

DENFAIR 2019 launches LIFE WORK Campaign MELBOURNE | 20 - 22 June 2019

Unveiling an entirely new sector and creative direction, here's what to expect from Australia's most compelling design event this year.

Each year in June, leaders of the Australian design and architecture community converge at DENFAIR for three days of expertly curated inspiration, conversation and collaboration. Under one roof, exhibitors showcase local and international brands, tactile finishes, inventive lighting, furniture and creative solutions to enhance the designed environment.

From homes to hospitality venues, public and commercial spaces, interiors or the outdoors, the exhibition enables us to realise our aspirations for the places we love. Discover design for both living and working at DENFAIR 2019.

What is LIFE WORK?

While the previous DENFAIR campaign urged us to 'Know the Difference', its new direction, LIFE WORK, shines a light on designs which support the rapid integration of our working and personal lives.

"Many of our exhibitors are specified in both residential and commercial environments," says Claudio Oyarce, DENFAIR co-founder and director. "At the same time, we're having conversations about the crossover between work and life, and how our environments have been changing to reflect this."

Imagery accompanying the campaign features bold graphics inspired by Modernist era promotional posters and iconic contemporary forms. LIFE WORK represents a more complete picture of the industry, in response to feedback from the local design community.

New Workspace Sector

DENFAIR's new workspace sector is a dedicated precinct of first-time exhibitors specialising in design for the contemporary workforce.

Visitors this year will discover smart solutions and furniture to support today's mobile professional, and ideas which bring personality and function to both the home and office.

Angela Ferguson and Gavin Harris of Futurespace, experts in innovative workplace design, will collaborate to create a series of original vignettes combining furniture, finishes, lighting, graphics and technology to express a design language unique to the Australian workplace.



Speaker Series

Returning in a fresh format in 2019 is the DENFAIR Speaker Series.

A highly-anticipated element of the exhibition, this year's talks will be presented by a suite of engaging moderators hosting panel discussions on workspace, sustainability and the ever-changing culture of design.

The Speaker Series is an opportunity to hear directly from fascinating industry figures and discover the design thinking behind the products on the floor at DENFAIR. Moderators and special guest speakers will be announced closer to the event.

AIA Co-location

In 2019, DENFAIR is co-located with the Australian Institute of Architects' (AIA) National Architecture Conference. Together, the two industry events spark a collective imagination, presenting a full snapshot of the Australian architecture and design community. Architects visiting the National Conference will be given priority access to DENFAIR.

For more information on the event contact :
Ellen Weigall at Flaunt Marketing : ellen@flauntmarketing.com.au

