



The Second Edition of IDFFHK Ends on a High Note

Hong Kong, 28 August 2017 – The second edition of the **International Design Furniture Fair Hong Kong**, an upscale boutique design, event closed yesterday on a high note at the Hong Kong Convention and Exhibition Center (HKCEC). Partnering with the world leading design fair IMM Cologne for the first time, **IDFF2017** brought three integrated elements to the fair - *Design Exhibitions, Dialogues Speakers Series, and Gallery Showcases*. The exhibitors and participants felt that the fair provided a crucial platform for business networking and invaluable opportunities to meet with internationally renowned architects and designers.

At **IDFF2017's** Opening Ceremony, Ms. Winnie Yue, Founder and Director of **IDFFHK** welcomed guests from the government and creative industries including: Mrs. Carrie Lam, Chief Executive of the Hong Kong Special Administrative Region; Mr. Tung Chee-hwa, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference (CPPCC); Mr. Marvin Chen, President of Hong Kong Institute of Architects; Mr. Joey Ho, Chairman of Hong Kong Interior Design Association; Mr. Roger Wu, Chairman of Royal Institute of British Architects, Hong Kong Chapter; Mr. Victor Hui Chun Fui, GBS, MBE, JP; Mr. Oskar He, President of Asia Pacific Designers Federation, among many other honourable guests.

Design Exhibitions showcased five prestigious presentations by acclaimed architects and designers. Zaha Hadid Design's installation explored new concepts for designing and constructing high-rise buildings. Award winning architect William Lim's **Das Haus Asia's '18m²'** suggested a creative solution to Hong Kong's housing issue. In **'Mr Chan Tea Room'** design master Alan Chan continued to explore tea culture. Organised by AIA HK Chapter President Anderson Lee, **'On Reading Single Family House 1.5: A Tale of Habitation in Mainland China, Hong Kong and Taiwan'** showcased individual family houses that were constructed by their social, political and economic perspectives. Curated by Patrick Leung, Founder and Principal Designer of PAL Design Group, **'10cc'** presented 10 unique pieces by 10 local designers created with their personal insights into daily life in Hong Kong.

Highlights of the *Dialogues Speakers Series* included a talk from **Aric Chen** (Lead Curator for Design and Architecture at M+) on Asia's missing link between museums and design narratives; **Alan Chan's** (Designer, Brand Consultant and Artist and Founder of Alan Chan Design Company) thoughts on East meets West; **William Lim's** (Founder and Managing Director of CL3 Architects) insights into how every design should tell a story; **Steve Leung's** (Founder of SLD) presentation on design without limits; **Chris Godfrey's** sharing on how to craft luxury; **Inge Goudsmit's** (Associate Architect at OMA*AMO Asia) observations on the contrasting housing landscapers of Hong Kong; **Michael Ng's** (Partner of Foster + Partner) talk on urbanism; **Dick Spierenburg's** (Founder of Spierenburg Studio, Creative Director of IMM Cologne) discussion on whether an 18m² compact is livable; **Simon Yu's** (Project Director and Senior Associate at Zaha Hadid Architects) views on works by Zaha Hadid; **Elena Collins'** (Senior Interior Designer



at Purcell) perspectives on the luxury of heritage and **Benjamin MacLeod** (Urban Designer of Farrells) on designing an urban future for a sustainable Hong Kong.

The spotlight of the *Gallery Showcases* was on the stunning presentations by **Alno, Aristo Diamond, Baccarat, Everything Under the Sun, Knoll, Living Station by Panasonic, Saint-Louis, Serip, Seventhiryam, Steve Leung Collection** and **Swarovski**.

"I am extremely excited that the second edition of **IDFFHK** has gone far beyond our last fair in many ways. I hope young talents and the public were inspired through the delicately designed exhibitions and our signature forums by acclaimed professionals," said Winnie Yue, **IDFFHK** Director.

"We are proud to be a partner of **IDFF2017** which has achieved huge success both culturally and economically. Hong Kong is a world-class international city where arts meet business, and the East meets the West. We are impressed by the opportunities we had in the last few days, and look forward to coming back in the near future," said Dick Spierenburg, Creative Director of IMM Cologne.

Comments from participating exhibitors, architects and designers have been positive:

"The first year participating in **IDFFHK** provided us the opportunity to reach out to our target market with a focus on hospitality. Here, guests can touch and feel our products and others from the best luxury and high-end brands. We're looking forward to continuing to expand our business in Asia," said João Pires Pinto, Representative of the Sales Department of SERIP.

"We are honoured to have witnessed the success of **IDFF2017** and the passion inside each exhibitors' booth. The integration brought us many new ideas which we believe will become future trends to inspire the next designs" said Jennifer Cheung, Assistant General Manager of Alno.

"**IDFF2017** was a wonderful exchange of ideas among professionals around high quality design objects. Visited and supported by HKSAR Chief Executive Ms. Carrie Lam, this will be a much valued design event for Hong Kong and the region," said William Lim, Founder and Managing Director of CL3 Architects.

"**IDFFHK** is an event we wholeheartedly support. This year, Winnie, the founder of **IDFFHK**, made lots of effort inviting many international renowned designers to participate in the fair and I am personally involved in the process as well. I also hope more architects, interior designers and product designers in the industry will join and support the fair. I believe in Hong Kong's potential to become an international platform showcasing designs from Asia. We are confident in Hong Kong's design industry and will work together to contribute to its development," said Alan Chan, Designer, Brand Consultant and Artist and Founder of Alan Chan Design Company.



Images

High-resolution images can be downloaded here: <https://suttonpr.egnyte.com/fl/3e0Tjfl1q3>

Notes to Editors:

About IDFFHK

International Design Furniture Fair Hong Kong (IDFFHK) is an upscale boutique design event, converging cultural and visual design elements in one event and aiming to advocate and inspire the appreciation of design. Inaugurated in 2015, **IDFFHK** is Asia's first luxury design, furniture and lifestyle showcase. The second edition **IDFF2017** with the theme of 'Redefining Luxury', is in partnership with the leading international design fair IMM Cologne. For more information, please visit www.idffhk.com or follow us on Facebook @IDFFHK

About the Founder/ Director

Hong Kong-born Fair Director Winnie Yue, graduated in architecture from UC Berkeley, has practiced in the US and Hong Kong and manages a portfolio of development projects around the world. Winnie is a veteran of the design industry in Hong Kong with over twenty years' experience and has pioneered the industrial frontier in high-end retail.

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