

Media Release  
April 30 2021

## AUSTRALIA'S NO. 1 INTERIOR DESIGN TRADE SHOW IS RETURNING TO MELBOURNE IN 2021

Australia's No.1 Interiors Trade Event is making a triumphant return to Melbourne in July. After the challenges of the past year, the 18<sup>th</sup> edition of Decor + Design and the Australian International Furniture Fair (AIFF) will give the design industry an important boost and the opportunity to do business in person.

From Thursday 15<sup>th</sup> – Sunday 18<sup>th</sup> July, Melbourne Exhibition Centre will transform into an interior design village of beautifully curated style inspiration. Decor + Design and the Australian International Furniture Fair are co-located trade shows which will exhibit the latest in indoor and outdoor furniture, lighting, textiles, workspace design and contemporary art.

It's an important annual destination for retailers, interior designers, decorators and architects. The events will feature a spectacular line-up of exhibitors, including, **Satara, Bisque Interiors, Cromwell, Darcy & Duke, James Stewart Furniture, LaGrolla, Cooper Black, Wisteria Design, LaForma Australia, Warwick Fabricks, Calibre Furniture, Vetro Furniture, L&M Home** and **Tantra**.

Featured speakers at this year's *Australian House & Garden* International Seminar Series will include iconic interior designer, presenter and style writer, **James Treble**, top designers **Mim Fanning, Cameron Kimber, Jeremy Bull, Adelaide Bragg, Arent & Pyke** and **Thomas Hamel**, plus design expert **Robyn Holt**.

With international travel still effectively embargoed, popular Futurist **Victoria Redshaw**, of leading **UK Trend Forecasting** Agency Scarlet Opus, will bring an international perspective with her Major Design Trends Forecast, which she will present virtually.

Visitors can then join **James Treble's** 'Practical Design Trend Tour' of the exhibition, which will translate the trends to the products available on the show floor.

Event Director Chris May says, "We're are excited to bring Australia's premier networking and buying event for the design industry back to the Melbourne Exhibition Centre in 2021."

"This industry is all about the senses and experiencing products in real life - something we've all sorely missed over the past year! Many long term and exciting new exhibitors will be showcasing classic and contemporary styles and launching new products at the 2021 show," said May.

As part of the 18<sup>th</sup> edition, Decor + Design returns with highly anticipated features. In addition to the daily 'Practical Trend Tours' hosted by James Treble, visitors can experience a new Sustainability Hub curated by Design Matters, the VIVID Design Awards and the Trends Champagne Lounge.

2021 also marks the 18<sup>th</sup> anniversary of **VIVID**, curated by Latitude Group and sponsored by **Laminex (Principal Partner), Dulux, Showroom by Bowens, Artichoke, Design Institute of Australia** and the **Authentic Design Alliance**.

VIVID is Australia's most prestigious design awards program, celebrating new and emerging talent. Judged by a panel of prominent and respected industry figures, this highly anticipated industry platform is an important destination for designers at the show.

VIVID will once again cover an array of categories including Furniture Design, Lighting Design, Object Design, Concept Design, the ADA Award of Merit, the VIVID 2021 Judges Choice Award and the Houzz People's Choice Award. Entries close 2 May.

For details regarding Decor + Design and AIFF 2021, including exhibiting information, see the Decor + Design and AIFF websites <https://www.decordesignshow.com.au/> & [www.aiff.net.au](http://www.aiff.net.au).

## EVENT DETAILS

**Event:** Decor + Design 2021/Australian International Furniture Fair (AIFF)

**Where:** Melbourne Exhibition Centre  
1 Convention Centre Place  
South Wharf VIC, 3003

**When:** Thursday 15 July, 10am – 5pm  
Friday 16 July, 10am – 5pm  
Saturday 17 July, 10am – 4pm  
Sunday 18 July, 10am – 3pm

**Event organiser:** Informa Australia [www.informa.com.au](http://www.informa.com.au)

**Web:** <http://www.decordesignshow.com.au/>  
<http://www.aiff.net.au/>

**-END-**

**Media Enquiries – For Media Passes to the *Australian House & Garden* International Seminar Series and interviews, please contact Skye Rytenskild.**

**[Skye.c.rytenskild@informa.com](mailto:Skye.c.rytenskild@informa.com) or 0414 103 247**

**About Informa:** Informa is the world's largest event organiser, organising over 450 events annually in Australia alone. Their global design portfolio includes Decor + Design, the Australian International Furniture Fair, Dwell on Design (LA) and Design Junction (London).