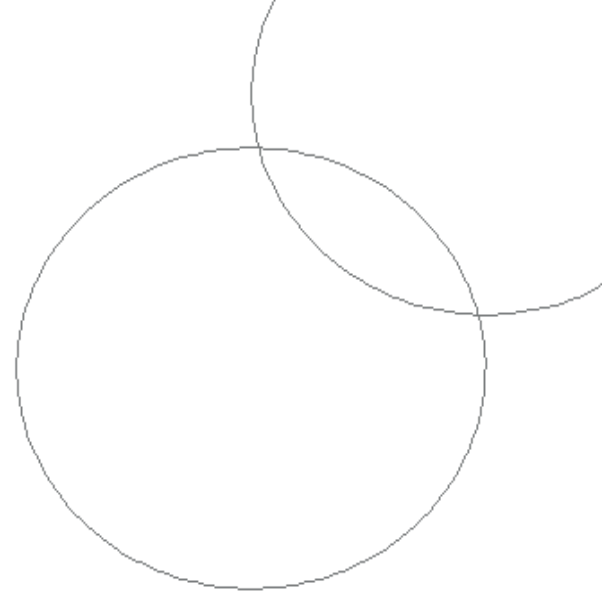




FIND

DESIGN FAIR ASIA



PRESS RELEASE

FIND – Design Fair Asia: An Evolving Platform for a Transforming Interiors Sector

Singapore Design Week's Design Marketplace offers exciting line-up of country pavilions and international exhibitors.

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Singapore, August 2023: FIND – Design Fair Asia is set to return to Marina Bay Sands from 21-23 September to unite key-leaders from the interiors industry at Singapore Design Week 2023 as a key event of the festival's Design Marketplace pillar. The tradeshow has seen an astonishing 75 percent exhibition growth rate compared to 2022 and is fast evolving into a prominent strategic hub for growing brands that tap into the zeitgeist of market opportunities in Asia, current trends and innovation.

FIND reaffirms its value as a trade platform for individual companies and country pavilions as some 300 brands across 12,500 sqm will cater to an expected 12,000 regional attendees comprising leading interior designers, architects, developers, retail and hospitality professionals.

Drawing on the pedigree of exciting manufacturers from furniture, lighting, flooring, furnishings, next-gen workspace systems or design collectables, the stimulating three-day event will also feature numerous on-site initiatives, the FIND Global Summit and the EMERGE showcase.

Country Pavilions: The Best From Around The World

The pavilions of Italy, Thailand, Sarawak (Malaysia), Singapore and Indonesia will celebrate their country's national design and manufacturing culture offering delegates a wide selection of original and imaginative contemporary interior solutions.



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Italy | Design Made in Italy

A monumental, landscaped green portal marks the main entrance to the 700 sqm Italian Design Futures Capsule, a special showcase that celebrates creativity, craftsmanship and design thinking from Italy. Conceived this year in a grid-like layout with a *piazza* in the middle, the designers from Stefano Boeri Interiors inserted two large orthogonal “boulevards” that converge onto this beating heart which is surrounded by dozens of Italian exhibitors.

Design enthusiasts will meet close to 50 Italian brands, including SANT’AMBROGIO MILANO, a glass specialist that can be used on bespoke building façades, in the kitchen and any other interior spaces. Refined geometric shapes for exclusive furniture and fittings can be found at panelling expert Floema’s booth. Exhibiting from Como is Italian TexStyle, a luxury fabric company that is inspired by the famous lake of the same name in its neighbourhood.

“Italy is the top country from the European Union that exports furniture to Singapore. In 2022, the value stood at €59.8 million, outlining the importance of investing in this country and the strong interest in “Made in Italy” design from local counterparts. Singapore is an experiment of architecture and urbanism. Therefore, the high quality and innovation of our Italian products are the perfect solutions to its needs. Also, the presence of over 30 Italian companies at FIND – Design Fair Asia 2023 is a sign of the importance of Singapore as an ideal hub for Italian producers and designers for the whole region,” said Ilaria Piccinni, Deputy Trade Commissioner for Singapore and the Philippines.

The pavilion also premieres an exciting collaboration between the Italian Embassy in Singapore, with the support of the Italian Trade Agency (ITA) and the Italian Ministry of Foreign Affairs. It will host the unique installation Italia Geniale, a collection created by ADI – Association for Industrial Design, showcasing the most significant materials, objects and artefacts of Italian design icons that speak of imagination, work, well-being and relationships between people.

Thailand | Closing The Loop

The circular economy takes the spotlight at the Thailand Pavilion, curated by the country’s Department of International Trade Promotion’s (DITP). Some 15 exceptional companies will be found there, offering contemporary, sustainable design products combined with craftsmanship. Exhibitor AmoArte uses bamboo



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and sugar palm wood to craft bespoke and modern furniture. Anon Pairot Design Studio, led by its eponymous entrepreneur, specialises in furniture and home accessories made by local craft methods. Also noteworthy is one of Thailand's leading designer furniture manufacturers Deesawat, which uses teak off-cuts to produce the inspired Parallel Collection. All products on display are characterised by great attention to the use of natural materials, colours, fabrics, traditional techniques, and craftsmanship.

“The DITP, by the Office of Innovation and Value Creation and the Thai Trade Center in Singapore, both of which operate under the Ministry of Commerce in Thailand, emphasise the importance of closing the loop in product life cycles, thereby fostering a bio-circular-green (BCG) economy. We have handpicked a group of 15 entrepreneurs who work under this framework and aim to highlight Thai products that are creative and sustainable, with the potential of making a global impact and contributing to the circular economy.”

Singapore | Exhibitor Highlights

The fully sold-out Singapore pavilion has expanded to almost 60 exhibitors and builds on global brands with head offices in Singapore and leading local manufacturers supported by Singapore Furniture Industries Council (SFIC).

Discover New Exhibitors

From new product launches to a smorgasbord of materials, shapes and colours, discover these and more among the exhibitors of FIND.

Hardly any other premium brand with a global reputation can look back on a history as successful, comparable and lasting as Villeroy & Boch. The company celebrates its 275th anniversary at FIND this year and showcases its exclusive Jubilee Collection launched to commemorate this milestone. Equally interesting is the design duo Kaschkasch's new bathroom collection Antao, taking its cue from the perfectly imperfect shape of a dewdrop. Look out too for the new colours of Frozen, Forest and Deep Ocean that the Artis surface-mounted washbasins come in. Pair it with the tap from the new Mettlach premium collection, where the control lever is decorated with a mosaic pattern inspired by historical “Mettlach tiles”.

From indoor, to workspace and even outdoor bespoke furniture, FIND lets delegates discover exciting exhibitors including Roof Living and Umbrosa Umbrellas. Both labels are introducing new products to the Southeast Asian market. Sink into the Silky range from Roof Living, made from a luxurious fabric



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akin to silk that has a soft feel. Noble English stitching is woven into the finishing and the seats come with an inner pocket that makes the covers removable. Sit it under the shade of Umbrosa Umbrellas, such as a piece from the new Versa range, with a cantilever design that comes in four colours, including grey and latte.

“FIND – Design Fair Asia has gone through an evolution. Now in its second year, it offers more opportunities to connect brands with Asian markets. We invested in deeper strategic partnerships and improved business offerings to create a more valuable platform for the industry. Singapore already has a reputation as a design hub, so we hope that FIND – Design Fair Asia will become a staple in the annual calendar for international brands that want to establish a strong presence in the region. Given the positive take-up in exhibitor booth sales we already need to look ahead to meet demand in 2024.” said Carl Press, Director of FIND – Design Fair Asia, dmg events.

Sarawak, Malaysia | A Forward-Looking Vision

United by the theme of “Design for Tomorrow”, Sarawak Design Centre (SARADEC) returns with exhibitors that feature contemporary designs targeted at the European, Middle East and Singapore markets. The production house prides itself on representing young furniture design talents from the state, who create works that bind culture and nature with indigenous motifs from its multi-ethnic makeup. Last year, the Malaysian-based group exceeded their sales target of RM\$5 million of trade enquiries to hit RM\$6.1 million and is excited to welcome industry professionals also in 2023.

“I strongly believe that through our first successful participation in 2022, FIND – Design Fair Asia would be one of our best platforms to promote and create more sales for our young designers’ creative designs and Sarawak’s own brand of furniture for Singapore and beyond,” said Dayang Nena Abang Bruce, Chief Executive Officer of SARADEC.

*The second edition of the FIND – Design Fair Asia is expected to draw more than last year’s 12,000 visitors and will take place at Marina Bay Sands, Sands Expo & Convention Centre, Level 1, Halls A, B and C from 21-23 September 2023. **Pre-registration is free until 20 September. On-site, same day entry** is available from 21 September at **S\$39** per person to the B2B event. The last day also offers B2C goes an opportunity to discover unique interiors for their own home spaces.* <https://www.designfairasia.com/>



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Download link to high-res images:

<https://www.dropbox.com/scl/fo/8thm713r0oe7d9mncxng/h?rlkey=mxsffys0q8k7yx5qb8fe3cfkd&dl=0>

For more information, high-res images and interview opportunities, please reach out to:

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ABOUT FIND – DESIGN FAIR ASIA

FIND - Design Fair Asia, a joint venture between dmg events (organiser of INDEX, Big 5, HI Design Asia) and Fiera Milano (host of the Salone di Mobile), is a combination of trade show and design fair, offering a carefully curated selection of furniture, interiors and design brands. As an anchor event of the Singapore Design Week organised by DesignSingapore Council, FIND – Design Fair Asia acts as a stimulating marketplace connecting leading suppliers across furniture, lighting, décor, textiles, design technology, home K&B and surface materials with retail buyers, residential and commercial property developers, architects, hospitality professionals, interior designers, high-net-worth individuals and Asia-based FF&E contractors.

With key stakeholders such as DesignSingapore Council and Italian Trade Agency, numerous regional partner associations and supported by the Singapore Tourism Board (STB), FIND will return to the iconic Marina Bay Sands with 300 international brands from across 18 countries, an expanded hosted buyer program and exciting on-site initiatives across 12,500 sqm of exhibition space.

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ABOUT SINGAPORE DESIGN WEEK

One of Asia's premier design festivals, Singapore Design Week (SDW) celebrates Singapore's distinctive brand of creativity, exploring design through three defining festival pillars: Design Futures (the design of the future and the future of design), Design Marketplace (lifestyle trends with a spotlight on



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Southeast Asia) and Design Impact (innovative solutions for a better world). Organised by DesignSingapore Council, SDW is a celebration of creativity and innovation, championing thought leadership and showcasing the best of design from Singapore and beyond. For more information, please visit sdw.sg.



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