furnitex 2006 +DECORATION DESIGN 06

FURNITEX and DECORATION + DESIGN DRAW RECORD ATTENDANCE

FURNITEX and DECORATION + DESIGN is over for another year and the event has again left a hugely positive impression on everyone involved from trade visitors, media, and designers to exhibitors. Visitor numbers increased on last year with initial estimates at well over 17,500 buyers for the four day event held at the Melbourne Exhibition Centre, Southbank and Royal Exhibition Building, Carlton from Thursday 20 – Sunday 23 July. Buyers came from all states of Australia as well countries including New Zealand, Hong Kong, Malaysia, United Kingdom and the USA.

VIVID – VIBRANT VISIONS IN DESIGN

One of the most popular features of the event was the new and emerging designers' exhibition, VIVID which showcased 100 products from 50 of Australia's best up and coming furniture designers. The event was opened by Mrs Terry Bracks, a long time supporter of the event who presented the three awards in the categories of Concept, Commercial and Student. VIVID curator, Uli Hasel, was delighted with the standard of the entrants this year and praised the designers for their creativity and hard work.

VIVID 2006 Concept Award winner – Brody Sofa and Chair by Arthur Koutoulas. Judges comments for the Brody Sofa and Chair – Simplicity of material, immaculate resolution, regal high back, strong presence, empowered shape, line details, very current, really raw and modern, contrast of block form and curved side, fusion of embellishment of minimal.

Short listed for the VIVID 2006 Concept Award were Glydz Bed by David Durance, Thing Room Divider by Mal Thomas, Dorothy Lamp by Nichaolas Karlovasitis and Sarah Gibson, Ripple Chair by Susanna Bilardo and Jack Spencer, Lander Chair by Tasman Wallworth.

VIVID 2006 Student Award winner – Obie Lounge by Irene Schneider. Judges comments for the Obie Lounge – Very modern, youthful, useful, dynamic, casual, multi purpose, one can see it in apartments, grows and moves with you, hybrid between mass product and craft, read the market very well, clever, generationally correct and family focus.

Short listed for VIVID 2006 Student Award – E 3 Coffee Table by Brett Johnston, Vertibral Modules by Joseph Keenan, Qrious Bench by Lambie Chan and Dusk and Dawn Screen by Norman Muyco.

VIVID 2006 Commercial Award winner – BOH Lamp by Tim Collins. Judges comments for the BOH Lamp – Whimsical, makes you smile, bold, big, irreverent, very casual, impossible to not be a talking point, strong message about recycling, well resolved, larrikin factor and very Australian.

Short listed for the VIVID 2006 Commercial Award – Uccio Low by Daniel Barbera, Ergo Stool by David Tang, Grab Bag by Elizabeth Lawrence and DNA Coffee Table by Keith Melbourne.

Thanks must go to the VIVID 2006 judges – Geoff Fitzpatrick of CDe Group, Anny Friis of House & Garden magazine, Nicole Johnson of Corporate Culture and Rob Young of Profile Furniture.

PETITE ROOMS

Petite Rooms just gets bigger and better each year. The 2006 showcase featured a series of inspired room settings created by 17 leading Australian designers. The inaugural judging of the event created enthusiasm and excitement all round with such a high calibre of judges including Linda O'Keeffe from Metropolitan Home Magazine in New York.

Petite Rooms Awards for 2006 were awarded to – **Most Innovative Petite Room, Thomas Bucich Design** and the **Petite Rooms Editor's Choice** was won by **Chris Connell Design**.

INSPIRATION PAVILION

The Inspiration Pavilion was one of the most popular features of the event with trade and public visitors alike. Colours and themes for 2007/2008 and beyond were showcased through newly released products from Exhibitors, including fabrics, furniture, soft furnishings, floorcoverings, lights, decorative accessories, objets d'art and homewares.

The 2006 Product of the Year Awards were announced at the DECORATION + DESIGN Cocktail Party on Thursday night and were awarded to:

Best Soft Furnishings/Decorative/Product/Homewares Products: **Seneca Textiles** for the **Society Boiled Linen Blanket**
Best Floorcovering Product: **Bayliss** for the **Caulfield Green Rug**
Best Lighting Product: **Bretnall Lighting** for the **Bigoli Standard Lamp**
Best Fabric Product: **Seneca Textiles** for the **Elitis Panel**
Best Furniture Product: **Perfect Pieces** for the **Cross Chair & Cover/Cushion**

INTERNATIONAL INDUSTRY SEMINAR SERIES

The standard of seminars and speakers this year was second to none and attracted significant audiences at each presentation with several seminars sold out in advance.

Editors of Australia's leading interiors magazines along with local and international visitors flocked to Linda O'Keefe's Seven Deadly Sins of Decorating. Linda, from Metropolitan Home magazine in New York, presented an entertaining and insightful take of the most common and heinous decorating mistakes made by people the world over. Linda also appeared on the popular Channel 7 breakfast program, Sunrise, where she shared some of her favourite 'do's and don't's'.

Other seminars included a panel discussion from the Trend Forecast group led by Barbara Marshal from Marshall Design. The theme of the seminar, Ark'aeology, the art of creating your personal 'Ark' has been developed into the Trend Book which was available exclusively at the event.

Other seminars included Successfully Linking Outdoor Space by Rick Eckersley of Eckersley Stafford Design and one of the most popular seminars of the show, Global Colour Styles by Erika Woelfel from Colwell in the US.

TREND BOOK

The Trend Book, which is sure to become a 'much-thumbed' resource, again received universal praise from all corners of the industry. Developed by the Trend Concertation Group, it tied together the themes on display at the Inspiration Pavilion and Petite Rooms under the theme of Ark'aeology. This beautifully presented coffee table book explored this overarching theme via the four distinct design themes of Ivory Tower, Shack Chic, Bunker and Menagerie.

FURNITEX 2007 and DECORATION+DESIGN 2007

Plans are already in place for FURNITEX 2007 which will be held from Thursday 19 – Sunday 22 July 2007. Application forms are available from Australian Exhibitions and Conferences. For more information call (03) 9654 7773.

DECORATION + DESIGN will be held twice in 2007 – from 7-9 February in Sydney in conjunction with the Australian International Furniture Fair. It will also be held in Melbourne in conjunction with FURNITEX next July.

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For media information and images contact:
Gail Virgona at 12 Parasols
Tel 03 9445 0203
Mobile 0411 420 019
Email gail@12parasols.com.au