

16-19 JULY 2009
MELBOURNE EXHIBITION CENTRE

VISITOR STATISTICS & POST FAIR FACT SHEET

OVERVIEW

FURNITEX & DECORATION + DESIGN 2009 an event partner of the Victorian Government's State of Design Festival attracted over **14,200** trade buyers. Over 200 Exhibitors took part in FURNITEX including over 60 Australian Manufacturers, which is 38% more than in 2008. Additionally over 100 Companies participated in Decoration + Design Melbourne. Many exhibitors reported good sales and were pleasantly surprised with the quality of visitors which reinforces the importance of this event in the Australian furniture industry.

KEY STATISTICS

- 34%** of Visitors were furniture / homeware retailers
- 20%** of Visitors were decorators / designers
- 70%** of Visitors held direct authority or influence for purchasing*. Of this...
- 92.5%** discovered new products at the Fair*
- 81%** discovered new suppliers at the Fair*
- 33%** placed orders or made purchases at the Fair*
- 69%** expect to place orders after the Fair*

**Independent Survey conducted at Furnitex 2009*

CATCHMENTS

VIC	79.0%
NSW	8.6%
QLD	3.8%
SA	3.2%
WA	1.8%
TAS	1.1%
ACT	0.6%
NT	0.1%

INTERNATIONAL ATTENDANCE

International Buyers made up 1.8% of attendance with visitors travelling from: Belgium, China, Egypt, England, Fiji, Germany, Hong Kong, India, Indonesia, Malaysia, Netherlands, New Caledonia, New Zealand, Papua New Guinea, Singapore, South Africa, Taiwan, Thailand, UAE, UK, United Kingdom, United States, Usa, Vietnam

MAJOR RETAIL VISITORS

Beds R Us, Bed Master Bedding, Berkowitz, Bev Marks Beds, David Jones, Dollar Curtains & Blinds, Domayne, Forty Winks, Freedom, Furniture Court, Furniture One, Guests Furniture Hire, Harvey Norman, Homemakers, Le Cornu, Linen House, OZ Design, Rise & Shine, Snooze and The Sleeping Giant.

VIVID – VIBRANT VISIONS IN DESIGN

Australia's next generation of ground-breaking designers were unveiled at VIVID 2009. Australia's leading furniture/furnishings design showcase is a major attraction for designers and specifiers interested in the latest offerings from a diverse range of designers. Award Winners Included:

Kieran Choy – VIVID 2009 Student Award
For AURA Stool – best student work

Tim Coffey – VIVID 2009 Concept Award
For PROTOTYPE Chair – best new prototype

Corey Baker – VIVID 2009 Commercial Award
LOFOTEN Lounger – best new release

Joanna Butler – VIVID 2009 Green Award
For FLIP 'N' LATCH – best sustainable product

INTERNATIONAL INDUSTRY SEMINAR SERIES

This year's Seminar Series attracted over 800 attendees. Speakers included Paul Simmons of UK textile label Timorous Beasties, guru Mark Woodman, founder of American consultancy Mark Woodman Color & Design USA, and Dutch trend forecaster Milou Ket of Milou Ket Styling & Design. Australian experts included Dean Gaylor of Mance Design; Peter Davidson of Lab Architecture & Chris Stone, Chris Stone Design.

SAMPLING FUTURE MATERIALS

A highlight of Decoration + Design Melbourne was Sampling Future Materials, a display which featured the internationally renowned Innovation Sample Bank from Belgian Decotec, alongside installations by leading Australian designers, offering visitors a glimpse of the textiles of the future.

FURNITEX PRODUCT EXCELLENCE AWARDS

Bedding Ensemble: Sleepyhead

Bedroom Furniture: Candlewood Furniture

Dining Furniture: Carjo Furniture

Lounge Furniture (Leather): Moran Australia

Lounge Furniture (Fabric): Colby Furniture

Occasional Furniture: Carjo Furniture

Australian Grown Timbers: Clifton Fine Furniture

Best of the Best: Carjo Furniture

Joyce Manufacturer of the Year: Sleepyhead

Affinity Achievement Award: Georgina Saunders and

Francesca Zurzolo (RMIT) in collaboration with Silver

Lynx Furniture

Warwick Vice Award: Dianne Baker, Sofas International

DECORATION + DESIGN STAND AWARDS

Best Stand under 36sqm: Jennifer Dumet

Best stand over 36sqm: Town & Country Style

Best first time exhibitor: Bloomingdales