products at 2,420 pavilions. 504 companies from several countries like Singapore, Canada, US, China, India, France, Ireland, Indonesia, Taiwan etc participated to showcase their innovations at the international platform.



The Vietnam International Furniture and Home Accessories Fair (VIFA-EXPO 2019) is scheduled from March 6 to 9, 2020 at Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam. It is known as the biggest furniture and home accessories expo in Vietnam and attracts visitors and exhibitors from all around the globe. The show is held every year in March, and attracts visitors for 4 days of the expo. Next year the show is expecting around 20,000+ visitors this year from different countries along with 700+ exhibitors showcasing their products to the international buyers.

VIFA-EXPO 2019, organised by HAWA held in Ho Chi Minh City- the economic central

of the Southern Vietnam, turned into the platform for varied furniture, handicraft, home decoration products as well as various kinds of supporting services who came together to meet the need of buyers from different parts of the world. This year the participation was huge and visitors from more than 88 countries came together to exchange products and ideas. The exhibition came together to showcase varied styles, classic as well as contemporary furniture, and created opportunities for business while helping customers to select from the best options and directly meet the manufacturers while exploring innovations from foreign brands. Another key attraction of the show this year was, abundant availability of quality furniture at a discounted rate. Display of products from famous brands of sofas, mattresses, chairs, dining table and work of art.

The Vietnam International Furniture & Home Accessories fair also known as the annual Vietnamese Furniture Fair successfully accumulate both local as well as international brands and encourage them to exhibit their creative ideas at the show-floor. VIFA-EXPO 2019 staged a “demand and supply” platform, accumulated furniture, hardware of furniture and furnishing products suppliers as well as product manufacturers.

VIFO-EXPO is improved every year and becoming more professional and international than before. Next year the fair is scheduled from March 11 to 14, 2020.



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## Karimoku launches new collections at Milan Design Week



The Japanese design brand Karimoku New Standard (KNS) is going to celebrate its 10th anniversary at this year's Milan Design Week with two exceptional exhibitions and a number of new releases by acclaimed designers from the KNS designer portfolio, including Christian Haas, BIG-GAME, Scholten & Baijings and GECKELER MICHELS as well as new aspiring design talents such as Moritz Schlatter and Dimitri Baehler.

To celebrate its 10th anniversary KNS exhibits at Salone del Mobile with the topic PRESENT, PAST AND FUTURE. Moving beyond the conventional image of a wooden furniture maker, KNS is drawing on its experience and technology to explore new challenges across a range of genres. The presentation also provides a glimpse into the brand's vision for the next 10 years.

In addition to the main exhibition at Rho Fiera, KNS will also welcome visitors to its temporary home in the Brera district. The

beautiful apartment features a large garden, while a sunroom looks out onto the garden and kitchen. The space reflects the brand's approach to creating exhibitions that feature everyday life by pairing furniture with food and art.

In addition to a fresh new brand identity, website and visual appearance, KNS debuts a number of new products and extends its existing portfolio to include lighting concepts, kitchens, outdoor as well as multifunctional office furniture.

### **POLAR CHAIR BY MORITZ SCHLATTER**

The Polar Chair is a universal, compact and stackable chair with a distinct character, defined by the contrast between the soft shapes of the seat and the straight-edged legs. The gentle appearance, along with excellent stackability and seating comfort, make the chair a friendly and functional choice for domestic and public use. The chair is made from solid, sustainably sourced Japanese oak and comes in a range of colours, including a newly developed beige.

### **ELEPHANT SIDE TABLE BY CHRISTIAN HAAS**

The Elephant Side Table is an addition to

the Elephant series and adopts the same elaborate design language. The asymmetrical leg allows the table to be pulled over the seat with ease, allowing for convenient access. The table can also accommodate a laptop, making it an elegant and functional companion for living rooms, office spaces and lobbies.

### PARABOLE LIGHT BY DIMITRI BAEHLER



The Parabole Light is KNS's first attempt to develop a lamp. The lamp's design challenges

Karimoku's mastery in wood processing in the form of thin materials and intricate milled patterns. Conceived as a wooden canvas, the design plays with the light and shadow that appear on the lamp's surface. The light source is standardised and reduced to a minimum, allowing the reflector to vary in size, while different textures and colours open up a wide range of possibilities and applications. The Parabole Light floats in space, producing a warm ambient light suitable for various environments.

### CASTOR LOBBY SOFA BY BIG-GAME

The sofa, based on the design of the Castor

Sofa, adds new functionality through its rectangular outline and armless design, which allow units to be combined to create larger formations. The simplified frame, slightly elevated seat height and firm upholstery make the sofa well suited to contract use in lobbies and offices. The sofa's robust oak frame is available in three standard colours, while the upholstery, including Kvadrat and Maharam, comes in leather or a choice of high-quality fabrics.

### Midnight Crystal collection from Castro in association with Swarovski



In order to cherish a longstanding and deep-rooted collaboration between Castro Lighting and Swarovski, the one of a kind, exclusively designed, Swarovski crystal was created. Dedicated to celebrate the brands' partnership, Castro Lighting developed Midnight Table Lamp. It is set to illuminate and pay a glowing tribute to a new lease of life.

In November of last year, Castro Lighting was invited to visit Swarovski Kristallwelten and develop a new crystal with the gem manufacturers. The fusion of crystal and brass was a peculiar idea that turned out to

be a spectacular breakthrough.

### Midnight Table Lamp



This alluring lamp is perfect for interior projects that seek pieces that reveal delicacy and luxury as a life statement. Having in mind lavish features and highly elegant and confident characteristics, the Midnight Collection reminds the seductive midnight moonlight fantasy as its lean details take a more feminine and effortlessly graceful look.

It is designed for those who stand for a desire of perfection in order to cultivate creativity and authenticity of the dazzling treasure to create the unforgettable atmosphere and compliment the interiors with this absolutely rare (master)piece.

### The best of Covet House at Salone del Mobile



With a 900m2 stand, the biggest so far, Covet House was ready to give wings to the imagination of the thousand of visitors once more.

They were successful for presenting exciting new pieces, different styles coexisting in harmony, a wider home concept and a fresh catalogue.

Everything is better when design is celebrated with friends. The gigantic stand, had a team of experts in design, marketing and press, ready to assist in any projects presented, by giving fresh insights for different styles, the best tools to develop them and the finest range of products to choose from.

This time, Covet House celebrated design with visitors in a much more intimate way, by having an exclusive club inside the stand and wanted to have the chance of sharing a fantastic Porto wine with one and presented their luxurious brands.

Covet House had a responsive Pav 4, Stand E08-E12-D07-D21 at Salone del Mobile.

Designed for a person with eccentric and iconic personality, the Director of the Royal Circus of Russia, Giya Eradze, trusted the exuberant hands of Tatyana Myronova's expertise in American Neoclassical style for this project.

### Decadent Blue Collection from Essential Home

Essential Home always puts effort to surprise



us by executing their magical interior collection! This time they have presented an aesthetic collection which soothes your eye with their bold and beautiful designs comes with sober colour.

Decadent Blue Collection comprises with three elegant looked armchairs.

### Charlotte Armchair

A contemporary and modern armchair with a touch of vintage and retro is just what you need and exactly what you'll find in this piece. With a unique and stunning design, Charlotte stuns in its beautiful customizable textile and polished brass and glossy black legs.

It might be the mid-century inspiration, it could be the simple but sleek lines, perhaps even the textiles and materials, but no one can resist this armchair!

### Loren Armchair

Inspired by the mid-century retro designs, Loren features a simple and sophisticated design.

Loren armchair has a swivel golden brass base and it is upholstered in a leather.

Due to its low back, it's a versatile chair fit for any room. The compact and curved look,

along with its rolled arms make this a luxury statement piece.

### Mansfield Armchair

The iconic Mansfield chair is our ultimate mid-century modern masterpiece you'll want to have in your home.



Combining the velvet retro touch with the 60's sleek lines, it is an accent barrel chair atop a sophisticated swivel polished brass base.

Its iconic low-slung and crescent shape make it look like a furniture piece out of the mid-century mad-men era.

### Laskasas presents Dining Room Trifecta



Laskasas April Selection includes three product categories that you can acquire together or separately, with fabrics of your choice, unique design and special prices. One can have these elegant chairs, modern dining table and imposing sideboard in his dining room project and discover a dream decoration to suit every personality.

### • D'Arc Dining Table

Width: 270cm  
Depth: 130cm  
Height: 78cm

- **Estoril Chair**

Width: 51cm  
Depth: 56cm  
Height: 87cm

- **D’Arc Side board**

Width: 240cm  
Depth: 50cm  
Height: 82cm

- **Estoril Bar Stool**

Width: 42cm  
Depth: 43cm  
Height: 87cm



## Northern Design Award declares the winners

Northern Design Award 2019 is over for now. 400 design proposals submitted by 150 different designers later, their jury have finally reached a decision.



As a lifestyle brand, Northern is still quite fresh to the game. This means Northern knows what it’s like to stand in a pool of talented people, trying to get noticed – the waters can be tough!

In 2012 they established Northern Design Award to give aspiring designers and their talent an opportunity, and the attention they deserve. Let’s dive in and see who the jury picked to be this year’s winners!

### Design Award 1

#### The Winner: 925 Office desk by Philipp Aussem

The home office is a constantly growing and much appreciated way of working. Working from home and not having a dedicated work space leads to the dilemma of when and how to separate between work and leisure time. A quick and easy switch between the two of them is needed, to save both worlds.

925 embodies the perfect combination of a home office desk and a leisure time table, as its name suggests. Read it out loud in a Dolly Parton manner, and you will understand. When starting your day, you lift the spring-loaded mechanism to open your work space. After work, one simple hand movement closes the desk again with enough space underneath to leave work material and stress behind – just like closing your office door.

The jury’s decision was based on how Aussem had created a ritual, where the physical act of transforming the table becomes a symbol of entering and leaving work. A way to create

awareness and a clear distinction between work and leisure. What a beautiful thought!

### Design Award 2

#### 1st runner up: Framework chair by Simo Lahtinen



Inspired by clean lines the Framework chair is a simple and honest design without any futile elements. The chair meets every functional demand, while also pleasing the senses with its balanced, slim silhouette. The contemporary and minimal design makes it a perfect addition for any environment. Northern loves the sleek silhouette!

### Design Award 3

#### 2nd runner up: Beetle by Lola Buades



Beetle is a multifunctional and playful hook. A small shelf allows to store keys, books and hats, while at the same time you can hang your coat or bag. The bottom loop provides a space for hanging scarfs or an umbrella. Its small oval shape is inspired

by a Beetle and made of a single bended metal sheet in a soft, pastel colour pallet. Northern loves the smart design!

#### Honourable mention: Suspens by Yijun Mo & Philippine Gallet de Saint Aurin

Suspens are an elegant mouth blown glass series consisting of two versions of a drinking glass. The organic shapes inside the glass makes you think of drifting Icebergs. The bottom of the glass is raised in the centre of the glass to obtain two containers. The beautiful organic-shaped divider makes it possible to use the glass on both sides and changes the look. Northern loves the idea!

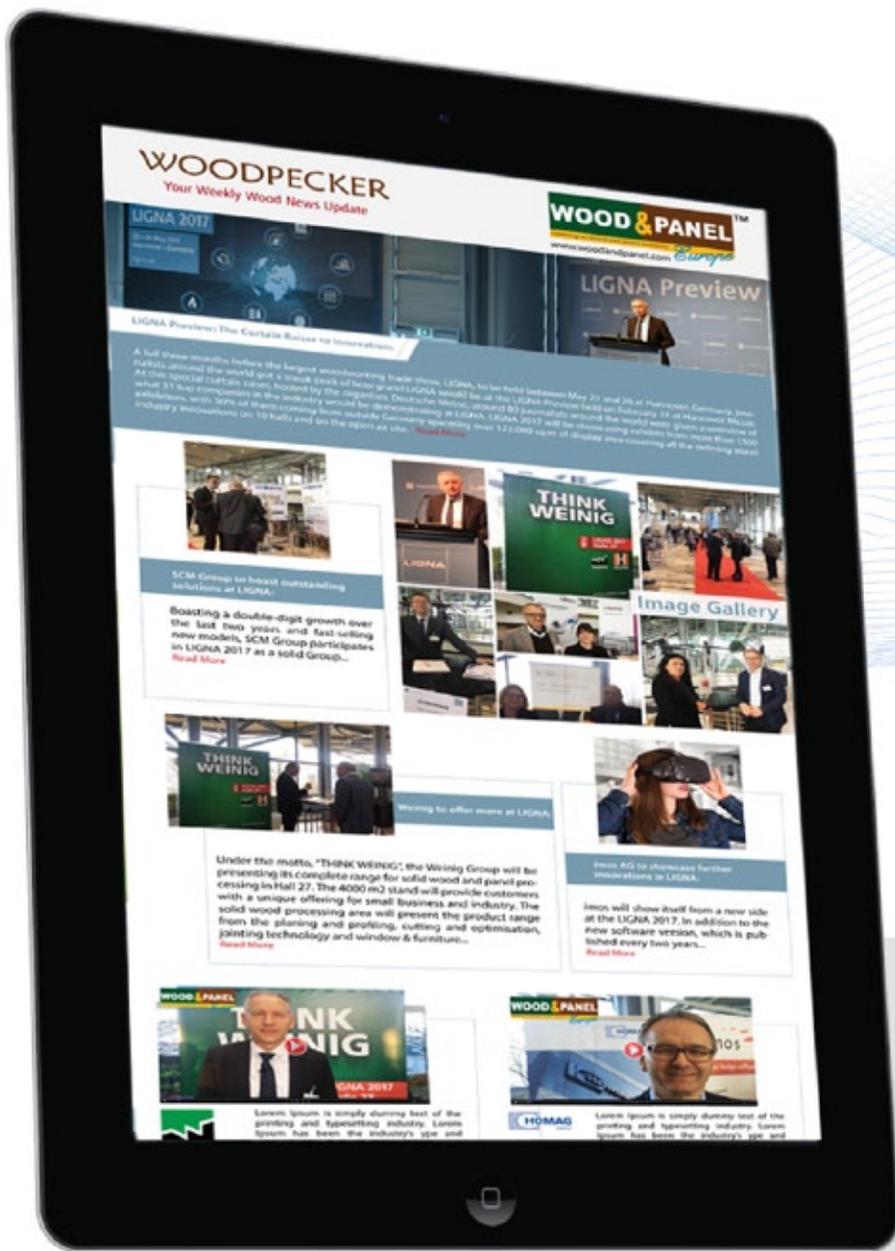
#### Honourable mention: Inner Values by Tobias Trübenbacher

The Inner Values project makes one stop. It makes one think.

The young designer Tobias Trübenbacher uses untraditional materials in his work and puts a new perspective of using the whole animal on the agenda. The result is two seating objects out of tanned and further processed cow-intestines and pig-bladders, transformed to soft seating leather. This made Northern curious.

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<http://salonemilano.it/>



Salone del Mobile. Milano

Apr 17-19, 2019

**TIFF**  
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DITP  
[www.stylebangkokfair.com/](http://www.stylebangkokfair.com/)



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Hilal Conferences & Exhibitions  
<http://interiorsexpo.net/>



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**EVTEKS**

**Apr 24-26, 2019**

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[www.neocon2019.com](http://www.neocon2019.com)



Jun 11-16, 2019

**DesignMiami/Basel**  
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Design Miami  
[basel2019.designmiami.com](http://basel2019.designmiami.com)



Jun 13-15, 2019

**Ambiente India**  
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Messe Frankfurt  
<https://ambiente-india.in.messefrankfurt.com/newdelhi/en.html>



Jul 18-21, 2019

**AIFF**  
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Tabriz International Exhibition Company  
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**Aug 29 -Sep 1, 2019**

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Korea Federation of Furniture Industry  
Cooperatives  
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**CIFF**  
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China Foreign Trade Guangzhou Exhibition  
General Corp.  
<https://www.ciff.furniture/>



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