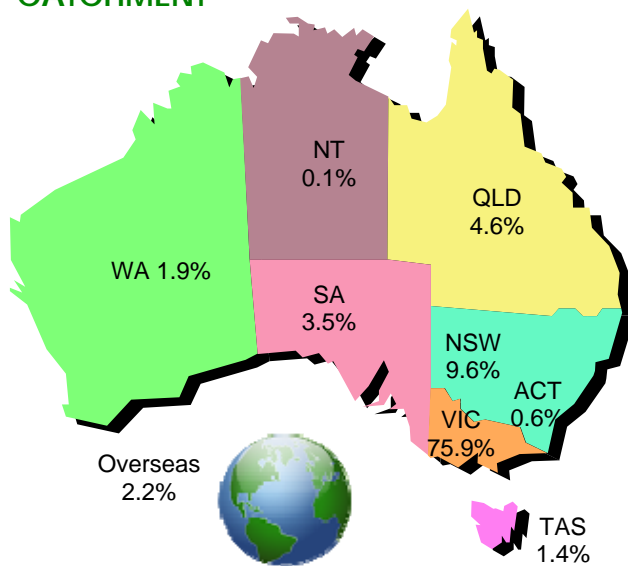




VISITOR STATISTICS & POST FAIR FACT SHEET

FURNITEX & DECORATION + DESIGN 2010 key satellite events of the Victorian Government's State of Design Festival attracted over **15,930** trade buyers. Up **12.5%** on 2009. Over 300 Exhibitors took part in FURNITEX including over 60 Australian Manufacturers with 46 Designers participating in what is now Australia's No.1 furniture & furnishings design showcase, VIVID. A further 170 Companies participated in Decoration + Design Melbourne. Many exhibitors have reported good sales whilst Visitor feedback has been positive reinforcing the importance of this event in the Australian furniture and furnishings industry. A major feature at this year's Fair was Hotel & Hospitality – Furniture & Furnishings broadening the visitor market catchment to Furnitex and Decoration+Design once regarded as a purely residential furniture & furnishings sourcing fairs to now being all encompassing furniture & furnishings sourcing fairs.

CATCHMENT



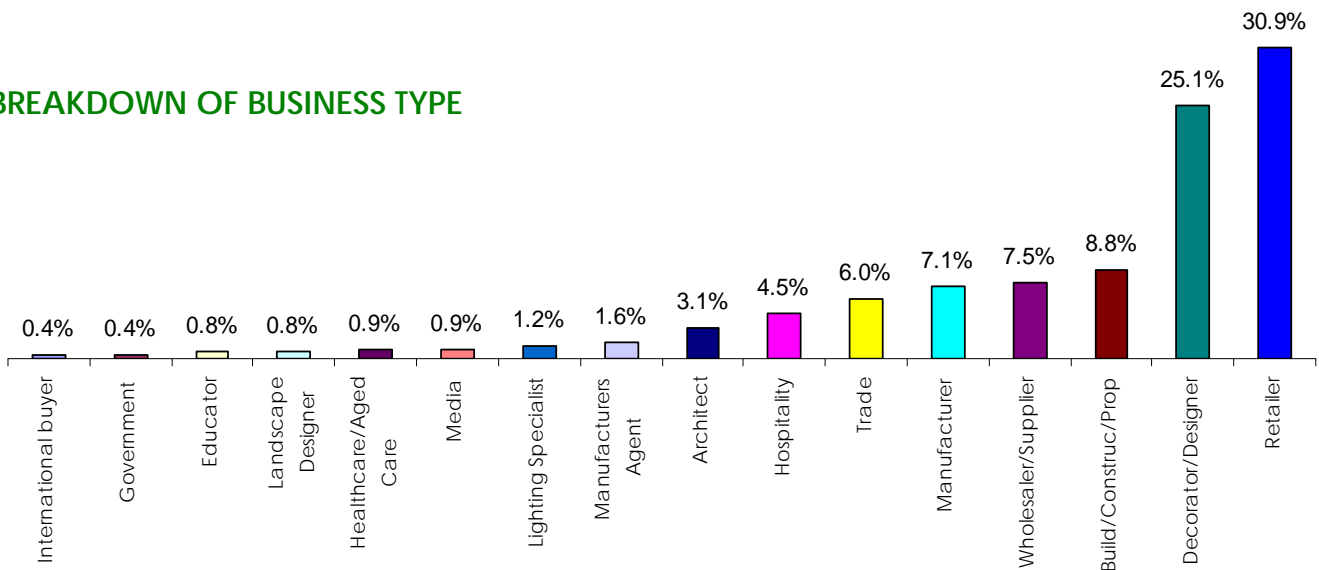
INTERNATIONAL ATTENDANCE

299 Visitors travelled from across the globe to visit the Fair including: Canada, China, Dubai, Germany, Greece, Hong Kong, India, Indonesia, Italy, Japan, Malaysia, Malta, New Caledonia, New Zealand, Russia, Singapore, South Africa, Taiwan, Thailand, UK, USA and Vietnam.

MAJOR RETAIL VISITORS

Major Retailers in attendance at the Fair included: Beds R Us, Bed Master Bedding, Berkowitz, Bev Marks Beds, David Jones, Country Road, Dollar Curtains & Blinds, Domayne, Forty Winks, Freedom, Furniture Court, Furniture One, Guests Furniture Hire, Harvey Norman, Homemakers, Le Cornu, Linen House, OZ Design, Rise & Shine, Snooze and The Sleeping Giant.

BREAKDOWN OF BUSINESS TYPE



FEATURE EVENTS

★ VIVID – VIBRANT VISIONS IN DESIGN

Australia's next generation of ground-breaking designers were unveiled at VIVID 2010. Having celebrated its 8th year VIVID - Vibrant Visions in Design 2010 proudly showcased 46 designers with 89 products in the heart of Furnitex.

Australia's leading furniture/furnishings design showcase is a major attraction for designers and specifiers interested in the latest offerings from a diverse range of designers.

★ INTERNATIONAL INDUSTRY SEMINAR SERIES

This year's Seminar Series attracted over 950 attendees. Speakers included designer Axel Enthoven from Enthoven Associates Design Consultants, Hannah Malein from London's Global Color Research, former editor for Metropolitan Home Magazine New York, Linda O'Keefe and Els Zijlstra from Materia in the Netherlands. From Australia there was a panel of leading designers including: Wendy Moore, Scott Weston, Kirsti Simpson and Dylan Farrell as well as presentation from Nic Burnham and Steve Brown from lighting consultancy NDYLIGHT.

★ INCONTEXT

With six identical chairs as our starting point we invited six industry experts to take a chair each, utilising it to interpret the latest decorating trends. The results were inspiring.

Winner of the most innovative display was Trudy Allsopp of Colour Confidence Interiors.

Other designers included:

Amanda Richmond
of Amanda Richmond Interior Design
Diane Bergeron of Diane Bergeron Interiors
Dominique Hunter of Hunter and Richards
Jacquie Pask of Moss Melbourne
Sally Anderson of Niche Interiors

VIVID Award Winners Included:

VIVID 2010 Student Award

Roslyn Campbell – For WEAVE Modular Shelving

VIVID 2010 Concept Award

Rob Miller – For ROCKING HORSE

VIVID 2010 Commercial Award

Damien Hipwell –

For STRONG MAN Children's Furniture

VIVID 2010 Green Award

David Durance – For CBS-1 Chair and Stool

★ HANDSOME PRINTS

A highlight of Decoration + Design Melbourne was Handsome Prints, a display of the very best in printed textiles and wall coverings. Located in the centre of Decoration + Design, Handsome Prints was designed to showcase the latest trends and sensational creative versatility of print for interior design and the capabilities of Melded Product Group's customised designed carpet tiles.

★ PADDED

A new feature especially created for the 2010 fair to showcase the skills and art of the upholsterer and promote the upholstery industry in Victoria. This exhibit challenged the perception of the scope of the upholsterers expertise, from furniture to unfamiliar areas such as automotive.

EXHIBITOR STAND AWARDS

Best Stand under 36sqm D+D

Entanglements

Best Stand over 36sqm D+D

Perfect Pieces

Best Stand under 36sqm Furnitex

Lounge Designer Furniture

Best Stand over 36sqm Furnitex

Sleepmaker

Best First Time Exhibitor Combined:

Missy Baillieu African Artefacts

