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EUROPE

Cover Story

Compact Bathroom

Focus

Light

Design Talk

Oluce

Designers' Desk



Alizee Brion

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KESHAN INFOTECH PVT. LTD.

President
Anup Kumar Keshan

Editor-in-Chief
Apratim Ghoshal

Associate Editor
Ms. Chitrlekha Banerjee

Staff Writers
Ms. Nairita Ghosh
Ms. Srijita Sanyal

Public Relations / Marketing
Ms. Chitrlekha Banerjee

MarComm.
Ms. Amrin Arshad

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

Circulating Team
A. K. Sharma
Kajal Mondal

244 5th Avenue,
Suite 2468
New York, N.Y. 10001
USA
Ph : +1 917 677 7753
pr@furniture-magazine.com

A bathroom doesn't have to be big to sport great style. A small space means a fun challenge when it comes to storage and design. Small and compact themed bathrooms always have been an inspiration for interior decorators, designers, homeowners and specially DIY project lovers. And this is what we have featured in our cover story this time.

On the other hand, the research report by Graphical Research mentioned that the European smart-lighting market share is set to hit \$9 Billion by 2024. Thus our focus is on lights this time.

It is our pleasure to feature two of the industry stalwarts, the designer Alizee Brion and Antonio Verder, President of Oluce in this issue of the magazine who have shared their thoughts on the design and decor industry.

Let us know your thoughts on these stories. I would love to hear from you.

Until next time,

Chitrlekha Banerjee

Compact Bathrooms

In a minimalistic way!

When it comes to decorate a compact space you need to be more clever and smart to utilise the area with a soulful taste, especially when it is the matter of your own space. The decor must have the enough potential to hold the style and sophistication. Many people don't know to utilise their property properly. Being a owner, be it small, medium or large you should know how to carry the style of your own property. This is not applicable only for rooms or kitchen and garden ares but for bathroom as well. Bathroom or washroom plays a major role in daily life, we can't think ourselves without a bathroom. A bathroom doesn't have to be big to have a great style and function. A small space means a fun challenge when it comes to storage and design. Small and compact themed bathrooms always have been an inspiration for interior decorators, designers, homeowners and specially DIY project lovers.





If you have the right choice of colours, patterns, motifs, marble and tiles - a bathroom could be way more colourful than ever. You can customise and redefine your own small bathroom, designer say, space doesn't really matter! An interesting corner of a bathroom might give you the space to decorate the particular space wonderfully, also hanging shelf brackets is a smart way to utilise the space. A freestanding tub is the most customised way to utilise a small space, it may be tight up against the vanity, but it seems to work. Also of note is the art, interesting lighting fixture and colour palette that make the compact space feel design-forward. Whether it's a tiny powder room or shower stall with barely enough room to scrub, a small bathroom with badly managed decor can make mornings even worse than they already are. But you don't need to move, you just need some strategic styling.







According to HOUZZ, there are 8 ways to save space in Bathroom:

- A wall-mounted toilet
- Wall-mounted faucets
- The toilet-sink combo
- Wet-room layouts
- A low-profile toilet and extended counter combination
- Recessed medicine cabinets
- Clear glass surrounds
- A cantilevered vanity

Smart decision makers about bathrooms always put effort to utilise the space appropriately. Most of the time, there are some basic differences between fitting the toilet, the sink and the shower area into the existing bathroom or which are needed to expand. But nowadays, as I have said earlier, interior designers say that space is not an issue anymore! If you have the courage to take the challenge to make a small bathroom rocking you just go ahead and once you fit all that stuff in a strategic and compact way you can celebrate the new look of your compact bathroom while making it more expansive. We often see, many compact city bathrooms wow with clever design solutions. With precious space at a premium, fitting the sink, toilet, shower – almost everything may be a tub also in compact bathrooms can be a design challenge for urban dwellers. Colours and choosing the style of tiles also matter in these cases. While dark colours affect the look of a small space and make it even more dull, it's better and advisable you do not play with colour specially with darker shades. Mild and soft colour tones would be

more smartest idea to reinvent a compact bathroom in a newest form and make it more lively! These colours are also able to make a expanded look of a smaller space. Small bathrooms may seem like a difficult design to take on; however, these spaces may introduce a clever design challenge to add to your plate. Creating a functional and storage-friendly bathroom may be just what your home needs! Every design element in a small bathroom should have a purpose and be functional in some way or another to create a space-saving sanctuary. You can also follow some rule breaking trends for DIY projects specially to create a revolution for small bathroom design.

Freshome gives us a small and functional bathroom design ideas for cozy homes:

- Add storage
- Be functional
- Plan your palette
- Add pops of colour

Some of the most expensive items in a bathroom design are the pictures, tiles and finishes. if you are looking for cost saving ideas and want to explore the space, you need less. It's time to break out of thinking that a small bathroom isn't worth the money. It's time to splurge on making the small bathroom design look like a million bucks! You can give your bathroom a creative and expensive look by adding low-budget yet sophisticated samples, and the luxury look is ready. Also, using the large cabinets and vanities in bathroom has become old-fashioned, today's tiny bathrooms need compact cabinet that easily fits into the corners and space saving as well. You can also explore to create a smart look by placing a shower cubicle or shower enclosure just beside the cabinet area or loo area. But





on the other side, there is a substitute option to replace the cubicle if you want, a seamless glass door may be more expensive than a shower curtain, but will definitely be more durable. It will open up the space and add value to your home also, more over it is budget-friendly.

According to freshome, “The small bathroom design keyword for 2019 and beyond is: Floating. Float everything, including the toilet, from your walls. It’s a great way to make cleaning easier, when you can access the floor below. Not to mention the space looks bigger, because our eye tends to judge space by analysing the floor area. You also maximise valuable wall space, which is often left bare. And let’s be honest, it looks pretty fresh and cool!”

You can also go for DIY look by getting examples of several creative and innovative bathroom ideas. Wall-mounted toilets and sinks, floating



cabinets, bold texture and patterns take over a small bathroom space. Mirrors have been useful for many years in interior world, we often see interior designers just love to flaunt the way of a living room by setting up some great designed mirrors! Mirrors do an incredible job at creating the illusion of more space. You have to always think in a minimalist way, think of all the useful things you can do with the space.



In regards to this, Sara Lança, CEO, Maison Valentina shares us some valuable recommendations on compact bathroom and also tips to make it more elegant and luxury. They have also suggested the proper utilisation of compact space and how their luxury products can be properly executed into these small spaces! Get pampered yourself with the luxurious journey with Maison Valentina and know more about their exceptional ideas!

FAE: Maison Valentina is the name of luxury. Can you tell us if there is any possibility to fit luxury in a compact bathroom?

Sara Lança: Maison Valentina (MV) was created to fill a gap that has been identified in the world of interior design, with the aim of creating bathrooms with exclusive comfort. Originally the brand would be called Royal Bubble, but this name was quickly replaced by what we know today, for it conveys the essence of the brand since Valentina comes from Latin and signifies strong and sensual and Maison was added to recreate comfort and sensitivity just like the delicacy that we can give to our customers. Our brand offers what any bathroom needs: functionality, but with a touch of luxury design. Our collection is ready to design a larger bathroom with a dressing room for example, or a smaller bathroom where we add just small products to renew the interior.



FAE: A lot of products from your design house can easily be utilised in a compact space if someone has a genuine space problem. Tell us what are the prime sections of your bathroom collection people really utilise to design a space-saving bathroom?

Sara Lança: For a space-saving bathroom, we believe that ATO Collection can be the right choice. ATO stands for Assemble to Order meaning you are able to choose from different components adding the perfect touch to your project. This unique collection enables the creativity to shine further, choosing one or multiple components and assemble them, between taps, cabinets, vessel sinks, surfaces and hardware.



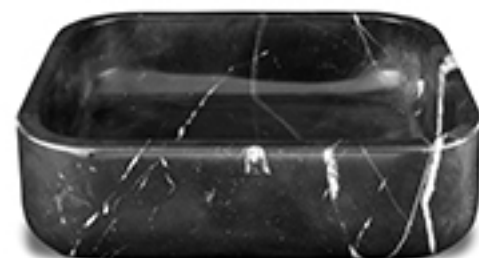
FAE: MV works with marble. As marble is a really wonderful object to decor space with, be it bathroom, bedroom or living room. Can you tell us if marble is suitable to decorate a small space? In respect to this, Lapiaz Marble is an outstanding and spectacular collection by MV that will easily add one's bathroom a modern look. If anyone wants to place a Lapiaz in a compact bathroom, will they be able to do it? Does it take space?

Sara Lança: The craftsmanship is the essence of the brand. The work instilled on each of the products by our artisans is a source of pride for the brand, as well as the rich materials we use like marbles.

This material is capable of transforming any standard product in a special design product, and for the bathrooms, marbles are even more useful and easy to clean, for example. Marbles are suitable to a small space for sure, using for example in a vessel sink or a mirror. Lapiaz Marble freestanding is one of our 2019 new products and as a freestanding, it is totally adapted for a compact bathroom, that's the big thing about freestanding: they don't use too much space as the washbasins, for example.

FAE: Can you tell us what are the basic differences between Vessel Sink and Washbasin? Tortoise Single Washbasin is a complete beauty that MV has executed through their creativity. It also comes with space division. It seems space-saving bathroom really needs this. Can you brief us on this particular product?

Sara Lança: A vessel sink can be in a bathroom or a kitchen. A washbasin is only in a bathroom and is not attached to anything, offering storage and space divisions, for beauty products, towels, among others. Tortoise Single Washbasin is a perfect example of the perfect combination of super design and fool-proof functionality, including two spacious black lacquered drawers, as well as a lateral shelf. It is a great choice to maximise the space in a compact bathroom, for example.





FAE: When it comes to the bathroom, a bathtub is a must-have; it is where you can relax and spend time peacefully and everybody dreams to decorate their bath section with a beautiful touch. Maison Valentina is everybody's dream I believe. So, can you have any compact range to offer in bathtub collection?

Sara Lança: A bathtub is precisely the kind of product where we want our customers to relax. Therefore, a bathtub should normally be medium size to be comfortable to relax in. Usually, our bathtubs can adapt well to a more compact type of bathroom and our projects can prove that. At the same time, we also have choices for bathrooms where our customers can dream and have a complete, large and luxurious space like symphony round bathtub.

FAE: Do you have any plan to expand your shower range segment apart from the bathtub collection?

Sara Lança: Our focus for the future is to stand alone from the other brands' design and demonstrate our identity with unique collections in its design. We also need to have an offer with more solutions for our customers, and a shower segment is on our mind.



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Contacts

International:

Tel: +886-2-26596000

Fax: +886-2-26597000

Ms. Ruru (ext.209)

E-mail: Ruru@chanchao.com.tw

Vietnam:

Tel: +84-28-38279156

Fax: +84-28-38279157

Ms. Jessica (ext.105)

E-mail: marketing.vn@chanchao.com.tw

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Let there be light...

Illumination has recently evolved as an integral part of interior décor. Designers and artists spend hours in planning the ways to perfectly lighten and brighten up the place. Mood lighting is a recent addition that creates a perfect ambience for dinner or leisure.

According to the report published by Market Data Forecast, Europe Grow Light Market was worth USD 780 Million in 2018 and is estimated to grow at a CAGR of 8.5%, to reach USD 1170 million by 2023. The Light market is growing exceptionally at a quick pace.



The research report by Graphical Research mentioned that the European smart-lighting market share is set to hit \$9 Billion by 2024. Market growth is primarily attributed to the increasing uptake of smart lighting solutions for facilitating the government initiatives to develop highly connected infrastructure for smart city networks across Europe. Brands like Philips raised its investments in the European LED market from USD 285 million in 2014 to USD 342 million by 2018 with an aim to position itself in the European LED component industry.



Light at the end of darkness:

Lights no longer are restricted to the usage of interior design or reading purposes, instead, the modern designers like Patricia Urquiola introduced unconventional designing patterns by blending innovation with emotion. The 'visual artist' Andreea Braescu introduced bespoke light sculptures to "breathe life into interior spaces", and so on. The lighting sector is forever evolving and designers are introducing unparalleled innovation to create smart home interior and relaxing moments. Today, the efficient use of light with intelligent control as well as furniture combined with lighting are creating a stir in the market. Prominent brands like VITA Copenhagen, Castro Lighting, OLUCE, LUX XU, KOKET and COVET HOUSE are regularly introducing innovations in Vintage, Art Deco, Contemporary forms.

The contemporary Mood lighting is often suggested for a relaxing corner that creates a perfect setting for a relaxing evening. New technologies and products are developed to create fascinating moments and illuminate cosy dinner times.

Solutions to Interior Illumination:

Vintage lights:

The vintage lighting fixture is a perfect choice for adding a special archaic touch to the room. This trend includes the use of simple shapes, rustic forms, neutral hues, raw materials and special emphasis on metal lighting frames and associated forms. Vintage lights are generally preferred in areas like kitchen, dining or wall lights. A vintage light mounted on a textured wall or as a mural serve as a work of art and centre of attraction.



Art Deco:

Art Deco lighting boasts of clean, symmetrical and streamlined look that glamorously illuminate the room. Often used as the ceiling light the artworks inspired from yester year's charm and glorious architecture of 1920s, stylish and glass fitting in stunning geometric designs bring in timeless beauty to the interior of the room. Adorning the room in an Art Deco style light fitting brings in the classic and elegant feel of the bygone era coupled with grandeur and elegance.

The history of Art Deco style may be traced back as early as in the times of first and second world wars in the UK. During this era, rooms were decorated with Art Deco ceiling lights to add to style and aristocracy. The role of Art Deco lighting today involves an approach of illuminating the rooms beautifully while making a bold statement through angles, symmetry and lavish materials like metal, marble and brass.

Contemporary and Classic:

Modern day lighting includes sleek and edgy forms and stylish designs in varied finishes and textures. Most common styles include rustic finish, neutral hues and use of metal lights. Alternative and contemporary forms and designs are used in the kitchen work area, dining room, living room and study. Apt illumination is perfectly achieved through muted shades in contemporary and classic lighting.

Minimalism:

Contemporary or modern-day décor includes sleek and stylish forms. The minimalism trend is gaining popularity among domestic segment. Use of simple and clean lighting designs in stylish shapes, geometric designs adds on to extravagant aesthetics. These days the room lights are mainly used as a statement piece and are fitted in various corners to illuminate uniquely. Such as ceiling decor, pendant style, ravel forms or simple lamps and shades for reading or general activity.

Luminous trends in Europe

"Enlightenment" plays a key role in the 58th edition of Salone del Mobile. In the present era, lights are dramatic and often fused in furniture design, such as LED-lit acrylic tables, or Baccarat's new furniture collection with the RGB remote-controlled colour-changing mirrors.

i. Lead with LED

"LEDs have made design possible that wasn't in the past," says Stefano Bordini, President of Assoluce, an association of lighting producers and CEO of Italian manufacturer Kundalini. He further added that LEDs have allowed design flexibility and support creativity. Artistic freedom allows blurring of the lines between art and light. Thus, modern day lighting reached new heights with LED innovation.

Now, designers are free to create magic with innovative lights. Ever since the French brand Blackbody dazzled the booth at Maison & Object with glittery constellations in mesmerising installations. The LEDs became popular in the market. LEDs are perfect for illumination in the kitchen, work area, living room and brighten up the corners wherever needed. Glare-free, indirect or circadian lighting technology are all playing an increasingly important role.



ii. World of work is changing with LEDs from Trilux – Bicult:

As the companies are focusing on interior development and creating involving work environment, modern lighting concepts are becoming important. Comfortable furnishing are adding to the concept-lighting. The new Trilux Bicult LED has introduced revolutionised office lighting. It is the first table lamp to combine direct and indirect light output. While the glare-free, indirect light is angled upwards to brighten the whole office, the direct portion sends precise light down onto the desk. Users can set customised lighting preferences on the lamp itself or via an app. The luminaire thus, provides lighting that conforms to standards together with a degree of flexibility that has not been seen before.



iii. Mosaic lighting to lift your spirit:

Volatiles Lighting – Digital Glass Mosaic, a concept in the illumination segment in Europe based on a mosaic made from light.

The mosaic light suits the kitchen or bathroom, the living room or bedroom. This modular surface lighting system from Berlin-based Volatiles Lighting GmbH conjures up fascinating lighting compositions

on ceiling and walls, allowing space for inspiration or a relaxing atmosphere. Every glass mosaic is backlit with state-of-the-art LEDs and is easy from an app, touch-screen sensors or even voice-activated in smart home systems.

The mosaic lights can display any imaginable hue as per choice, and supports artistic freedom in creating different compositions. Each mosaic tile is touch-sensitive and the colour changes with a gentle finger movement. Thus, offers flexibility in drawing any patterns on the wall. Harmonious colour schemes combined with movement create truly memorable moments.

iv. Blow me up for dramatic impact:

Inflatable lighting is perfect for “Blow me up” setting. It may be leaned against the wall for creating a dramatic look, or suspended from the ceiling to add a theatrical effect. It is easy to lay the light on the floor or placed on a shelf. This is inflatable. The luminous rod by Ingo Maurer is called “Blow Me Up”. “Blow Me Up” is flexible and can be used almost anywhere.

v. Concept lighting through an array of Alphabet of Light:

Writing messages made simple with the Alphabet of light concept. Alphabet of Light is a modular system of lighting components which is easy to connect in the form of symbols and write a message. The entire range comprises of straight as well as curved elements and may be fused with an electromagnetic connector to produce proper illumination without creating a shadow.

Besides creating words in lights, various geometric shapes may be crafted with the light. Various forms like simple, complex, linear or curvilinear light structures and even complete suspended lighting structures. The innovative construction principle offers planners and architects new possibilities in terms of lighting design.

vi. Carpetlight for attractive interior designing:

Innovative Carpet light was developed specifically for lighting on the film sets and for using in photo shoot. These lights gained popularity in Europe for their minimal thickness of below 10mm and low weight of around 1000g/m². Due to their ultra-lightweight construction, these lights can be fitted in any area and may be used in any position. The combination of LED technology and intelligent fabric made from polyamide fibres works without the need for cables and can be folded, rolled or crumpled without damaging the electronic components. The uniform, flicker-free light distribution, continuous dimmability of 0.5 to 100 per cent and its flexibility also make Carpetlight increasingly attractive for use in interior design.

vii. Impressive Suspended lights:

“Swarovski crystals enhance the hammered texture of the collection”, fused to enhance interior illumination. Ravel Suspension, combined the opulent gold and the Swarovski crystals to the look and elegance of the lighting piece. This combination results in a sophisticated yet dynamic design that stands out in any ambience, just like pianist Maurice Ravel’s music that is often associated with Impressionism. Ravel suspension was created to be perfect yet functional and practical. Stunning Swarovski crystals

emerge from the middle of the delicately hammered gold plated brass, allowing the light to spread to the surrounding space and creating the perfect ambience in the area.

Future of Illumination -Expect the Unexpected

According to the Million Insights the market research firm, the global LED lighting market is expected to value at \$108 billion by 2025. Fuelled by technological innovations and inclination towards clean and green energy solutions, LEDs deliver high efficiency and help reduce energy prices. Domestic segment has fast adopted the technology due to the growing need for electricity conservation and insufficiency in electricity production. As compared to traditional lighting systems, LEDs have a longer life cycle, use 50 percent less electricity, and do not require any maintenance. Also, LEDs use 100 percent of the electrical energy to produce light as compared to incandescent bulbs that convert 80 percent into heat and only 20 percent into light. With the introduction of industry 4.0., Internet of Things, the demand for intelligent solutions at home further encouraged development.

Smart homes are enhanced with smart living conditions like smart lighting, interactive furniture and AI-controlled devices. WiFi connected lights will lower energy consumption. It is expected that future of lights will be controlled by Laser. Predictions and innovations are going hand in hand in the segment, thus encouraging creators to stimulate their grey cell and surprise the world in the coming years.



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Alizee Brion
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“Design is innate. It’s style.” – Alizee Brion.



The perfect creator of creating minimalist environment in an artistic way. She is the artist, the designer, the talent who explores the beauty within timeless design and motivate others to enjoy the passion for design. Alizee Brion, the inventor and director of Light On White strives to be mindful and site-specific solutions inspired by nature, culture and technology. Alizee is fond of bespoke finishing touches, her root allows her to traverse the world to invent and delve deep into new conception of different designs. Born in Paris and raised in London, Alizee got the maximum aesthetic sense to cultivate the design concept from French and British continent.

Prior to forming Light On White, Alizee honed her design skills working with renowned architecture and interior design firms including Philippe Starck’s office in Paris. Global travel, art and a passion for nature are the constant influencers behind her extraordinary design execution.

Alizee has the thirst of invent something new and innovative. She loves to offer highly personalised design service to her clients. She and her team are proud to be featured in renowned magazines like Architectural Design, Elle Decor including Homes & Garden for their outstanding contribution

to design world. According to Alizee, "I learned a great deal from previous work experiences with other designers but the moment when you become really in charge of the work you produce in its entirety, is it all comes together. At Light On White, I try to view design in a holistic way. Architecture, interiors, even down to the styling and art placement, we consider every aspect ensuring true cohesion throughout the design. Design is all about how a space or an object makes you feel and the broad strokes matter just as much as the small details."

She is always in the mood to blend different designs that motivate every design lovers throughout the world. With her 'Coco Plum Resident' and 'South Beach Residential' she proved that there is a possibility to blend several design concepts at a time. Out of her many projects, these two projects are breathtaking and fabulous for the extraordinary design execution. Once you look at the project, you will witness an absolute polished execution that will provoke you to be one of her design lovers.



We are thrilled to cover her in our magazine, explore Alizee Brion.

F AE: How do you define design? What was the motivation behind your design journey or was there any defining point of your career?

Alizee Brion: Design is innate. It's style. To a certain degree it has to come naturally, and I think you have to be completely obsessed with it to make a career out of it. So far the defining point of my career has really been the moment that I branched out on my own and started my design studio Light On White. I learned a great deal from previous work experiences with other designers but the moment when you become really in charge of the work you produce in its entirety, is it all comes together. At Light On White, I try to view design in a holistic way. Architecture, interiors, even down to the styling and art placement, we consider every aspect ensuring true cohesion throughout the design. Design is all about how a space or an object makes you feel and the broad strokes matter just as much as the small details.

F AE: Born in Paris and raised in London, have you noticed any special differences between Parisian style and colonial British design?

Alizee Brion: The main difference I noticed is that the French are more comfortable with mixing different styles than the English, who tend to choose between

traditional and contemporary and stick with it. In Paris, it is really typical to see contemporary furnishings in a traditional architectural setting. It's a combination that I absolutely love, because you really get the best of both styles, the comfort and clean lines of modern furnishings juxtaposed against an antique parquet floor, or intricate plaster moldings typical of the Haussman buildings.

FAE: What changes you have noticed in the world of interior design in recent years?

Alizee Brion: I've noticed that people are becoming more interested in investment pieces. I think it's coming from a realisation that we need to be more responsible consumers. The throwaway furnishings or cheap constructions are concerning both environmentally and socially. I always try to educate our clients about spending their money on quality pieces and making design decisions geared towards timelessness.

FAE: Coco Plum Residence is one of the outstanding projects you have done so far. Can you brief us on the concept of blending classic and contemporary designs into a single project?

Alizee Brion: Coco Plum Residence is a great example mixing classic and contemporary styles. Mixing styles gives a project so much depth. The clients had an incredible collection of art and antique furnishings, but they wanted their home to feel fresh and practical for modern living. The pieces became a driving force throughout the design process, thinking about the context, their placement, colours and textures.





FAE: What makes South Beach Residential special? Can you tell us a little more about your choice for the design layout?

Alizee Brion: South Beach Residence was very different from Coco Plum. The client was a French rap artist, living with his small children, who wanted sophisticated interiors that still felt very authentic to his style. When designing custom homes, the work starts and ends with the client. Our scope of work was limited to the interiors, as the architecture of the home was designed and built by a developer. All of the spaces were oversized, as is quite typical of contemporary developer homes in Miami. As a result, we used the furniture layout to form areas pockets of space within larger spaces to create more intimacy. The open plan living room is actually divided into two back to back furniture arrangements with a more casual, family room side facing the TV and a more formal, entertaining living room area centered on the entrance. The master suite features the bedroom, sitting areas and a desk area designed to easily move from one activity to another all within the same large space.

FAE: Are you able to tell us about any of the projects you are currently working on?

Alizee Brion: Among several projects we're currently working on in Miami, we've got some really exciting projects on Fisher Island. We're also working on a renovation in London and a yacht in France. One of the aspects that I love the most about my job is that no two clients or projects are the same. We make truly custom homes for our clients.

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

Alizee Brion: Be passionate about what you do. In order to be good, you need to work a lot. And in order to not feel like you are working a lot, you will need to be so passionate about design that it doesn't feel like work. Work in different types of offices, focusing on many different aspects of the design profession in order to find what you really love. Although there is a lot to be gained from obtaining a design education, the most important and impactful are the early years of work experience in a studio where you are being shaped as a designer.



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OLUCE

The Omniscient



Multi award winner, the oldest yet active Italian design company comes with unique production ideas to which they have been dedicated and passionate for over years. OLUCE- the inventor of aesthetic design lights has been able to build a collection structured as a story, rich and multi-faceted, inhabited by products capable of overcoming fashions to become icons of Italian design.

According to Oluce: The iconic and inventive shapes of Oluce's products articulate a visual grammar that becomes narration – stories, suggestions, emotions are revealed through the profile of the lamps.

Oluce always loves to experiment, explore and execute bespoke lighting collection. They are the expertise of dedication towards their design execution. Each products made by Oluce are translated into a great design and meaningful object. Founded in 1945 by Giuseppe Ostuni, Oluce has been constantly inventing innovative design solution. They work for several platforms and gained bespoke contracts on corporate, hospitality, coffee-restaurants, shop, public areas and more.



The products of Oluce has been made by tailor-made solutions and enriched by the experienced professionals throughout the world. These objects are capable of translating ideas and insights into objects. ATOLLO and PASCAL – have gained popularity at Salone del Mobile designed by Vico Magistretti and these are the iconic examples of Oluce. Their precise designs allow each lighting product to fit with ease in settings of refined elegance. According to Antonio Verder, “We constantly look for new solutions, driven by the designers’ curiosity and creativity, in order to create a timeless collection, disconnected from the historical period and the fashions of the moment, according to the company’s style, which is always strongly recognizable.”

We are excited to have Antonio Verder, President of Oluce who shared the journey and history of Oluce with us! Travel to the world of Oluce.



FAE: Where did you get the inspiration to start a design house focused on lighting products? What are the primary reasons behind the establishment of Oluce?

Antonio Verderi: Founded in 1945, Oluce is the oldest Italian design company permanently operating in the lighting world, a unique production excellence which translates passionate aesthetic and technological research into the potential of light into actual form.

After World War II, all the big factories had been destroyed. Step by step, the small artisans and ateliers started to rebuild the industrial base of the country. Giuseppe Ostuni, was one of them, he founded Oluce and in 1945 he started to involve architects in the product design process. Over time, unusual materials, original designs and new lighting sources have given rise to revolutionary designs by Ostuni e Forti, Forti, Arnaboldi, Monti and Minale and – afterwards, with the Verderi family, new owners of the company from the '70s - Joe Colombo, Marco Zanuso and Vico Magistretti, who have been rewriting the history of lighting since the 1950s.

FAE: If you can share us how has been the feedback from Salone del Mobile 2019? Did you receive any positive feedback from visitors for any special lighting creation or collection?

Antonio Verderi: The feedback from Euroluce 2019 has been very positive. The brand has been appreciated for its peculiar touch, its timeless design and its attention to details. The new collection draws on the deep design culture, expertise and style that have been making the company stand out on the lighting scene for over 70 years. The new products are the expression of a clearly defined aesthetic and a new way of interpreting space. Indoor and outdoor lighting, reissues by masters of design as contemporary today as ever— like Atollo and Pascal, two classics by Vico Magistretti, presented in a new bronze finishing -, original new designs destined to become new company classics, and products designed by students and promising young designers, an exercise in talent scouting already in its second edition.

FAE: Can you brief us on Atollo Metal which you have already showcased in Salone del Mobile? It was designed in 1977 by Vico Magistretti, what is the speciality behind this soulful lighting design? Also, does Atollo still carry the authentic design of 1977 or if you have added any new feature to make it more modern?

Antonio Verderi: The distinctive sign of the Atollo lamp is given by its geometric shapes - cylinder, cone and hemisphere - that create a product that is decorative and essential at the same time. Besides, the light reflection that results from this geometrical shapes is another important feature of this product.



Designed in 1977 by Vico Magistretti, Atollo has become the archetype of the table lamp, and we never changed its design. Over years, we updated the lamp with technological innovation and new finishing.

From the technologic point of view, we revised the collection with new dimmers, new light sources and consequent certification, that nowadays allows us to sell this iconic piece all over the world.

From an aesthetic point of view, we steadily work on new finishing, even more and more precious and refined, like the bronze version that we presented this year on the occasion of Euroluce 2019.

FAE: Oluce establishes such inventive design. Tell us, how does Oluce manage to execute extraordinary design concepts?

Antonio Verderi: We constantly look for new solutions, driven by the designers' curiosity and creativity, in order to create a timeless collection, disconnected from the historical period and the fashions of the moment, according to the company's style, which is always strongly recognisable. This way, each object tells its own story, creating a dialogue across the generations and becoming an integral part of the very fabric of the homes and spaces they occupy.





FAE: Oluce has been awarded prestigious German Design Award for 'Berlin' Table Lamp. If you can share the successful story with us, what made this product so individual? In respect to this, What has been the most significant and satisfied project you have ever worked on?

Antonio Verderi: Berlin lamp designed by Christophe Pillet has clean shapes but precious and refined materials and details. It is a project with whom the company has immediately had a perfect feeling, because it has been able to embody the company's philosophy and style. This wall/ceiling lamp merge together a complex technical production, Led sources, with echoes of Art Deco and Bauhaus and polished finishing.

All the projects are significant for us and we work to realize every project in the best way possible. Of course, some products require a harder work, forcing us to overstep and enhance our skills, looking for new technical and aesthetical solution. These are the most inspiring projects for us because they challenge our know-how, making it stronger at the same time.

FAE: What are the prime advantages can customer get from your products?

Antonio Verderi: We have many regular customers, some of them have worked with Oluce for 20, 30 and even 50 years. We work with them side by side from the very beginning.

Oluce is an extremely reliable company, the oldest Italian design company permanently operating in the lighting world, and we have



an established know-how. We have a collection composed by design icon - still in collection from more than 50 years – and contemporary timeless products, products that don't go 'out of fashion' after a season but that become part of the homes and spaces they occupy.

FAE: And lastly, do you have any plans of expansion in the emerging markets in Middle East and Asia?

Antonio Verderi: For the last years, we have been investing many resources in order to obtain all the technical international certifications, essentials to enter some relevant markets like China.

The Asian Market, and especially the Chinese market represents a big opportunity for our company. It is a growing market that is becoming even more and more aware of the high-quality manufacturing design furniture and Oluce is a company that perfectly embody the high quality of Made in Italy, thanks to its history, its expertise and know how.

As a matter of fact, we will be for the fourth years at Salone del Mobile. Milano Shanghai which is a big chance to strengthen our contacts and our network with the Chinese market. Here we have an official distributor with whom we are working in order to make our distribution even more and more effective, efficient and widespread.

Moreover, in the last years we have been involved in a lot of architectural and commercial projects in this area.

Regarding the Middle East, here we are strengthening our networking with architects and contractor to enhance the company's involvement in future contract projects.

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Elegant outdoor furniture to transform your relaxing experience

Open air furniture is taking a centre stage this summer, as companies aim at displaying innovative designs and craftsmanship for balconies, gardens and terrace. A range of product is on display to make daily living more attractive and comfortable in open spaces from where the user can enjoy warm sunny rays.

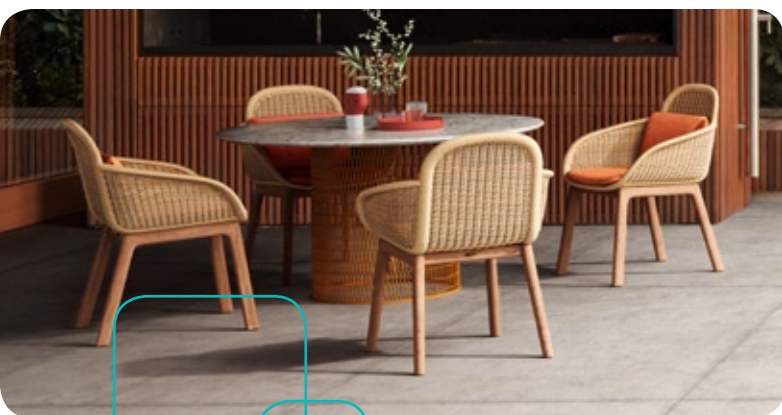
Vimini Lounge from Kettal:

Designed by renowned designer Patricia Urquiola, the recliners perfect for adding comfort to your mundane life. Recliners, armchairs and braided outdoor furniture designed from Kettal leads to complete de-stressing and relaxation. A major part of the current

Vimini collection consists of wickerwork in a well-balanced composition with a robust wooden frame. Viminin flavour is associated with the recollections of happy times. This, she believes, has the effect of generating a feeling of “being at home”. The subtle, understated colours are intended to contribute towards a cosy ambience. The new Urquiola's collection Vimini, the New Pavilions H, the new outdoor kitchen and Meteo collection from Konstantin Grcic.

The chair consists of a basket with large backrest cushions. Seen from the side and back it has that modernist look. The braiding is traditional, your classic outdoor fibre. ‘I fancied something really





traditional, something a bit modernist, relaxed in the way we treated the fibre. And the Vimini, the chair with its classic braiding and baskets, it's captivating, and we wanted to make something neutral' added Patricia Urquiola.

Gem from Gloster:

The innovative ceramic material used in crafting the Gem tables, is both heat and weather proof, making it the ideal surface for even the harshest outdoor environments. Subtle veining in contrasting tones is evident on both colours of ceramic, mimicking the appearance of natural Italian marble. Gem is available in either Bianco or Nero ceramic as a 80cm wide x 35cm high Coffee Table or 37.5m wide x 47cm high Side Table. Gem is one of the latest and most striking additions to Gloster's wide range of occasional tables and is an undeniable statement piece.



Just like the remains of an abandoned temple or a gigantic, oversized ornament, the sharp octagonal lines of the tables in the Gem range, made of ceramic slabs, grab the eyeballs of the viewers. These tables, designed by Henrik Pedersen, are each comprised of a total of 18 panels, carefully cut from ceramic slabs, whose simple, seamless assembly creates a beautiful form.

Rug'Society introduces luxury edition

Rug'Society is a Portuguese brand of a luxury tapestry that it will be a better fit for one's project. They want to bring the history and culture of tapestry to a current design. Their products are carefully handmade and high-quality design, they are not just rugs, but a piece of art.



Neptuno: Neutral Collection

With a bold graphic design and a creation without limits, Rug'Society has developed a very coherent collection where we can show through noble materials, graphics and patterns different and unusual. A 100% handmade product that transforms the comfort and beauty of your project.

Mermaid: Lounge rugs collection

With a creation without limits, they have developed the Mermaid Rug, the fourth of lounge collection. Inspired by the feminine representation of the sea, it transmits us her delicacy and her strength.



Kleopatra: lounge rugs collection

This lounge version of Kleopatra rug is the first lounge rug created by RUG'SOCIETY. Its sky blue and pale mustard tones, its perfect shape for any lounge and its fringes make it a must-have tapestry piece.

CUERO- enhances relaxing experience with Pampa Mariposa armchair (leather)



The Mariposa armchair was born more than 30 years ago, under the pencil of Lars Kjerstadius, founder of the CUERO brand. One of the comfortable of all butterfly chairs, with proper width and stability supported by its steel structure is finished with a 4mm leather of absolutely impeccable quality and guaranteed for life. The refined chic of Design combined with the perfect comfort. Available in vivid 6 colours.

Discover fresh storage collection from LAURETTE

The symbol of sophistication and easy storage from French furniture brand, Laurette -Buffet J18

Buffet J18

This sideboard with sliding doors and storage drawers created by Laurette fits perfectly into the spirit of the collection. This buffet will perfectly find its place in a living room or an entrance.

Hues: Charbon, gris, bleu canard and honey-coloured ash veneer.

Dimension:

Sideboard with 2 sliding doors and 3 storage drawers
Dimensions: L161 cm x P 42 cm x H 90 cm (included the base). Dimensions excluding legs: L161 cm x D 42 cm x H 65 cm. Composition and finishes: MDF cabinet. Drawer and handle finishes ash stained honey. Water based paint. Water based varnish. Base in metal painted in black. Made in Portugal.



Hammer Collection from SEGIS



The "die cast aluminium component" to join frames together, this shape looked like a Hammer. A detail that for its originality and appealing is able to characterise the entire collection which includes three different sizes and shapes: armchair and lounge with high and low back.

A detail that for its originality and appealing is able to characterise the entire collection which includes three different sizes and types: chair, armchair and lounge chair.



The collection of chairs offer absolute comfort, while the dimensions and niches highlight the different destinations of use. Hammer fits perfectly in any environment, from residential to the most classic. It can be matched to a dining table or a meeting table and be a comfortable chair for a hotel room, as a waiting area, a living area of a hotel or to be a cosy lounge, star in a lobby of a multi-starred hotel. In each of these situations Hammer presents itself in its clean lines, elegant almost inviting the user to sit down and try its comfort.

Hammer, elegant and sophisticated, is a combination of the different elements – steel tube, die-cast aluminium element and cold injected polyurethane foam – contribute to define a product of great value. Covered in fabric, leather or faux-leather, it is also available in a swivel version. Hammer stands out in every contract environment: lobbies, meeting rooms, hotels, and collaborative areas.



The winner of 2018 Red Dot Product Design Award and the Good Design Award of the Chicago Athenaeum, is enriched with two new versions this year featuring practical swivel bases that increase its value and versatility.



Inspiring products and designs from Covet House

Covet House launches “Future of Design” to meet contemporary needs. The year brought in metamorphosis for Covet House and its brands such as BOCA DO LOBO, KOKET, CIRCU, FOOGO, ESSENTIAL HOME, RUG’SOCIETY, MAISON VALENTINA, PULLCAST, BRABBU. Covet House forward-thinking created innovative aesthetics, creating curated masterpieces always with some keywords put into their designs: comfort, versatility, and art.



TABLES

Bertoia Bar Table from Essential Home
 - A modern bar table perfect for a luxurious bar, with a round shape that is not only trendy but extremely enticing. Designed purely of dark marble, this is a majestic bar table with incredible potential.

Metamorphosis Snooker Table from Boca Do Lobo— An extraordinary English snooker table with 10-foot playground, founded by 8 statement designed black wood legs which portray unexpected chaos of high-end materials and unexpected casted brass black bugs and gold scorpions.

Vertigo Side Table from luxxu- Composed of perfectly crafted marble, polished brass and smoked glass which creates a unique and sophisticated environment wherever it's placed. A fascinating and exclusive piece that exhales luxury and a cohesive style.





UPHOLSTERY

Merveille Dining Chair as introduced by Koket- a stunning feathers turn the outside back of this graceful chair into a wondrous work of art, upholstered with velvet colour cream.

Novak Sofa from Essential Home – A sofa that combines some details from mid-century style with a contemporary design vision.

Otter Single Soda from Brabbu- Its round shapes transmit both comforts as well as grandiosity.

BEDS

Cloud Bed from Circu - Its cloud-shaped form is only one of the details that make this piece whimsical and a perfect item for any bedroom. Every detail was made thinking about the comfort and well being of children.

Kings & Queens Castle Bed from Circu –Fascinating luxurious design will delight any child in love with storytales, being the centre of their mystical adventures.



Redefine dining experience with LASKASAS tables



Dimensions: Width 240 cm, Depth 120 cm, Height 78 cm

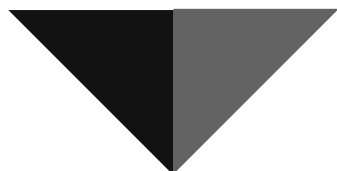
Celebrated for producing elegant interior designs in top quality, LASKASAS have successfully helped in crafting dream houses around the world.

Experience a perfect dining experience with new range of table designs from LASKASAS. People are looking for the best way to enjoy a meal as a couple or with friends with modern design, comfortable seating and unique materials.

Experience Fine dining at home with Isis Table

Enjoy a sophisticated dining experience at home with modern design, comfortable seating and unique materials from LASKASAS. This Laskasas Selection is the best way to achieve that, with unique prices.

Luxurious bath tubs from Maison Valentina



Diamond Bathtub:

Diamond bathtub designed in fiberglass with a luxurious black high-gloss finishing. The diamond shaped sculptural body is based on its name, making it a exquisite item in any modern bathroom. This bathtub also presents a golden rim, a small detail that stands out.

Dimension:

Width/Length- 215 cm | 84,64"

Depth- 91,5 cm | 36,02"

Height- 70 cm | 27,6"

Newton Bathtub:

Newton is an outstanding moment of design inspiration. This bathtub features a single-slipper style shape, a timeless detail that conveys comfort. It has a distinctive curved lip, made out of gold plated casted iron, revealing a golden interior. The high-gloss black and gold lacquered spheres make the perfect combination to make this a sculptural and artistic piece.

Dimension:

Width/Length- 180 cm | 70,86"

Depth- 90 cm | 35,43"

Height- 80 cm | 31,50"



Summer Collection from Castro Lighting

Bright and Elegant – AVANY PENDANT



Summer brings ideas to brighten your daily life with elegant illuminating options.

Avany handmade pendant features long plated brass tubes in both rectangular and circular shapes, the mix of black nickel mate and gold finish, give the design a whole exclusive and charming look, setting another level by its distinctive appearance. Artistic design and daring innovative techniques make the unforgettable signature. This floor lighting fixture

reveals a very own creative vision in lighting aesthetics: authenticity, freshness, and boldness.

A unique pendant that combines both: functional sophistication and luxurious lifestyle with a graceful futuristic touch. Ideal for contemporary style or modern interior design in both residential or commercial spaces, it will greatly complement the living room or bedroom lighting.



Suspension delight- RAVEL SUSPENSION

“Swarovski crystals enhance the hammered texture of the collection”, fused to enhance interior illumination.

Ravel Suspension, uses luxurious gold and the Swarovski crystals enhance to add to the elegance and timeless charm of the lighting piece. This combination results in a sophisticated yet dynamic design that stands out in any ambiance, just like pianist Maurice Ravel’s music that is often associated with Impressionism.

Ravel suspension was created in order to be perfect yet functional and practical. Stunning Swarovski crystals emerge from the middle of the delicately hammered gold plated brass, allowing the light to spread to the surrounding space and creating the perfect ambiance in the area.




The Art of Filigree from KOKET



Notable traditional craft the “art of filigree” an art form inspired by jewellery carving, is now fused in the luxury decor brand KOKET taps to present a number of stunning designs.

Filigree is a delicate form of metalwork, usually gold or silver, made with tiny beads or twisted threads, or a combination of the two, soldered together or



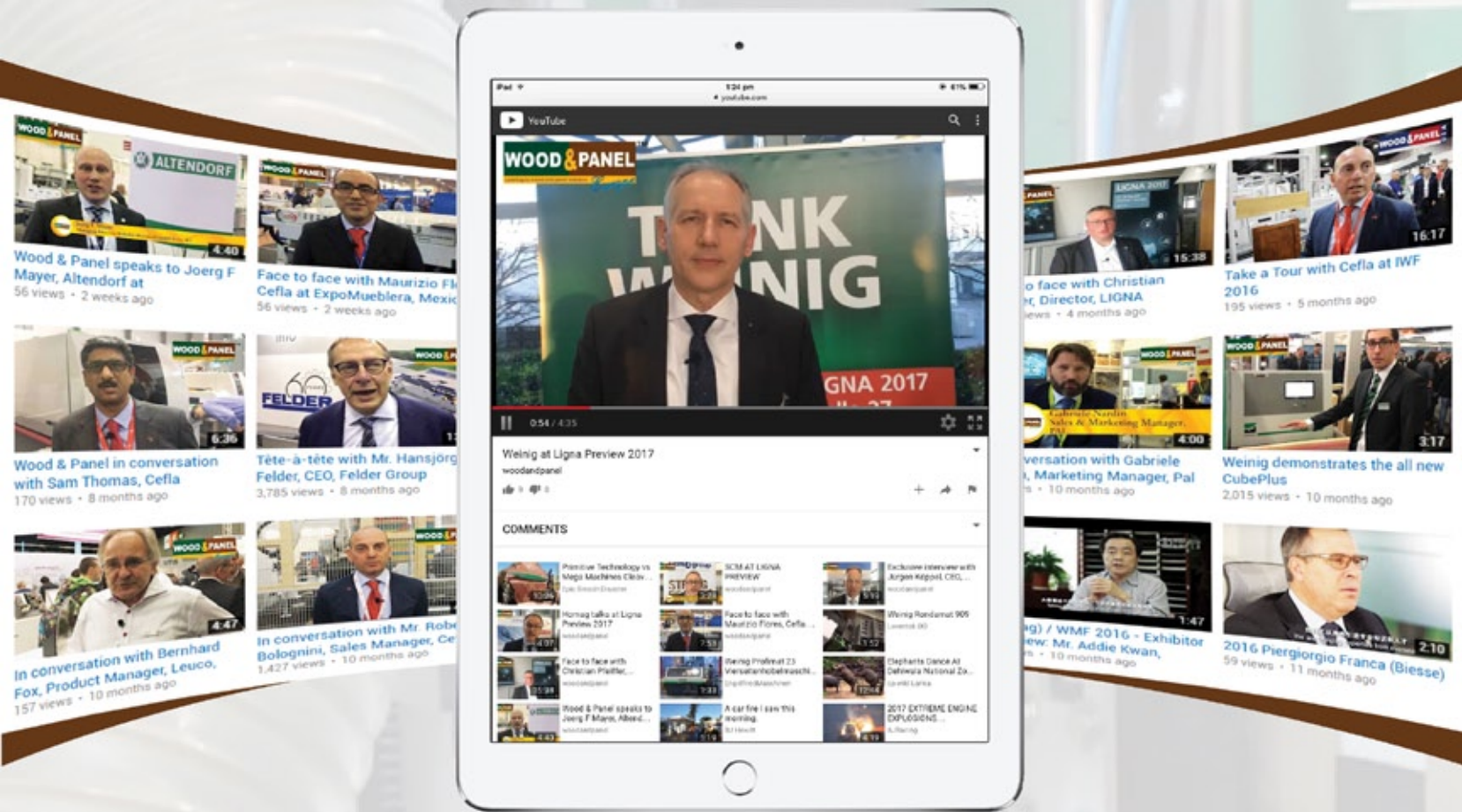


to the surface of an object of the same metal and arranged in artistic motifs. The English word filigree is shortened from the earlier use of filigree which derives from Latin "filum" meaning thread and "granum" grain, in the sense of small bead.

The innocent drama of a whimsical butterfly through the enchanted journey of life. The Nymph chandelier embraces the wild side of this rare and beautiful animal that so gracefully bejewels the lighting fixture. Delicate metal butterflies hover in the air in perfect harmony composing an overblown dramatic silhouette, which gives shape to a luxurious chandelier. Nymph is a truthful legacy of KOKET's haute couture experience in exquisite goods, goddess-y shapes and hand-crafted drama.

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INDEX Dubai

—internationally acclaimed

The region's largest interior design event where 50,000+ designers, architects and hoteliers make business with 1,200+ suppliers and brands. From hotel to home, palaces to residences – one can save time searching for his perfect products by accessing everything he need, all in one place and while building lasting face-to-face connections. Visitors can enjoy a vast array of experiences and features to maximise their time out of the office, including the Design Talks. This year, INDEX Dubai will kick off from September 17 to 19, 2019 at the Dubai World Trade Centre.

INDEX is comprised of 8 market-leading sectors. They have been carefully selected to make it as easy as possible for architecture, design and fit out professionals to see, touch, test and specify the products they need. According to INDEX Dubai, "70% of our exhibitors don't exhibit at any other event in the region. That means that over 553 international and local companies understand that INDEX is the most important design event for the region, offering exhibitors access to over 50,000 industry professionals."

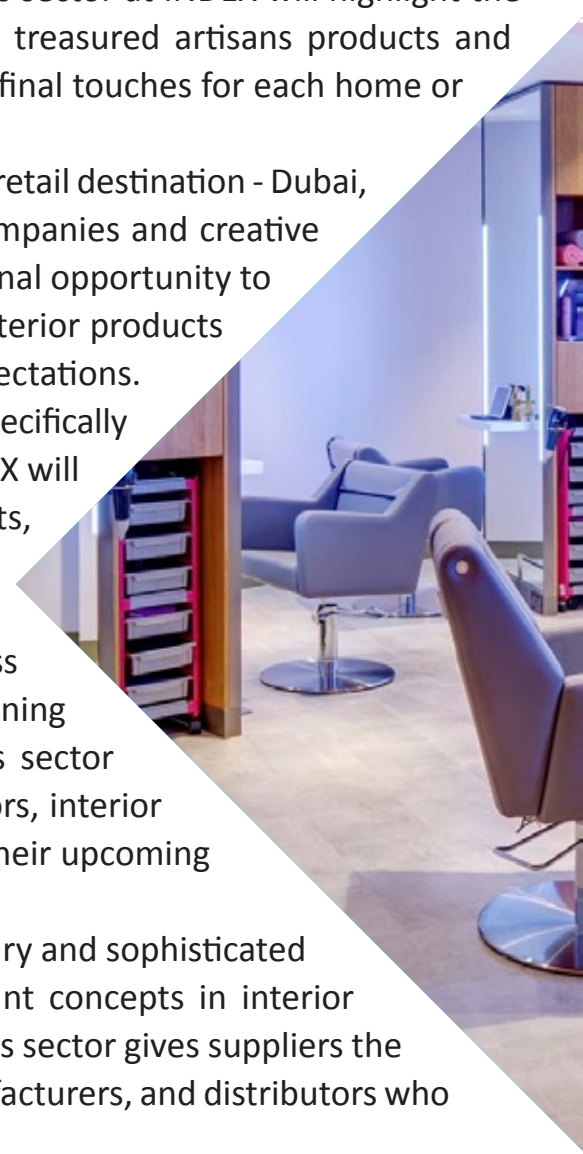
For visitors, INDEX is a wide opportunity to explore mostly the summer collection. Taking place in September, specially to suit the buying habits of the interiors sector following the summer months. Whether visitors have undertaken a new project or have that one piece they have yet to find INDEX will be there to offer a multitude of options to choose from.

Three reasons why a visitor and exhibitor both need to be here:

- To conduct product research
- To source potential suppliers for future projects
- To buy products for specific projects

Product sectors to be focused mostly:

- **Accessories, decor & homeware:** A unique showcase displaying some of the finest décor, accessories for residential, commercial and hospitality interior spaces. This sector at INDEX will highlight the various design preferences through elements of décor. With treasured artisans products and accessories that are intended to create the desired effect and final touches for each home or project, this showcase is ideal for retailers and wholesalers.
- **Furniture & furnishings:** Hosted in the world's most glamorous retail destination - Dubai, provides high-net worth individuals, global interior design companies and creative architectural agencies. This sector at INDEX will be an exceptional opportunity to meet directly with suppliers of some of the finest and rarest interior products available, that guarantee their projects meet the highest of expectations.
- **Hospitality interiors:** Find everything from furniture to lighting specifically suited for interior spaces within hospitality. This sector at INDEX will showcase 100+ brands and suppliers offering interior products, services and solutions.
- **Lighting:** A superb display of lighting solutions from around the world that reflects current and upcoming trends across commercial, residential, hospitality and retail projects. Combining ambient and futuristic design with traditional elements, this sector at INDEX will be the premier showcase for retailers, distributors, interior designers, and buyers looking to source lighting products for their upcoming projects.
- **Textiles:** Featuring some of the stylish, traditional, contemporary and sophisticated fabrics from around the world. As one of the most important concepts in interior design, textiles is an exceptionally popular aspect at INDEX. This sector gives suppliers the opportunity to meet interior designers, retailers, agents, manufacturers, and distributors who have the power to transform their business pipeline.



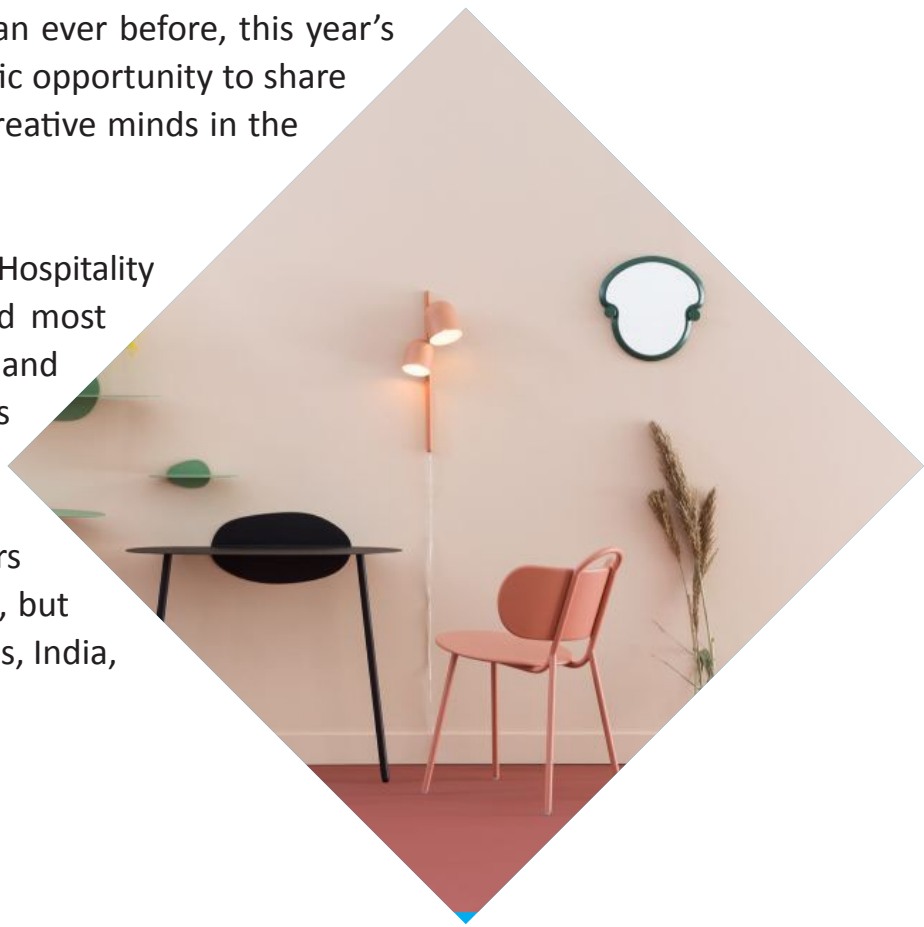
Every link of the supply chain is represented at INDEX. From product designers and manufacturers to procurement officers, specifiers and their employers. Whether purchasing lights for the lobby of a new residential tower, a piece of art for a hotel reception or replenishing stocks of dining tables for a furniture retail store, professionals involved in purchasing furniture and furnishings across all industries attend the show.

Design Talks: one of the important segments of INDEX

The Design Talks have become the leading public forum for discussion and debate among the region's most influential, creative and successful designers in the calendar. Chaired once again this year by Esra Lemmens, Founder & Director of the Esra Lemmens Agency.

With more striking and successful work being completed across hospitality, corporate, retail and residential sectors than ever before, this year's Design Talks will provide one with a fantastic opportunity to share insights and discussions with the leading creative minds in the region.

INDEX will be a part of Middle East Design and Hospitality Week 2019, which will be the biggest and most important celebration of all things Design and Hospitality. Through seven co-located events across three days, MEDHW will showcase the most important brands from the design and hospitality communities. Visitors attending will not only come from the UAE, but will also include neighbouring GCC countries, India, Russia and East North Africa.





Salone del Mobile. Milano Shanghai

—The superior

The Salone del Mobile.Milano Shanghai will be back from November 20 to 22 at the SEC – Shanghai Exhibition Center: this year, this fourth edition will see the participation of 125 exhibitors that, on 7,979.50 square meters net of exhibition space, will take their Chinese visitors on a journey into the beauty, originality and elegance of Italian products and design. Demand for Made in Italy furnishing is steadily mounting in China. Testament to the Chinese interest in Italian manufacturing, which has always been appreciated for its aesthetic and technological qualities, for its artisan tradition and for the firms' ability to showcase goods at 360 degrees, more than 22,500 extremely high profile visitors attended the last edition of the Shanghai Salone, while over 34,000 professional visitors came to the Salone in Milan where China is the best represented foreign country.

Again, this year, the organisers of the Salone – FLA China and its Chinese partner VNU Exhibitions Asia – will devote the greatest possible attention to the quality of the visitors expected. In 2018, visitors flocked from China's top-tier regions – Shanghai, Beijing and Guangdong – and from those experiencing rapid growth – such as Sichuan, Fujian, Shandong, Henan, Shaanxi and Hubei – presenting exhibitors with

concrete business opportunities and a singular platform for upping their visibility and success on the Chinese market, which is the largest and fastest-growing in the world.

The three days of design provided by this year's Salone del Mobile.Milano Shanghai are a journey into "Italian savoir faire," sophisticated and open-minded, providing an unmissable opportunity for Chinese professionals admiring of the wholly Italian ability to interpret today's lifestyle through advanced and intelligent tailored creativity and research.

SaloneSatellite Shanghai

SaloneSatellite Shanghai, back for the fourth consecutive time and charged with expectation and vision, is a talent promotion platform. It has been the first event to focus on young designers, instantly becoming the unrivalled place for interface with manufacturers, talent scouts and the most promising young designers, and is again running concurrently with the Salone del Mobile.Milano since 1998. Its creation was essentially a declaration of faith in the creative potential of designers under 35.

From 2016, Salone Satellite has been part of the Salone del Mobile.Milano Shanghai paying tribute to young Chinese creativity.

Its third edition, at the SEC—Shanghai Exhibition Center — welcomed 39 young Chinese designers from the People's Republic of China leading universities and design schools — the University of Arts in Shandong, the University of Technology in



Beijing, Soochow University, the DeTao Masters Academy, the Polytechnic University School of Design in Hong Kong and the Sci-Tech University of Zhejiang – presenting their works that are a balance of heritage and the contemporary, the new technologies and craftsmanship. The common thread was the Southern Hemisphere, along with the video exhibition AFRICA & LATIN AMERICA Rising Design / Design Emergente, which made its debut in Milan in April and was held in Shanghai as a source of information and inspiration.

2018 winners of SaloneSatellite Shanghai were: Huang Jing, First prize for the lamp Flapping Bamboo; Miaoyunzi Hu, Second prize for the furniture Strings; Ruixue Song, Third prize for the lamp Lantern. Duan Bingdong was awarded a Special Mention for the stool The Chair--18SS.

The Salone del Mobile.Milano Shanghai is a three-day event, featuring luxury design and furnishing, enabling Chinese visitors to see the furnishing solutions divided into categories:

Design – functional, innovative and very good-looking products.

xLux – products that combine classical elegance with contemporary design.

This year at SaloneSatellite Shanghai, cultural opportunities



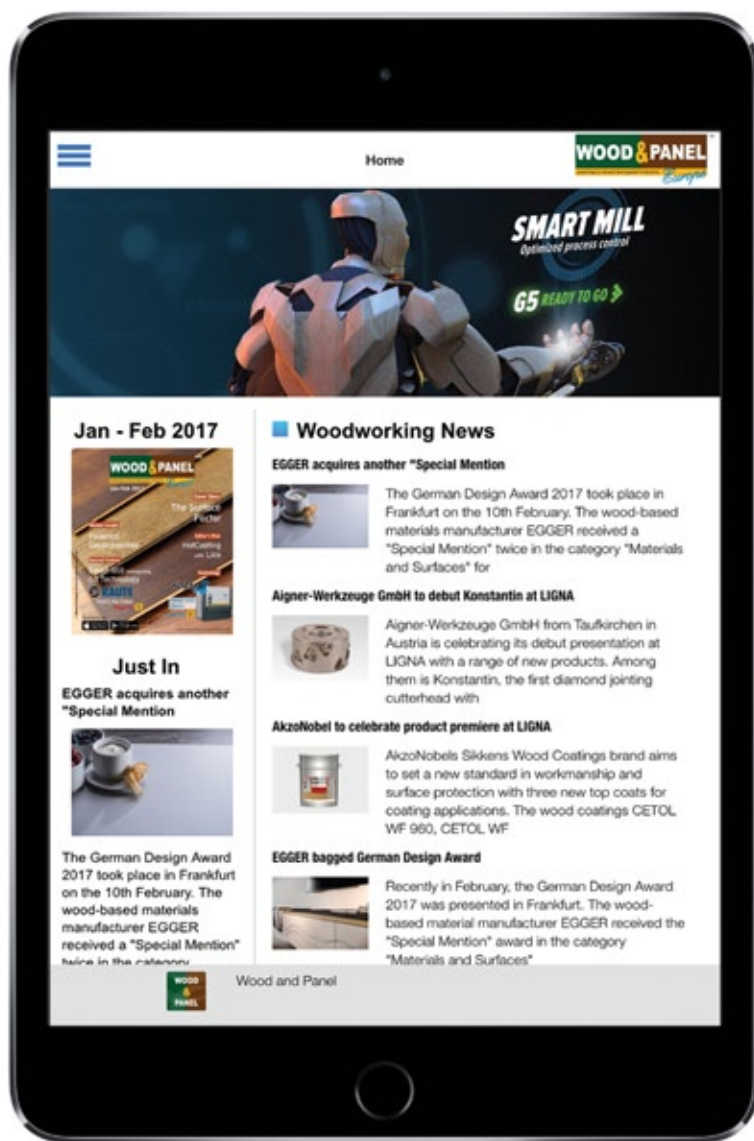
for reflection and discussion will be offered by the Master Classes, consolidated by the Salone del Mobile.Milano, which again this year will be held by leading Italian architects and designers, who will share their thoughts and visions regarding the development of the sector in China and all over the world with the attendees. Another space for reflection will be provided by SaloneSatellite Shanghai, making its return laden with expectation and featuring talented designers under 35, allowing young designers and students at Chinese universities and design schools a chance to showcase their projects. A jury of sectoral professionals will assign prizes for the top three projects as part of the SaloneSatellite Shanghai Award, and their designers will be invited to take part in the 2020 edition of SaloneSatellite in Milan.

“The Salone del Mobile.Milano Shanghai is a strategic international appointment, which has grown exponentially thanks to the quality of the exhibition and the interest of a public increasingly aware of and sensitive to the values of design. We are making our return to China’s economic capital with great enthusiasm, in the firm belief that we will be able to further advance what is already a fertile commercial and cultural dialogue between the two countries” said Claudio Luti, President of the Salone del Mobile.



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Neocon 2019: A Look Back

NeoCon 51 was bigger than ever. After running successfully for three days from Jun 10-12, 2019 at the Mart in Chicago, it culminated on a happy note. The show witnessed huge participation from the commercial design industry and exhibitors from different parts of the country. NeoCon 51 inspired and encouraged knowledge sharing in the furniture industry.

Massive crowd turned up and the showfloor became a real buzz of excitement. At NeoCon in Chicago, there the floor was flooded with thousands of innovative products for the interiors of buildings from trade, health care and administration, but also by companies and households. At the fair, the design industry came together and exchanged ideas and looks at new resources



and products. Alongside the exhibition there is also a conference with Numerous seminars, panel discussions and lectures of eminent persons from the industry.

Robin Standefer and Stephen Alesch, Founders of Roman and Williams Buildings and Interiors in New York, kicked off NeoCon 2019 programming by discussing balance and experience in design followed by a Q+A with the audience. After weeks of anticipation, some new showrooms made their debut including Hightower, Kwalu, Beaufurn, Montisa, Cumberland Furniture, Emeco, and HAT Contract. Additionally, several new exhibitors participated for the first time including Pedrali, LuxxBox, and others.

With nearly 1.4 million square feet of exhibition space and 500 exhibitors, NeoCon 2019 provided unmatched access to the industry's top companies and emerging talent, offering the latest and most innovative solutions for a spectrum of vertical markets including: Workplace, Healthcare, Education, Hospitality, Retail, Residential, Public Space, and Government.



Inspiring trends:

Latest trends on display emphasised on techniques of improving workplace with flexible, well-connected, furniture. The trade show hosted more than 50,000 design professionals who came together to experience latest ideas and introductions that will shape the professional environment.

Companies may now evolve more egalitarian that is accommodating privacy in open floor plans. Workplaces these days need flexible as well as creative environment. At the show more than 500 companies and several thousand lines exhibited products at Chicago's fairground.

For an industry that supports some of the world's largest and fastest moving businesses, there was little to be seen in the way of technology-related advances. It was as if last year's effort to introduce the sit-stand tables presented by almost every manufacturer was enough, and much of the focus this year was on upholstery, textiles and eye-catching colours. Top designers' talents have been employed to do little more than to create yet more stylish seating styles for breakout, reception and collaborative areas.

i. Watson Furniture group – Cloud 9

Space saving, agile and mobile workstation are a perfect design for maintaining efficient work environment. Bending space concept help in moving and working in an organised way.

ii. Andrew World- Conference tables

Tables are now available in high-end design and at an affordable price.

iii. Clarus Glassboards

Flex Wall, room dividers are a unique innovation that are simple and adds dimension to any space.

iv. CF Stinson

CF Stinson introduced their new online tool, DesignMix at NeoCon 2019

v. Haworth- Digital Knitting

Innovative way of producing textiles that allow designers to fully customise each and every piece as per expectation without any material wastage.

This year the show witnessed inspiration from far and wide on design and manufacturing. Prominent inspiration of Scandinavian ways of life could be noticed instead of Italian influence. Scandinavian Spaces shared showroom and in new products from exhibitors such as Allsteel, Okamura and Vitra. Furniture from Bla Station in the Scandinavian Spaces showroom. The open shelving system attracted crowd at the pavilion as variety of themes



presented by Davis, Herman Miller, Steelcase etc at NeoCon 51. Davis displayed the attractive European trend of open storage shelves beautifully at the show ground.

Highlights of the show:

- Allsteel Two-Thirds by Joey Ruiters
- BuzziBracks designed by Alain Gilles
- Darran from High Point NC
- Hue Seating designed by Ric Frampton
- JSI, from Jasper Group of brands
- Kiik from Arper.
- Nienkämper Heartbeat seating benches won a NeoCon Editors' Award

This year the show was a huge success

Honouring Talents:

83 awards were distributed in the Best of NeoCon 2019 competition of contract furnishing products during NeoCon at The Mart in Chicago. Awards and accolades included Eight Innovation Awards, six Editors' Choice Awards, and a Best of Competition Award.

The winners of the annual Best of NeoCon competition were announced on 10 June at this year's show in Chicago (IL). A grand total of 83 products in almost 40 categories were recognised at the awards.



Category	Brand
Conference Room Furniture	Gold: Nucraft: Alev
Furniture Collections for Collaboration	Gold: Steelcase: Flex Collection Innovation: Teknion: Bene Box
Seating: Conference	Gold: OFS: Kasura
Space Dividers/Partitions/Screens	Gold: Clarus Glassboards: Flex Wall
Tables: Height-Adjustable/Training/Work	Editors' Choice: Versteel: Sky Gold: Watson Furniture Group: Cloud 9 Desk
Education Solutions	Gold: VS America: Jumper
Office Accessories	Gold: Allsteel: Radii
Seating: Ergonomic Desk/Task	Gold: via seating: Yunique
Tables: Communal & Task	Gold: Nucraft: Epono
Technology-Integrated Solutions	Gold: Steelcase: Roam Innovation: Connectrac: Flex

The 52nd edition of NeoCon, the world's leading platform and most important event of the year for the commercial design industry, will next open its gates on June 8-10, 2020, Chicago and present world class art, architecture and design.

INDEX MUMBAI

A platform for innovative
inspiring ideas



After witnessing an outstanding turnover between May 1 to 4, 2019, the 31st edition of "India's largest exhibition on Interiors, Architecture & Design", Index Mumbai wrapped up in a grand way. From machine-made precision to hand-crafted originality, Index Fairs flagship Mumbai event showcased products of over 350 companies and 1400 brands from India and abroad. Prestigious brands displayed their wares across categories to 38,798 visitors from India and abroad.

The Index is a leading interior design exhibition in the country, that focused on exhibiting an ensemble of unique and latest designs, materials, architecture, creativity in the furniture sector. Mumbai was the hub of the innovations and creativity that brought suppliers and designers together from around the world.

The four-day show experienced a huge response from the furniture industry with a record visitor of over 38798 visitors and 2500 exhibitors. Index is a leading international trade fair held every year in Mumbai, India. This year it expanded even further to bring together industry innovations and modern developments to the sector. The 31st edition of Index received an overwhelming response from architects, designers, builders and procurement teams from India and overseas attending the event this year. It turned out to be an epicentre for business development, industry networking, and knowledge sharing. The trade fair also launched an exclusive pavilion for new innovative materials named Innomat this year. Index, renowned as new designs exhibition, has successfully maintained its position as the leading international B2B trade fair in India in the competitive chart of trade fairs in India.

Index is an international trade fair on residential furniture with exhibits from Italy, Turkey, Malaysia and Indian companies. A B2B platform with a focussed exhibitors and visitors profile from the industry. The best platform to check out the latest designs & trends from the furniture design countries of the world.



Display Categories:

- Art & artefacts
- Furnishings
- Furniture
- Office furniture
- Kitchen and appliances
- Materials, Hardware, and more.



Design and business matched at Index 2019

Liyakat Ali Khan, Managing Director, UMG Index Tradefairs Pvt. Ltd. said, "India is a key market for the world and, acknowledging the fact, we introduced many 'first-time in India' products which, we are happy to say, added tremendous value to our clients. We are also proud to have introduced and launched numerous new products from design brands from India."

The Fair saw towering installations contributed by the illustrious Padma Bhushan Shri Rajeev Sethi, Founder & Chairman, Asian Heritage Foundation. In addition, the four-day show spread across 300,000 sq. ft. included products from Canada, Indonesia, Italy, Malaysia, Indonesia, Czech Republic, Germany, UAE, Taiwan, Poland, Turkey and China.

The fair connected manufacturers and traders dealing in furniture and accessories, lighting, kitchen and appliances, office furniture, hardware and fittings, with architects, interior designers, builders, project managers, consultants and procurement heads across the hospitality, corporate and government sectors.

Key industry and professional associations continued their strong support of Index, adding power and prestige to the event while raising the business component of the fair. These included the

National Real Estate Development Council (NAREDCO), Indian Society of Structural Engineers (ISSE), Hospitality Purchasing Managers Forum (HPMF), Association of Designers of India (ADI), Ahmedabad Timber Merchant's Association (ATMA), Jaipur Handicrafts Exporters' Association (JHEA) and Rajkot Hardware Manufacturers Association (RHMA).

Visitors were drawn to the dedicated spaces which became a huge attraction, such as the Indian Furniture, Furnishings and Artifacts (IFFA) Pavilion; the highly successful India Design Pavilion (IDP), country pavilions and the Art Enclave, in association with Aura Art. Numerous platforms for B2B interactions abound, from B2B meetings to presentations and discussions, seminars and focused industry met at the 'e! Events @ Index'.

INNOMAT- Innovative Materials for Interior & exterior use

A highlight of the Index Fairs 2019 event was the launch of the new dedicated fair for the materials segment, Innomat. The array of materials and intermediates for contract fit-outs ran the gamut from flooring to wall coverings and tile surfaces with an interesting range of products from Canadian Wood, Hindware, Granicer, Somany, MRF Paints, Dalmia Cement, Polycoat, Atco, Inovar Floors, MCM, SamekParquet, TimeTechnoplast and Bosch Ltd.



INTER-FURN

Dedicated to the growing furniture fittings and architectural hardware segment, Index Interfurn is one of the jewels in the crown. Now an institution in itself, Interfurn is the largest trade platform and meeting point for the entire architectural and furniture hardware industry. Specialist traders and sourcing agencies came to Inter-Furn from across India and the subcontinent to source material for retail and projects.

The industry took the opportunity to meet and interact at this very professional platform. The fair showcased brands such as Godrej Locks, Oswal, Glitorium, Pluspoint, RP Steel, Italika, Callisto, Starrs, Aaryan, Platinum, Goodmade, Pag, Kzone, Richies, Padma, Paras, Polo, Ferguson and Zobex.

International Pavilions At Index

International Pavilions : Bring in the best the world has to offer to the growing Indian markets and range from high design furniture and Materials from China, The Czech Republic, Italy, Malaysia, Poland, Russia, Taiwan, UAE, Germany, Indonesia and Romania.

After experiencing huge participation, the trade fair will be hosting its 32nd edition in Mumbai in 2020.



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Warm tones for Summer from Circu



Essential Home curates the most relevant shifts across interiors. Instead of going for the brightest colour in the colour palette, the warm tones

and nude colors are a go to this year. Tones such as beige, rose gold, soft grey and sand are one of the trends for this year.

It's starting to be very common to see kids room decorated with floral themes, strokes of very natural colours like warm pink and whites. Here are some of the sneak peek of summer trends.

Castro brings the best of summer lighting 2019



Summer brings new prospects and bright ideas, a fabulous opportunity to finish projects and/or refresh interiors. Here it is! An exclusive interior

cocktail recipe of "In Stock Designs", available right now. One can get a dose of the freshest finds, from new designs to timeless best sellers, glass to crystals, everything one might need to forget about incomplete concerns and enter the new season uplifted and free-spirited.

Castro Lighting's stocklist includes more than 100 different designs.

It is perfect for the shorter scheduled projects, one can choose his favourite selection from a variety of collections and styles. Modern to classic, gold to nickel, with or without crystals, everything one might need.

The freshest and most wanted designs

Start with a few basic items, pair it with other Summerish textures and colours, then add a statement luxury lighting design to create your own summer interior concept.

Cheers to Summer 2019!

Maeve Suspension

Like the strong-willed, ambitious and warrior-queen Maeve of Ireland, who's passion led warriors to fight for her beliefs, the Maeve Suspension uses the same name and magnificence it offers. Conceived to incorporate traditional techniques and modern design influences, this lighting fixture has an enormous value due to its bespoke quality.

The gold-plated brass structure is hammered by the hands of experienced lighting design artisans as beautiful Swarovski Crystals are also individually assembled by hand at the bottom of the lighting suspension.

Streamline Wall Lamp

Streamline is versatile thanks to its details that will enrich the décor of a wide range of interior design styles. The shining gold plated finish confers an extraordinary beauty to the brass, enhancing its value as a noble material. The fluid shades from the piece contrast with the geometric forms, playing nicely with abstract art.

This piece was conceived to be distinctive and stand out for its design, becoming the perfect fit for curated interiors that combine a diversity of styles.

This elegant wall light features long gold plated brass tubes that give the design a whole exclusive and deluxe look, setting another level by its distinctive appearance. This recipe of rich materials and sleek lines inspired by art-deco architecture make the Streamline wall sconce desirable.

Halo Table Lamp



Halo's are optical phenomenon's that occur when tiny ice crystals refract and reflect the sun or moon's light, creating splendid circles of light in the atmosphere. They are rare and prized

events of delicate beauty that are simply astonishing.

The Halo Table Lamp, made solely with gold-plated brass, is a display of modern inspiration that was designed for those who want a simple and elegant lighting fixture without giving up charm and refinement.

An option that is simple yet sophisticated, being the perfect addition for contemporary or modern interior designs in both residential or commercial spaces. Likewise, it isn't restrictive and will look amazing in any area of the house.

Brabbu brings new and bold designs



Brabbu always try to explore newest innovations through their product execution. They are always eager to let

people know about the latest trend in the interior design world – a new trend that brings softness and sophistication to any home.

Blush New Nutral, this new trend gathers the softness and sophistication suitable for any home decor. The name of the trend brings back the legacy of live theatre due to the use of the actor's make up in the 16th century.

These neutrals tones are able to make any space look comfortable due to their soft visuals, yet is able to keep one's decor sophisticated and modern as well.

LUXXU launches new upholstery



The brand known for exceptional lighting designs is releasing new upholstery! Most of these designs were first presented to the world back in April, during the world-renowned trade show

Salone del Mobile but haven't, until now, been officially released by the brand. A brand that is focusing more and more in high-end upholstery with great finishes and a style that fuses modern, classic, feminine and masculine. The result is a dreamy luxury upholstery collection made of sofas, office chairs, sofas, chaise longues, dining chairs, armchairs, bar chairs, ottomans and all the innovative designs the talented designers can think of!

Thanks to a timeless style and customisation options, LUXXU's upholstery fits into most interior design projects, from the luxury master bedrooms to the brand-new restaurant opening in the most stylish neighbourhood.

Anguis Armchair



A modern armchair that stands out in any lounge or living room due to its contrasting, yet harmonious, textures. The round shape ensures comfort. Made only with

fine materials, the brass legs contrast with the black velvet and wood finish and create a sophisticated and lavish armchair that brings a touch of luxury to any interior.

Ocadia Armchair

A brass frame supports the arched backrest, designed to provide comfort. High durability, comfort and style define the Ocadia Armchair, a velvet armchair that provides just the right amount of luxury. Inspired by turtles' shells the Ocadia is a luxurious way to sit back. Ideal for bedrooms, living rooms, lounges or office space.

Galea Dining Chair

Galea is a glamorous dining chair that blends ancient with modern. It draws inspiration from a helmet worn by warriors in the Roman Empire and is brought to life through traditional production techniques. The result is a velvet and leather modern armchair, which elegant silhouette ensures it's perfect for upscale

restaurants and modern dining rooms.

Charla Chaise Longue

Chaise Longues have long been associated with luxury design and opulent master bedrooms. The Charla Chaise Longue takes on the Charla lines and brings a modern twist to these timeless furnishings. Upholstered in leather, the high-end modern chaise longue is the ultimate expression of luxury, comfort and elegance.

KE Outdoor introduces new website for design lovers



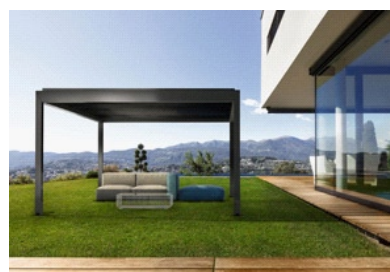
KE, the leader company in outdoor industry, displays its new website – www.keoutdoordesign.com – in order to communicate and interact more effectively with an increasingly demanding audience, which will be able to get in-depth information about KE world thanks to an immediate and intuitive browsing, both for mobile and desktop versions.

This website, that meets high performance needs and facilitates the research of up-to-date solutions, is conceived in a worldwide perspective and is available in six languages.

In order to accurately mirror the company's personality, a new user experience has been created with the aim of enhancing the browsing and exploration of contents.

Next to the products section, the Applications and References pages are given a great importance. In this last section, users will find KE's realisations in both Contract and Residential contexts – a dialogue able to stress the high level of customisation and research that has always marked KE Outdoor Design's products.

The possibility of creating a direct contact with the company will allow users to be always updated on the trainings and formation dedicated to dealers – with KE Academy – as well as on events and trade fairs.



Furthermore, thanks to the dedicated forms, the company stands as a reliable consultant

for those who want to create an outdoor project and need advice about technical issues, such as design studios and architects, with whom the company cooperates synergistically for medium and large-sized projects.

Northern expands the colour palettes of Docca



Already available in black, dark grey and white, iconic mid-century design Dokka has expanded its colour palette to include light yellow, rust red and dark green. With their nuances of warm sand, fiery terracotta and lush landscapes,

the new colours offer a harmonious balance of rich tones and neutral tints.

Award-winning designer Birger Dahl (1916 - 1998) Press release - Autumn 2019 was a pioneer of contemporary Scandinavian lighting. The mid-century years were a formative period of his work, when he forged his signature streamlined style and launched a new vision of lighting design. Dahl's career had actually begun the previous decade, when he became head of design at Norwegian electronics firm Sønnico and created the award-winning Dokka pendant lamp. Dokka was the first lamp in Norway to receive a Gold Medal award at the prestigious Triennale di Milano, which brought Norwegian lighting under the international

spotlight.

While acclaimed for his lighting designs, Dahl is also considered to be one of Norway's leading Post-war interior architects. Strict geometric shapes, such as circles, cones and cylinders, were the building blocks of Dahl's design vocabulary, which he softened with gentle contours. He emphasised the purity of form, highlighting the shape of the object rather than hiding it behind decorative details or layers of ornamentation. Sensibilities like these explain why his work still appears modern today, and why lighting designs such as Dokka, Birdy and Dahl are so compatible with the interiors of our time.

AI Aqua – The colour of 2021



AI Aqua is going to be a huge trend in 2021 according to the trend forecasting company WGSN.

Inspired by advances in technology and building on from the popular neo-mint trend, this 'positive' colour has a futuristic and innovative feel. This bright, bold blue is so diverse; it triggers feelings of clarity, looks 'sporty and trend-forward', and has major 'commercial appeal'.

Already popular within the world of fashion and tech, AI aqua is going to be taking our homes by storm too.

Rug Society introduces luxury edition



Rug'Society is a Portuguese brand of a luxury tapestry that it will be a better fit for one's project. They want to bring the history and culture of tapestry to a current design. Their

products are carefully handmade and high-quality design, they are not just rugs, but a piece of art.

Neptuno: Neutral Collection

With a bold graphic design and a creation without limits, we have developed a very coherent collection where we can show through noble materials, graphics and patterns different and unusual. A 100% handmade product that transforms the comfort and beauty of your project.

Mermaid: Lounge rugs collection

With a creation without limits, Rug'Society has developed the Mermaid Rug, the fourth of lounge collection. Inspired by the feminine

representation of the sea, it transmits us her delicacy and her strength.

Kleopetra: lounge rugs collection

This lounge version of Kleoptara rug is the first lounge rug created by RUG'SOCIETY. Its sky blue and pale mustard tones, its perfect shape for any lounge and its fringes make it a must-have tapestry piece.



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<http://www.indexfairs.com/>



Aug 13-17, 2019

Ifex
 Tabriz, Iran
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<https://ifex.org/location/iran/>



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KOFURN
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<http://kofurn.or.kr/en/>



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<https://www.maison-objet.com/en>
**MAISON
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Sep 08-11, 2019
CiFF

Shanghai, China

China Foreign Trade Guangzhou Exhibition

General Corp.

<https://www.ciff.furniture/>

Sep 08-11, 2019
WMF

Adsale

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www.woodworkfair.com

Sep 10-13, 2019
Furnica

Poznan, Poland

MTP Group

www.furnica.pl/en/


Sep 12-15, 2019

BIFE-SIM
Bucharest, Romania
Romexpo
www.bife-sim.ro/en/

BIFE SIM

Sep 17-19, 2019

Index Dubai
Dubai, UAE
dmg events
www.indexexhibition.com

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Habitat Valencia
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Feria Valenica
www.feriahabitatvalencia.com

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Oct 09-11, 2019

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Italian Exhibition Group
www.sungiosun.it

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Oct 10-13, 2019

For Interior
Prague, Czech Republic
ABF Fairs
www.forinterior.cz

The logo for FOR INTERIOR, featuring a stylized house icon with the word 'FOR' inside it, followed by the words 'INTERIOR' in a bold, sans-serif font.**Oct 15-18, 2019**

SICAM
Pordenone, Italy
Expo Sicam
www.exposicam.it

**Oct 22-24, 2019**

Index Qatar
Doha, Qatar
dmg events
www.index-qatar.com

**Nov 06-10, 2019**

Ambient Ljubljana
Ljubljana, Slovenia
Ljubljana Exhibition and Convention Centre
www.pohistveni-sejem.si/za-obiskovalce/domov/



Nov 18-22, 2019

Mebel
 Moscow, Russia
 Expo Center
www.meb-expo.ru/en/

MEBEL
 INTERIOR DESIGN

Nov 21-24, 2019

India International Furniture Fair
 Mumbai, India
 EFEEEXIM
www.iiffmumbai.com

IIFF
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Nov 20-22, 2019

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 Italian Trade Agency
 Shanghai, China
www.salonemilano.cn/en/

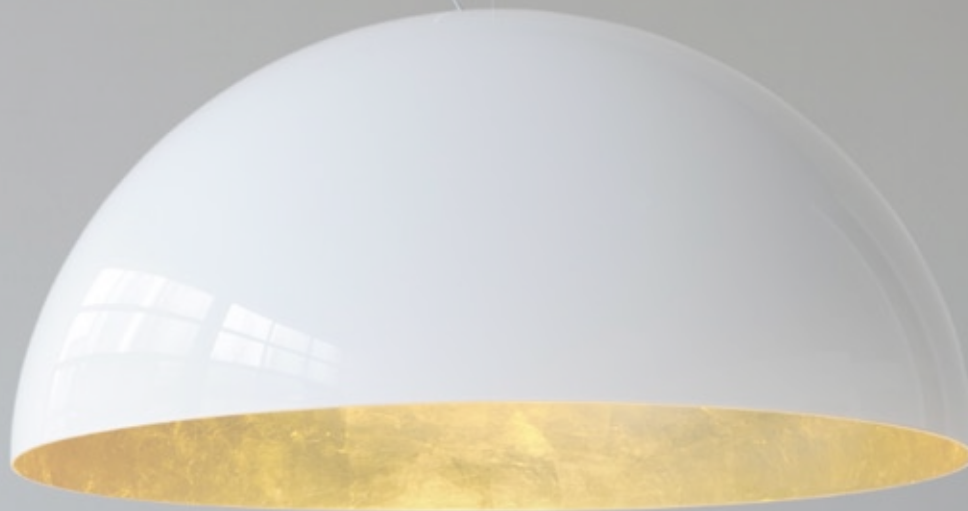
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