

# F<sup>TM</sup>URNITURE & ACCESSORIES

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Cover Story

## Bedroom Furniture

Feature

## Finnish Furniture

Designers' Desk

## Paola Navone

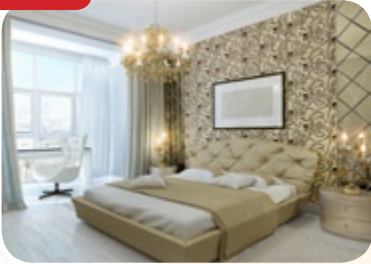


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According to a report by Research and Markets, titled "Global Bedroom Furniture Market 2016-2020" customers are changing their buying patterns in accordance with evolving home and living concepts and trends. Home style, lifestyle, and fashion magazines and blogs influence customers. We have presented a report on the current trend of bedroom furniture in our cover story.

Furniture is one of Finnish design's strongest sectors. Our feature is a documentation of the Finnish design circuit. We are extremely grateful to Paola Navone for her time to share with us her amazing design story.

The year is almost coming to an end. With a few shows here and there, we are also getting set to welcome the design trend for a new year. See you soon.

Till then, we will be in touch through social media.

**Chitrlekha Banerjee**



# Bedroom Furniture: Trend Watch

The global bedroom furniture market is expected to grow at a CAGR of 3.4% during the period 2016-2020.

The bedroom furniture industry is highly fragmented. It is also labour-intensive and includes craft-based local firms and mass volume producers and retailers. With the emergence of flat-pack and ready-to-assemble (RTA) furniture, mass production has become viable, allowing for larger quantities of shipments.

The rising demand for multifunctional furniture bolsters the growth prospects of this market in the coming years. With an expanding global population, the real estate prices have plummeted significantly in most parts of the world, especially in cities and urban areas. This has led to considerable reduction





in house sizes. As rooms are getting smaller, consumers are increasingly looking for furniture that is compact and easily movable to allow for efficient use of the available space. To cater to such requirements, vendors have introduced multifunctional furniture with storage facilities. Most modern furniture products like tables and beds come with additional storage spaces.

According to a report by Research and Markets, titled "Global Bedroom Furniture Market 2016-2020" customers are changing their buying patterns in accordance with evolving home and living concepts and trends. They are investing increasingly in remodeling bedrooms in the latest interior design styles, reducing the effect of the long product replacement cycles in the market substantially. Home style, lifestyle, and fashion magazines and blogs influence customers.

Bedroom furniture is estimated to account for approximately 12% of the overall UK domestic furniture market. Following strong growth in the bedroom furniture market during 2014, the market grew by a modest 2% during 2015, with similar



## COVER STORY

rate of growth forecast for 2016/17. Factors supporting market growth have included an improvement in the housing market, higher consumer confidence levels and a surge in imports in 2014, with China, Vietnam and Poland responsible for much of this increase. The rapid penetration of low cost imports from the Far East and Eastern Europe has driven down prices and margins in most sectors of the furniture market, and the import penetration level is at its highest in the bedroom sector.

Retail specialists now account for the bulk of the market, followed by furniture multiples and department stores and variety chains. In the retail sector there has been increased competition from a number of high profile players, together with threats from newcomers, such as Tesco and Asda. These outlets, particularly those that operate a 'click and collect' model, will continue to provide strong competition to the established furniture retailers. Growing competition in a sluggish market is







also reflected in the increasing number of liquidations in the sector, both at manufacturer and retail level. Many of the UK fitted furniture suppliers are vertically integrated companies, involved in the design, manufacture and installation of their own furniture, often marketed through their own retail outlets or via concessions in other stores.



A number of underlying factors are influencing sales of domestic bedroom furniture, including a greater number of smaller households, a continuing demand for new housing, with demand still outstripping supply, and a new generation of children and teenagers, who require more than just a bed and a cupboard, but a more complex arrangement of storage solutions to cope with their increasingly technological environment, incorporating laptops, televisions, DVD recorders, Xboxes etc. Other factors have had a negative impact on sales of bedroom furniture, for example, the increase in home working can place pressure on living space

(and very often bedroom living space) within the dwelling. Fitted furniture has increased its share of the bedroom furniture market and currently accounts for around 28%. Sliding wardrobe systems have also grown in recent years, reflecting the consumer preference for cleaner lines and contemporary styles and the practical nature of these products is attractive in this context.





In general, short term prospects for the next 5 years are likely to remain mixed for the overall furniture industry, with forecasts showing modest, but some volume growth. The bedroom furniture market is also forecast to show some growth in the next few years, albeit at a slower rate than the overall furniture industry and is estimated at around 2-3% per annum. Most of the future growth within the bedroom furniture sector is expected to come from the fitted furniture sector, supported by heavy promotional expenditure and the lower end of the market, driven by companies, such as IKEA, Argos and Tesco, with their ranges of affordable and innovative products, together with their wide distribution networks. In

addition, the shift to the Private Rented sector will also be a factor influencing the nature of the buying population for bedroom furniture. The rental market continues to grow and this seems likely to increase the proportion of the buying population focused on lower cost products, particularly short to medium term tenants. The market remains highly competitive and smaller independent retailers will continue to feel both economic pressures and the threat from national retailers, although even the larger companies may suffer from lower profits or even losses, sometimes despite an increase in turnover.

### *Reference:*

- *Research and Market: "Global Bedroom Furniture Market 2016-2020"*
- *AMA Research Domestic Bedroom Furniture Market Report - UK 2016-2020 Analysis*



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A black and white photograph of an orchid branch with several flowers and buds, positioned behind the main title text.

# DISCOVER INTERIOR IDEAS

## THE INTERNATIONAL INTERIORS SHOW 16.–22.01.2017

**Setting the course:** imm cologne generates decisive momentum for the start of a successful year. It is only here, right in the heart of Europe, that the international furniture business will encounter such a range of furniture, accessories and interior design, unique anywhere in the world – and perfectly rounded off by LivingKitchen, presenting the latest trends and innovations for the heart of the home, the kitchen. Discover the global furniture market in one place, at one time, live in Cologne!

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# *Finnish* **Furniture**



Historically, traditionally and culturally, Finland can boast of a rich and refined taste of design in every sphere of their existence. In 2012, Helsinki was declared as the World Design Capital. Helsinki's co-hosts were the cities of Espoo, Kauniainen, Vantaa and Lahti. The World Design Capital designation is awarded biennially to a city which commendably uses design as a resource for its social, financial and cultural development.



Furniture is one of Finnish design's strongest sectors: Eero Aarnio's Ball and Pastil chairs and Alvar Aalto's three-legged stool and Paimio chair form icons that have represented Finland internationally. The strengths of Finnish design are clearly visible in furniture

design: knowledge of material, functionalism and a clear formal language. Aalto's designs from the 1930s are still relevant and furniture designed by Ilmari Tapiovaara and others in the 1950s and '60s is in production again.

But Finland also boasts a new generation of gifted designers who are creating 21st-century furniture: Timo Ripatti, Antti Kotilainen, Mikko Laakkonen, Ilkka Suppanen and Terhi Tuominen, to name a few. Harri Koskinen's Muu chair was awarded the prestigious Compasso d'Oro a few years ago.

Wood continues to be an important material, and technical innovations have generated new possibilities for structure and form. Plywood can be pressed and

“

*We Finns are on a first-name basis with design; it forms a familiar part of our daily lives. We are well acquainted with the design pedigrees of our kitchen cupboards, stocked with Arabia tableware and Iittala glassware that we use on a daily basis. Alvar Aalto's Savoy vase is often placed on the table for special occasions.*

”





bent in new ways. Structures constructed of thin ply, such as Jouko Kärkkäinen's acoustic wall elements, are solid yet almost translucent. Through heat treatment, Finnish woods can become hardened and moisture-resistant.

Environmental aspects now form considerations in furniture design. Materials are sourced locally, there's an effort to manage production ecologically and product life-cycle is taken into account. Durat, a material made of recycled plastic, is suitable for use in sheet-type structures, such as Eeva Lithovius's tables and benches. Rapidly growing bamboo has claimed a place along local wood. An extreme example of environmental design is Samuli Naamanka's Compos chair: the seat is 100 percent biodegradable natural fibre polymerised from linen and corn sugar and the leg structure is reusable steel. (AV)

### Eero Aarnio – master of forms



Eero Aarnio (born 1932) is one of Finland's most famous working designers. Everyone remembers the Ball chair, the Pastil chair, and the Puppy chair – strong forms, powerful colours, fibreglass, acrylic, original ideas. The Ball

chair, which appeared in 1963, became Aarnio's first international success. He garnered significant attention in 2008, receiving the Kaj Franck Design Prize in Finland and the Compasso d'Oro in Italy. He was the third Finn ever to receive the Italian prize.

At first glance, Aarnio's products don't conform to the typical characteristics of Scandinavian design: they are unusually rich in form, colour and surprise. But behind them lie solid

Scandinavian functionality and practicality. The shape of the Pastil is excellent for sitting. And the Bubble chair is manufactured like a soap bubble, by blowing – ingeniously simple. Form and material go hand in hand: the material – wood, plastic, acrylic, fibreglass – makes the form possible, while the form dictates which material can be used in its manufacture.

Aarnio continues to be full of ideas in his senior years. His design process is rapid, generating new products for every exhibit. In recent years, Aarnio has focused on lighting design, bringing surprising new innovations to the field through his ideas about form. Aarnio knows the ins and outs of manufacturing techniques, especially working plastic, and understands how to make a product as cost-effectively as possible – without, of course, sacrificing quality or form. (AV)



### The Design Festival

The just concluded Habitare, the furniture, design and interior decoration event in Finland has introduced Showroom, a new professional event which is also a part of Helsinki Design Week. Showroom placed provocative and trend-setting professionals from a variety of fields in front of design, architecture and construction professionals. Instead of traditional case presentations, Showroom took steps in new directions, provided intellectual challenges, and raises fascinating possibilities. There were debates with professionals who all have an enterprising attitude and an ability to create non-mainstream projects. Showroom, a new type of modern-day professional event, was held at Messukeskus from 7 to 9 September.





The curator of the ambitious Showroom programme was Tuuli Sotamaa of Ateljé Sotamaa. The theme of the programme, Different thus Better, is related to experiences, the future of the home, material innovations, lighting, management, money, the importance of concepts, and the power of storytelling.

“All the invited speakers have made a great impression on me, through their works or speeches. I like to use Showroom to present people who are doing things in a new way and with a huge passion. Through the

Different thus Better theme, I want to inspire people to do things uncompromisingly. The Showroom programme will challenge listeners intellectually, and I hope they will feel that they experience something new, listening to these speeches,” says Tuuli Sotamaa.

The aim was to create new encounters between people from different fields and to find combinations that might lead to new phenomena.

The theme Different thus Better presented a fascinating array of possibilities. The number of visitors was 51 600 at the Messukeskus Expo and Convention Center in Helsinki.

*Special thanks to This is Finland (Finnish Tourism) for the info.*



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## PAOLA NAVONE

The perfectionist

One of the most talented female designers: an architect, art director, interior designer, critic, teacher and organisers of exhibition and events, Paola Navone has the power to produce exceptional designs and has created various landmarks through her journey. She is fascinated by everyday life objects which attracted her to choose the passion. Being an exception in Italian design scene and pioneer of the 80's design, she has been considered one of the most influential female designers till now.

Paola Navone, born in Turin and graduated in 1973 at the Polytechnic of Turin, designer with: cabinets, sofas, small tables and accessories for Casamilano, the objects of Mondo and Driade; the sofas for Molteni; the beds for Orizzonti; the first collection of Armani Home; and the Arcade vases and the lamps for Oltrefrontiera; the Casamilano armchairs; the collection for Roche Bobois; the Egizia table the collections

for Baxter; the ceramics for Terre Blu. Her creations include the new rotational moulding for Slide, the new Ciatti kitchen and the collection Gingerbread and Nuova Falegnameria for Lando, the new porcelain collections Taste and Afro for Reichenbach. Designer of the new metal outdoor collection for Emu, a new textile bed collection for Redaelli, she has also been Art Director of the collections, catalogues and installations for Abet Laminati and Gervasoni. Interior Decorator of homes throughout the world, of restaurants in Athens and Mykonos, of the Piazza Sempione showrooms to be found in Milan, Düsseldorf, Rome, Vienna, St. Petersburg, Moscow, Tokyo and the United States and lots more, she has a particular talent for rediscovering from the past and bringing it to life in new, contemporary form. She is a dreamer, and thus is curious and appreciates the eclectic. She is Italian by birth but calls the world her home. She is a natural entertainer who finds joy in impromptu gatherings around the table to celebrate a beautifully simple menu. She is straightforward to her design, her each design reflects the meaning of practical and daily life. Her story has always been both vibrant and soothing.



She doesn't believe in not to design systematically, something different. Her curiosity for objects became her job by chance. She enjoys her every work and the company she works with. Her association with 'Gervasoni' delivered a path-breaking project – 'OTTO' which gained a huge popularity and remained 'best-seller'. Talking about her creativity, Contamination is her favourite creative tool. In 2000 she has been named the "Designer of the Year" by prestigious German magazine Architektur & Wohnen. Between 1970 and 1980, she worked alongside Alessandro Mendini, Ettore Sottsass Jr. and Andrea Branzi in the Alchimia group, the most progressive set on the Italian design scene, developing a highly productive and stimulating avant-garde stance which gained her, in 1983, the prestigious Osaka International Design Award, bestowed for the first time that year.



## DESIGNERS' DESK

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She always loves to explore and experiments projects. In a candid conversation with us, Paola Navone bares her heart as she speaks on her inspirations, designs, products and projects. Read on.

**F AE:** How would you define 'Design'? How did you get into it?

**PN:** Being a designer means giving shape to objects. From the spoon, to the chair, even to the washing machine. There are endless ways to do it. My way has to do with the simplicity and with my passion for imperfection as a special mood of beauty.



How I became a designer? As an eccentric “anthropologic of things” I have always been attracted by everyday life object coming from everywhere.

Than my curiosity for objects became my job by chance, like everything happens in my life.

**F AE:** Was there any special designer or person who motivated you to find your passion towards the design?

**PN:** While I was studying in Turin, I was attracted by everything about creativity was happening in the world. My curiosity led me to know very special people as Alessandro Mendini and Ettore Sottsass. I owe a lot to them. Much of my free and unconventional way of thinking about things comes from my involvement in Alchimia and Memphis, the anti-academic side of architecture in Italy in the latest Seventies.



**F AE:** You have worked with renowned brands like: Armani Casa, Alessi, Casamilano, Natuzzi, Swarovski and many more. Tell us about the most lively and memorable experience you have gained through these notable journeys.

**PN:** I like saying that each of my projects starts from a special meeting. With a person, a place, a savoir-faire. The alchemy of this meeting is the real motion to creativity. The magic from which everything begins. That's why each project is unique and different. Any company I'm working with, every time is to me a special, exciting, enjoying journey.

**F AE:** How has been your association with GERVASONI?

**PN:** Until 1997 Gervasoni production was very different. When Giovanni, the new generation, joined the company, he decided to introduce an innovative collection. So the collection Otto came to life. The collection was immediately understood as a "breaking" project becoming in few months a best-seller. It was the right road and we stepped it together. Over time, the relationship with Gervasoni has become a beautiful creative complicity from which were born and continue to born very popular collections.



## DESIGNERS' DESK

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**FAE:** You have so many spectacular collections in your design life till now, which is the most favourite to you?

**PN:** I've designed a lot of object, from spoon to sofa. Some of them are somehow successful objects. But the things I love most are the ones I find in different homes after a long time. Mixed. Changed. Still loved after years. Things that have become part of everyday life. Naturally, as if they were there from the beginning. It happened with GervasoniGhost collection: its lived and informal look makes it familiar wherever it is.



**FAE:** 'Pinecone table lamp' and 'Pinecone pendant luminaire' are the outstanding designs you have created, can you enlighten us on these?

**PN:** Pinecone by Fontana Arte is a very special object, very simple, scenographic, with its own story to tell. The diffuser is manufactured using the ancient caged blown glass technique. The glass maker blows the molten glass into a metal cage, which only partly contains the blob's natural expansion. In this way, the object seems struggling to free itself from its harness.





**FAE: What works in your mind, when you think about the particular concept like combining modern design with traditional handicraft?**

**PN:** Contamination is one of my favorite creative tools. Mixing things that come from places far away in space and in time is a way of doing I really enjoy and it comes somehow naturally to me. Natural materials and digital techniques. Or craftsmanship that come from the past and contemporary forms ... what arises from the contamination is never banal or boring.

It is always a bit unexpected and fun.

**FAE: 'MONDO' - the brand you have created in collaboration with Giulio Cappellini. What type of products Mondo generally focus?**

**PN:** I have worked with many companies and people. Some are now part of my DNA as Cappellini.

"Mondo" collection has been the first family of hybrid objects and has been a beautiful adventure with my friend Giulio.

A turning point in my way of thinking about design.



## DESIGNERS' DESK

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**FAE: 'Ghostfield' seems a very interesting project you have created and we have ever seen? Was there any specific motivation behind this project?**

**PN:** Sometimes you do not need to invent new things. Sometimes could be enjoying just imagine differently the things we already know. Just look what we know by another point of view.

We imagined that this would happen with an iconic Poltrona Frau product, wrapping the structure of a classic Chester armchair with a simple sheet of PVC. Thick and transparent, the PVC lets you see the skeleton of the chair, pure craftsmanship.

**FAE: 'Sasso' leaves a very modern impression. Is this also a part of your contemporary concept?**

**PN:** Sasso is a collection of tables with rounded and irregular shape as stones polished by water. Even Sasso is in its own way a "hybrid" object that combines archetype and primitive shapes and the special Poltrona Frau know-how. Its beauty lies in the simplicity of its shape.

**FAE: How did you manage to get involved in several major projects at a time?**

**PN:** I don't like overworking. Just I love my job and moving quickly from one place to another does not weary me. On the opposite I am a compulsive traveller. Traveling not only going from one side to the other of the world. Travelling as a state of mind. I can travel to the market around the corner or to the attic of my friend. When I travel ideas, colours, flavour going in a big basket, that is my mind. When a new project comes to us, happens something magic and the idea comes up from the big basket. It is a quick process and then I develop the idea with my team.



**F AE: What are the recent projects you are working on?**

**PN:** I am going to Hong Kong for the opening of the boutique Joyce central that we have just completed.

I'm working on the interiors of a small hotel in Santorini of four suite.

And I'm developing new collections of furniture that will be presented at Maison et Objet next January and we are launching the new book of Interior projects called "Thammada: The Adventurous Interiors of Paola Navone".

**F AE: And last, what would be your piece of advice to the young designers?**

**PN:** My advice to young designers is never stop looking around. In every direction. Compared to my generation they have the great advantage of being grown up with new digital techniques having endless creative power.





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## HOT PRODUCTS

# New Retro Styled Cooker Hoods from SMEG



Cooker hoods are about to change. Taking inspiration from the smooth, striking lines of the iconic 50's style range, these new cooker hoods are a beautifully bright and bold addition to any kitchen. Available in vibrant black, red, cream or white, they perfectly match other appliances in the range, including the award winning small appliances and adored FAB fridge SMEG's fun sense of style has created yet another design classic for the home.



The new hoods feature a high performance 280W motor, an automatic switch off, filter cleaning/replacement indicator, 150mm vent outlet, and 820 m<sup>3</sup>/h free outlet maximum capacity. They can also be ducted internally or externally while conveniently retracting when not in operation. They have three speeds including an intensive setting to suit various cooking – Get that wok ready for some high heat cooking!

## Summer Inspiration from KREOO

Designer Enzo Berti has done just that in creating unusual and uniquely designed outdoor furniture for Kreoo, an Italian company which specialises in contemporary marble furniture. Kreoo project has supplied the best marble solution for outdoor and indoor pool covering, along with some of its iconic pieces, Pavè Stone and Oasi sets.

Inspired by nature and the natural elements in the environment, Berti's designs are sleek, sexy, and barely recognisable as furniture.

At first glance, it would be easy to assume that his creations are sculptural artwork. And, while they are sculptural and could serve as art for the garden, he has gone one step further and created sculpture that is multi-functional—meant to be used rather than merely admired.

### The Pavè Stone Collection:

The Pavè Stone Collection features marble shapes which are reminiscent of large river rocks, smoothed from the ebb and flow of water upon the surface.



### Grove:

Grove, inspired by mango roots, is a modular bench which can be configured in many ways for large or small areas.



### Oasi:

Oasi recalls the tropical atolls of the Indian and Pacific Oceans. Constructed of travertine marble and ash wood, Oasi looks best when grouped together—amorphous shapes clustered together as the atolls themselves appear from above.





## Woven Mirrors from Ida Elke



During the recently concluded Northmodern design fair, a biannual showcase of Nordic and international design in Copenhagen, Danish designer Ida Elke debuted her latest series of table top mirrors.

Named as the 'Woven Mirror' – it can be described as a tabletop mirror that can be placed in many different ways. This object calls for a silent attention and sense of balance, when you place it in the most interesting position, relating to surroundings, light and space.

The mirror composes of two parts of mirrored polished steel, assembled with woven links of brass sticks and beewax treated flax string. This technique creates a flexible connection that allows each mirror to be placed in many different positions.

The result is a sensitive object that does more than just its immediate function. The back side of each mirror is made of hand brushed steel.

## Armadillo&Co present three new Rug Collections

Heirloom, Berber Knot and Braid Weave – the three new hand-knotted rug collections have been recently introduced in the market by Armadillo&Co, the Australian brand of hand-woven sustainable rugs.

While the company is known for its earthy tones and contemporary-take-on-traditional rug weaving, the new **Heirloom Collection** takes subtlety to a new level. Incredibly soft and luxurious underfoot, this collection features pure wool and colourways influenced by the iridescent beauty of nature and aged metals.

Falling under the umbrella of their Latitude Collection, the **Berber Knot** release brings a modern influence to some of Africa's animated tribal patterns. Sally Pottharst, co-founder of Armadillo&Co, grew up in Southern Africa, who says the new range is a natural progression for the company. This exploration has resulted in six designs, all hand knotted in pure wool in soft, natural tones.

With muted colours and a soft feel underfoot, the **Braid Weave** adds an understated elegance and calming influence to contemporary life. As part of the Perennial Collection, the Braid Weave echoes the collection's circular geometry, while adding a more luxurious feel. Like the other rugs in this collection, the Braid Weave is hand plaited, gives each rug an organic beauty that is difficult to replicate with machine made products.



## Multi-Functional lamp –Buddy by Northern Lighting

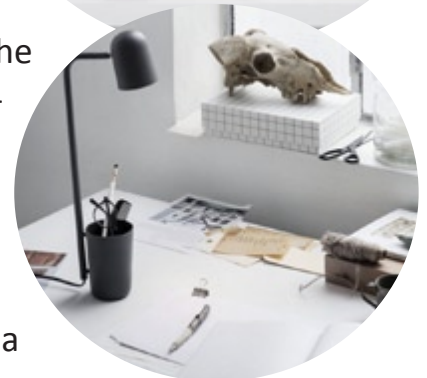
Danish brand Northern Lighting is proud to present 'Buddy' – a multi-functional lamp designed by Mads Sætter-Lassen. The rising young designer describes this desk lamp as “the little helper everyone needs”.

In addition to lighting, Buddy is equipped with a holder for storing small items as pens, keys or loose change. Buddy has an innovative and flexible design and promise to be a fun and quirky companion.

Mads Sætter-Lassen explained, “The idea of Buddy started on my messy desktop. As many other young people living in small apartments my desktop is quite small. I thought that it would be clever to merge some functions to spare some space. And from that thought emerged the concept.”

The multi-directional shade enables the beam to be directed towards the area where light is needed. Available in matt finishes of dark grey, off-white, light green and Marsala, Buddy suits a variety of interiors and applications.

Northern Lighting will present its latest collections at London Design Festival's designjunction. The showcase will be a part of lightjunction – a special area dedicated to the best of contemporary lighting.





## Inspirations from Living Edge and PROOFF

To highlight the extensive presence of Dutch Design in Australia, the Consulate General of the Netherlands in Sydney organises a Dutch Design Collective exhibition featuring 12 Dutch brands at the Melbourne event of design platform Indesign where PROOFF's Australian partner Living Edge was excited to feature their innovative and path breaking collections.

### EarChair

EarChair produces the result of a private domain which lives comfortably within a public space, a proper resting place in the middle of it all, a flexible and social meeting ground that can exist almost anywhere. For example, when a chair has been designed with a proper height and is built with a rounded aesthetic the result is a well resolved acoustic EarChair that lets you be yourself in your own personal space. Add another one of these to the equation and suddenly you have created a room within a room.

It is here, in the open public space, where anyone can have a personal conversation, make a telephone call or listen privately to what they choose. The integrated armrest table of the EarChair also offers a personalised place for one to simply enjoy their coffee, write notes, or even work on own laptop. No matter how many chairs or how big the room actually is, the EarChair's unique variations of colour and fabric choice of the EarChair allow for every room to take on its own personal character.



## WorkSofa

The idea for the WorkSofa grew out of Living Edge's commitment to stimulate 'genuine' communication. After intensive research into the activity of sitting and the nature of maximising social activity Studio Makkink & Bey have come across many different possibilities for creating a new furniture piece.

As a result of these, the idea of modularity and flexibility became the primary focus in creating the

WorkSofa — essential ingredients when it comes to honouring the needs of users. In every instance, the different characteristics of the WorkSofa offer many new possibilities and configurations in which stylish pieces of the puzzle allow for endless varieties of communication to occur.

From informal to intimate, the modular WorkSofa has proven itself as an ideal setting for public meetings, presentations,

brainstorm sessions and group work — or even a place to have a meeting with oneself. As the sofa changes, new ways of being social are revealed, depending on which height and layout suits one's meeting.



## OffSize

Has anyone observed people standing and talking to each other? As soon as there is somewhere to hang, they hang. Comfortably leaning on the back of a chair, against the wall or any other piece of furniture and ledge within reach. PROOFF's OffSize by Léon de Lange invites people to spontaneously display this natural behaviour with three supporting elements.

Lightweight OffSize facilitates impromptu meetings and intimate brainstorming. Away from the desk. It elegantly utilises corners and defines the space with vibrant colours. The environment fluctuates between stand alone to intimate with each change of configuration. Opt for a cluster of wall elements along a hallway, group all elements in a corner of the room or take advantage of the

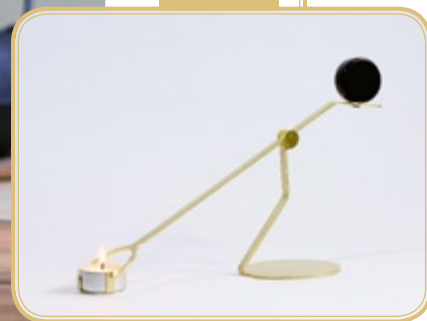
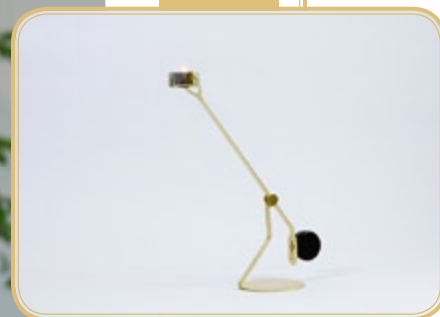
virtues of each individual piece by placing them independently.



## Rising Balance from Laura Bin

The Rising Balance candleholder inspires the dynamic between two great elements: Earth and Fire. While the tea light burns and becomes lighter, the circular stone follows the movement downwards. While in transition the two elements remain in constant equilibrium.

The Rising Balance candleholder consists of three brass components, which were cut into shape by water, before being carefully sanded, polished and folded by hand. The circular stone is made of basalt, a volcanic rock, and counterbalances any tea light with a maximum diameter of 39 mm.





## MBRACE poolside chairs for Dedon

MBRACE takes a joyfully unconventional approach to poolside furniture, bringing Dedon Fiber seating and a solid teak base together for the very first time. The result is an eye-catching, instantly likable collection of chairs—wingback, lounge, rocker and optional footstool—that captures the spirit of barefoot luxury while extending the Dedon design language into new, more Nordic territory.

Conceived by German designer Sebastian Herkner, MBRACE fully lives up to the welcoming gesture of its name. One experiences a warm, secure, cocooning feeling when being embraced by the chair's



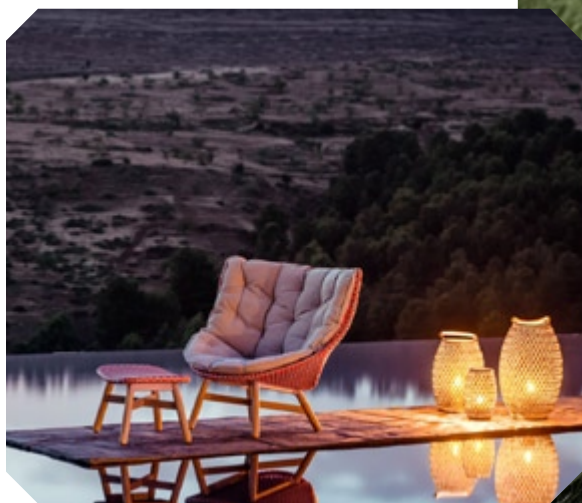
## HOT PRODUCTS

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extra-wide back, especially after a cool dip in the pool. Herkner designed the seat to be invitingly comfortable even late in the season, after the luxurious seat cushions have been stored away.

One of MBRACE's most distinctive features is its open, mesh-like triaxial weave, which consists of three different fibers, each with its own profile and colour. Herkner and Dedon developed three unique colorways for the collection—Spice, Pepper and Atlantic. The innovative double-layered moiré weave seen in MBRACE was inspired by textiles, to create a sense of openness.

The sculptural designs expand upon Dedon's signature low-slung sleek style. A base of simple teak legs also mark the first time Dedon has incorporated timber within a product. This captivating collection – the first to bring rocking chairs to the poolside—opens new possibilities for enjoying life outdoors.





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## SHOW HIGHLIGHT

# The Decofair Bringing the best of Saudi Arabia



The Decofair is Saudi Arabia's exclusive international design trade show that offers a great business platform to exhibitors from the international and local design industry. The 2016 edition will be held from November 7 to 10 at the Hilton Hotel in Jeddah, Saudi Arabia.

Suppliers and manufacturers will have the opportunities to network and do business with buyers, interior designers, architects, and investors. Year after year, Decofair creates incredible environments based on creative spirit and hunger for design, new trends and inspiration.

Last year in the 2015 show, 110 exhibitors participated representing 15 countries. The exhibitors came from varying industry profiles like furniture, lighting, design materials, home accessories, textiles, kitchen and bathroom products, flooring, and many more. A total of 7107 visitors attended the fair – 32% of which belonged to interior design and architecture sector, while 20% came from furniture distribution and retail sector.

This year, about 8,000 trade visitors and professionals from the furniture and design industry are expected to attend the show. It will be the perfect platform to present one's products and services to key trade

## SHOW HIGHLIGHT

professionals across four days. Exhibiting companies will get a chance to generate new sales leads and network within the industry to develop relationships with buyers and clients.

Decofair 2016 is gearing up with two main event features:

### **Saudi Business Matchmaking Program**

Reed Sunaidi Exhibitions has designed a brand new platform to connect exhibitors with Saudi buyers and investors. Exhibitors can arrange meetings before the show and make sure they meet the right buyers during the event.

With this free matchmaking program, exhibitors can target their ideal buyers, while buyers and trade visitors get an opportunity to meet the right supplier. It aims to improve efficiency and help each participating company in meeting their business objectives.

### **Decofair Designer Awards 2016**

Decofair Designer Awards is a platform for dynamic professional architects and interior designers where they can find their niche and stand out in the crowd. The aim of Decofair Designer Awards is to bring more exposure to exceptionally talented and creative designers and to provide them with the opportunity to meet and network with decision makers and project directors from the architecture and design industry.

The Awards will be judged by industry experts including leading international architects, interior designers, and real estate developers.



# Algeria Decor Expo

## Giving a platform to the North African market

DECOREXPO is counted among the leading trade shows of Algeria catering to the whole spectrum of furniture, decoration, houseware and electric appliances markets. The event brings together key players of the market, providing exhibitors valuable opportunities for face-to-face networking with both existing customers and potential partnerships.

DECOREXPO will open its doors from November 23 to 26 at the Safex Exhibition Centre. A total area of 10,000 square meters has been booked for the specialised trade show. Companies representing furniture, decoration, housewares, electrical appliances and the carpet industry will get an opportunity



to show their products, services and technologies at the show.

Algeria DECOREXPO 2016 is expected to be a professional platform with about 80 participants to interact and conclude business with their trade and consumer visitors. An estimated number of 6000 visitors are expected, who will have a unique opportunity to meet and interact with companies. An opportunity to collect the information and to make purchase decisions will be provided via B2B meetings.

Find all the latest furniture and decoration trends at DECOREXPO, including accessories, carpets, wall hangings and electric appliances. North Africa's best buyers and suppliers will have the opportunity to connect with the top brands and producers from around the world and discuss trending topics face-to-face.





## Salone del Mobile.Milano Shanghai

Italy's finest designs come to China

Salone del Mobile.Milano has long been known for bringing the best of design displays from around the world to the city of Milan. During the 2015 fair, 22,600 Chinese professional visitors and media attended the 54th edition of the show in Milan. The Chinese market purchases for Italian furniture rose by 23.6% in 2015 and prospects are there for even greater improvement, with growth expected to reach 40% by 2019.

To meet this growing interest, Salone del Mobile.Milano brings to China the world excellence of

interior design from Italian top furniture manufacturers, Italian lifestyle and a cultural experience. In its 55th year now, Salone del Mobile is getting a second address. The first edition of Salone del Mobile.Shanghai will be held from November 19 to 21 at the Shanghai Exhibition Centre, hosting the best that Italy has to offer in terms of design, furniture and trends to the industry.



Salone del Mobile.Shanghai is going to be a new and exciting chapter for the Chinese design industry. The event is meant to engage Chinese architects and interior designers, importers, dealers, developers and high-end final consumers. The first edition of Salone del Mobile.Shanghai will create an unrivalled international platform, further strengthening the already established bridge between China and Italy.

Salone del Mobile.Milano Shanghai will bring the excellence of Italian furniture to China. "Made in Italy" will be fully introduced through a series of concepts and initiatives related to Italian lifestyle including food, wine, luxury, fashion and more. Salone del Mobile.Milano Shanghai is going to be an impactful and total experience of high-end Italian lifestyle.





## SHOW HIGHLIGHT

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The Italian brands that have confirmed their participation to the show are: Annibale Colombo, Arketipo, Artemide, Asnaghi Interiors, Barovier & Toso Baxter, Cattelan, Ceccotti Collezioni, Citco, Cornelio Cappellini, Dada, Edra, Elledue Arredamenti, Fantoni, Flexform, Flou, Flos, Giorgetti, IPE Visionnaire, Jumbo Collection, Kartell, Lema, Living Divani, Minotti, Molteni & C, Oak Industria Arredamenti, Oluce, Poliform, Porada Arredi, Porro, Provasi, Quagliotti, Riva Industria Mobili, Savio Firmino, Scavolini, Sicis, Smania Industria Italiana Mobili, Turri, Villari, Varenna, Zanaboni Salotti.

The show organisers have focused on the quality of Salone del Mobile.Milano Shanghai visitors, and for this reason the show will be by invitation. Selected Chinese operators are expected to attend the event from China 1st, 2nd and 3rd tier cities, and to start fruitful collaborations with the Italian producers.

**Master Classes** is a not-to-be-missed appointment with top architects and designers who will disclose new insights of the industry. Devoted to key issues in architecture and design and featuring leading representatives of the Italian design world, it will form an integral

part of the Salone del Mobile.Shanghai. With a 3-days educational program Master Classes will serve as the perfect platform for the two cultures interaction on the hottest design topics in China and in the world.

Dedicated to designers under 35 years old, **SaloneSatellite** is also coming to Shanghai and will be focused on young Chinese designers. The event is a prime opportunity for interface between leading sectoral businesses and emerging Chinese designers who want to make their mark on an international level.

While the exhibition proper will be reserved for sectoral manufacturers, several areas inside the exhibition space will be made over to leading proponents of the Made in Italy lifestyle, showcasing the best in Italian living.



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# India Mattress Tech Expo



The only dedicated exhibition in India for Mattress and Upholstery production technology, production and supplies kicked off its gates from July 14 to 16 at Chennai Trade Centre, India. Being an exclusive event in India for mattress brand, production and finishing machinery and supplies, India Mattress Tech Expo is getting more popular to attract people for its strong dedication towards mattress industry day by day.

According to a report on the world mattress industry published recently, the Indian mattress industry has seen an annual average growth of 15 percent between 2002 and 2011. The mattress and upholstery market in India is valued at approximately USD 1.5 billion, out of which luxury mattress brands account for merely 7%, which shows the huge growth potential of this sector in the country. With India's new liberalised trade policies, increased and continuous growth, foreign companies are making a





beeline to enter the Indian mattress industry. Leading global brands have started entering the market by establishing new and joint venture manufacturing units. Large investment in mattress plant and machinery is seen in recent times.

Each year the expo gets a great deal of interest from the industry professionals. Like every year, this year the event also showcased the superior quality of technology, machinery and supplies mostly for mattress and upholstery production.

A large number of satisfied exhibitors showed their presence in the exhibition displaying wide array of products and services related to mattress and sleep products / brands mattress, production machinery and supplies, mattress finishing machinery and supplies, production tools and equipments, bed systems, new materials, trade associations. The show was attended by large number of visitors such as mattress manufacturers, mattress dealers and distributors, hypermarkets and department stores, home and interiors product retailers, hotels, resorts and service apartments, institutional buyers and hospitals.

# Manchester Furniture Show

## -The UK delight

The most relaxed, friendly and easy to visit furniture and interior show in UK – The Manchester Furniture show recently finished on July 19. Under 5000 visitors were treated to a plethora of new designs from well-established A-list brands and several younger companies, already making a name for themselves. From the day of the announcement it got huge responses. The main hall was already sold out, with major brands rebooking immediately after last year's Manchester Furniture Show: Westbridge, Baker, Lebus, Wade, Ashley Manor, Bluebone, Corndell, Buoyant, Kingstown, Furniture Origins, Scan Thor, Shankar, Rowico, Whitemeadow, Paulus & Brown, Seconique, Morris and Gallery Direct, to name but a few.



New exhibitors including Panacea, CIMC, Devonshire Pine & Oak, Hookes Interiors, Camel Group, Global Home, Indian Hub, Heritage Furniture and Arthaus joined a whole host of returning major brands to this year's Manchester Furniture Show. Over 130 exhibitors showed their new designs in more than 100,000 sq.ft of modern exhibition space in the heart of the city. In upholstery, Essex-based new exhibitor Panacea, which made a big impact at this year's January Furniture Show, brought a selection of its modern and retro, design-led leather sofas and chairs. Also showing modern sofa collections is Alpha Designs Upholstery, which has returned to Manchester for the third year in a row having had "resounding success" in the previous two years.

The show is the place where exhibitors get perfect opportunity to showcase their recent trends

in upholstery, cabinet and dining, beds and bedroom, furniture, occasional, mirrors, art and decorative accessories. Westbridge, Baker, Furmanac, Rauch, Gallery Direct, Whitemeadow, Nolte, and Furniture Origins were amongst those who reported better than expected sales and all have confirmed they will be showing next year. Organisers report that at the show's close rebookings meant that already over half of the exhibition space for next year has been taken.

Business Development Director at Gallery, James Hudson commented, "The open space feel worked well for Gallery. Ranges launched in January were viewed with fresh eyes which resulted in good orders – in fact we took far more orders than last year and we are delighted."

James Stevenson, Baker's Sales Director said, "Our new product has been really well received, we've had really good orders and we will be back next year."

New cabinet exhibitor Devonshire, one of the few remaining cabinet manufacturers in the UK, showcased their new pine, oak and painted collections in dining and bedroom categories. In complete contrast another new

exhibitor, Arthaus, also showcased selections from its ultra modern dining and bedroom ranges, including flip down beds and sleek wardrobes.

Despite an M6 closure of the show which resulted in many buyers being delayed or altering their plans, visitor numbers were very slightly above those in 2015. Visitors were impressed with the quality of the exhibitors and the stands and enjoyed the relaxed atmosphere of the show.





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## INDUSTRY NEWS

### MAISON&OBJET Paris announces Designer Of The Year



Every year, MAISON&OBJET spotlights the most outstanding names on the international design and decor scene today. MAISON&OBJET PARIS has named Ilse Crawford as Designer of the Year for the

September 2016 fair, honouring one of the most successful interior designers in Britain. She will be the very first Designer of the Year to handle the scenography of the Designers' Studio, in Hall 8.

Ilse Crawford started her career as a journalist and was the founding editor-in-chief of ELLE Decoration UK. After over a decade in magazines, with a mission to put human needs and desires back at the centre of design, she founded her multi-disciplinary practice Studioilse in 2001. This sensitivity-driven approach is evident even in her earlier works, with the Soho House Group.

In 2008, for the first Aesop shop in London, she decided to focus on creating an intimate atmosphere, while highlighting the historical dimension of the building's architecture with thoughtful contemporary accents.

And in 2014, she redesigned the VitraHaus and came up with the story of a Finnish-German couple, to bring Artek and Vitra's collections to life.

In 2015, she launched a collaboration with IKEA which transposes her philosophy into democratic design. The Sinnerlig collection is a line of lamps, accessories and furniture, everyday useful pieces that celebrate the tactility of natural materials.

2016 is just another busy year for Ilse Crawford. As the founder of the Man and Well-being Department at the Design Academy Eindhoven, she curated an exhibition of students work on the sense of touch during the Milan Design Week. At Salone del Mobile, Studioilse unveiled 'Perching' a family of stools designed in collaboration with Artifort.

At the MAISON&OBJET PARIS, she is in charge of designing the Designers' Studio, a work and networking space located in Hall 8.

### Hansgrohe re-elects Klaus F. Jaenecke as Chairman of the Supervisory Board



Klaus F. Jaenecke will remain Chairman of the Supervisory Board of Hansgrohe SE. He was

elected unanimously and confirmed in office for the next five years at the mixer and shower manufacturer's annual Shareholders' Meeting held on 8 June at the company's headquarters.

Klaus F. Jaenecke has been a member of the Supervisory Board of Hansgrohe SE since March 2014 and was appointed Chairman in April 2015. Jaenecke is Managing Partner of the consulting firm Jaenecke & Cie. and has many years of experience in corporate strategy, development and planning, as well as financial and risk management.

The two representatives of the Masco Corporation, the US majority shareholder of Hansgrohe based in Taylor, Michigan, were also confirmed in office. Keith Allman, President and CEO of the Masco Corporation and Group President Richard O'Reagan will also remain members of the Supervisory Board of Hansgrohe for five more years. Masco has been committed to Hansgrohe since 1985 and owns 68 percent of the company's shares.

The other members of the Hansgrohe Supervisory Board are Pierre Nikolas Grohe as representative of Syngroh, the holding company of the Klaus Grohe family, and the elected employee representatives Barbara Scholl and Stefan Krischak.

## designjunction relocates to London's King's Cross

### designjunction

International design show designjunction recently announced its relocation to an exciting new long-term home in King's Cross, one of most exciting urban redevelopments in the UK. With the support of the King's Cross development partnership, designjunction will take over the area for its flagship show during London Design Festival, 22-25 September 2016.

The 67-acre King's Cross site has a rich history and a unique appeal. This former industrial heartland is being transformed into one of the capital's most exciting destinations, with the redevelopment of the area creating 1,900 new homes, 20 new streets, 10 new public parks and squares and 3 million square feet of commercial office space as well as cultural attractions.

The theme of the 2016 designjunction show will be 'Immersed in Design', with the move to the larger King's Cross site marking the next chapter for designjunction and the creation of the King's Cross Design District at this year's London Design Festival.

Managing director of designjunction, Deborah



Spencer says, “This is an incredibly exciting time for designjunction. King’s Cross stands at the heart of the design and architectural community, with an inspiring cultural scene, thriving business district and strong industrial heritage. Our choice of location is pioneering—King’s Cross is on the brink of transformation, attracting renewed commercial interest, new development, new occupiers and regeneration. King’s Cross is fast emerging as a creative hub and we are delighted to bring one of the most influential and exciting elements of the London Design Festival to this increasingly dynamic and contemporary London destination.”

designjunction 2016 will host four distinct exhibition sites against the industrial backdrop of King’s Cross:

- The centrally located **Granary Square** will feature ten custom exhibitions for headline sponsored projects and installations.
- **Cubitt**, a two-floor pavilion in Lewis Cubitt Square, will have a strong trade focus, featuring the best in contemporary lighting in the ‘lightjunction’ as well as furniture from international design

brands.

- **The Canopy** will be a temporary pop-up venue for premium retail brands, including everything from fashion accessories to technology, textiles and stationery. Located between Central Saint Martins and Waitrose, the large market area will take shape under a heritage protected wrought iron structure.
- **The Crossing**, running through the Central Saint Martins building, will provide the show’s registration point as well as a platform for specially commissioned installations and flash factories.

### Helinski Design Week to witness an installation by Plastique Fantastique



Plastique Fantastique collective is prepared to build a compressed-air installation around the iconic The Three Smiths statue in Helsinki. The Three Smiths statue is a sculpture by Felix Nylund that has been part of the Helsinki cityscape since 1932.

This long-lasting diligent work will receive a temporary architectural tribute during the Helsinki Design Week from September 5 to 11 when a compressed-air installation by Berlin-based Plastique Fantastique collective is built around it. The installation will make it seem like the smiths are floating in the air.

Founded in Berlin in 1999, Plastique Fantastique is a platform for temporary architecture that experiments with the performative possibilities of urban environments. It specialises in compressed-air installations that create alternative, adaptive, low-energy spaces for temporary and short-term activities.

The installation superKOLMEMEN invites the citizens and those looking for a peaceful moment to step inside. It is a place to relax, share one's experiences, and meet friends. Varying from day to day, the programme inside the bubble will offer views into design, architecture, and urban environment. The installation's name has been derived from the three blacksmiths of the statue.

### **British manufacturer Ocee Design acquires Danish furniture brand Four Design**

British Furniture Manufacturer, Ocee Design,

has announced the purchase of Danish manufacturer Four® Design, with the creation of the Ocee International Group.



Northampton-based Ocee Design has more than tripled its turnover in six years to become a significant player in the UK commercial furniture market. The creation of Ocee International Ltd signifies a desire to expand Ocee's presence beyond the UK market.

By combining acclaimed British and Danish design, Ocee International is creating a very strong product portfolio with an excellent customer service platform. The acquisition will enable significant growth to be achieved in both domestic and global export markets.

Operating as the UK Manufacturing Partner for Four Design over the past three years, Ocee Design has developed a close and very productive relationship with the Danish company. The Four family of seating products have been a significant contributor to Ocee Design's growth and market recognition. The clean Scandinavian designs have enhanced the profile of the company and perfectly complemented Ocee's own highly acclaimed soft seating collections, such as Noah, Harc

and HenRay.

Ocee Managing Director, Alistair Gough commented, "The strength of the relationship between Ocee Design and Four® Design is a significant driver in our decision to purchase the company. We share the same values and have individual strengths to enhance the newly formed Group. Both companies are acknowledged for their quality, passion for innovative design and research into new methods of working. We have a similar ethos and commitment to service which, I believe, will underpin the success of the Group".

Four® Designs is a modern furniture company with sales throughout Europe and manufacturing partners in North America, China and Australia. Ervin Keldorff, CEO of Four® Design commented, "The owners of Four Design have been succession planning for the past couple of years, searching for just the right partner. Ocee Design is the perfect choice".

## The making of – theme for Dutch Design week 2016

'The making of' is the theme for the 15th Dutch Design Week. The anniversary year is all about the making process and the makers. From October 22 to 30, 2500 national and international designers



will be showing their latest work and the best of what design has to offer.

With this theme, DDW places the making process centre stage, honours the makers and tackles alienation. This takes place through revealing how products and services that we use every day are made, or where they are made.

DDW director, Martijn Paulen says: "We show that Dutch designers are critical and enterprising, make a lot themselves, but also tackle social issues. With 'The making of' we stimulate and appreciate both the investigative process and the end result. In doing this, DDW offers a look behind the scenes, but most especially a preview."

## Decorex International announces partnership with London Design Fair

Decorex International has announced that it will partner with the London Design Fair, the umbrella brand for Tent London and Super Brands London, for the 2016 London Design Festival. This collaboration between two complementary shows will see both present their exhibition consecutively, with Decorex open between 18 and 21 September and the London





Design Fair from 22 to 25 September.

A pass for either show will be valid at both, which means that visitors will be able to access two major destinations of the London Design Festival for virtually the entire festival. In addition, the partnership will be promoted on social media, with both shows picking their highlights from each event. A dedicated entrance at the London Design Fair will greet visitors coming from Decorex to ensure a swift entry.

While both shows champion a different aspect of the design community, by joining forces Decorex and the London Design Fair are offering visitors a broader perspective on design. Through this enhanced experience, they are encouraging them to engage in an even wider discussion on the emerging trends and topics facing the industry today. Drawing on the synergies between the two, retail buyers, specifiers, architects, interior designers and design devotees can consider the many diverse facets of a range of contemporary interiors.

Simone du Bois, Brand Director for Decorex comments: "Given the sheer number and breadth of events to navigate during London Design Festival, it can be overwhelming for design professionals with more focused time constraints. By partnering with the London Design Fair, we

feel it offers a unique opportunity for our shared audience to experience some of the best British and International brands alongside fresh, new emerging talent. Highlights will include design collaborations from country pavilions to exciting new processes and technologies and the kudos of established brands. For visitors, it offers excellent value for money and a curated experience to the very best London has to offer in terms of design."

Jimmy MacDonald, the Founder & Director of the London Design Fair, says: "As the margins between design ad craft, retail and online, contract and end-user diminish; one show on its own will struggle to complete the visitor experience. Two shows might just deliver – actually we are very sure they will!"

### **designjunction to host Dyslexic Design exhibition**

designjunction, to be held from September 22 to 25 will host the inaugural Dyslexic Design exhibition this year, an exhibition which explores

**designjunction** the connection between dyslexia and the creative industries. The project, in support of the British Dyslexia Association, is to celebrate the work done by dyslexic designers over five days during the London Design Festival.

The Dyslexic Design exhibition, curated by one of the UK's leading designers Jim Rokos, will challenge perceptions of dyslexia by accentuating the positive effects of living with dyslexia and its close association with design in a bid to remove the stigma sometimes associated with it.

More than 10 leading designers from multiple design disciplines including product, fashion, illustration, home decor and fine art – all of whom are dyslexic – will showcase their work in a striking temporary curated exhibition at designjunction. Confirmed designers include: Sebastian Bergne, Terence Woodgate, Kristjana S Williams, Tom Raffield, Tina Crawford, Rohan Chhabra, Vitamin, and Jim Rokos.

Dyslexic Designers' work is enriched with the unexpected, made possible by the thinking of a dyslexic mind. For the first time many of these designers are openly talking about the challenges they face in their career paths, with many of their work also demonstrating unusual three-dimensional thinking.

Dyslexic Design exhibition founder Jim Rokos shares, "It is my belief that I am able to design the way I do, because of my dyslexia and not despite it. I also firmly believe that other dyslexic designers have idiosyncratic styles because of their dyslexia. I am delighted designjunction

shares my vision and desire to remove the unwanted and unwarranted stigma sometimes associated with dyslexia and in doing so change perceptions of it. We believe dyslexia is something that drives and inspires creative thought and design."

designjunction's MD Deborah Spencer says, "This is a subject matter very close to my heart. I had grown up with dyslexia and I believe it played an integral part in leading me down the path of art and design. In some respects this has defined me as a person. It is a great pleasure to support this brilliant project."

### Salone del Mobile.Shanghai is looking forward to capture the Chinese furniture market

With a history of 55 years in Milan, the Salone del Mobile is recognised as one of the leading events for the furniture and interior design industry.

Last April in Milan, Salone del Mobile.Milano witnessed a record number of 3,72,151 attendees. Of these, more than 24,000 visitors came from China, signifying China's growing interest in design and high-standard furniture.

According to statistics, Italy is already the first



importer of furniture and interior decoration products in China. The latest market data confirm the increasing business opportunities: in 2015, the Chinese market purchases of Italian furniture rose 23.6% and prospects are for even greater improvement, with growth expected to reach 40% by 2019.

To meet this request, Salone del Mobile.Milano brings to China the world excellence of interior design from Italian top furniture manufacturers, Italian lifestyle and a cultural experience.

The first edition of Salone del Mobile.Shanghai will be held from November 19 to 21 at the Shanghai Exhibition Centre, hosting the best that Italy has to offer in terms of design, furniture and trends to the industry.

Salone del Mobile.Milano President, Mr. Roberto Snaidero said, "I have always been convinced that a trade fair would be a fundamental step in developing this market. This is the right time for us to begin this adventure."

Mr. Giovanni De Ponti, CEO of Federlegno Arredo Eventi Spa, added saying, "China prefers Italian furniture. The decision to bring Salone del Mobile to Shanghai reflects the increasing interest of Chinese consumers for Italian top-quality products."

"Made in Italy" is already a trend in China. Talking about living spaces, the market is ready to understand the higher quality and design value of imported products, especially from a country rich of technical know-how, pioneering in terms of design and traditionally excelling in artisanal production skills like Italy. Chinese demand for products that fulfill their current need for high standard lifestyle will meet top design solutions at Salone del Mobile.Shanghai, which will present strongly selected Italian companies to high-quality visitors admitted to the event by invitation only.

Salone del Mobile.Shanghai is a new exciting and strategic 'chapter' in the long history of Salone del Mobile. Chinese operators of the industry are already very familiar with Salone del Mobile.Milano. In 2015, 22,600 Chinese professional visitors and media attended the 54th edition of the show in Milan.

The first edition of Salone del Mobile.Shanghai, will further underpin the already established bridge between China and Italy, creating an unrivalled international platform for the industry operators and media, conveying one single and key concept: excellence.

Master Classes devoted to key issues in architecture and design and featuring leading



representatives of the Italian design world, will form an integral part of the Salone del Mobile. Shanghai.

The event will also feature SaloneSatellite, the launch pad for young designers under 35, a prime opportunity for interface between leading sectoral businesses and emerging young Chinese designers, increasingly making their mark at international level, and protagonists at the last SaloneSatellite in Milan.

While the proper exhibition will be reserved for sectoral manufacturers, several areas inside the exhibition space will be made over to leading proponents of the Made in Italy lifestyle, showcasing the best in Italian living.

### **AHEC collaborates with Alison Brooks Architects and Arup for 2016 London Design Festival**

The American Hardwood Export Council (AHEC), the leading international trade association for the American hardwood industry, has announced its participation at the London Design Festival (LDF) 2016 in collaboration with Alison Brooks Architects (ABA) and Arup.



Brooks has designed 'The Smile', an urban installation that showcases the structural and spatial potential of cross-laminated timber (CLT) using American tulipwood. The Smile, which will be on display at the Rootstein Hopkins Parade Ground of the Chelsea College of Arts from September 17 until October 12, is one of the Festival's Landmark Projects; a timber structure that can be inhabited and explored by the public.

With expertise from top engineering firm Arup, and using construction sized panels of hardwood CLT for the first time, Alison Brooks' concept is a spectacular 3.5m high, 4.5m wide and 34m long curved rectangular tube – the first ever hardwood 'mega-tube'.

Arup's engineering team is working to derive the most efficient structural form, using only 60 cubic meters of wood to create a 150 square meter enclosed space. The forces of tension and compression working in the CLT walls will be expressed by perforations in its elevations. ABA has used these to generate patterns of light across The Smile's interior spaces during the day; it will become an urban lantern at night.

Alison Brooks shared, "The Smile is a huge curved hollow tube made of cross-laminated tulipwood. It touches the ground at one point,

like a wheel. Entering The Smile through an opening where the curved form meets the ground, the visitor can walk from end to end of the 34-meter-long tube to discover a new kind of space that gradually rises toward light. All four sides of The Smile's interior will be made of the same beautiful hardwood panels as the structure. It will offer a complete sensory experience of color, texture, scent and sound. The Smile's two open ends will illuminate the funnel-like interior space and act as balconies to the city."

Brooks has designed the 34m pavilion to be entirely motionless, despite two swooping 12m cantilevered sections that appear hell-bent on teetering. The 12 industrial-sized tulipwood CLT panels, three of which are curved – supplied by German CLT pioneers, Züblin – run up to 14m long and 4.5m wide, some of the largest ever to make it into production. Even less plausible, they form an entirely self-balancing structure: no steel beams lie underground to support it. By fixing the CLT panels into a four-sided tube with 2,000 self-tapping screws, Brooks and engineers Arup, have effectively quadrupled its strength, enabling her to lift up the ends so they appear to defy gravity. To anchor it, the arc is bolted into a wood cradle loaded with concrete crane counterweights and buried a meter beneath the lawn.

Andrew Lawrence, Associate Director of Arup says, "The Smile is the most challenging structure ever constructed in CLT. Every aspect is pushed to the absolute limit. It really shows the potential for hardwoods in construction."

Running across the capital from September 17 – 25, this year's London Design Festival brings together architects, designers and artists for over 400 events spread across the capital. The Smile is one of only four Landmark Projects, which are site specific and appear in some of London's most prominent and covetable spaces.

Ben Evans, Director of LDF comments: "The Landmark Projects are a key part of the Festival's commissioning programme. They are at a scale that gets noticed and are always in major public places reaching a very wide audience. The choice of architect is key and Alison Brooks Architects are known for their innovative use of materials. Alongside a strong commitment to ambitious ideas they made an ideal choice for this year's Landmark project with AHEC."

### **Satellite Architects to create scaffold-like facade at King's Cross for designjunction**

designjunction has announced plans to create a super facade structure at its London show in King's Cross from September 22 to 25 – designed

by leading architectural firm Satellite Architects, alongside Danish design curators, Icons of Denmark. The teams will be using the modular and versatile GRID system by Danish designer Peter J. Lassen.



The London-based practice has designed a spectacular 70m long by 7m high facade entrance to Cubitt House, the trade destination at designjunction during this year's London Design Festival.

Cubitt House, located on Lewis Cubitt Square within the King's Cross redevelopment, sits on the border of the latest phase of construction. Spanning over 2,500 sq m, this two-storey temporary structure will house more than 100 leading international furniture and lighting brands.

Satellite Architects were inspired to use a scaffold-like grid system to wrap around an existing screen of trees and bushes. To achieve the sharp, elegant and well-defined structure, the architects are using GRID – a multi-functional modular interior system that allows creators to build with maximum freedom and simplicity. Introduced to the UK by Icons of Denmark, GRID can be assembled in

various ways in height, width and length, and the cubic frame is produced with mounting holes making the system versatile.

The spectacular facade created by Satellite Architects at designjunction will comprise over 4,000 lightweight, versatile modules (40 x 40 x 40cm), with slender 12mm nylon frames, transitioning from black at the base to white at the top against the sky to create a pixelated effect. The GRID system also holds an array of panels, orientated to reflect or provide glimpses of the foliage beyond.

Stewart Dodd, founding director of Satellite Architects, said, "The facade is intended to reflect the temporary nature of designjunction as an exhibition, and the developing surroundings, combining the natural and artificial elements. The arrangement of the pixels directs visitors to the entrances where reflective elements multiply the structural presence of the facade."

Visitors to Cubitt House at designjunction will be fully immersed in design as they enter the building under a stepped down gridded canopy between mirrored panels. Having passed through the exhibition, visitors can also enjoy a secret garden space with a pop-up café at the back. The space will be fully furnished with Deadgood's Naked



collection by Magnus Long and Gala Wright. This new outdoor collection comprises a chair in powder-coated metal frame with a perforated steel seat and backrest, and a bistro table with the same perforated styling.

Relocating to a new long-term home in King's Cross, designjunction will take over the majority of the site delivering a specially curated programme of design exhibitions, installations, retail experience, events and workshops based upon the leading theme, Immersed in Design.

### **B&B Italia's special anniversary book ready for release**

On the glorious occasion of completing 50 years in the design industry, B&B Italia has come up with a special anniversary book: "The Long Life Of Design In Italy. B&B Italia 50 Years And Beyond."



The book was premiered in January for the first time during IMM Cologne. After being presented in various events and design fairs around the world, the book is now ready for release. Starting from the end of

September, the special anniversary book will be available in bookstores all over the world.

Edited by Stefano Casciani and published by Skira in Italian and English, the book tells about the past and present of B&B Italia and includes significant contributions from Renzo Piano, Ferruccio de Bortoli and Deyan Sudjic.

The book is supported by a wide selection of images and special photographic contributions by Iwan Baan (reportage) and Francesca Ferrari (portfolio).



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Sep 02-06, 2016



**Maison & Objet**  
Paris, France  
Organisation SAFI  
<http://www.maison-objet.com/>



**MoOD**  
Brussels, Belgium  
Textirama vzw  
<http://www.moodbrussels.com/>

Sep 06-08, 2016

Sep 07-10, 2016



**CIFF**  
Guangzhou, China  
China Foreign Trade Centre  
[www.ciff-gz.com/en/](http://www.ciff-gz.com/en/)



**Intermebel**  
Kazan, Russia  
Expo Kazan  
<http://intermebelexpo.ru/>

Sep 13-16, 2016





# CALENDAR OF EVENTS 2016



Sep 14-18, 2016



**BIFE-SIM**  
Bucharest, Romania  
RomExpo  
[www.bife-sim.ro/en/](http://www.bife-sim.ro/en/)



**MOW**  
Bad Salzuflen  
Messezentrum Bad Salzuflen  
<http://www.mow.de/>

Sep 18-22, 2016

Sep 25-27, 2016



**Index Kuwait**  
Kuwait, Kuwait  
Dmg Events me  
<http://dmgevents-me.com/indexkuwait/>



**For Interior**  
Prague, Czech Republic  
<http://forinterior.cz/en/forinterior.cz/en/>

Sep 29-Oct 02, 2016



# CALENDAR OF EVENTS 2016



Oct 12-16, 2016

**ambienta**

**AMBIENTE**  
Zagreb, Croatia  
Ministry of Agriculture  
<http://www.zv.hr/?id=1353>



**Index**  
Mumbai, India  
UBM Index  
<http://ubmindexfairs.com/>

Oct 13-16, 2016

Nov 12-15, 2016



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



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

Nov 19-21, 2016



# CALENDAR OF EVENTS 2016



Nov 23-26, 2016



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



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

Dec 05-08, 2016

Jan 10-15, 2017



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



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

Jan 16-22, 2017





# CALENDAR OF EVENTS

## 2016



Feb 05-07, 2017



**Salon du Mobilier**  
Nantes, France  
Parc des Expositions  
[www.salondumobilier.com](http://www.salondumobilier.com)



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

Feb 07-11, 2017

Feb 13-15, 2017



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



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

Feb 21-24, 2017

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