



FIERA MILANO IN SINGAPORE WITH FIND: ITALIAN DESIGN EXCELLENCE ON DISPLAY

More than 500 brands, 50 international speakers and over 15,000 visitors expected from all over the world

Milan, 20 April 2023. After the success of the first edition, Fiera Milano returns to Singapore for the second edition of FIND - Design Fair Asia, The leading event in Asia for the design and furniture industry. The trade fair will host the latest in contemporary design from 21-23 September 2023 at the Marina Bay Sands Expo and Convention Centre in Singapore, showcasing innovative and inspiring products and solutions, bringing together architects, interior designers, retailers, experts and design enthusiasts mainly from all of Asia.

With more than 500 leading brands in the industry, 50 international speakers and a vast number of young emerging talents, FIND will welcome more than 15,000 international attendees in an 18,000 square metre space, confirming itself as the ideal showcase for presenting the latest design proposals for the home, lighting, the bathroom, textiles and interiors.

Organised by Fiera Milano, in joint venture with dmg Events, FIND represents an opportunity for exchange between the Western and Eastern design worlds as well as a chance for Italian companies to export one of the most representative sectors of made in Italy to Asia.

The second edition of FIND seeks to be a meeting place that can provide inspiration and generate business opportunities through direct contact with key industry players in the South-East Asian market. Moreover, this year FIND is once again the highlight of Singapore Design Week, one of Asia's leading events dedicated to the world of design.

Singapore is no less than a design hub in Asia. The Asian design market holds enormous prospects for global furniture brands, with growth of 8.4% expected by 2027, reaching nearly USD 250 billion. The interior design services industry in APAC (Asia Pacific) offers equally impressive opportunities, with an estimated value of over USD 35 billion by 2027.

"Fiera Milano brings to Singapore, and to the world, the design and furniture sector, the crown jewel of made in Italy 'savoir-faire'," explains Andrea Maldì, Head of International Development and Group CFO of Fiera Milano. "It will be an event that will promote the meeting of the best professionals at a global level, allowing the icons of Made in Italy to widen their horizons. Thanks to FIND, and the success of its first edition, we can confirm the fundamental nature of the trade fair instrument as a privileged stage for intercepting new markets for companies wishing to expand their business beyond European borders. FIND is a system operation in which we play a leading role, thanks also to the renewed partnership with dmg Events, a key player in the organisation of events at an international level".

"Projects and travel to Singapore are increasing significantly, confidence for the industry is growing, the region is buzzing," says Carl Press, Director of FIND - Design Fair Asia. "Similarly, the hospitality and retail sectors are entering a new era, addressing the future generation of consumers, with smarter supply chains, integrating the proposal with local cultures, addressing sustainability needs, all of which is also going through a technological evolution. Design brands have understood the change and we want to help them capitalise on the Asian markets, as we consider FIND's positioning as a regional business platform to be very attractive".

MADE IN ITALY IN SINGAPORE

Fiera Milano, thanks also to the important support of ICE - Agency for promotion abroad and the internationalisation of Italian companies, which is organising a collective participation of Italian companies at FIND 2023, contributes by bringing made in Italy and the uniqueness of Italian design appreciated all over the world to Singapore.

The multidisciplinary studio Stefano Boeri Interiors, founded by architect Stefano Boeri with architect Giorgio Donà, designed an area entirely dedicated to Italian companies for this edition as well: "The Italian Design Futures Capsule". The space will host Italian design and furniture excellence, demonstrating the creativity and craftsmanship typical of the Italian market. Design experts and enthusiasts will find more than 30 Italian brands in the Capsule.

Moreover, new this year, FIND, in collaboration with the Italian Embassy in Singapore and with the support of ICE and the Italian Ministry of Foreign Affairs, will host the unique installation realised by ADI - Association for Industrial Design, where on display will be some of the most significant objects from the collection 'ITALIA GENIALE. Design enables, Beauty, originality, creativity of universally recognised industrial design'. Featured in the exhibit are images, materials and artefacts of Italian design that speak of imagination, work, well-being, and relationships between people.

FIND GLOBAL SUMMIT

The FIND Global Summit, curated by Yoko Choy, creative consultant and China editor of Wallpaper magazine, in collaboration with a panel of industry experts, will bring together opinion leaders and renowned artisans to discuss the developments that are driving the design industry today.

Among FIND's partners, this year is once again INTERNI magazine, which represents one of the largest international communication networks for design and architecture. The aim of the partnership with the magazine is also to create a symbolic bridge, promoting the link between Singapore and Milan, the meeting and exchange between West and East, and between designers and entrepreneurs. In addition, INTERNI will develop part of the content of the event, offering



operators in the sector the opportunity to take part in moments of listening, training and dialogue through a number of masterclasses devised for the occasion with the aim of further enhancing the knowledge of design.

EMERGE @ FIND

Thanks to the support of the Design Singapore Council, FIND, through its EMERGE @ FIND section, will shine a spotlight on the excellence of South-East Asian design. An exhibition dedicated to the innovative works of 50 up-and-coming young talents in collaboration with leading experts in the field will be set up over an area of 900 square metres.

This edition of FIND also enjoys the support of institutions, starting with the Italian Embassy in Singapore. Among the industry bodies that have decided to stand by FIND are the Singapore Design Council, the Society of Interior Designers Singapore, the Singapore Institute of Architects, the Singapore Retail Association, and the Asia Pacific Space Designers Association.

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