

# AIFF

AUSTRALIAN INTERNATIONAL  
FURNITURE FAIR

AUSTRALIA'S ONLY DEDICATED  
FURNITURE TRADE EVENT

INTERNATIONAL  
SEMINAR SERIES

VIVID

Atelier  
Avenue

CHAMPAGNE  
LOUNGE

17 – 19 JULY 2024  
MELBOURNE EXHIBITION CENTRE  
WED, THU, FRI | 10AM – 5PM

@AUFURNITUREFAIR | #AIFF2024  
AIFF.NET.AU

## WELCOME

Welcome to the Australian International Furniture Fair (AIFF)! Australia's largest trade-only furniture buying and networking event. Over the next three days the show will unveil the latest in furniture innovations and designs for the residential, retail and commercial industries.

Co-located with Decor + Design, we are delighted to offer you a strong mix of heritage and emerging brands in 2024. With 200+ exhibitors showcasing a range of beautiful products, 9,000+ visitors are expected over the 3 days.

**VIVID Emerging Designer Awards** returns as THE award destination for emerging and early career Australian designers. Having kickstarted the careers of many prolific Australian designers – including Nicole Monks, Edward Linacre, Adam Markowitz and Dale Hardiman – the standard is higher than ever this year. Curated by Latitude Group's Daniel Dalla Riva and judged by industry heavyweights, the VIVID Emerging Designer Awards ceremony will take place at 3pm on Wednesday 17th July and is open to all. Thank you to our sponsors and partners Laminex, Dulux, Circa, Design Institute of Australia, Artichoke and the Authentic Design Alliance.

The **2024 International Seminar Series** is supported by Cosentino and The Design Files and curated by Skye Rytenskind of Studio Ciel, Decor + Design's Creative Director. It features a phenomenal line-up this year, including British design superstar Abigail Ahern, UK Trend Futurist Victoria Redshaw and a slew of Australia's most sought-after designers, such as David Hicks, Brahman Perera, Greg Natale, Sonia Simpfendorfer, James Treble, Natalie Walton and more. There is also a new **Green Design Seminar Series** that is supported by the Green Building Council of Australia (GBCA) and Green magazine.

Please enjoy the show and take time to relax in the stunning **Champagne Lounge** in the heart of Decor + Design, a wonderful place to relax and connect with the design and furniture industry after a busy year.

Thank you for visiting and enjoy the show!

**The Australian International Furniture Fair (AIFF) Team**

# AIFF

AUSTRALIAN INTERNATIONAL  
FURNITURE FAIR

AUSTRALIA'S ONLY DEDICATED  
FURNITURE TRADE EVENT

INTERNATIONAL  
SEMINAR SERIES

VIVID

Atelier  
Avenue

CHAMPAGNE  
LOUNGE

17 – 19 JULY 2024  
MELBOURNE EXHIBITION CENTRE  
WED, THU, FRI | 10AM – 5PM

@AUFURNITUREFAIR | #AIFF2024  
AIFF.NET.AU

# UNMISSABLE SHOW FEATURES

## NETWORKING DRINKS: CELEBRATE A CIRCULAR FUTURE!



Friday 19 July  
3pm - 4:30pm | \$65

The future is now. From circular design to digital passports for products, we're at the nexus of change. Join us for an afternoon of drinks, canapes and discussion about how we can continue to make beautiful objects but preserve the planet for future generations.

Karie Soehardi has 25 years' experience as a designer and is the founder of Circular Design Thinking (CDT), Official Sustainability Advisors to the Green Design Show.

Karie is passionate about changing the way products are designed and utilising waste as an asset, as well as fundamentally shifting the values of the industry.

Josh Ellis heads up Cultivated, an award-winning product stewardship program for authentic design, furniture and lighting. Cultivated educates the market on the value of good design and supports clients by providing circular solutions for their furniture and lighting waste.


Join Karie and Josh in conversation with James Treble, award-winning interior designer, TV personality and sustainable building expert, for an entertaining afternoon which will connect you with like-minded people.

Purchase a ticket to this session



## GET SOCIAL WITH US!

Join design stars like Abigail Ahern, Greg Natale, James Treble, and many more on Instagram at Decor + Design! Share your experiences with our network.

 LOVE IT? 'GRAM IT!

@decordesignshow | #decordesignshow

@greendesignshow | #greendesignshow

@aufurniturefair | #aiff2024

## Atelier Avenue

Atelier Avenue is a bespoke area for boutique Australian-based artists and designers across decorative objects, art, soft furnishings and textiles.



## CHAMPAGNE LOUNGE NETWORK + RECHARGE

The Champagne Lounge is situated adjacent to stands **D42** and **I42** in Decor + Design. Open daily from 11am, come and unwind with a glass of champagne and light refreshments.



## CAFÉ + RESTAURANT

The MCEC Café is located at the rear of AIFF, behind Stand Q52. Opening daily at 10am the café will serve barista coffee and a variety of snacks and light meals.

The Decor + Design Restaurant at the end of B aisle opens daily at 10am for coffee and light snacks, with a range of plated meals and take away options from 11.30am - 3.30pm daily.

# GENERAL INFORMATION

## ADMISSION

Admission is free to all bona fide Trade Visitors upon full completion of a visitor registration form. The Organiser reserves the right to refuse entry at their discretion.

## BUSINESS SERVICES

Printing and photocopying services are available at the venue Customer Services Desks located in both the Exhibition Centre and Convention Centre. A variety of vending machines located on the concourse provide assorted stationary and various recharge facilities.

## CATERING

The Decor + Design restaurant and Barista is located at the rear of the exhibition hall, offering an a la carte menu. The AIFF Cafe is at the rear AIFF Exhibition.

## RECYCLE YOUR LANYARD & NAME BADGE

When you finish visiting the show please place your lanyard and name badge in the dedicated TerraCycle Zero Waste Box located at the exits.



## INDEMNITY

Exhibitors have provided information contained in this guide. It is presented in good faith. The Organiser is not responsible for statements made by individual exhibitors. Information to the best of our knowledge was correct at the time of printing and the Organiser takes no responsibility for alterations, errors or omissions.

## LOST PROPERTY

Please contact the Organiser's Office for any lost or found items.

## ORGANISER'S OFFICE

Located in Room 2.1, inside the hall adjacent to stand N2. It is open throughout the Trade Show hours for your assistance.

## CHAMPAGNE LOUNGE

The Champagne Lounge, situated between stands D42 and I42, will be serving grazing platters, oysters and elegant beverages from 11am - 4.30pm daily.

## TOILETS

Toilets are located by the cafe areas at the rear of the exhibition hall.

## CHILDREN

A Guardian will need to sign a waiver form at the show entrance for any children entering the exhibition under the age of 12 years old. This waiver states that the Guardian takes full responsibility for any damages/breakages that may be caused by their pram or child/ children entering the exhibition. At the exit of the exhibition, all prams will be searched by security.

## REMOVAL OF PRODUCTS

Orders can be placed but items can ONLY be removed from the show floor on Friday 19th July 2024 between 2pm - 5pm. Proof of purchase will be required. If you are not able to remove your purchased items during this time, please arrange an alternative with the exhibitor. The venue will not allow trolleys on the concourse, all items must be hand-carried.



# INTERNATIONAL SEMINAR SERIES

Our International Seminar Series is one of Australia's most prestigious annual line-ups of design speakers.

Keynote speakers in 2024 include British design supernova Abigail Ahern, as well as local design stars David Hicks, Greg Natale, Kate Nixon, Brahman Perera, Natalie Walton, James Treble, Jen Bishop and more.

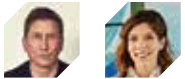
Don't miss this opportunity to learn from the best in the business!

## DAY 1: WEDNESDAY 17 JULY

10:30am – 11:15am \$70

### S1: BUILDING A LUXURY INTERIOR DESIGN BRAND

David Hicks | Lucy Feagins



Join one of Australia's most trusted creators of timeless luxury David Hicks in conversation with Lucy Feagins, Editor of The Design Files, to discover how to build a sought-after luxury interior design practice.

@davidhicksdesign  
@thedesignfiles

11:45am – 12:45pm \$99

### S2: 2025 MAJOR DESIGN TRENDS FORECAST

Victoria Redshaw



Join Victoria Redshaw, Lead Futurist at Scarlet Opus, for prescient insights into the key colours, patterns, materials, shapes, styles and products that will be sought after in 2025. Victoria has presented Trend Forecasts at the world's leading interior exhibitions, including Grand Designs Live – London, INDEX – Dubai, SURFACES/TISE – Las Vegas and Decorex and EXCLUSIVELY in London.

@scarlet\_opus

2:00pm – 3:30pm \$65

WORKSHOP ROOM

### W1: MARKETING RESET MASTERCLASS

Row Murray



Join Row as she guides you on getting back to marketing basics – whether you're a new business or need a revisit and refresh – that will put you on a firm footing to be creative, agile and responsive as you thrive and drive growth. Using the latest Design Thinking principles, Row will take you through a process to lock in your marketing fundamentals.

## DAY 2: THURSDAY 18 JULY

10:30am – 11:15am \$70

### S3: VISUAL STORYTELLING

Brahman Perera | Amelda Wilde

Lisa Green



Be nourished by this visual feast with Brahman Perera and Amelda Wilde. Join next gen design stars Brahman Perera and Amelda Wilde for a journey in visual storytelling which can transform the energy of a space. Hosted by Lisa Green.

@brahmanperera  
@ameldawilde  
@greenscenemedia

12:00pm – 1:00pm \$99

### S4: KEYNOTE | OUT OF THE ORDINARY. HOW TO CREATE EXTRAORDINARY INTERIORS.

Abigail Ahern



Leading UK-based designer Abigail Ahern is known for being consistently ahead of the design trail. Whether she's pioneering botanicals or dark, inky colour palettes, Abigail's trendsetting designs are synonymous with glamour, eclecticism and quintessential British humour. Join Abigail for an unmissable seminar on how to fearlessly create extraordinary interiors.

@abigailahern

1:15pm – 2:00pm \$70

### S5: CREATING AUSTRALIAN BEAUTY

Kate Nixon | Jen Bishop



Join Kate & Jen for a beautiful session on styling interiors which are quintessentially Australian and brimming with warmth and beauty. Kate Nixon is an Australian designer, retailer and stylist with an award-winning Sydney-based interior design studio and home decor store.

@katenixon\_official  
@interiorsaddict

2:30pm – 3:15pm \$70

### S6: DESIGNING A LASTING BUSINESS

Natalie Walton | Juanita Marlowe



Join Natalie and Juanita in conversation as they break down the key steps in creating a successful interior design business with global clients.

@nataliewalton

2:00pm – 3:00pm \$65

WORKSHOP ROOM

### W2: DULUX COLOUR APPLICATION AND TRAINING

Andrea Lucena-Orr



Join one of our foremost voices on colour, Andrea Lucena-Orr, for this practical workshop on how to apply colour for both interiors and exteriors, for commercial or residential projects in a quintessentially Australian way. This session is essential for interior designers, architects, decorators and design students who want a broader technical understanding of how to use colour in built environments.

This training attributes 3 CPD points for DIA members and 1 CPD point for AIA members.  
@duluxaus

3:45pm – 4:30pm \$70

### S7: DIGITAL MASTERCLASS

Jen Bishop

Farah Halabi, Oh Tu Agency



Join Farah and Jen as they cut through the noise to give you the strategies that work. This is an unmissable session for anyone in the design sector who truly wants to drive growth online.

@interiorsaddict  
@ohtu.agency

## DAY 3: FRIDAY 19 JULY

10:30am – 11:15am \$65

### S8: MASTERING AUSTRALIAN COLOUR

Sonia Simpfendorfer | Sally Evans



Join Sonia Simpfendorfer and Sally Evans from renowned Australian design studio Nexus Designs, to be inspired in choosing colour palettes that complement Australia's extraordinary light and landscape.

@nexus\_designs

11:45am – 12:30pm \$65

### S9: MAXIMISING PERFORMANCE: DESIGNING FOR PROPERTY DEVELOPERS

Lorena Gaxiola | James Treble



Want to create stylish, functional spaces that property developers love? Don't miss this informative session with expert designers Lorena Gaxiola and James Treble.

@lorenagaxiola  
@designerjamestreble

1:15pm – 2:00pm \$70

### S10: THE "IT" FACTOR

Greg Natale | Skye Rydenskild



Greg Natale has "it". Over the past two decades he has become one of Australia's most celebrated interior designers. Don't miss this masterclass with Greg, as he unpacks his inspirations in creating interiors that have "it". In conversation with Skye Rydenskild, Creative Director of Decor + Design.

@gregnatale | @skyerye





# VIVID

THE 21ST EDITION OF AUSTRALIA'S LONGEST-RUNNING COMPETITION FOR NEW AND EMERGING DESIGNERS RETURNS WITH A SHOWCASE OF INNOVATIVE DESIGNS.

**THE 2024 VIVID EMERGING DESIGNER AWARDS CEREMONY WILL TAKE PLACE AT 3PM ON WEDNESDAY 17 JULY.**

VIVID Curator

## Latitude

VIVID 2024 Partners



AUTHENTIC DESIGN ALLIANCE®  
Supporting Original Design

## Artichoke

## Circa

Curated Architectural Products

Design Institute of Australia



## Laminex

### FURNITURE DESIGN

**Cheeky**  
Maryam Moghadam

**Bruce Coffee Table**  
Steven Chandler

**Salt & Pepper**  
Carl Broesen

**ELLE**  
Dirk du Toit

**Pixel Arches**  
Eamon Riley

**Loom Lounge**  
Carl Broesen

**Casper**  
Marty Whittle

**Basalt Set**  
James Walker

**Otto Sidetable**  
James Walker

**Centrefold Table**  
George Davies

**Oplue**  
Hung Hin Chan

**Tied Together**  
Tess Pirrie

**A Table For One**  
Jess Humpston

**Ballast**  
Jess Humpston

**The Limb Chair**  
Billie Civello

### LIGHTING DESIGN

**Six Sticks**  
Kaspian Kan

**Sun Tower Lamp**  
Alaina Bodley

**Volu Lounging Lamp**  
Dominic Daly

**Studio Wall Sconce**  
Natalie Rich

**Eter**  
Haoqi Hong

**Noa**  
Sarah van der Schans

**Sol**  
Kieran Lewis

**Lodoicea**  
Elliot Christmas

**Ekin**  
Hung Hin Chan

**Mozzarella**  
Amy Vidler

**Ripple**  
Amy Vidler

### OBJECT DESIGN

**Sorbet**  
Sze Yek

**Spending Time with Friends**  
Elena Strohfeldt

**Fjall Juicer**  
Fraser Greenfield

**Olympus Candles in Bush Wood**  
Grant Capriotti

**SERVIO Side Plate**  
Kate Thaus

**Lotus incense holder**  
Mark Lilly

**Dovetail Floor Vase**  
George Davies

**Yi**  
Hung Hin Chan

### CONCEPT DESIGN

// SHIFT //  
Kaspian Kan

**The Re-repeat Chair**  
Angus Armstrong Guy

**MASS**  
Dirk du Toit

**Kora Pendant**  
Rachel Pattel

**Wishing Box**  
Eliza Radford

**Biophilic Lamp**  
Nysa Rohatgi

**The Fiesta**  
Leyan Jin

**The Wrong Puzzle**  
Leyan Jin

**Constellation Tapware**  
Grant Capriotti

**Ngooringa Pendant**  
Grant Capriotti

**Helio Lamp**  
Grant Capriotti

**Eclipse Chair**  
Grant Capriotti

01100011 01101000  
01100001  
Hung Hin Chan

**Rope Lounger**  
Carl Broesen

**Magic Rails**  
Benjamin Jay Shand

### COLOUR DESIGN

**Cheeky**  
Maryam Moghadam

**Pixel Arches**  
Eamon Riley

**The Fiesta**  
Leyan Jin

// SHIFT //  
Kaspian Kan

**Sorbet**  
Sze Yek

**Six Sticks**  
Kaspian Kan

### STUDENT DESIGN

**Sorbet**  
Sze Yek

**The Fiesta**  
Leyan Jin

// SHIFT //  
Kaspian Kan

**Biophilic Lamp**  
Nysa Rohatgi

**Rope Lounger**  
Carl Broesen

**The Wrong Puzzle**  
Leyan Jin

**ETER**  
Haoqi Hong

**Eclipse Chair**  
Grant Capriotti

**Helio Lamp**  
Grant Capriotti

**Olympus Candles in Bush Wood**  
Grant Capriotti

**Ngooringa Pendant**  
Grant Capriotti

**Constellation Tapware**  
Grant Capriotti

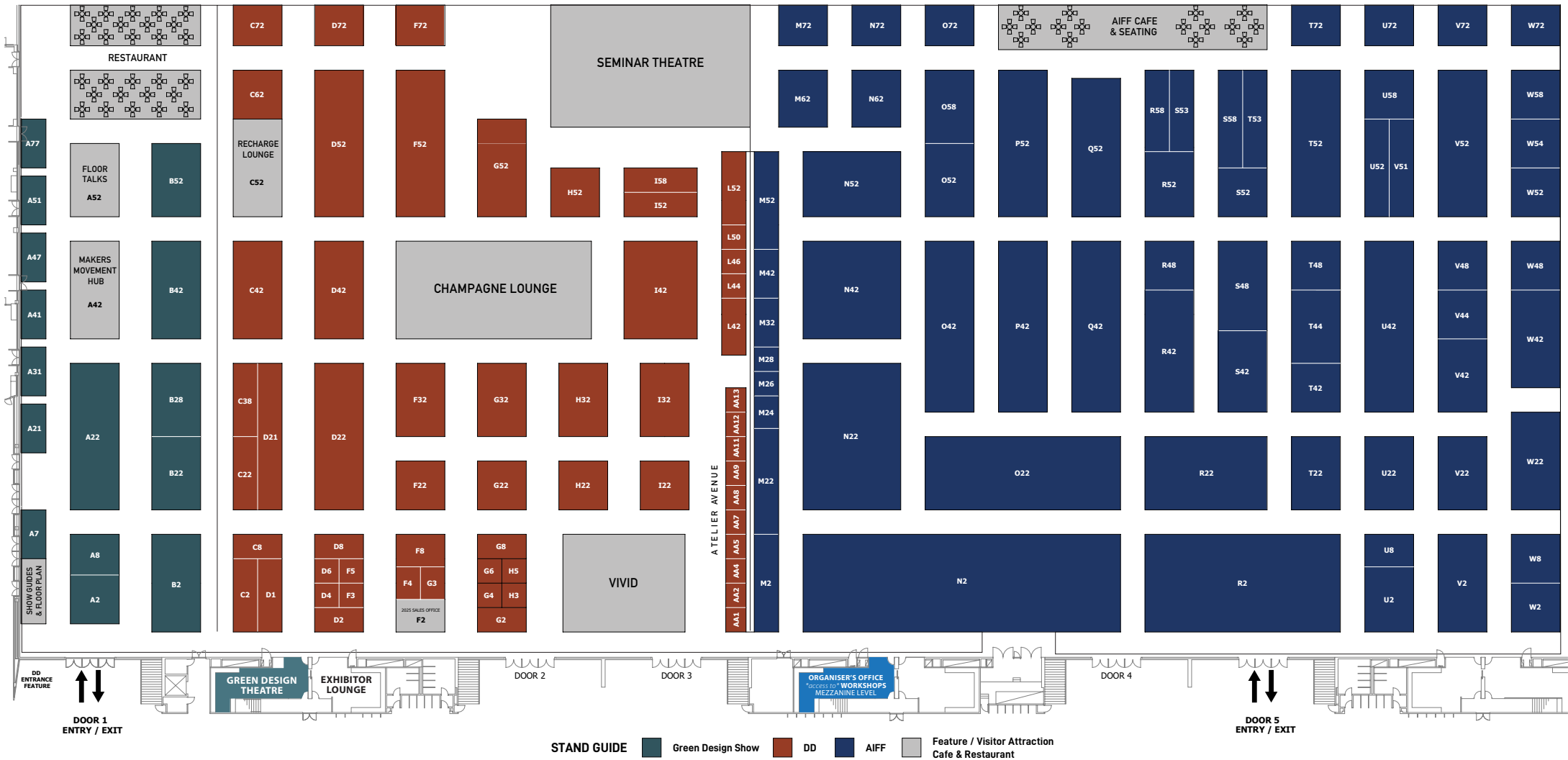
**Six Sticks**  
Kaspian Kan

See a session you'd like to attend?



Simply scan the QR Code





|                                     |   |   |   |  |                            |
|-------------------------------------|---|---|---|--|----------------------------|
| <p>2024 OFFICIAL COLOUR PARTNER</p> | <p>OFFICIAL MEDIA PARTNERS</p>                | <p>SEMINAR SERIES SUPPORTING PARTNERS</p> | <p>GREEN DESIGN SHOW SUSTAINABILITY ADVISOR</p> | <p>GREEN DESIGN SHOW MEDIA PARTNER</p> | <p>VIVID 2024 PARTNERS</p> |
|                                     | <p>The Design Files</p>                       |   |   |  |                            |
|                                     |   | <p><b>GLOBEWEST</b>   20 YEARS</p>        | <p>GREEN DESIGN SHOW SUPPORTING PARTNERS</p>    | <p>VIVID CURATOR</p>                   |                            |
|                                     | <p>SEMINAR SERIES CURATOR<br/>STUDIO CIEL</p> | <p>The Design Files</p>                   |   |  |                            |
|                                     |   |   |   |  |                            |



