



ASEAN  
- SMART LIVING -

## 'Big Idea Showcase' Prototypical designs that truly inspires

*Are you one of those furniture designers, architectures, interior designers, housing project developers, manufacturers, exporters, and furniture distributors, seeking decorating and designing ideas, as well as artistic inspiration?*

TIFF 2015 (Thailand International Furniture Fair 2015) is a forum that will stimulate your creativity and new design ideas. Prepared to be thrilled by latest furniture collections from ASEAN and prototypical design ideas.

### DEmark

A showcase of Thai products that display ingenious innovation and originality



### 'I+D innovation plus Design Style Café'

An exhibition of furniture collections that harmonizes with urbanites' lifestyles in the form of Urban Chic cafés



*Design Plants*

Products created by young designers who are blessed with ardor and creativity



*50up Lifestyle*  
Products specially designed for the elder with regard to safety and convenience



*Thailand Trust Mark (TTM)*

Marks issued in recognition of quality Thai products that are globally acknowledged

**ASEAN Smart Living**

TIFF 2015 is a furniture fair well-known for its showcase of new design ideas, innovation, materials, and workmanship. Under the concept of 'ASEAN Smart Living', this event is organized to meet the



demand of urban customers' lifestyles. You will be amazed by stunning ideas for interior and exterior decoration which can be applied to homes, hotels, resorts, restaurants, coffee shops, spas, etc. Moreover, with the **SOOK—Small Order OK** campaign, it opens up business matching with prospective Thai business partners. You can buy as minimally as you wish, having products customized to your need.

**TRADE: 9-11 MARCH 2016**

**PUBLIC: 12-13 MARCH 2016**

**Challenger 2-3, IMPACT, Muang Thong Thani, Bangkok, Thailand**



Business Matching



VISIT OUR FAIRS

[www.thaitradefair.com](http://www.thaitradefair.com)  
[www.thailandfurniturefair.com](http://www.thailandfurniturefair.com)  
[www.ditp.go.th](http://www.ditp.go.th)



Organized by  
**DITP**  
Department of International Trade Promotion  
Ministry of Commerce, Thailand



Supported by  
**TFA**  
THAI FURNITURE  
INDUSTRY ASSOCIATION



# HIGHLIGHTS OF THAILAND INTERNATIONAL FURNITURE FAIR 2015



# Thai design industries as part of the ecological environment.



**T**hailand's furniture industry started in early 1970 due to the shift of the country's economic policy from agriculture to massive industrial expansion.

Huge amounts of foreign investments kept pouring into the country as the labor costs were very low. Many investments from overseas were the shift of the manufacturing base from Europe, the United States and Japan bringing with them modern machinery. Laborers from all over the country gathered in the industrial zones.

With industrial efficiency, the rate of consumption of local materials such as teak increased many folds. This increase deteriorated the country's teak supply which was, and still is, the country's most valuable raw material. It also contributed to the eventual deforestation in Thailand.

The lack of forestry management during the period of original equipment manufacturing (1970-2000) took a heavy toll on the natural environment.

Environmental management first appeared in the early 1990s. The impact of pollution from industries on communities created public awareness on environmental issues. Moreover, environmental concerns were raised as major issues in the country's sustainable development policy. Resulting in the launch of several environmental protection campaigns to further promote public awareness.

To help preserve Thailand's natural forests, the government started collaborating with the Thai Furniture Association and other related industries to find a sustainable wood alternative. To improve and sustain the environment, replacement materials such as rubberwood was first introduced to local manufacturers. Now, the furniture industry has shifted to different industrial alternatives in order to conserve teak forestry.

In 1996, the massive economic downturn impacted heavily on the country's economy. Designers and architects who were laid off in that period, gathered as a group with the support of the Department of International Trade Promotion.

Their aim was to seek potential products for export led by design. The members of the Design and Objects association came together and presented an export design product collection that has its own identity in design. Many alternative materials, that consumed less of the environment, such as water hyacinth, vines and etc, were introduced to both the local and international public. The collection also reflected local wisdom in handicrafts and unique dimensions in design and production.

After the dawn of the era of Design, the use of alternative materials was opened to other local manufacturers. Design not only open up the choices of materials, but also revived local wisdom in crafts techniques. The birth of industrial craft was initiated by the development of the design era.

Although environmental concerns have become a part of the manufacturing planning process, requirements from the global market are the key force in strengthening local environmental laws on manufacturing and production.

When craft production techniques are combined with recycled materials, new raw materials are created and adopted, enhancing the diversity in aesthetics. Perfect examples of this, in furniture production, are Performax, Ayodhya and Yothaka who are leaders in water hyacinth furniture production.

Iroduftion possesses unique manual interweaving techniques that reflect the progress of industrial craft development. Different patterns of weaving and modern materials are combined to create the different look and feel for the products.

Water hyacinth is considered a great alternative material for furniture production as it is more environmentally friendly to use.

## SLOW HAND DESIGN ECO A MANO

14-19 April 2015 Rho-Fiera Milano, Milan, Italy

Organized by:



## MANIFESTO



For the 5th consecutive year, the latest from Slow Hand Design will be launched to the international audience. Although this year, the venue will move from Superstudio Più to Rho-Fiera Milano. Combining the legendary, local, grass roots wisdom in design, and modern Thai industrial crafts, Slow Hand Design has firmly, established its brand amongst international medias. It is now, also, popular among buyers and consumers. For this reason, there is a strong support to market the brand by showcasing Slow Hand Design's products in a more compatible venue with their potential customers. Therefore, 7 design showcases are highlighted, in this show, to reflect both sides of Thai design DNA that are both rooted in local craft manufacturing and advanced technological know-how. Furthermore, showcases of environmentally friendly products are displayed together with the 7 ECO A MANO showcases to further express the shifting of the industry towards, truly, sustainable development.

Eggarat Wongcharit  
Curator & Designer

## DESIGN BY ECOLOGY

## NATURAL MATERIALS ON THAI DESIGN

Relying on natural and local materials, villagers in Thailand survive through using local wisdom to create a range of domestic designed tools that can be utilized in fishing, farming, etc. From fish traps to toys, these vernacular creations are truly an outcome of local wisdom.

Today, designers utilize the same handicraft techniques, but, with lesser stress on both forms and textures. Globally, the new designs have proven themselves in quality, reliability and style. Modern Thai designs, made from natural fibers and other organic materials, have a proven reputation for both design and quality. The export of Thai designed products have also created increased earnings for the village's artisans. Using more sustainable materials, exported industrial crafts have proven that there can always be a choice not to harm the environment, as long as there is creativity.

## TURNING WASTE INTO TASTE

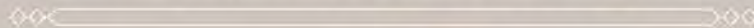
For generations, the wisdom of village craft has been passed on, within families, from one generation to another. As it was passed on, it was further developed in both functionalities and aesthetics. The materials that can be

found in the surrounding areas are wisely adapted for daily entertainment or survival.

Compared to mass production, today's craft production is more labor intensive but consumes far less environmentally harmful materials. Craft production is also more open to experimentation as it has no rigid routines and boundaries of a mass production line.

When craft production techniques are combined with recycled materials, new raw materials are created and adopted, enhancing the diversity in aesthetics. Perfect examples of this, in furniture production, are Performax, Ayodhya and Yothaka who are leaders in water hyacinth furniture production. Production possesses unique manual interweaving techniques that reflect the progress of industrial craft development. Different patterns of weaving and modern materials are combined to create the different look and feel for the products.

Water hyacinth is considered a great alternative material for furniture production as it is more environmentally friendly to use.

THE CYCLE OF ORGANIC FIBERS  
IN RELATIONSHIP WITH HUMAN AND EARTH

## COFFEE GROUNDS

In the northern part of Thailand, where temperatures are cooler and suitable for coffee growing, the coffee plantations supply the many cafes' in big cities all around the World. Coffee grounds can also be recycled as materials for furniture, as it is high in fibers. With this in mind, Singha Intrachoo collaborated with Sorlite to create a series of designed products made from coffee grounds. The lamp and side table-stool series are some of Singha's recycled products.



## PINEAPPLE

The pineapple industry is one of the most important food industry that guarantees income and many other benefits for the country. The pineapple pulp can be developed into many kinds of products besides its juicy fruit meat.

In 2009, Yothaka, a furniture manufacturer launched a series of pineapple paper furniture and won the DEmark Award a year later.



## RICE HUSK

Rice is probably Thailand's best known food export, and highly regarded for its quality among rice consumers around the World.

But the husk left over from rice production is widely disregarded and mostly used as a mixture in animal feed. Nevertheless, with its' high fiber, it has the potential to be developed into a major alternative material. With different mixtures and compositions of rice husk, a furniture collection was created by Meepiyaboon, a pioneering furniture manufacturing company, who's keen on producing simplistic, linear, and modern furniture.



## MULBERRY

The mulberry plant flourishes in the Northern part of Thailand especially in Chiangmai province along with culture. It then makes perfect sense that many religious artifacts from the north are partly made from mulberry pulp. Mulberry paper umbrella was once used by pilgrim monks who travelled to seek enlightenment. Even now, umbrellas made from mulberry paper can be found in any souvenir shop in Thailand. Mulberry paper is also used in many other kinds of souvenir such as notebooks, paper bags and etc. Designers who are seeking to further develop grassrooted products often find that mulberry pulp can be a good alternative choice among other natural materials that are environmentally friendly.



## BAGASSE PULP

Sugar canes are grown in many parts of Thailand, as Thai sugar is globally exported. The by-products of sugar production are the fibrous stalks which are crushed to obtain its juices for sugar production. Bagasse can be transformed into biofuel while bagasse pulp can be used for many different purposes ranging from building materials to egg packing. Bagasse is now gaining popularity as an alternative material in food packaging. The non-toxic pulp can be shaped and transformed for different uses. For home decorative accessories, bagasse pulp can also be used for a wide variety of products such as lamps, lunch boxes, cocktail party's plates and etc.



## ELEPHANT'S DUNG PAPER

Who can imagine a better product design experiment than designing with elephant's dung. Thailand is full of elephants in the forest. Elephants have been helping the Thai people fight against foreign enemies, drag teak logs from the forest into the river for transport, and dance with tourists in many spectacular cultural events and shows. Now, the faithful elephants are producing paper pulp with their dungs which are full of grass fiber. Saran Yukongdee, one of promising Thai designers, has designed a series of products from elephant's dung. His lamp is one sample of this type of product. Saran has won a DEmark Award from DITP in 2013.



# DEmark ECO DESIGN SHOWCASE

**DEMARK ECO DESIGN SHOWCASE**  
\*\*\*\*\*

**Nut Bench**  
Yotaka International



**Bench Ra-dee collection**  
Natural USA



**Ryo**  
Plustener Co., Ltd.

**Dining chair HUG collection**  
Natural USA



**TORI-I Dining Chair**  
Comerç3 Décor



**DEMARK ECO DESIGN SHOWCASE**  
\*\*\*\*\*



**Clara Pendant Lamp**  
Comerç3 Décor

**J-Dee (Lamp)**  
Pin



**Chamonix Big**  
Asian Design House



**Bamboo Hanging Lamp Rose Apple Pattern**  
Korakot International

**DEMARK ECO DESIGN SHOWCASE**  
\*\*\*\*\*



**1+1 Coffee Table**  
Mitsumasa



**Willo**  
idm

**Black Block**  
Pin



**Beatrix Coffee Table**  
Comerç3 Décor

**DEMARK ECO DESIGN SHOWCASE**  
\*\*\*\*\*

**VUUDH Aromatic Diffuser**  
HARIN PRODUCTS and HARIN CONCEPTS



**Triangle Notebook**  
Labrador



**REnote**  
Labrador



**REfolder**  
Labrador



**Weave Tableware**  
Pempescha's Collection



**STRIDE**  
PDM



**Garmento Wall tiles**  
Triple Pin

# The 7 ECO A MANO furniture showcase



CRAFACTOR



MOBELLA



KENKON &amp; MOBAN



PERFORMAX



PALAZZO



DEESAWAT



KUN

# THAILAND INTERNATIONAL FURNITURE FAIR 2016

Trade:  
09-11 March 2016  
10.00-18.00 Hrs.

Public:  
12-13 March 2016  
10.00-21.00 Hrs.

Venue:  
Challenger, IMPACT,  
Bangkok, Thailand



# ASEAN

– SMART LIVING –