

# Exhibition guide

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Where decision makers meet



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FURNITURE  
RUGS  
BEDS  
LAMINATE  
UPHOLSTERY  
VINYL  
ACCESSORIES

# Thinking space



 **interiors**  
NEC Birmingham 23 – 26 January 2011

**interiors 2011** is the UK's largest interiors trade gathering. With a variety of interior and exterior suppliers all under one roof, **interiors** provides unique inspiration and unrivalled thinking space

For more information about this year's exhibition please visit [www.interiorsbirmingham.com](http://www.interiorsbirmingham.com)

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# Feature packed interiors

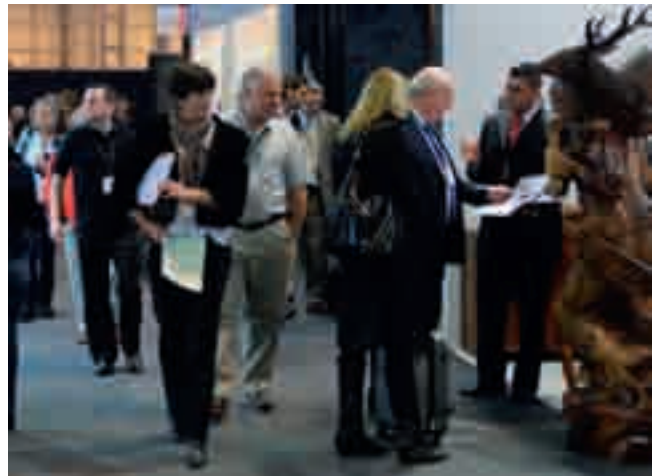
With a versatile array of top-class products and inspirational features, interiors 2011 will set the tone for the year ahead. Taking place from 23-26 January 2011 at Birmingham's NEC, it will present the latest product developments from some 600 exhibitors during four days of prominent interiors business and networking.

Alstons, Brunstad, Calligaris, Coach House, Duresta Upholstery, Elstead Lighting, Ercol, Granfort, Kettle Interiors, Meubles Delias, Mimo, Parker Knoll, PD Global, Relaxsan, Sweet Dreams, TCS and Willis & Gambier are among the recognised names exhibiting at the show. New to interiors 2011 are Abingdon Flooring, Alpine Lounge, Crucial Trading, Furlong Flooring, Helvetia Meble, Jitona and Optimum International.

Thinking Space in Hall 2 is packed with ingenious projects, lively discussions and groundbreaking designs. New to this area is a retail window design showcase which will give the interiors professional an opportunity to curate a new shop window concept and display it alongside other projects by renowned designers and retailers. Original submissions – a picture of a showroom from a retailer and a sketch of proposed shop window from a designer – should be sent to [justyna.sowa@ubm.com](mailto:justyna.sowa@ubm.com) by 12 November.

A collaboration between Global Color Research, Mix Publications and Birmingham City University will bring to interiors a visionary trends forecast installation by applying colour trends in both contract and domestic environments.

Free seminars will offer an insight into the industry's current challenges and future trends. Confirmed speakers include interior designer Oliver Heath, Lloyd Princeton of Design



Management Company and representatives from The Society of British Interior Design, Worldwide Fund for Nature and leading design agency Blacksheep.

Discovering the hottest new design talent is the aim of the New Design Britain competition. An expert panel from Marks & Spencer, House of Fraser, Acid and the *Evening Standard* will judge the innovative designs with the winner being announced at the event.

Running alongside the New Design Britain Awards is the Barjis Rug Design Competition, launching at interiors 2011. A week long trip to Beijing and an open paid internship with Barjis are the main prizes for the creator of the winning rug.

For more information and to register free for interiors 2011, saving the £15 entry fee, visit [www.interiorsbirmingham.com](http://www.interiorsbirmingham.com). To request a floorplan or book a stand, contact Oonagh Colligan at +44 (0)207 955 3927, or email [oonagh.colligan@ubm.com](mailto:oonagh.colligan@ubm.com).



# International platform

Scores of visitors from all over the world will once again experience the world of floorcoverings at Domotex in Hannover, Germany. There is already a strong line up of exhibitors for the 15-18 January 2011 event with 95% of available display space having been booked.

As the international industry platform, Domotex sets trends and offers guidance. It showcases the complete range of floorcoverings, including carpets, rugs, wood and laminate flooring, as well as textiles and resilient floorcoverings. Product presentations will once again be complemented by special events and coverage of up-to-the-minute topics and innovations.

Souk Deluxe is the byword for top-quality handmade carpets



and rugs. Last year, this area attracted much praise and attention from exhibitors and visitors alike. In 2011, visitors to Hall 20 can expect to experience the entire spectrum of high-quality carpets and rugs, including modern and avant garde.

The sixth Carpet Design Awards will be presented during the show, recognising outstanding achievements for hand-made carpet designs.

Entry to Domotex will be even more convenient in 2011. Visitors will be able to use the new south entrance to Hall 9, while Hall 11 can also be used for parking. This way, visitors are never far from the action, no matter whether they come by car or arrive by public transport and use the north entrance.



## THE MAGIC OF FLOORING

Carpets and floor coverings can create special spaces, transform the look of a room and play a big role in interior design.

Enter the world of floor coverings and discover the magic of trends and textures, innovation and new ideas.

15-18 Jan. 2011 · Hannover

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[www.domotex.de](http://www.domotex.de)

• Singapore • 9-12 March 2011 • [www.iffs.com.sg](http://www.iffs.com.sg) • [www.DecoAsia.com.sg](http://www.DecoAsia.com.sg) • [www.HospitalityAsia.com.sg](http://www.HospitalityAsia.com.sg) •



**Left:** Air Division  
**Right:** Eurosa  
**Below:** Box Living

# Raising the bar

The International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011), Deco Asia 2011 and Hospitality Asia 2011 are filling halls to the brim with an eclectic mix of exhibitors from Asia and beyond. Held from 9-12 March, more than 130,000 pieces of quality furniture and furnishing products will be on show, reinforcing the fair's reputation as Asia's one-stop furniture and furnishing sourcing platform.

With 85% of the 70,000sqm exhibition space already sold, the trilogy of shows promises an extensive selection of furniture and accessories for the home at IFFS/AFS and Deco Asia, while the new Hospitality Asia 2011 boasts hotel and contract manufacturing products and services. Overall, participation indicates a 16% increase in space on last year.

Local representation has risen by almost 15%, with most companies taking bigger stands. Archipelago Exports, Box Living, Cellini Design Center, D-Bodhi, Domus Ventures, Eurosa Furniture Co, Haleywood Industries, HTL International, Koda, and Lifestyle Holdings are just some of the companies taking part.

International brand names have also signed up, including marquee exhibitors such as Andrew Martin (Hong Kong), Bayliss (Australia), Manutti (Belgium), Zhejiang Kuka Technics Sofa Manufacture Co (China), Chakra Naga Furniture (France), Brema Marketing (Germany), Kenas Pacific (Hong Kong), Halo (Hong Kong), Violino (Hong Kong) and Far East Furniture (The Philippines).

Other design focused furniture companies from the



Philippines and Thailand have increased their exhibition space significantly, underscoring a stronger Asian presence.

New exhibitors include the Japan External Trade Organization and Maruyoshi Corporation from Japan; Malaysian firms BJ Cabinets Enterprise, Home Upholstery Industries, Master Sofas Industries, White Feathers Industries and Wegmans Furniture Industries; and Bassett Furniture International and Four Hands from the USA. Singapore companies, Abitex Design, Cheng Meng Furniture, DH Deco, Design Studio Furniture and Falcon Incorporation have also locked in their presence at the Hospitality Asia 2011.

Design continues its reign at the show with more floor area for the D'space initiative. It includes Platform, the Singapore Furniture Industries Council's launch pad for promising furniture designers as well as the coveted Furniture Design Award (FDA 2011).

IFFS/AFS 2010 marked a record 17,277 trade visitors from 112 countries and closed an estimated total of US\$270m in spot orders and US\$2.5bn in follow-on sales. Show organiser, IFFS, expects the 2011 edition to raise the bar further with exhibitions focused on getting local and international buyers the best sourcing results on one platform.



# Asia's Leading Furniture Trade Exhibition

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• Kuala Lumpur, Malaysia • 1-5 March 2011 • [www.miff.com.my](http://www.miff.com.my) •



**Left:** Participants in the first Ideation workshop  
**Below:** Sonoma Furniture  
**Bottom:** Hin Lim Furniture's Concept Hi series 048

# Promoting innovation

The Malaysian International Furniture Fair 2011 (MIFF 2011) is set to raise its already high standards as a showcase for bold new furniture designs by exhibitors keen to discover opportunities as the global markets regain momentum.

From 1-5 March 2011, the event occupies two of Kuala Lumpur's most prestigious venues, the Putra World Trade Centre and Kuala Lumpur Convention Centre.

The MIFF series attracts some 500 local and international exhibitors each year. More than 20,000 visitors from 140 countries and regions including ASEAN, Australasia, Europe, Far East, Middle East, Africa, and North and South America make it a point to visit the show as it showcases a wide variety of products with good quality designs and prices.

As part of MIFF's initiative to promote innovation and emphasis on design, it started the Ideation Award in 2010 to find up and coming talents within furniture design, while raising awareness of furniture design as a rewarding career option for talented young Malaysians.

The second Ideation Award in 2011, jointly organised by MIFF with Arcradius Consulting, has a theme of New Urbanism, Innovation and Sustainability, focused towards single urban occupants. For the first time, the top 10 shortlisted designs will be sent for prototyping by some of Malaysia's finest furniture manufacturers and put on display at the show.

Over the years, MIFF has supported numerous competitions and activities to assist in enhancing the development of the Malaysian furniture industry. With the annual Furniture Excellence Award, the Best Presentation Award and now The Ideation Award, the organiser hopes higher benchmarks will be



set in terms of creativity, design and standards, steering the healthy competitive spirit of participants.

Today, the show is not only renowned as a furniture export vehicle for South East Asia, it also offers a gateway for international players to penetrate the regional market. With its global appeal and position among the leading furniture exhibitions in the world, trade buyers mark their calendars to ensure that a visit to MIFF is not missed.

# ANNOUNCEMENT: THERE ARE NO LEPRECHAUNS IN IRELAND!



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For more on the 2011 show visit:  
[www.irishfurniturefair.com](http://www.irishfurniturefair.com)

or contact Elish Bull on +353 1 288 8821 or  
[elish@exhibitionsireland.com](mailto:elish@exhibitionsireland.com) for the latest stand packages.

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3rd - 6th April 2011 • Simmonscourt, RDS, Dublin  
[www.irishfurniturefair.com](http://www.irishfurniturefair.com)



• Dublin, Republic of Ireland • 3-6 April 2011 • [www.irishfurniturefair.com](http://www.irishfurniturefair.com) • Facebook 'Irish Furniturefair' •



## Flagship enterprise

The Furniture & Home Accessories Fair is Ireland's flagship event for the furniture and interiors trade. Against the backdrop of an economy that bottomed out and is now starting to grow, the event promises to be a cost effective option for selling products in Ireland in 2011.

It provides trade buyers with inspiration on product ranges and designs at a one-stop destination in the heart of Dublin. Being an essential event for the trade in both the Republic of Ireland and Northern Ireland, visitors can not only buy new products but find fresh ideas and network face-to-face with their peers throughout the industry.

The Furniture & Home Accessories Fair continues to attract the industry's biggest buyers and along with plenty of new products from many of the most well-known exhibitors, a host of new features are planned for the 2011 event. These include a retail advice feature, a space highlighting design and emerging trends, plus an all-industry party with plenty of good craic guaranteed.

Keep up to date with all the developments by visiting

[www.irishfurniturefair.com](http://www.irishfurniturefair.com) or on Facebook, 'Irish Furniturefair'.

New Design Ireland will once again play a part at the show, providing a unique and designated area which gives up and coming Irish designers and manufacturers an opportunity to showcase their contemporary designs and create relationships within the industry.

The event is the ideal platform to show customers that you are still in business, ready for the upswing and hungry to meet new customers. Some 4,000 trade visitors are expected to descend on the RDS, Dublin for the 2011 show which will find leading Irish and international suppliers – the majority of which you will not find at any other show in Ireland.

The 2011 Fair takes place at Simmonscourt, RDS from 3-6 April. Opening times are: Sunday – Tuesday 10am-6pm, and Wednesday 10am-4pm.

For stand enquiries call Elish Bull on 00353 (0) 1 288 8821 [elish@exhibitionsireland.com](mailto:elish@exhibitionsireland.com) and for visitor enquiries contact Lorraine Walsh on 00353 (0) 1 288 8821 or email [lorraine@exhibitionsireland.com](mailto:lorraine@exhibitionsireland.com).

Organizers:




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• Shenzhen, China • 19-22 March 2011 • [www.sifechina.cn](http://www.sifechina.cn) • [www.designdome.cn](http://www.designdome.cn) •



# Valued opportunities

Shenzhen continues to be the trendsetter for China's industrial innovation movement. As the country's first special economic zone, Shenzhen is the foundation of China's modern industrial development. Further strengthening this position, it is recognised as the City of Design by the United Nations Educational, Scientific,



& Cultural Organisation and will host this year's Unesco Creative Cities Network Conference. In recognition for achievements in promoting furniture design, Shenzhen International Furniture Exhibition (SIFE) and Design Dome are taking part in the event.

SIFE, which runs from 19-22 March, features three concurrent fairs held in Shenzhen's downtown financial district. China Square (Chinese furniture), DecoStyle (decorations and accessories), and Design Dome all feature in what is China's leading upmarket furniture fair.

SIFE's position as China's leading domestic platform provides exhibitors with unmatched resources in finding new distributors and expanding their brand image nationally. As more people look to China as a source of growth for their brand, SIFE provides platforms that project an elite brand image

to China's local and national buyer networks.

Held concurrently, Design Dome features high end design focused brands. The show is dedicated to international furniture, decoration, kitchen and bathroom companies and designers. Design Dome's all-inclusive upmarket package simplifies the exhibiting process

and accommodates distributors and buyers seeking high end international products. While China continues to be the most talked about consumer market, Design Dome offers a design oriented mass market platform for elite brands.

China Square and DecoStyle showcase products from two of Shenzhen's leading creative industries: furniture and home accessories. Made in Shenzhen is recognised throughout China for design and quality and Shenzhen is the region known for producing the finest sofas and solid wood furniture in China. Shenzhen's decorations and accessories industry is second to none in terms of diversity and scale as over 1,200 manufacturers reside there. Due to the scale of this manufacturing sector, SIFE will introduce a mid-year event for furniture decorations and accessories from 19-22 June.

The 7th Premier  
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# Annual celebration

The Export Furniture Exhibition (EFE), the annual celebration of the best of Malaysia's furniture and accessories, returns for its seventh edition from 3-7 March 2011.

Held at the Malaysia Agro Exposition Park, Serdang, Kuala Lumpur, it is the largest and most notable furniture exhibition in South East Asia.

With thousands of international buyers and visitors from all over the world attending, the mega exposition will feature manufacturers showcasing a wide selection of furniture – from modern to classic design, innovative home furniture to practical office furniture.

At EFE 2011 there will be more than 500 leading manufacturers, exporters and suppliers from Malaysia and overseas to inspire you with ideas and business opportunities for the coming year.

Visitors and buyers from more than 160 countries are expected to attend. The venue is ideally located within 20 minutes drive from Kuala Lumpur International Airport and only 15 minutes drive to Kuala Lumpur city centre.

For more information tel 00 606 952 4545, fax 00 606 951 2033, email [info@efe.net.my](mailto:info@efe.net.my) or visit [www.efe.net.my](http://www.efe.net.my).



# Las Vegas Market January 24-28

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## EXHIBITION GUIDE

• Las Vegas, USA • 24-28 January 2011 • 1-5 August 2011 • [www.lasvegasmarket.com](http://www.lasvegasmarket.com) •

# Increasing strength

There's lots for buyers to see and do at next year's Las Vegas Markets on 24-28 January and 1-5 August.

January will see the second Vegas Kids show – an enormous success in August, this show-within-show focuses on the huge market area of children's furniture and furnishings. January will also see the second Gift+Home Show. Gifts have always been a part of the event, with many showrooms having strong gift offerings among their furniture and furnishings products, but now with its own home within the World Market Center, Gift+Home is a fast growing segment.

Outdoor furniture and furnishings in Alfresco Spaces go from strength to strength, illustrating the demand for furniture, furnishings and objets d'art for outdoor living both in the US and Latin America in particular. International exhibitors join American exhibitors with promises of exciting product launches for 2011.

For the first time, January's event will also play host to an exhibit called 17 Swedish Designers, all women of the same generation and culture, presenting versatile works of art and design. Visitors to the exhibit will see between three and 10 products from each designer, ranging from furniture and textiles to works in glass, ceramics, steel and wood.

Registration for the January market is already open, visit [www.lasvegasmarket.com](http://www.lasvegasmarket.com) for details of special offers for hotels and flights.





• Frankfurt, Germany • 12-15 January 2011 • [www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com) •



# Guided by creativity

Heimtextil is the biggest international trade fair for home and contract textiles and provides the global benchmark for quality design textiles of innovative functionality.

Held from 12-15 January in Frankfurt, Heimtextil as the first major trade fair of the year, is a platform for manufacturers, retailers and designers. The product show is accompanied by high quality shows and workshops. In addition to numerous lectures on topical themes, the event offers the next generation an opportunity to participate in the fair action through international competitions.

The 40th Heimtextil ended on a highly positive note for the 2010 business year. Some 71,000 trade visitors from more than 120 countries took advantage of the leading international trade fair for home and contract textiles, to replenish their stocks and gain fresh inspiration for the new season. The latest products and trends of 2,500 exhibitors from 60 countries were presented at the show.

The Heimtextil Trend Show is a centre of attention for leading international industry professionals from the media and retail sectors, offering an interpretation of future trends with intelligent, dependable and emotionally appealing insights into the coming season.

The international market for contract textiles and furnishings is at home at Heimtextil. This is where designers, product developers and architects look for innovative and creative solutions for projects across the globe. Through Contract Creations, Heimtextil has established an impressive brand for this lucrative segment.

Heimtextil sends a clear message concerning the future of textile interior design. A wealth of special shows and events highlight unexpected concepts and bold realisations, such as:



The Young Contract Creations Award Upholstery which focuses on multifunctional hotel furniture; CAMPUS, where European design colleges present textile designs and Trendscouting Congress offers an in-depth insight into the latest trends for finishes and colours.

Visit [www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com) for more information and for visitor registration [www.ukfrankfurt.co.uk](http://www.ukfrankfurt.co.uk).