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04 March 2011

## International Furniture Fair Singapore 2011

The annual international trade fair is back from 9 to 12 March with even greater show of force. Janice Seow takes a sneak peek at the designs, people and highlights to watch for!

From 9 to 12 March, the halls of the Singapore Expo will be filled with more than 130,000 designs from Singapore, the region and Europe as the International Furniture Fair Singapore 2011 and the 28th ASEAN Furniture Show (IFFS/AFS 2011) takes the stage once again.



This year will see a trilogy of shows.

Besides the IFFS/AFS, the expanded Deco Asia 2011 promises an even greater offering of soft furnishings and home accessories, while the newly launched Hospitality Asia 2011 will showcase a whole suite of products for the hotel and contract manufacturing industry.

It seems that many other things are also getting bigger! The 70,000 square metres of exhibition space will be a 16 per cent increase from last year, while the number of Singapore exhibitors has also risen; they include familiar favourites like Cellini, Haleywood, Koda, and d-Bodhi, which received two awards last year for 'Best Stand' and 'Best Exhibit'.

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Koda



Koda

Indesignlive spots other highlights to look out for.

**Platform 2011**

This is where new and up-and-coming furniture designers from Singapore and the region launch their prototypes, and get the chance to connect with potential manufacturers. Some of those on show this year include IendaiYan, oon, Russitto, Pick Up Six and Kelvin Teo.

Located at Hall 3.

**Furniture Design Award (FDA) 2011**

Held in conjunction with the IFFS/AFS, the annual award seeks to uncover budding design talents and shine the spotlight on unique creations from around the world. This year, FDA sees 5 nominees in the Designer category and 6 in the Student category. Winners will be announced during the IFFS.



FDA Designer category nominee: Igloo Stool by Page Tan (Singapore)



**Head Office Group presents Vie T2**

The Vie T2 second tier worktop from Head Office Group brings style, functionality and flexibility to the workplace....

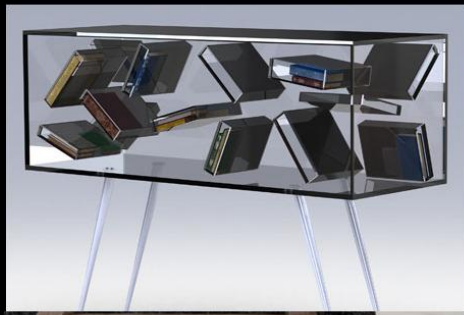
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*FDA Designer category nominee: Pretzel Bench by Abie Abdillah (Indonesia)*



*FDA Student category nominee: Liseta Bookcase by Samir Wadekar (Singapore)*

#### **Furniture Design Forum 2011**

The forum's 3 keynote speakers will be leading names in design. Japanese designer Naoto Fukasawa will speak on the topic "Design Inevitable", which will explore how people will naturally and unknowingly develop relationships with good design; Antwerp-based Vincent Van Duysen will talk on "Tactility in Architecture & Design"; Roberto Moroso, CEO of Moroso Spa, will cover "Contemporary Art, Fashion & Design".

Held on 11 March, 1.30pm – 5pm, Conference Hall D, E & F, Foyer 1, Level 2. Registration required.

*Hero image: Hug Chair by Gabriella Asztalos*

**IFFS/AFS 2011**  
[www.iffs.com.sg](http://www.iffs.com.sg)  
announced during the IFFS.