



INTERNATIONAL CONTEMPORARY FURNITURE FAIR

FOR IMMEDIATE RELEASE

ICFF ANNOUNCES 2024 PROGRAMMING AND FEATURES

New York, NY (April 5, 2024) — The International Contemporary Furniture Fair (ICFF), North America's premier contemporary design fair announces original programming, new features, and experiences across the show floor. The fair is being held May 19-21, 2024, at the Jacob K. Javits Convention Center, during the citywide design festival NYCxDESIGN.



“Our main focus for ICFF and beyond is to foster stronger connections and commerce within the global design community,” say **ICFF Brand Directors Odile Hainaut** and **Claire Pijoulat**. “We are presenting content that is evenly split between U.S. and international exhibitors and providing a fresh and innovative perspective that appeals to a younger audience. Through curated spaces for exploration and networking, the 35th edition promises to be a must-attend event.”

Over the three days of the fair, designers, architects, interior designers, curators, buyers, and developers will gather and explore the latest products from more than 450 exhibitors, representing 35 countries worldwide. More than 75 design changemakers and emerging talents will take center stage as they participate in the **ICFF Talks** on **The Main Stage** and **The Oasis** with a lineup of panel sessions, keynote presentations, and intimate talks that examine the future of residential and commercial design.

2024 HIGHLIGHTS

At the Crossroads of American Design: Sustainability in Practice and Spirit

Returning in 2024 at the heart of the fair, The Crossroads will be a collaboration between the ICFE brand directors; Creative Director **David Rockwell**, founder of **Rockwell Group**; and co-curator and editor **Pei-Ru Keh**. Sustainability, in its complex and multifaceted form, serves as the focal point of The Crossroads' second iteration. This year's exhibition will spotlight the way designers seek to preserve long-honored craft traditions, together with how they push the boundaries of circularity to consciously re-think the legitimacy of material use.



Credit: Rockwell Group, The Crossroads

The team has created a colorful and immersive environment that is an ode to the fantasy and dreams of American design and a hands-on approach to sustainability practices. The approach to the exhibit is framed by a long diagonal wall that is both a billboard to the exhibit and a mural on the other side of a desert super bloom that acts as a backdrop to the objects and pieces. The space is divided into several zones that include a demo area up front; seating for design dialogues and panels; a central circulation area to connect with designers in person; a gallery of objects highlighting the diversity of design in practice; and a casual configuration of seating for visitors to both discover and reflect on the breadth of design now. The variety of spaces creates different pockets showcasing the possibilities of sustainability by different design studios across America. The Crossroads is sponsored by Lead Partners **Designtex** and **Skram**; Partner **Loose Parts**, and Supporting Partners **Alexis & Ginger**, **Colony**, **Liora Manné**, **Office of Tangible Space**, **OkaTerra by Common Object Studio**, and **Talbot & Yoon**. There are also contributions from **Daniel Michalik**, **Elodie Blanchard**, **Kamilla Csegzi**, **Lichen**, **LikeMindedObjects**, **Madeline Isakson**, **MushLume Lighting**, **Sahra Jajarmikhayat**, and **thehighkey**.

The Crossroads will present daily programming curated by **Tiffany Jow**, editor-in-chief of the design journal **Untapped**. It will include insight into how each designer approaches sustainability and why that matters. This understanding will provide a solid foundation to talk about the ideas behind the works on view, which tackle subjects including craft, circularity, materials, and reuse, and some of the shifts and solutions required for the future.

WHAT'S NEW?

- **Bespoke: The Art of Making:** Celebrating craftsmanship, this new feature presented with **AD PRO** will showcase the skill and expertise of high-end artisans. Emphasizing the unique techniques used to create beautiful handmade furnishings, textiles, and architectural finishes, the dedicated area will present companies creating one-of-a-kind and custom-made works. At the heart of the Bespoke area is the **Bespoke Salon**, designed by **MA | Morris Adjmi Architects** (ICFF Designer of the Year, 2023). Daily activations hosted by AD PRO will take place in the **Bespoke Salon** in the morning and afternoon programming with Bespoke exhibitors.
- **Design Schools Workshop, presented with Honda Design:** The Design Schools Workshop is a collaborative, 4-day course where a selection of 35-40 international design students work together on a creative solution to a brief. This year, the theme is “The Desired Future of the Next Generation”. Students will imagine the future of mobility, taking a storytelling and holistic approach. It will take place in a dedicated area adjacent to the WANTED space. Presented with media partner **Core77** and sponsored and conducted with **Advance Design Division of Honda R&D Co., Ltd.**, in partnership with **Pratt Institute, La Fonte Co., Ltd.** The workshop space is sponsored by **MOLO, Montana, Teak NY, and Visual Magnetics.**
- **OFS x ROOM:** This May, OFS x ROOM will launch a podcast with the leading voices in global design discussing the ideas reshaping how we live and work. *In the Room* will feature conversations with talents speaking at ICFF. OFS and Doug Shapiro, of the podcast *Imagine a Place*, will host the discussions, which will be recorded live from the show floor. Guests include Giulio Cappellini, Luca Nichetto, and Lee Broom among others. The full line-up will be announced soon.
- **The Library**, in partnership with **Phaidon**: Global book publisher Phaidon will join as a partner in 2024, with activations for the new release *Designed for Life: The World's Best Product Designers* and a curated Phaidon library adjacent to The Main Stage. Sponsored by **Ligne Roset, Kasthall, String Furniture, and Midgard.**
- **The Water Studio x Grohe Lounge:** The lounge in the heart of the new Kitchen + Bath space will feature talks from **NKBA** and **Designhounds**, happy hours, and other networking opportunities. Sponsored by **Grohe.**

Welcome x Moooi plus NYCxDESIGN Info Desk

Moooi is set to show original designs and bring every visitor an unexpected welcome. Moooi creates an inviting atmosphere that encapsulates its signature blend of eclectic, surprising, and original designs. Visitors will be greeted by an array of Moooi's latest introductions, including Tubelight by BCXSY and Big George by Cristián Mohaded, alongside timeless best-sellers and iconic designs. This space will show a well-curated mix of lighting, furniture, and accessories that outlast everyday interiors, define the personalities of spaces, and deliver the extra touch of creativity and beauty that is always unexpected and yet so exquisitely welcome.

NYCxDESIGN Info Desk will inform all visitors about the not-to-be-missed destinations and events as part of the 2024 NYCxDESIGN Festival.

WANTED:

Dedicated to emerging design, WANTED (previously WantedDesign Manhattan) returns as a centerpiece of ICFF with Look Book, Launch Pad, the Schools Showcase, and the Design Schools Workshop (the latter for the first time at the Javits Center). The **WANTED Lounge x Lumens** and the **Look Book Lounge x Canoa** will be central meeting areas during the show.

- **Look Book:** An in-person portfolio for members of the A&D community to connect with high-end North American designers/makers/entrepreneurs and source original designs and beautifully crafted products for their next projects. Presented with media partner **Dezeen** and supported by **Turf**, the space will feature more than 67 participants, up from 48 in 2023, and include the Look Book Workspace, a communal area for meeting and working. Daily activations in the **Look Book Lounge x Canoa** and programmed by media partner **Dezeen**.



Credit: Look Book/bnf studio and Dry Dock Studio

- **Launch Pad:** This international platform for emerging designers introduces new concepts and showcases furniture, home accessories, and lighting prototypes. This year ICFF will show 66 participants including the two Best of Launch Pad winners from 2023: **Gus by Good Growing/Tori Deetz** and **Studio Waah/Shاونak Patel**. This year Launch Pad will feature studios from 17 countries. Sponsored by **American Standard** and **Lumens** and presented with media partners **Design Milk** and **Clever**. Lumens will present a **People's Choice Award** with a public voting feature at ICFF and online for Launch Pad.



Credit: Launch Pad/ CyrilZ and Kahen Design

- **Schools Showcase:** For the third year, international design schools will show the industry the outstanding work of their students. Twenty international schools and students will be represented. The Best of Schools Award and Students Prize are sponsored by **Alessi** and presented with media partner **Design Milk**.
- **Design Schools Workshop:** New at WANTED this year (see above).

DESIGNING THE EXPERIENCE

ICFF taps into the expertise of **Rodolfo Agrella Design Studio (RADS Group)** to design the physical experience of the show. This will include the main color-coded spaces and common areas as well as the new brand activation, all focused on the vibrancy of NYC as the core narrative of this year's edition.

“This year we are celebrating NYC’s design community vibrancy, weaving a colorful experience that speaks to the boldness of the city, our new branding, and the diversity of exhibitors and visitors. We are also designing every element of the show with its carbon footprint in consideration as well as the life of the product post-show,” states **Rodolfo Agrella, Creative Director, RADS Group**.



ADDITIONAL EVENTS

ICFF Night Out x Interni | Friday, May 17 | 5:00pm-9:00pm

ICFF is launching the first-ever ICFF Night Out showroom event on May 17th with media partner *Interni*, Europe’s leading design publication. **ICFF Night Out x Interni** will celebrate New York’s international community of design brands, like Belgica, Flos, Louis Poulsen, and Moooi in the Flatiron and NoMad neighborhoods. The goal is to go beyond the fair and discover a vibrant area of NY as a new design destination. The design brands in these neighborhood will bring a world-class audience of A&D professionals to discover new products and celebrate design excellence.

ICFF Editors Awards | Sunday, May 19 | 5:30pm

Editors from leading design publications will walk the show floor to choose their favorite products and designs across 13 product categories plus the Best in Show award. These awards are open to all exhibitors and winners will be announced on **Sunday, May 19, at 5:30 p.m.** on The Main Stage. More details can be found [here](#).

ICFF TALKS HIGHLIGHTS

The Talks are open to everyone who registers and attends the fair and are located on **The Main Stage** sponsored by **Turf**, and **The Oasis** sponsored by **EQ3** and **Greenmood**. Additionally, focused

conversations will occur in new dedicated spaces such as the **Bespoke Salon**, **The Crossroads**, the **Look Book Lounge x Canoa**, and **The Water Studio x Grohe Lounge**. Full schedule [here](#).

SUNDAY, MAY 19

11:30 a.m. | The Main Stage

The Art of Designing and Creating Meaningful Products

To launch the 35th edition of the Fair, ICFF Brand Directors Odile Hainaut and Claire Pijoulat kick off the ICFF Talks program as they converse with friends and renowned designers Luca Nichetto and Daniel Germani about their inspirations, processes, and aspirations when collaborating with brands, including Brown Jordan Outdoor Kitchens.

Presented with the support of **Danver Outdoor Kitchens**.

Luca Nichetto, Principal and Designer, Nichetto Studio

Daniel Germani, Principal and Designer, Daniel Germani

Moderator: Odile Hainaut, Brand Director, ICFF

Moderator: Claire Pijoulat, Brand Director, ICFF

1:00 p.m. | The Main Stage

Blurring the Boundaries Between Design, Art, and Commercialization

To celebrate the release of Phaidon's *Designed for Life: The World's Best Product Designers*, Lindsey Adelman and Minjae Kim will discuss blurring the boundaries between design, art, and commercialization. Herman Miller brand creative director Kelsey Keith—who wrote the book's intro—will discuss creativity and commerce with several of the designers featured. The talk will be followed by a book signing.

Lindsey Adelman, Founder and Designer, Lindsey Adelman Studio

Minjae Kim, Designer, Minjae Kim

Moderator: Kelsey Keith, Brand Creative Director, Herman Miller

1:30 p.m. | The Oasis

Perspectives and Principles: A Liberative Mindset in Design

Beyond diversity and equity initiatives, what are some of the paths for greater inclusion and representation in design? We will discuss how to forage community, get involved in activism, and create a truly sustainable design practice.

Crystal Williams, President, Rhode Island School of Design

Jean-Marc Bullet, Designer, Bullet&Associates

Moderator: Kamille Glenn, Founder, DSGNRSWRKSH

2:30 p.m. | The Main Stage

Demystifying the Business and Practice of Design

Three creatives from different design fields and at different points in their careers discuss their beginnings, their passions, and the lessons they've learned on the way to where they are today. Presented in partnership with **Be Original Americas**.

Hlynur Atlason, Founder, Atlason

Colin Martin, Architect and Partner, Gabellini Sheppard

Susan Lyons, Consulting Designer and Outgoing President, Designtex

Moderator: Anna Fixsen, Deputy Digital Editor, *ELLE Decor*

4:00 p.m. | The Main Stage

Emerging Designers Showcase

Discover the next generation of designers at this showcase, where talents from the Launch Pad section of WANTED pitch their lighting, furniture, and home-accessory prototypes to industry executives from around the globe.

Presented with media partners *Clever* and *Design Milk*, and with the support of **American Standard** and **Lumens**.

Giulio Cappellini, Architect and Art Director, Superstudio

Jean-Jacques L'Henaff, Leader, Global Design Americas, LIXIL

Ann Petersen, Senior Director, Brand Marketing, Lumens

Jean Lin, Founder, Colony

Chay Costello, Associate Director of Merchandising, MoMA Retail

Moderator: Amy Devers, Host and Executive Producer, *Clever*

MONDAY, MAY 20

11:30 a.m. | The Main Stage

How Different Countries Design Sustainably

Our design choices must protect the planet, but cultural attitudes, economic realities, and customer preferences can shape the approaches we take. This trio of design professionals who work on different continents discuss how sustainability plays out in their work and areas of the world, from processes to products to end-of-life disposal.

Thor-Anders Lundh Håkestad, CEO, Lundhs AS

David Trubridge, Designer, David Trubridge Ltd

Pei-Ru Keh, Co-curator, The Crossroads

Moderator: Annie Block, Executive Editor, *Interior Design*

12:00 p.m. | The Oasis

The How and Why of Becoming B Corp Certified

B Corp Certification involves a third party measuring a company's entire social and environmental impact. It's voluntary and can be time-consuming, so why do it? An architecture firm and two product-design companies explain the reasons they went through the process and the worth—both economic and personal—they have derived from it.

Sara Berks, Founder and CEO, MINNA

David Shove-Brown, Partner, //3877

Josh Ward, Co-founder, Tala

Moderator: Avi Rajagopal, Editor-in-Chief, *Metropolis*

1:00 p.m. | The Main Stage

Total Design: The Beauty of Being Interdisciplinary

Interdisciplinary is a term that is used to describe practices that operate across design fields. It's often recast as a buzzword, but its basic tenets were established by the Bauhaus and Art Nouveau movements and represent a larger collective ambition: to control built environments from the large gestalt down to the smallest details. Neri&Hu will discuss how their practice embraces interdisciplinary design, from their start creating small objects to transitioning to the grander scales of architecture and master planning.

Rossana Hu, Principal, Neri&Hu Design and Research Office

Lyndon Neri, Principal, Neri&Hu Design and Research Office

Moderator: Stacy Shoemaker Rauen, Senior VP, Design Group, Emerald

1:30 p.m. | The Oasis

The Role of Education in the Future of Design

How should design education change to prepare students for tomorrow's challenges? Which skills will these future designers need, and where do new tools and technologies such as AI fit in? A transatlantic group of designers and educators, including Giulio Cappellini, will discuss these questions as well as the role of the profession and ways design curriculums should adjust.

Presented in partnership with **Superstudio**.

Riccardo Balbo, Architect and Academic Director, Istituto Europeo di Design (IED)

Giulio Cappellini, Architect and Art Director, Superstudio

Anita Cooney, Dean - School of Design, Pratt Institute

Mariana Chávez Moya, Assignment teacher at Universidad Iberoamericana and Design Director for Fabric Images

Pascale Serck, Head of International Relations, ENSAAMA

2:30 p.m. | The Main Stage

Creating Sensory Spaces with Light

Technical advances have dramatically changed a designer's ability to dial in the shape, color, and intensity of every layer of light. These options have made lighting an increasingly important tool for engaging all the senses in residential and commercial spaces. Join this esteemed trio of design professionals as they discuss the new possibilities.

Presented with the support of **Lutron**.

Young Huh, Principal, Young Huh Interior Design

Nathan Orsman, Founder and Designer, Orsman Design

Cecilia Ramos, Sr. Director – Architectural Market, Lutron

Moderator: William Hanley, Editor-in-Chief, *Dwell*

4:00 p.m. | The Main Stage

Look Book Live

Launched in 2018, Look Book connects high-end North American studios, makers, and entrepreneurs with architects and interior designers. Some of this year's featured talents join A+D professionals onstage for a lively discussion about projects, original design, and beautifully crafted projects.

Presented with media partner **Dezeen** and with the support of **Turf**.

Lauren Goodman, Designer, Lauren Goodman

Daniel Lefkowitz, Designer and Founder, 9 & 19

Moderator: Ben Dreith, U.S. Editor, Dezeen

TUESDAY, MAY 21

11:30 a.m. | The Main Stage

Tech Shifts to Know Now

Drawing upon its proprietary research, the National Kitchen and Bath Association (NKBA) will dive deeply into technology shifts that are destined to shape design and spur innovation. Artificial intelligence and evolving technologies will be included in this highly interactive talk. Presented in partnership with the **NKBA**.

Pamela McNally, Senior VP Marketing and Digital, NKBA | KBIS

1:00 p.m. | The Main Stage

Creativity, Craft, and Conquering the U.S.

Since founding his eponymous company in London in 2007, Lee Broom has designed more than 100 lighting products, furniture pieces, and accessories. All reinterpret classic styles in unexpected

ways, containing moments of drama, surprise, and narrative. Broom will elaborate on how his unexpected background feeds his practice and how America became his largest market.

Lee Broom, Designer, Lee Broom

Moderator: Dan Rubinstein, Host, The Grand Tourist podcast

3:00 p.m. | The Oasis

Driving Commerce, Culture, and Community on Social Media

Social media is increasingly where people discover designers and brands. But how do you break into the field, capture attention, and build an audience without big spends? Two creators—one a viral TikTok sensation and the other an Instagram star—walk you through how they have used humor and commentary to generate substantial, word-of-mouth followings. A brand expert for online talent offers the PR perspective.

Rebecca Goldberg Brodsky, Co-Founder and Principal, DADA Goldberg

Tony Piloseno, Owner, Tonester

Dan Mahboubian Rosen, Comedian, @TheDanRosen

Moderator: Julie Taraska, Content Editor, ICFF

SHOW DATES & HOURS

Sunday, May 19: 10AM-6PM

Monday, May 20: 10AM-6PM

Tuesday, May 21: 10AM-5PM

PRESS WELCOME

A **Press Preview** and a welcome breakfast with Odile Hainaut and Claire Pijoulat will take place for registered press only on Sunday, May 19th at 9:00 am on the fair floor in the WANTED Lounge x Lumens. Press badges for all press who register by May 17th can be picked up in the Press Room. All others should go to the Registration desk to pick them up.

Registration is now open, click [here](#) for more. Press registration is [here](#).

For more information about ICFF and the exhibitor list, please visit icff.com.

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About ICFF

The International Contemporary Furniture Fair (ICFF) is North America's leading global platform for contemporary furnishing design. With its emphasis on original and sustainable design, ICFF presents exhibitors of furniture (indoor and outdoor), lighting, seating, carpet and flooring, wallcoverings, materials, and kitchen and bath to an audience of architects, interior designers, retailers, distributors, developers, and press. ICFF is owned by Emerald.

About Emerald

Emerald is a leader in building dynamic, market-driven business-to-business platforms that integrate live events with a broad array of industry insights, digital tools, and data-focused solutions to create uniquely rich experiences. As true partners, we at Emerald strive to build our customers' businesses by creating opportunities that inspire, amaze, and deliver breakthrough results. With over 140 events each year, our teams are creators and connectors who are thoroughly immersed in the industries we serve and committed to supporting the communities in which we operate. For more information, please visit www.emeraldx.com.

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