



DENFAIR™

Date:

February 14 2018

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Further information:

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THE START OF SOMETHING GREATER.

DENFAIR is set to further expand its influence in 2018 adding a major event collaboration with the NGV, a new digital platform and fresh inspiring campaign theme. These initiatives are in addition to the already prestigious annual Melbourne tradeshow and a second **Sydney DENFAIR (link 1)** bringing the same quality and calibre of contemporary design DENFAIR is renowned for, guaranteeing Sydney a design experience to remember.

This year DENFAIR also announces a brand new major event with the distinguished NGV, **DENFAIR Design Loop (link 2)**. This new event will sit within the Melbourne Design Week program furthering the link between creativity, business and the community.

In DENFAIR Design Loop, DENFAIR will curate a tactile tour based on a selection of fifteen of Melbourne's best showrooms under the theme 'Celebration of Material', where the focus is on the back story, rationale and emotional quality of materials in selected products.

This expressive tour offers members of the public the exclusive opportunity to accustom themselves with some of the world's best product design, experience intimate designer talks and educate themselves deeply on their favourite products. **Find the full list of participating showrooms here (link 3).**

To further cement its position as a design event leader, DENFAIR launches fresh new branding, a new website and the inspirational campaign "Know the Difference", a message aimed at professional designers and the general public stimulation reflection and conversation.

A part of this fresh new branding, the **DENFAIR website (link 4)** introduces **CONNECT (link 5)**, a digital platform designed to give the design community greater understanding, educate themselves further and enhance the in-person DENFAIR experience.

This inclusive platform also incorporates a revisited brand directory, allowing better product searches for professionals and the public alike. In essence, DENFAIR has evolved to become the critical hub for learning, educating, discovering and experiencing everything design.



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Links.

Link 1 : <http://www.denfair.com.au/info-program-sydney/>

Link 2 : <http://www.denfair.com.au/denfair-design-loop/>

Link 3 : <http://www.denfair.com.au/info-denfair-design-loop/>

Link 4 : <http://www.denfair.com.au/>

Link 5 : <http://www.denfair.com.au/about-connect/>
