



**DENFAIR™**

**Date:**

May 16 2018

-

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

Ellen Weigall:

0419 819 061

[ellen@flauntmarketing.com.au](mailto:ellen@flauntmarketing.com.au)

---

## **DENFAIR FOURTH EDITION- FOUR WEEKS TO GO**

DENFAIR, Australia's leading destination for contemporary design and art for interior designers, architects, interior stylists and design-lovers is about to launch it's fourth edition of their inspiring Melbourne event. Held at the Melbourne Convention and Exhibition Centre, this year's DENFAIR is set to showcase 160 exhibitors over 12,000sqm from the 14th-16th June.

DENFAIR brings together the best of local Australian design and this year exhibitors include: NAU by Cult, rD by Ross Didier, Innate by Jon Goulder for Spence & Lyda, Obodo, Schiavello, Rakumba, ISM Objects, Navi by Centre, Halcyon Lake, Modern Times, Tait, Zuster, Rhys Cooper, Limited Contemporary Editions, Artedomus, David Trubridge, Remodern, Apparentt, and more. Many will use DENFAIR as a launching pad for their 2018 new product ranges and designs.

DENFAIR is also excited to be hosting many International brands with some exclusive new collection release straight of the back of the Milan Salone show including: Established & Sons (UK), Muuto (Denmark), DWC (France) , Skargaarden (Sweden), Maker & Son (UK), DEDON (Germany), Fermob (France), Montana (Denmark), HOUE (Denmark), Marmo (China), Janus et Cie (US)+ many more.

### **AWARDS & JUDGING PANEL**

DENFAIR has unveiled a stellar line-up of judges for it's 2018 Awards. The esteemed judging panel comprises of the notable Ewan McEoin; Senior Curator and head of the Department of Contemporary Design and Architecture at the National Gallery of Victoria. Emma Telfer, Executive Director of Open House Melbourne and Claire Beale, President of the Design Institute of Australia (DIA). The 2018 DENFAIR Awards are the touchstone for contemporary design, setting a precedent in the acknowledgement of innovation, inspiration and creativity of local as well as international designers. Award categories include Best Large & Small Stand, Best Australian Product, Best International Product, Best Textile Product, Best in Gallery and the FRONT/CENTRE Emerging Design Award. You can attend the ceremony at the show on Thursday at 6.30pm.

### **FRONT/CENTRE**

DENFAIR will continue its FRONT/CENTRE initiative at this year's show, which creates pathways for Australia's best emerging design talents. A curated selection of the best and most innovative designs will be presented by DENFAIR throughout the show. Winner of the FRONT/CENTRE Emerging Design Award will win a 2019 Exhibitor Package including press coverage as well as their own stand.



**DENFAIR™**

**Date:**

May 16 2018

-

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

Ellen Weigall:

0419 819 061

ellen@flauntmarketing.com.au

---

**ACTIVATIONS by CHRIS CONNELL**

DENFAIR has commissioned Australian renowned designer and artist Chris Connell to design all in-show hospitality venues including, the Belle Restaurant & Oyster Bar, the Art Bar, Textile Cafe and Dose Cafe as well as co-designing the DENFAIR Speaker Space with Arthur Koutoulas. Connell has designed beautiful, fluid and minimal spaces exploring conceptual layouts and materials functions, creating the perfect set to enjoy food and drinks with colleagues and friends.

**SPEAKER SERIES**

Former Editor of Habitus Magazine, Nicky Lobo will once again apply her industry insights to create a highly engaging Speaker Series in 2018. With a lineup of renowned local and international speakers, the Speaker Space is free to attend and runs for the duration of the event.

Topics include: Sex & Politics: Talking taboos in design, Religion: designing spiritual experiences, Rebellion: breaking the Golden Rules of design and more.

Speaker Series Panelists include: Peter Maddison, Rob Mills, Hakan Elevli, Studio Truly Truly, Lou Weiss, Sibella Court, David Hicks and David Trubridge as well as many more distinguished speakers.

**INSTALLATIONS**

DENFAIR Melbourne will also be host to several never seen before installations including 10.10.1 presented by the DIA with an objective is to promote the wellness impact timber plays in the workplace of today and also Replaced by The American Hardwood Export Council and 8 of Australia's most revered designers. The collaboration explores their best-known designs, reimagined in American tulipwood. The exhibition examines this sustainable material and calculates the precise environmental impact of each piece, demonstrating that design can make the world a more beautiful place but not at the cost of the world itself.

**DAYS & TIMES**

Over 3 days, exhibitors will showcase their latest collections in furniture, lighting, textile, bathware, workspace design all complemented by an art section (The Gallery).



# DENFAIR™

---

**Date:**

May 16 2018

-

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

Ellen Weigall:

0419 819 061

[ellen@flauntmarketing.com.au](mailto:ellen@flauntmarketing.com.au)

**Day 1 - THU 14TH JUNE - 11am - 9pm**

The show opens to professionals and their clients. From 6pm – 9pm DENFAIR will host their award ceremony and invite you to an informal industry celebration with exhibitors and industry peers.

**Day 2 - FRI 15TH JUNE - 11am - 7pm**

Open to professionals and their clients. From 8pm – late, you and your clients are invited to join the DENFAIR team for a drink at one of Melbourne's renowned CBD cocktail bars for an evening of fun and networking opportunities.

**Day 3 - SAT 16TH JUNE - 10am - 5pm**

Open to professionals and the general public. All design enthusiasts can discover for one day only exciting new design brands, whilst gaining an insight to what makes great authentic design.

**DENFAIR Registration:**

<https://www.denfair.com.au/denfair-registration-2018/>