




FIND DESIGN FAIR ASIA

22-24 SEPTEMBER 2022
MARINA BAY SANDS, SINGAPORE

Join us at Asia's biggest Furniture,
Interiors, and Design Fair of 2022

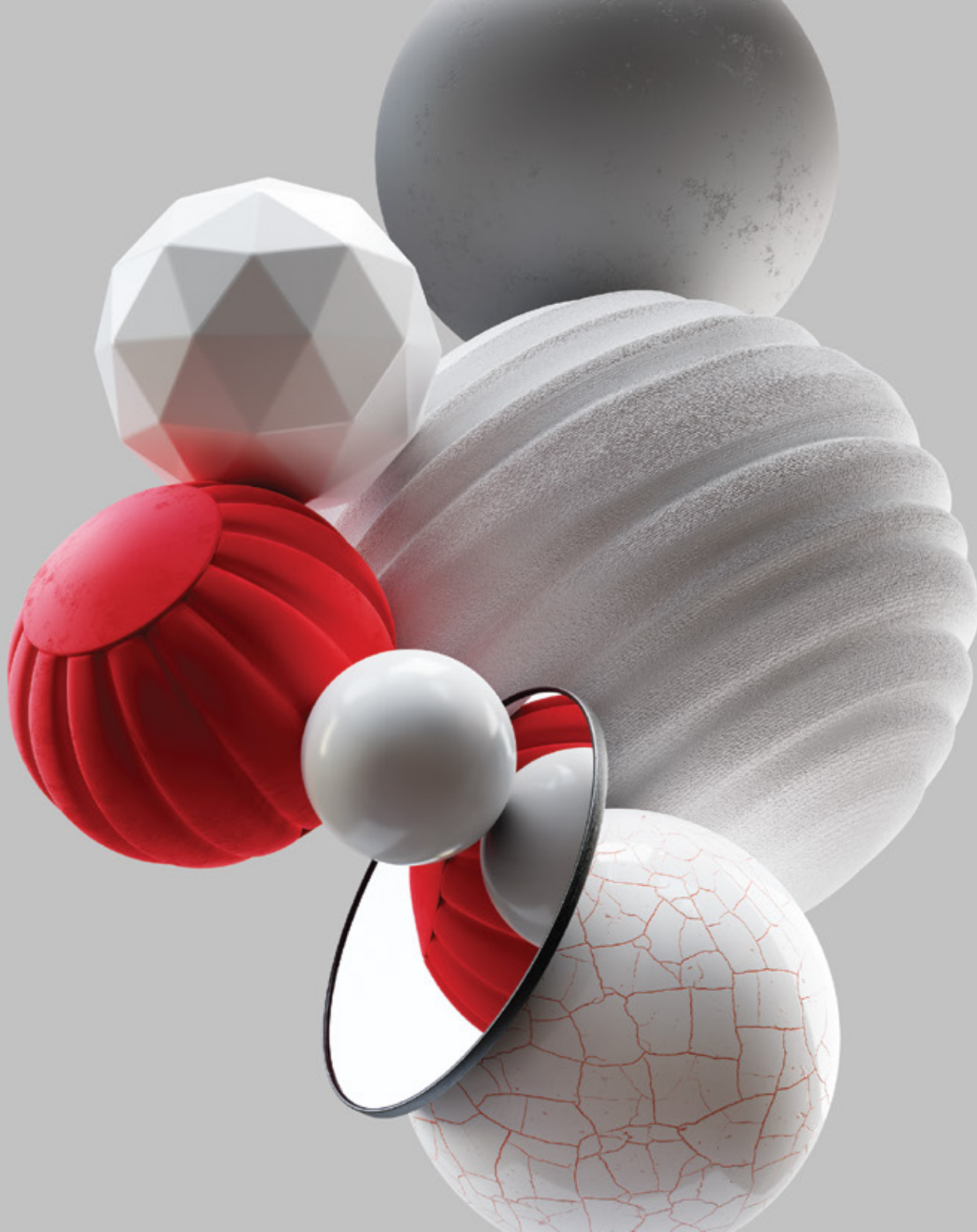
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 FIND - Design Fair Asia

WWW.DESIGNFAIRASIA.COM

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FIERA MILANO



Tony Chambers

Founder of creative agency TC & Friends
Former Editor-in-Chief of Wallpaper* Magazine
Chair of Content for FIND - Design Fair Asia

“Asia, and Singapore in particular, is very close to my heart, so I was delighted to be invited to be Chair of Content for FIND -Design Fair Asia. This event will provide a much-needed platform for exchange and inspiration in the meeting of West and East. FIND will be an opportunity for designers worldwide, both established and new, to showcase their work and it will anchor Asia on the global design scene.”



FIND - Design Fair Asia

22-24 September 2022
Marina Bay Sands, Singapore

FIND – Design Fair Asia is an opportunity for exchange and inspiration in West meets East, putting Asia firmly on the global design circuit. As part of a joint venture with Fiera Milano, dmg Events will bring together the largest carefully selected collection of interior brands, key opinion leaders, designers and content from across the globe. Visitors, including architects, interior designers, retailers, agents and design savvy consumers from across Asia, are invited to draw inspiration, network and trade at this new 3-day event located in Singapore, the gateway to Asia. FIND – Design Fair Asia will also be one of the anchor events for the brand new Singapore Design Week that will be unveiled in September 2022.



Yoko Choy

China Editor of Wallpaper* Magazine

Co-Chair of Content for FIND - Design Fair Asia

“Optimism and creativity are needed now more than ever in the world of design as we navigate today’s uncertainties to create the built environment of the future. In seeking the answers to those challenges, FIND is bringing together some of the best practitioners in the furniture and interiors industry from Italy and beyond to Singapore to showcase possibilities and innovative propositions to both an Asian and a wider international audience. Together with Tony Chambers, we are going to initiate conversations with some of the world’s leading professionals to stir up public discussions about how we can construct better lives and we aim to provide memorable moments in celebration of design and togetherness.”



FIND: The Gateway to Asia

Asia presents an opportunity to reach 4.4 billion customers with an insatiable appetite for luxury and design. The Asia Pacific furniture market was worth US \$614 billion in 2021 and is set to grow by over 5% by 2025. FIND aims to strengthen Singapore as a veritable design hub in Asia. Its access to the Asian market and the ASEAN free trade zone and international connectivity makes it Asia's top business destination and a regional financial hub. Singapore, with over 10,000 furniture, interiors, and design brands, is also home to consumers with a taste for upscale home furnishings and décor, offering strong opportunities for the domestic interiors market.



FIND - In Numbers

FIND – Design Fair Asia is the new ‘must attend’ design event for the global calendar where we see the creation of opportunity for exchange and inspiration in the convergence of West and East, not only in terms of products but also ideas. FIND aims to put Asia on the global design circuit, providing a platform for global designers to showcase their work and simultaneously giving a voice to the East.

US\$
614BIL

ASIA PACIFIC FURNITURE
MARKET VALUE
IN 2021

US\$
4TRIL

PROJECTED DOMESTIC
CONSUMPTION
IN ASIA BY 2030

4.4

BILLION CONSUMERS
IN ASIA

+5%

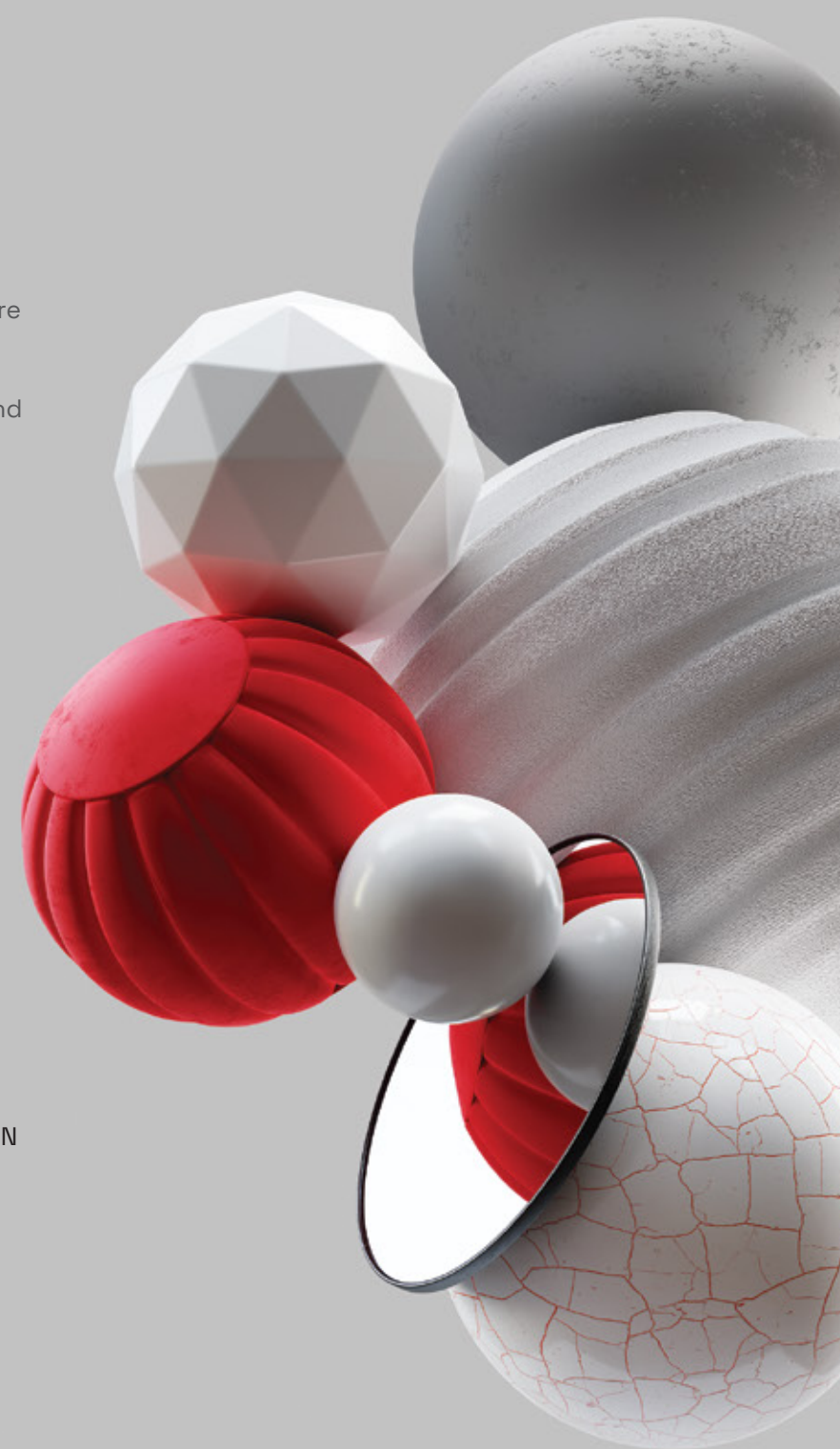
PROJECTED FURNITURE
MARKET GROWTH BY
2025 IN ASIA

+33%

ULTRA HIGH-NET-WORTH
INDIVIDUALS IN THE NEXT
5 YEARS WITHIN ASIA

334
MIL

MIDDLE-CLASS POPULATION
IN SOUTHEAST ASIA
BY 2030



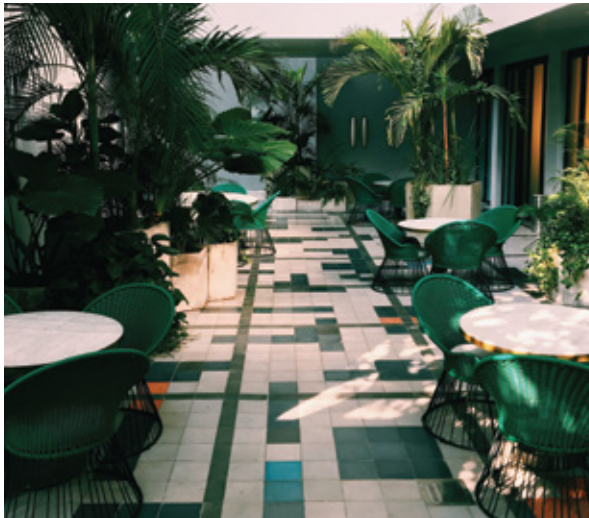
FIND - A platform to showcase global design

FIND will showcase thoughtfully produced and future, trend setting design for the built environment. Design has taken a new direction in this post-pandemic environment where we face new challenges. FIND will seek the answers to those challenges by creating a platform for conversation around the themes of sustainability, wellbeing and biophilia.

At FIND we will look at questions such as What makes a home sustainable? How do we integrate nature into urban environments whilst retaining high end design? How do people design their environment to improve their wellbeing? How do people create a space that creates a strong sense of wellbeing when they are living and working in the same space?

Through FIND - Design Fair Asia, we will strengthen the platform between West and East within the design space and look to create conversation on hot topics within the design space.

SUSTAINABILITY



WELLBEING



BIOPHILIA





FIND - Design Fair Asia is a platform to showcase Furniture, Interiors, and Design brands

F.

EXHIBITOR PROFILE FURNITURE

Living & Dining

Bed & Bath, Linens

Leisure – Outdoors

Functional – Office

Hospitality – Dining & Service,
Tableware

Work – Office & WFH

Lighting

Covid Safe Furniture



500+
INTERNATIONAL
BRANDS



IN.

EXHIBITOR PROFILE INTERIORS

Spaces – Home, Leisure, Office

Decorative Accessories

Overarching Decor Concepts

Socially Distanced Interiors

Upholstery Fabric

COVID Safe Surfaces

Light it Up – Moods, Colours, Shapes

Floor to Ceiling – Coverings & Creativity



D.

EXHIBITOR PROFILE DESIGN

Spaces – Home, Work,
Hospitality & Leisure

Objects & Craft – Handmade &
Limited Editions

Design Centric COVID solutions –
contactless design, physically
distanced yet socially close
community spaces

Architectural Design Trends





Bull & Stein

Marcus Bull

Founder

“FIND - Design Fair Asia offers the opportunity for the most outstanding and renowned designers and manufacturers to create a new nucleus of reference for interior design, planning and architecture in Asia.

BULL & STEIN is happy to take part and will be showcasing the latest creations in oversized fruit sculptures made of precious materials such as porcelain, hand-blown glass, foundry bronze or ceramics.”

Why Exhibit?

01

DIRECT ACCESS TO ASIA

The Asia Pacific Furniture industry was valued at US\$614 billion in 2021, with a projected growth of over 5% from 2021-2025. FIND gives you direct access to leading architects, interior designers, project developers and specifiers driving Asia's design future.

02

CONNECT WITH THE GREATEST INDUSTRY PLAYERS

FIND – Design Fair Asia, one of the largest global furniture, interiors and design events of its kind, will feature the world's leading brands, renowned independent designers, galleries, manufacturers, and entire pavilions dedicated to countries showcasing their heritage and design expertise.

03

BE IMMERSED IN A TRULY EXPERIENTIAL DESIGN ENVIRONMENT

Content, networking, emerging design showcases, in addition to the exhibition, complete the FIND experience. The event will deliver a truly iconic experiential design environment.



What's On at FIND - Design Fair Asia



TALKS STAGE

FIND - Design Fair Asia will offer unique design and interiors content, featuring renowned international designers, architects, and key opinion leaders to provide thought leadership talks.



COUNTRY PAVILIONS

FIND - Design Fair Asia will host a series of country pavilions, each showcasing their national culture and design.



NETWORKING

FIND - Design Fair Asia will also offer opportunities to network with industry peers and potential clients via closed door meetings, trade talks, showcases of products, and online meetings.



HOSTED BUYER PROGRAMME

The Singapore Tourism Board will welcome and host 350 design and interiors buyers from across the region as part of its commitment to **FIND – Design Fair Asia**.



SEA TALENT SHOWCASE

A talent showcase hosted by DesignSingapore Council will shine the spotlight on emerging designers from Southeast Asia.



INDEPENDENT BRANDS

FIND - Design Fair Asia will house a number of independent brands to promote their products, their current ranges and new launches to the market.

Visitor Profile



15,000
VISITORS

INTERIOR DESIGN & ARCHITECTURE

Interior Designers & Design Firms
Leading Architects
Design & Build Contractors
Turnkey Project Developers
Hospitality, Leisure & Property
Project Developers
Real Estate Developers
Contract/International Hotel
Groups Investors

CHANNELS & RETAIL

Market Access Partners –
Asian importers, Resellers,
Distributors
Large Format Multi-brand
Retailers
Department Stores Boutique /
Showroom
Multi-brand Retailers
Online Channels

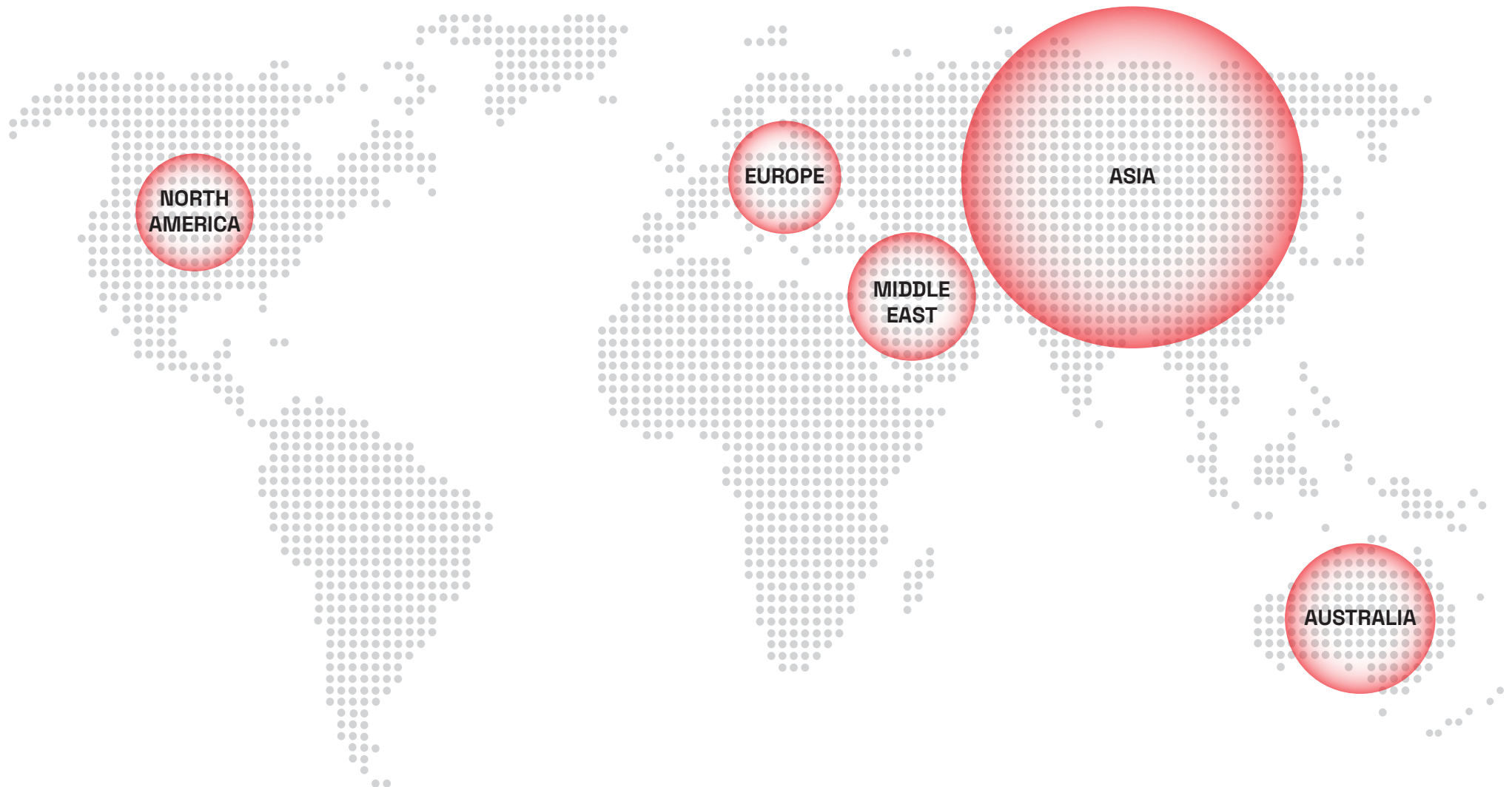
INFLUENCERS & MEDIA

Opinion Leaders
Print & Digital Journalists
Social Media Influencers
Online Design Community
Site Operators
High Net Worth Individuals
(HNWI)
High Net Worth Collectors

Where are our Visitors from?

Access top buyers, and key industry players, from across the globe.

Contact us at contact@designfairasia.com to find out more about exhibition and sponsorship opportunities.



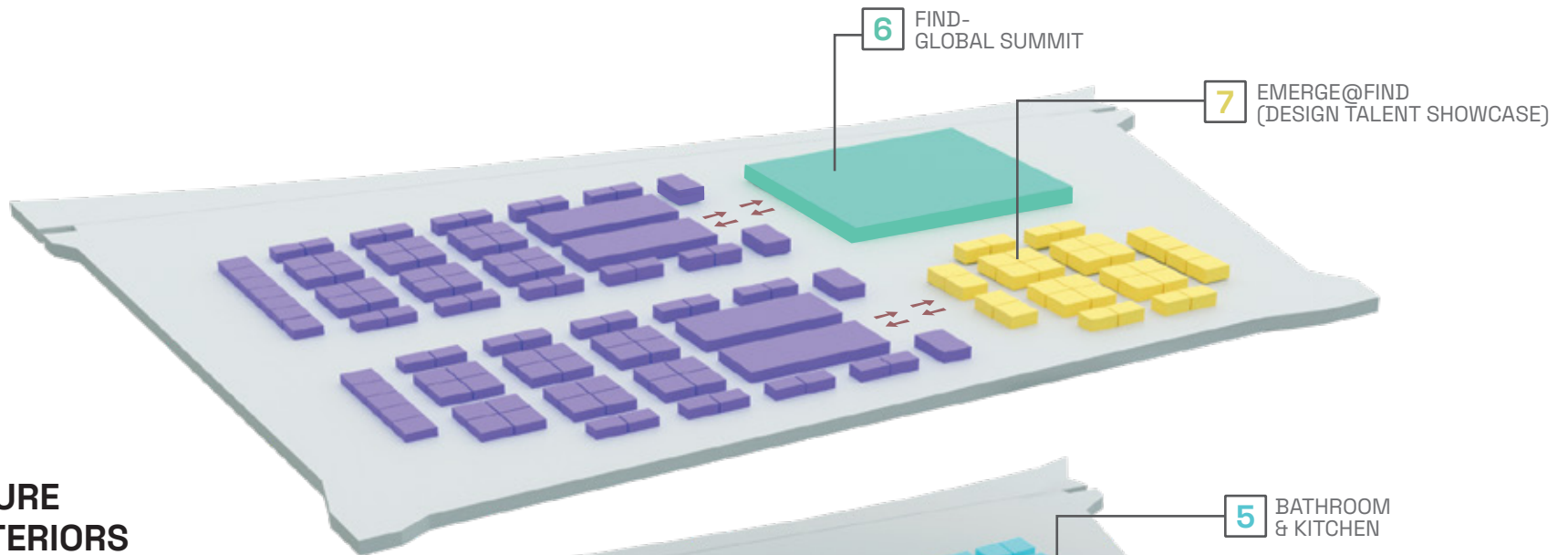
THE VENUE - MARINA BAY SANDS

There might not be a more pertinent place to host FIND - Design Fair Asia than the iconic Marina Bay Sands Exhibition Centre, which exemplifies Singapore's commitment to forward-thinking design.

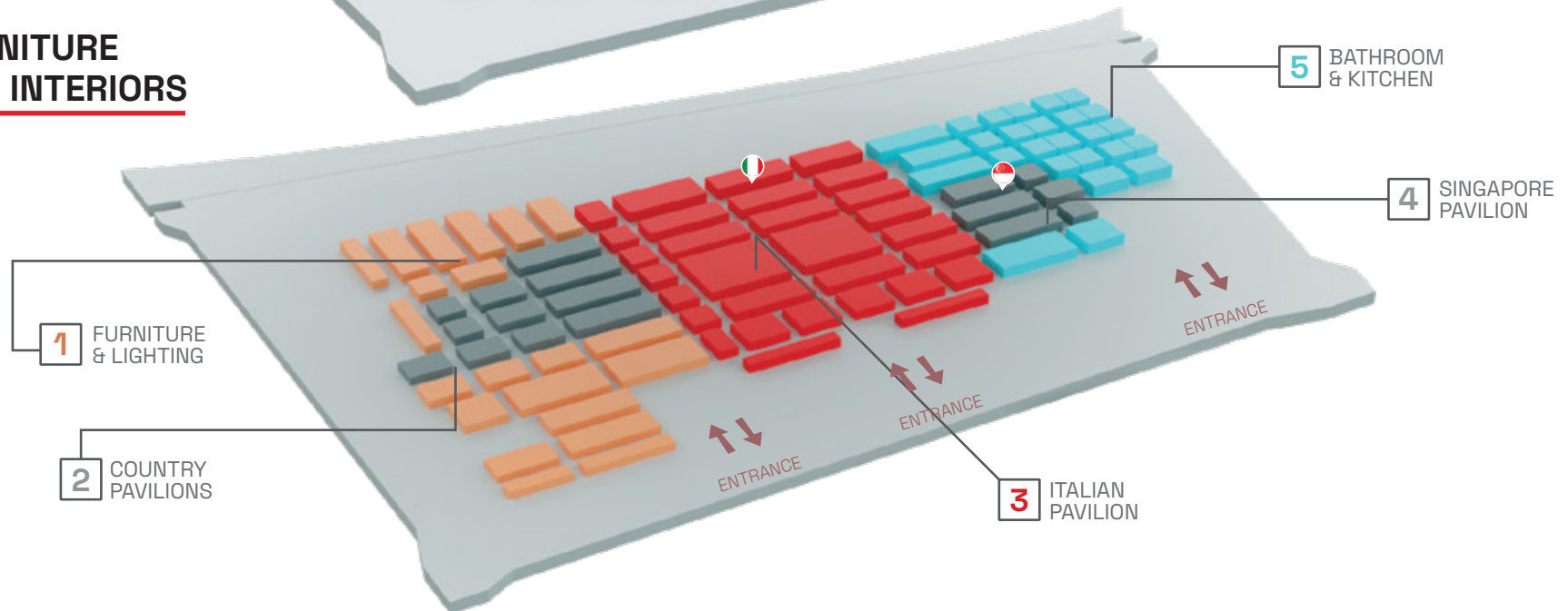


| FIND - Floorplan

DESIGN



FURNITURE AND INTERIORS



Our Premier Global Partners

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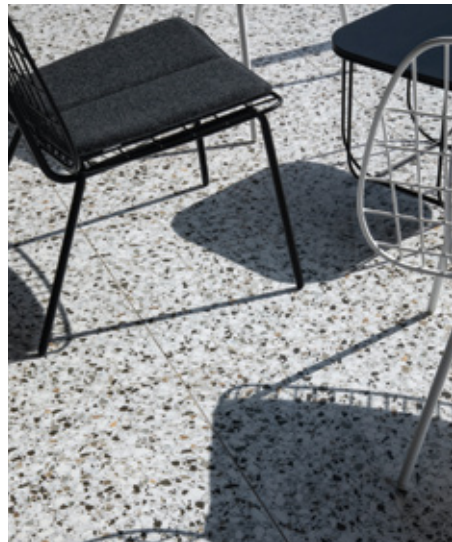


Mark Wee

Executive Director

DesignSingapore Council

"FIND – Design Fair Asia will be one of the anchor events for Singapore Design Week which will make a much-anticipated return in 2022 with a fresh and innovative concept. The festival will be distinguished by three core pillars – Design Futures, Design Marketplace and Design Impact – with Design Marketplace helmed by FIND. As the first new design fair to emerge out of the neo-pandemic era, we are confident that FIND will present a forward-thinking design experience that also highlights the immense creativity and talent of Southeast Asia."



Contact Us For More Information

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