



Designed to inspire

THE number of Australian Made furniture companies at Furnitex 2009 will be the highest recorded in seven years, with more than 50 local manufacturers already confirmed for this year's trade fair.

Held from July 16-19 at the Melbourne Exhibition Centre, with the co-located Decoration + Design Melbourne, the fair will see the largest ever showcase of Australian manufacturers.

While the furniture industry, like most others, has contracted recently, the Furnishing Industry Association of Australia remains positive about opportunities in the Australian market.

Exhibition director David Connolly said: "The value of the Australian dollar has made locally made furniture very price-competitive.

"Buying Australian-made product provides retailers and consumers with peace of mind.

"Local furniture is of exceptional quality, and comes with extended warranties.

"Retailers can choose local manufacturers who allow them to place orders based on what's happening at store level. They are able to choose from extensive finishes, fabrics and sizes, with the flexibility of customisation."

Returning to the 2009 fair is

Sling shot: The Rient Stool, designed by Brett Capron of Richmond for this year's VIVID competition at Furnitex.



Colby Furniture, which won the manufacturer of the year award at Furnitex 2007. Offering a diverse range of traditional and contemporary furniture, Colby's 2009 collection is a return to classicism, combined with environmental consciousness and the latest colour trends.

Furnitex is also delighted to

welcome back Silver Lynx, winner of the 2007 excellence in design and manufacture, best dining furniture award at the FIAA Vic/Tas Furnitex gala dinner. Fully Australian owned and operated, Silver Lynx has received multiple accolades for its bedroom, occasional and dining furniture.

Melbourne-based exhibitor Molmic, whose portfolio includes projects for Novotel and Mercure hotels, will celebrate its 10th Furnitex by exhibiting its award-winning designs. The range spans classical, contemporary and vintage, with every detail of each

couch hand-crafted at the company's Melbourne plant.

Visitors to Furnitex will also have the chance to see prestigious furniture design competition VIVID — Vibrant Visions In Design.

This year, 45 of Australia's most forward-thinking young designers have entered more than 100 pieces of furniture in commercial, concept, student and green categories.

An international industry seminar series will feature Paul Simmons of textile label Timorous Beasties (UK), Mark Woodman of Mark Woodman Design and Color (USA) and, back by popular demand, Milou Ket of Milou Ket Styling and Design (Netherlands).

This year Furnitex and Decoration + Design Melbourne is a key satellite event of the State of Design Festival (July 15-25).

What: Furnitex 2009 and Decoration + Design Melbourne

Where: Melbourne Exhibition Centre, Southbank

When: 9-5pm, Thursday, Friday July 16-17; 10-5pm, Saturday-Sunday, July 18-19.

Details: 9654 7773 or email furnitex@aec.net.au

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