



DENFAIR™

Date:

June 8 2017

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OPENS TODAY - CELEBRATE ORIGINAL DESIGN AT DENFAIR 2017

The highlight of Australia's design calendar, DENFAIR, opens today at the Melbourne Convention & Exhibition Centre.

This year DENFAIR occupies over 12,000 square metres, featuring over 350 design brands including well-known internationals such as Ligne Roset, Thonet, Fermob, BD Barcelona, Conde house, Fogia, Kettal, Artek, Kristalia and also 100+ original Australian brands and designers, such as: Didier, Ross Gardam, Daniel Emma, Porcelain Bear, Something Beginning With and Design by them to name but a few. Every aspect of the show experience has been considered and designed - from the cafes and restaurants, to the installations and creative activations. Here are some "don't miss" features of DENFAIR 2017.

Belle Restaurant and Oyster Bar

Designer - Fiona Lynch Studio

Supporters - Brickworks, Zepel Fabrics, Kobe Board, Laminex, Cult, Pelle Leathers.

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At the centre of the DENFAIR, experience is Belle Restaurant/Oyster Bar - a meeting place of food, design and industry. Fiona Lynch Studio tapped into its hallmark artistic approach to inventive use of space, materials and custom detail - adopting a palette of various textures, unexpected interactions and horizontal mirrored bands to play with perception and interrupt the norm.

Art Bar by BMW

Designer - DENFAIR and ENESS Studio

Supporters: BMW, Zepel Fabrics, Smartstone, ENESS, The SD Element, Obodo

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The Art Bar is an exciting activation and canvas for BMW's new electric model, the i3 – driven by pure electric power and customized for sustainable and emission free mobility. Multi-media design studio ENESS created interactive graphic work that explores the notions of journey and distance.

Dose café by SMEG

Designer – DENFAIR

Supporters: Smeg, James Richardson, Artedomus, Glasshaus

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The Dose Café by Smeg is all about connection to source – capturing the rich heritage of the Bertazzoni family. Showcasing the new Dolce still Novo range, the Smeg bar element is a celebration of nature with distinct floral arrangements offset by clean, architectural edges and a sleek dark palette.

Sound Lounge

Designer – Adam Goodrum

Supporters: Woven Image, Bang and Olufsen, Rakumba

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DENFAIR 2016 designer of the Year winner, Adam Goodrum, is this year directing his conceptual thinking to the Sound Lounge. Adam works with Woven Image's acoustic product EchoPanel to explore themes around sound, enclosure and transience and utilises the latest technology from sound partner, Bang and Olufsen.

Front / Centre

Designer – DENFAIR

Supporters: Schiavello

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Front/Centre provides a unique opportunity for designers at the early stages of their career to access the powerful business platform provided by DENFAIR. Supported by Schiavello and working closely with Craft ACT, Jam Factory, Designed Objects Tasmania and Workshopped in association with Australian Design Centre, Front/Centre showcases the latest and best craft and design in each region.



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Kvadrat Maharam X Local Design Entrance Feature

Designer – Emma Elizabeth
Supporters: Kvadrat Maharam, Local Design

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This creative collaboration produces an entrance feature with a difference fusing scenography, design and fashion to present unique colour and texture edits from the Kvadrat Maharam collection. Styled narratives are created to “designer” vignettes containing hero furniture pieces from Tom Fereday, Tom Skeehan and Dowel Jones.

Hay Mini Market

Designer – Hay

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The Hay Mini Market proved a hit when it debuted at the Milan Furniture Fair before the concept was taken by world renowned stores such as Selfridges, Le Bon Marché and Tetsuya Bookstore. DENFAIR visitors can experience this little designer supermarket showcasing the Danish furniture company’s smaller homewares in a playful display.

Speaker Space

Designer – DENFAIR
Supporters: CLG Design, Kobe Board, Artisan

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Informal by design – and with a line up of celebrated Australian and international designers – the Speaker Space series is free to attend and runs for the duration of the event. Curated by Nicky Lobo this forum will draw together people who have the experience, position and motivation to propel design into the future in this country.
