



DENFAIR™

Date:

June 16, 2018

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For more information on
new collection releases,
please contact
Flaunt Marketing.

Sharyn Lowe:
0413 747 633
sharyn@flauntmarketing.com.au

Ellen Weigall:
0419 819 061
ellen@flauntmarketing.com.au

THIS CONCLUDES DENFAIR 2018

Complexity of detail in the manufacturing process, a return to colour and a focus on indoor/outdoor hybrids were the defining hallmarks of DENFAIR 2018.

A record number of 8000+ attendees flocked to the Melbourne Convention and Exhibition Centre over the three days of the event – representing a 20% increase on last year.

The two professional-only days were filled with key decision makers and influencers from Australia's top architecture and interior design firms and the design passionate public were given access to DENFAIR on the final day of the show.

2018 saw exhibitors designing open and generous spaces which invited attendees to fully immerse themselves in the world of design.

The beauty and detail of materials was celebrated at stands such as Chris Connell, rD by Ross Didier, Rhys Cooper's, New Volumes™ C/O Artedomus, King Furniture's commissioned pieces from Charles Wilson and Tom Fereday and Zuster's new Sapphire and HALO collections, Designed by Them, Muuto and Established & Sons at Living Edge.

Kaleidoscopes of colour were featured on stands such as Cult's display of Danish furniture brand Montana, Fermob's outdoor range, pastel rugs and carpets at Halcyon Lake, Nood's pastel concrete basins, Steeletto's industrial aesthetic and Cult's Nau collection.

Lighting was once again a key highlight with ground-breaking new products such as Studio Truly Truly's Typography range at Rakumba, Oliver Wilcox's new range for Lost Profile, Lumil's Tile Series plus Volker Haug and Copper lighting were joined direct from Milan, by District's showcase of Giopato & Coombes ethereal range.

The casualization of the workplace was highlighted by brands such as Schiavello, Tim Weber, Brado Contract, Designed by Them and Markant at How Group.

As Australia's premier design exhibition, DENFAIR was the perfect space for international and local manufacturers to showcase a new breed of indoor/outdoor hybrids. International brands such as Skarrgaarden and Houe, joined local favourites such as Tait and Coco Republic.

The DENFAIR Speaker series was curated by Nicki Lobo and the tactile Joyce Foam space was home to a series of creative conversations, where the issues, challenges and opportunities of our design industry were discussed, debated and challenged. The themes this year were place design, architecture and art in the wider realm of life, asking how our products, projects and creative passions play out not just within our fields, but also beyond.



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And hospitality at DENFAIR was a highlight as always. The centre of the DENFAIR experience was Belle Restaurant/Oyster Bar designed by Chris Connell, which adopted an idyllic style of a matte and gloss white pallet, creating a purely inviting environment through the incorporation of a clean and neutral finish to his design.

Front Centre provided a valuable 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 was once again the perfect way to discover the new.

At the DENFAIR Awards, the top gongs were awarded to New Volumes™ C/O Artedomus for best large stand, Volker Haug Studio for Best Small Stand, Adam Cornish/ Tait for Best Australian Product, and Studio Truly Truly/ Rakumba for Best International Product.

Many thanks to all the media that attended and supported our event this year and see you in 2018.

Until then.

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