

MEDIA RELEASE

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**From design legends to our newest stars:
2011 attracts unrivalled talent**

Over 15,600 visits, more than 500 exhibitors and eight globally renowned design leaders attended **Furnitex** and **Decoration + Design** this year, unveiling their latest collections and forecasting future trends. Held from 21 - 24 July at the Melbourne Exhibition Centre, Australia's largest furniture and furnishings trade fair saw established furniture labels exhibit alongside new designers, both attracting high acclaim.

For the first time in 2011 **Lightsource** joined Furnitex and Decoration + Design at the Melbourne Exhibition Centre, showcasing the latest lighting products and technologies for commercial, retail, industrial and outdoor spaces. Top local and international exhibitors displayed their energy saving technology and environmentally sustainable designs.

Hotel + Hospitality Furnishings returned as a key attraction at after its popular debut in 2010. The feature focused on the latest products and directions for the hotel, motel and hospitality industries.

The freshest faces of Australia's furniture design talent took centre stage at **VIVID**, the Vibrant Visions in Design competition. More than 45 designers participated, with winners selected from Student, Concept, Commercial and Green award categories. Student winner Adam Lynch was praised for his unique *Scissors Bedside Table*, whilst Concept winner Sebastian Clarke won praise for his *2 Kilowatts Light*. Anastasia Tubert and Campbell Yule of Designed by Mule won the Commercial award with their vibrant *Ida Table*, whilst Dale Hardiman's *Kids Straw Stool* was judged the best Green entry.

Marie Kinsella, Managing Director, Australian Exhibitions & Conferences Pty Ltd said "The calibre of our young designers demonstrates the enormous talent we have in our furniture and furnishings industry in Australia. Furnitex continues to attract the best exhibitors and experts from around the world, proving that our fair has made its mark on the global circuit."

This year's **International Industry Seminar Series** welcomed Lee Broom, an A-list venue and product designer from the UK. Taking place over two days, the Seminar Series also welcomed interior designer Abigail Ahern (UK), wallpaper maven Erica Wakerly (UK), and global trend guru Milou Ket (NL). Australian speakers included architect Roger Nelson, lighting designer John Ford and lighting designer David Bird. Over 1100 people attended the 2011 seminars, with the international guests drawing the biggest crowds.

Co-located with Furnitex was **Decoration + Design**, the country's premier exhibition of soft furnishing and interior products. Two new features were introduced this year, including Genty Marshall's *Alone, Together* installation, which took visitors on a journey through four spaces designed to offer a retreat.

Barbara Marshall's *A Little Bit of Sunshine* featured deckchairs covered in stunning Australian outdoor fabrics, which were made available to visitors through a silent auction. The money raised was donated to support the Australian Red Cross's work with people affected by the Victorian Floods.

Furnitex and Decoration + Design 2012

Plans are already in place for Furnitex and Decoration + Design 2012. Decoration + Design will next be held in Sydney from 1-3 February 2012 at the Sydney Exhibition Centre.

FURNITEX returns for its next instalment from 19-22 July 2012, co-located with Decoration + Design at the Melbourne Exhibition Centre. 2012 will introduce the co-location of Flooring & Finishes with ATFA show for the first time in Melbourne.

Enquiries can be made through Australian Exhibitions and Conferences Pty Ltd. For more information call (03) 9654 7773.

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