



MEDIA RELEASE
FOR IMMEDIATE RELEASE

Explore, Engage and Experience DESIGN @ IFFS/AFS 2014, The Décor Show 2014 & Hospitality 360°

The Destination for Global Connections, Inspiration and Design Innovations

Singapore, 20 September 2013 —Explore, engage and experience design that showcases the best innovative elements from the multi-faceted creative spectrum. Not just any design, but design that inspires, crosses borders, celebrates diversity, discovers new talent, sparks conversations and stimulates our senses. This is how you will experience design in a new light at the upcoming edition. **SingaPlural 2014**, in its 3rd year running will be held in conjunction with the International Furniture Fair Singapore 2014 / 31st ASEAN Furniture Show, The Décor Show and Hospitality 360° from 12 – 16 March 2014 to enhance the visit and experience in a holistic fashion.

With six more months to go, the **International Furniture Fair Singapore 2014 / 31st ASEAN Furniture Show (IFFS/AFS 2014), The Décor Show 2014 and Hospitality 360°** is gearing up to provide a comprehensive solution for design, furniture, interiors and fittings. As Asia's premier design-led furniture and furnishings sourcing platform featuring the best in design from across Asia and around the globe, IFFS/AFS continues to attract recurring and first time quality exhibitors with more international as well as design-brimmed affluence.

Close to 300 international companies have already registered to exhibit and these include brands such as *Manutti, PR Interiors, SOME, Ethnicraft, Kenas Home, Brema Marketing GmbH & Co. KG, Carezza, Ballabio Tranciati, ALF – LTD, Woven+, Bellagio Asia Ltd, Elmy Interiors BV, Textsilk by Etisilk S.A., Multay Furniture, Phillips Collection INC., Glen Raven LLC Sunbrella, Country Corner, Far East Furniture, Zooko Asia, Andrew martin and Jati & Kebon*. The total booking space tipped a healthy 20 percent increase from the international brands participation globally this time round.

In addition to these well-known and steadfast supporters, the IFFS also attracted new European and international exhibitors who have stepped forward to seek bountiful opportunities in booming Asia and these include *J Vincent International Pty Ltd, Habitat France, Marchi, Resource Décor Ltd and MG Furniture, Alexander & James and The Big Ass Fan Company*, all of whom have confirmed their participation at IFFS 2014 with much enthusiasm.



CO-LOCATING SHOWS:

**The
DECOR
SHOW**



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The highly anticipated IFFS/AFS 2014, held alongside with The Décor Show, Hospitality 360° and Art of Living Asia, slated from 13 to 16 March 2014 at the Singapore Expo, will converge and congregate some 60,000 square metres of fine furniture and furnishings displays from over 25 countries, to represent the destination to discover ideas, solutions and bring the industry connections to the next level.

For more information on IFFS/AFS 2014, The Décor Show 2014 and Hospitality 360°, please visit:

www.IFFS.com.sg | www.TheDecorShow.com.sg | www.Hospitality360.com.sg

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About International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd)

International Furniture Fair Singapore Pte Ltd (IFFS Pte Ltd) is partly owned by the Singapore Furniture Industries Council (SFIC) and MP International Pte Ltd. IFFS Pte Ltd's primary objectives are to organise and manage furniture and furniture-related fairs, exhibitions, shows, conferences and other events worldwide. This includes the annual International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality360°, a keynote event on the furniture trade exhibition calendar.

About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With three decades of experience since its inaugural event in 1981, IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The [IFFS/AFS](http://www.IFFS.com.sg), [The Décor Show](http://www.TheDecorShow.com.sg) and the newly launched [Hospitality 360°](http://www.Hospitality360.com.sg), which is the inaugural edition of the pivotal hotel event in Asia, brought to you jointly by IFFS Pte Ltd and DMG Events Middle East & Asia. The series of shows feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. To make it a holistic trade event, the various design initiatives (*SingaPlural*, *Furniture Design Platform* and *Furniture Design Award*) offer added depth and dimension to this Singapore-anchored trade event, raising its profile as a show not-to-be-missed in the industry calendar.

For more information about the fair, please visit:

www.IFFS.com.sg | www.TheDecorShow.com.sg | www.Hospitality360.com.sg



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About SingaPlural

SingaPlural- Celebrating Design 2014 is a unique showcase of the best design elements from the multi-faceted creative spectrum - architecture, urban planning, landscaping, as well as interior, furniture, graphic and fashion design. Organised by Singapore Furniture Industries Council (SFIC), the event is held in conjunction with the International Furniture Fair Singapore (IFFS).

Together with network partners of DesignS, this week-long design celebration features Singapore's very own home-grown talents across the creative industries. From Singapore Expo to the city, local audiences and international visitors are in for a visual treat from 12 to 16 March with more than 220 installations and exclusively curated design spaces, symposiums, competitions and many other activities to engage and evoke their design senses.

For more information, please visit www.singaplural.com.

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