

JOURNEY TO THE INTERIOR

The second International Design Furniture Fair, launching 25 August for three days only, plunges Hong Kong deeper into home design credibility.

BY ANDREW DEMBINA ON AUGUST 21, 2017, NEWS



In its second incarnation, the **IDFFHK** brings some of the best of local and international architecture, interior and home furnishings design talent into the spotlight. This time it has secured partner IMM Cologne – the renowned German international design fair – and all takes place under the theme of Redefining Luxury.

Founding director Winnie Yue hopes for broad appeal: “We’re targeting not only those working in the related fields but also those who love design, design students and consumers.”

Plenty is set to appeal to such a crowd, including design talks scheduled from internationally- and locally-based designers. Das Haus Asia, an 18 square-metre habitat, will be a highlight of a few design environments and product displays. It's an expansion of a regular conceptual display that takes place at IMM in Germany; local architect William Lim was invited to design a smart nano-habitat. Another focal point will be designer Alan Chan's furniture and accessories pegged on a Chinese Tearoom theme.

The first IDFFHK was in 2015, Yue – who is a one-person organisation team – then took a break to analyse the debut event and plan the second. Like the first fair, there will be a Designers Showcase: 11 furniture, furnishings and home accessories designers will be in the house displaying some of their best wares. Alongside crystal chandeliers and tableware, Baccarat is bringing an oversize decorative showstopper: created by sculpture and installation artist Hans van Bentem, the Medicis XXL (one of an edition of eight) will be seen for the first time in Asia, having been launched at Salone del Mobile in Milan last year.

The fair's Designer Speakers Series includes 20 talks from the likes of the head curator of M+ art museum, to design directors at top architect firms – such as Norman Foster and some who are at the top of local design, such as Steve Leung. Another talk will focus on the luxury preservation of heritage buildings.

On at the Hong Kong Convention and Exhibition Centre from Friday until Sunday evening, the fair has its support not only from design industry-types and fans but also from the Hong Kong Government: Chief Executive Carrie Lam is to officiate its opening.

