



AUSTRALIAN  
FURNITURE ASSOCIATION  
*Australian Furniture for every room in the world*

# THE AUSTRALIAN

## INTERNATIONAL FURNITURE AND DESIGN FAIR

Fashion Week for Furniture

**8-10th July 2016**

Brisbane Convention Centre,  
Cnr Merivale and Glenelg Streets,  
South Brisbane QLD 4101

**WWW.FURNITEX.COM.AU**



Piece: Sputnik Stool  
Designer: Robert Bennett  
State: Victoria

# THE AUSTRALIAN INTERNATIONAL FURNITURE & DESIGN FAIR, AUSTRALIA'S MOST FASHIONABLE FURNISHING EVENT 8TH – 10TH JULY, 2016 BRISBANE EXHIBITION AND CONVENTION CENTRE, QUEENSLAND.

A combined trade and public event, featuring Australia's longest running furniture show, **FURNITEX & design**, the festival showcases the best and latest Australian and International furniture design trends under one roof.

The entire range of furniture and furnishing applications will be on show, including residential, outdoor and commercial furniture, lighting and soft furnishings.

Customised precincts will showcase lifestyle media, interior designers, architectural concepts, international trends and design forecasts. Get the inside story on furniture and Australian lifestyle living.





# THE AUSTRALIAN FURNITURE ASSOCIATION

The Australian International Furniture and Design Fair is the largest event of its kind in Australia, featuring:

- **FURNITEX & design**, a combined Trade and Public Fashion Show for Furniture,
- **ACE** and **AFIA** Awards Galleries showing off the latest Australian designs,
- **INSPIRATION RUNWAY** precincts styled by Australia's leading Lifestyle media, interior designers and architectural firms,
- **INTERNATIONAL PAVILIONS** showcasing international trends,
- **THE FURNISHING FUTURES CONFERENCE** - offering industry leaders the opportunity to share ideas on design, technology, innovation, training, and business management.
- The prestigious annual **AFIA GALA AWARDS**.



**Piece:** Astrid 2.0 Seat Sofa  
**Designer:** Design Furniture  
**State:** South Australia









# WHY | BRISBANE, JULY 2016

Brisbane is the fastest growing city in Australia and attracts buyers, developers and investors from all over the world.

The timing of the show coincides with other design-related activities ensuring visitor numbers will be at the peak period for the industry. The Australian International Furniture and Design Fair will be very different from any Australian exhibition Australia has ever seen.

# WHAT'S NEW AT FURNITEX & DESIGN IN 2016

## ■ DESIGNERS on the *Inspiration Runway*

Twelve leading designers will each create a showcase on the 'Inspiration Runway' - using only the best and most original furniture and furnishings found in Australia.

Designers will be shortlisted and selected from across Australia by a panel of experts.

## ■ LIFESTYLE MEDIA on the *Inspiration Runway*

Selected design and furnishing publications will be offered a showcase to design, dress and furnish for a photo shoot to be published in upcoming editions.

Design and Architecture related industry bodies will assist with the development of activities within this precinct.



Piece: Agave Credenza Designer: Richard Greenacre State: Victoria





### ■ PROFESSIONAL BUYERS Program

A full list of over 2000 professional buyers has been curated and over the coming 12 months Exhibitors are encouraged to provide their 'wish list' of professional buyers who will be individually contacted to attend.

### ■ HOSTED BUYERS Program

The Hosted Buyer's Program is extended to include both international and domestic guests.

VIP's will receive a package that includes VIP access, VIP program, confirmation of their scheduled private visit to FURNITEX & design, an invitation to attend the VIP evening cocktail party, and a fine Australian wine.

VIP Buyers will be provided pre-opening private access to FURNITEX & design. Buyers can meet exclusively with selected suppliers in privacy and comfort.

All exhibitors will be offered the Hosted Buyer program Business Service.

All buyers must register in advance in order to be considered for this exclusive offer and be approved for special access.

The AFA will identify the selected VIP's from registered lists and exhibitors will be invited to nominate their preference for the Hosted Buyers Program. All VIP's will be personally screened before the issue of an official invitation.

### ■ BUSINESS LOUNGES

Comfortably appointed Business Lounges – **Atlanta, Beijing, Tokyo, Dubai** - with seating, Wi-Fi access, and refreshment facilities will be in full operation for exhibitors, award nominees and trade visitors to hold private discussions and conduct business. These facilities will require VIP access.

### ■ EXCHANGE HUBS

Specifically allocated Exchange Hubs – **Milan, London, New York** - will provide scheduled information on industry-specific topics such as colour trends, new technologies, advanced manufacturing and business services

**Piece:** Simon Coat Stand  
**Designer:** Earl Pinto  
**State:** Stool/Side Table  
**Award:** Residential Freestanding Occasional Furniture,  
 Best of the Best AFA Awards

## ■ AWARDS NOMINEE BENEFITS FOR 2016

The outstanding successes from the 2015 event were the **Australian Contemporary Emerging Design Awards (ACE)** and the **Australian Furniture Industry Awards (AFIA)**

The **2016** event will include additional benefits and significant advantages for nominees in these events. They will include:

- All ACE nominees can engage with interested visitors and distribute marketing collateral.
- All AFIA nominees, who exhibit at **FURNITEX & design**, will be exempt from **AFIA Awards** nomination fees should they choose to show their entry in their exhibition stand display. \*conditions apply
- Winners of the **ACE** and **AFIA Awards** will be offered exhibition opportunities in International Pavilions at some of the world's biggest and best fairs.



**Piece:** GRAIN STOOL  
**Designer:** CALLUM CAMPBELL & JACK FLANAGAN  
**State:** Western Australia  
**ACE Award:** People's Choice





## ■ FURNISHING FUTURES CONFERENCE

The Furnishing Futures Conference will commence the day prior to the opening of **FURNITEX & design** to provide all exhibitors and interested industry stakeholders with the opportunity to attend this important forum, hear the impressive speakers and meet with interested Government representatives.

Delegates and speakers are scheduled to travel from across the country and globe to participate in this event and it is a must attend for every industry leader.

## ■ PROMOTION

Over 20,000 furniture wholesaler and retailer buyers are the target market for the Trade component of the event. This group will receive specifically targeted information commencing in September 2015.

## ■ ADVERTISING

Magazine advertising and PR releases will feature prominently in the promotional mix, utilising the significant penetration these media have within target audiences.

Ongoing and continually updated information will be seen on the **www.FURNITEX.com.au** website and added to a comprehensive social media program

## ■ PARTNERSHIPS AND SUPPORTERS

Key partners and supporters are an integral part of any successful exhibition marketing campaign. **AFA** has established significant partnerships with trade associations. Government Departments both State and federal and educational institutions incorporated with the visitor base. Even richer relationships will be pursued as areas of common interest are leveraged at show seminars and features.



Piece: Taylor Designer: Molmic State: Victoria

## ■ MEDIA

Television, Radio & Press Advertising – An intense campaign ten days out from the event will encourage awareness and visitation in the host city.

Telemarketing – A well targeted phone call can quickly reinforce attendance intention and deliver registration material on demand.

SMS reminders - Closer to the event a reminder SMS will be broadcast to the registered attendees



Piece: Grace Designer: Molmio State: Victoria





Piece: Globe Designer: Earl Pinto State: Victoria AFA Award: Commercial Build - In

## ■ FURNITEX & design Catalogue

The comprehensive Australian Furniture Magazine will feature the full **FURNITEX** catalogue listing of all exhibitors. Exhibitors and Sponsors will also have the option to feature in full page advertisements.

### AFA Members enjoy significant advantages with:

- Generous floor space discounts
- Ongoing marketing and promotion via **AFA** related multimedia
- Access to exhibition build and service discounts related to the exhibition
- First right of refusal for Exchange Hub presentations
- 'Buyer list' priority for invitation selection to Hosted Buyers
- Discounted advertising in The Australian Furniture Magazine
- and much more!

Complete the booking form or call now to secure your space!

**EMAIL:** [connect@furnitex.com.au](mailto:connect@furnitex.com.au)

# THE AUSTRALIAN FURNITURE ASSOCIATION

*Australian Furniture for every room in the world*

Level 1/376 Heidelberg Rd  
Fairfield VIC 3078

t: +61 3 9856 1600

f: +61 3 9856 1611



[www.australianfurniture.org.au](http://www.australianfurniture.org.au)



Australian Furniture Association



@AFAMedia



[www.youtube.com/user/AFAMedia1](http://www.youtube.com/user/AFAMedia1)



afamedia



[www.linkedin.com/company/australian-furniture-association](http://www.linkedin.com/company/australian-furniture-association)



[www.vimeo.com/australianfurniture](http://www.vimeo.com/australianfurniture)



Piece: Vertical Furniture  
Designer: Dylan Falecki  
State: New South Wales  
AFIA Award: Commercial Freestanding