

MEDIA RELEASE

22 July 2010

Visitor numbers up 13% as Furnitex 2010 concludes

Attracting a record number of visitors, exhibitors and international experts, 2010 saw Furnitex and Decoration + Design truly make its mark on the global design fair circuit. With 15,930 visits to the fair from Australia and overseas attendees, all were eager to glimpse next season's biggest trends and hottest collections.

Showcasing next season's trends from leading manufacturers and wholesalers, Furnitex is Australasia's largest furniture and furnishings trade fair. Known not only for attracting the region's biggest industry names but also for unearthing future design talent, this year's fair introduced new features **Hotel + Hospitality Furnishings** and **InContext**, as well as the return of the hotly-anticipated **VIVID** - Vibrant Visions in Design competition.

Marie Kinsella, Managing Director, Australian Exhibitions & Conferences Pty Ltd said "Furnitex has established itself as a must-see on the Australasian trade fair calendar. We are the only fair dedicated solely to furniture and furnishings, and our rising visitor numbers prove that we are hitting the mark with our targeted offering."

The 2010 **VIVID** design competition displayed over 50 outstanding designs from new and emerging designers in Student, Commercial, Concept and Green award categories. The winner for the Student category was Roslyn Campbell with *Weave Shelving*, a practical and beautifully finished product. Damien Hipwell took the Commercial Award with his *Strong Man Children's Set*, noted for being marketable with a design edge, whilst Rob Miller received the Concept Award for his *Rocking Horse*, an elegant piece described by judges as an 'heirloom'. Green Award winner David Durance's *CBS1 Stool* was acclaimed for its versatility, and use of 100% sustainable material.

"We received a record number of entries for VIVID 2010, proving that our local furniture industry is continuing to expand. The winning entries stood out for being versatile, sustainable and ready to be marketed" said Curator Uli Hasel.

This year's **International Industry Seminar Series** welcomed Linda O'Keeffe, New York-based freelance designer and Creative Director. Linda's seminar on Redefining Modern looked at the changing definition of 'modern' in our time, touching on the big trends of downsizing and mixing periods and provenances.

Taking place over two days, the Seminar Series also welcomed colour guru Hannah Malein of Global Colour Research (UK), architect Axel Enthoven of Enthoven Associates (BEL), and Els Zijlstra of Materia (NL). Australian experts included Steve Brown and Nic Burnham of NDY Light, and a panel hosted by Home Beautiful Editor Wendy Moore, which featured leading designers Scott Weston, Kirsti Simpson and Dylan Farrell.

Co-located with FURNITEX was **Decoration + Design Melbourne**, the country's premier exhibition of soft furnishing and interior products. A highlight of Decoration + Design Melbourne was **Handsome Prints**, a display which featured printed textiles and wall coverings from leading fabric houses including Boyac, Brunschwig & Fils, South Pacific, Seneca, Radford Furnishings, Tigger Hall, Signature Prints, Cloth, Print Ink, Mary Riedel, Safari Living (Missoni), Selvedge, Zepel and Verve.

FURNITEX 2010 and DECORATION+DESIGN Melbourne 2011

Plans are already in place for FURNITEX 2011 and DECORATION + DESIGN Melbourne 11 which will be held from Thursday 21 – Sunday 24 July 2011. Enquiries can be made through Australian Exhibitions and Conferences Pty Ltd. For more information call (03) 9654 7773.

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