

## MEDIA UPDATE

### IFFS 2015 Expands its Horizons and Shines Spotlight on Design *New Exhibiting Countries and Design Elements Announced*

Singapore, 17 December 2014 - With a little under three months to go, preparations for the International Furniture Fair Singapore 2015/32<sup>nd</sup> ASEAN Furniture Show (IFFS/AFS 2015), The Décor Show, and Hospitality 360° are well underway. Pre-registration for the show is open from now till the end of February 2015 and more than 1,500 industry professionals have already registered for complimentary access at [www.iff.com.sg](http://www.iff.com.sg). Returning to Singapore EXPO from 13 - 16 March 2015, the trilogy of design-led events will occupy interconnected Halls 1 through 6, and visitors can expect to enjoy a seamless experience while browsing the comprehensive range of furniture presented by a diverse portfolio of quality exhibitors.

“The show’s primary objective has been to facilitate conversations and create business opportunities between manufacturers and designers, distributors, retailers, and hoteliers,” expressed Mr Ernie Koh, Chairman of IFFS. He added, “Each year, the team endeavours to make the event even better and more relevant for all attendees. And for 2015, buyers can look forward to a wider offering with the addition of exhibitors from two new countries, while those seeking inspiration can keep their eyes peeled for our brand new *SingaPlural Design Hall*.”

#### ***New Exhibiting Countries***

As Asia’s leading sourcing platform, IFFS promises to be a truly international event that features the best of furniture and furnishing products from prominent manufacturers across the globe. This time, the show trio boasts a total of 12 country pavilions - including Belgium, China, France, Hong Kong, India, Indonesia, Malaysia, The Philippines, Singapore, Taiwan, Thailand, and Vietnam - as well as new representation from Austria, Czech Republic, Estonia, Finland, Greece, Lithuania, Sweden and Turkey, bringing the total country count to 32.

#### ***New Approach to Design***

As IFFS evolves and matures, it stays true to its calling to meld ‘design’ with the furniture business. In all these years, design has been and remains the focus of the event’s plans and execution, providing direction and injecting life to the show each year. While the show traditionally devotes an entire gallery to design, audiences can expect a novel approach to celebrating design at IFFS 2015.

For one, George Soo of FLIQ will curate a thematic showcase of carefully selected pieces taken from collections that will be presented by a group of 8 *crème-de-la-crème* exhibitors from the *SingaPlural Design Hall*. Located in Hall 1, this installation will give visitors a sneak peek of the exclusive designs offered by notable companies, including d-Bodhi (Singapore), Far East Furniture (The Philippines), Resource Décor (Hong Kong), HALO (Hong Kong), Woven+ (The Netherlands), Sharda Exports (India), Tropical Outdoor (Hong Kong), and Umbrosa NV (Belgium).

Also worth anticipating at IFFS 2015 are installations exclusively crafted for the show. A light installation through the clever use of innovative printed lighting technology called The Cloud by Singapore designers Kenny Hong of 11H and Breeze a kinetic sculpture by Andre Tan of XOPO will each present their unique creations at various locations, enhancing the show experience for attendees.



Co-locating shows:

The  
DECOR  
show



In conjunction with:

International Furniture Fair Singapore Pte Ltd  
62 Sungei Kadut Loop  
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## SingaPlural@IFFS

SingaPlural is a showcase of the best design elements from the multiple facets of Singapore's creative spectrum, including Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. An event organised by SFIC, **SingaPlural 2015** that runs from 10 - 15 March is the anchor event of the Singapore Design Week. Several components of the event will also grace the *SingaPlural Design Hall* in IFFS, including the Asian STAR Showcase, a collection of pieces by rising designers from countries across Asia, including Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand, and Vietnam, will be on display. Selected based on recommendations from the Asian design community, the partial line-up of designers confirmed for the Asian STAR Showcase to-date includes:

- Lee Chi-Wing - Milk Design (Hong Kong)
- Alvin Tjitrowirjo - Alvin T (Indonesia)
- Anastasia Sulemantoro - Artm (Indonesia)
- Joshua Simandjuntak - Karsa (Indonesia)
- Tomo Kimura - Pecci Kimura (Japan)
- Francis Lye - Mfivio (Malaysia)
- Andre Tan - XOPO (Singapore)
- Clement Zheng - Deslogue (Singapore)
- George Soo - FLIQ (Singapore)
- Jexter Lim (Singapore)
- Kenny Hong - 11H (Singapore)
- Chen Yen-Hao - YHHY (Taiwan)
- Feng Cheng-Tsung (Taiwan)
- Lee Chia-Ying - studio if (Taiwan)
- Yin Tzu-Chi (Taiwan)
- Pich Tripasai - TRIPASAI ARCHITECT (Thailand)
- Siriporn Kobnithikulwong & Wuthichai Leelavoravong - Everyday Studio (Thailand)
- Park Soo-Jung - November Design (Korea)
- Vito Selma - Vito Selma (Philippines)
- VDAS (Vietnam)

Over at another part of the *SingaPlural Design Hall*, guests will be treated to a stunning visual display that highlights the internationally well-received Furniture Design Award (FDA) in a retrospective showcase, curated by Anon Pairoit of Anon Pairoit Studio (Thailand).

Last but not least, a group of design studios, associations, and institutions from the region will also be participating in IFFS. These include: Nanyang Academy of Fine Arts (Singapore) in collaboration with King Mongkut's University of Technology Thonburi (Thailand) and furniture manufacturer Hawaii Thai; Osaka Seikei University (Japan); Technical School Drvo Art (Serbia); and Shih Chien University (Taiwan).

Following a successful 2014 edition that welcomed a total of 22,496 trade visitors comprising 97 international buying delegations from 115 countries, and 418 exhibiting companies from 33 countries, IFFS 2015 expects to usher even more quality industry professionals to the trilogy of events.

For more information on IFFS 2015, The Décor Show, and Hospitality 360°, please visit: [www.IFFS.com.sg](http://www.IFFS.com.sg) | [www.TheDecorShow.com.sg](http://www.TheDecorShow.com.sg) | [www.Hospitality360.com.sg](http://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 organize 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 Hospitality 360°, a keynote event on the furniture trade exhibition calendar.



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#### 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, the IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The trilogy of events - The IFFS/AFS, The Décor Show and Hospitality 360° - 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.

#### About SingaPlural 2015

The annual SingaPlural 2015 returns for a 4<sup>th</sup> edition from March 10 - 16 to showcase the best design elements from the multi-faceted creative spectrum - Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design through installations, exclusively curated design spaces, symposiums, competitions and many other activities.

Organised by the Singapore Furniture Industries Council, in partnership with DesignS, the week-long design celebration features talents across the creative industries. It is held in conjunction with the International Furniture Fair Singapore 2015/32<sup>nd</sup> ASEAN Furniture Show, The Décor Show 2015 and Hospitality 360°.

SingaPlural 2015 is supported by the DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board and SPRING Singapore. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

For more information, please visit [www.SingaPlural.com](http://www.SingaPlural.com) or [www.facebook.com/SingaPlural](https://www.facebook.com/SingaPlural). Find us on Twitter (@SingaPlural) and Instagram (#singaplural).

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