

**IFFF**

**INTERNATIONAL CONTEMPORARY FURNITURE FAIR**

## SUMMARY

### 01. BRAND FOUNDATIONS

1. DESIGN IDEA
2. BRAND PILLARS

### 02. BRAND GUIDELINES

1. LOGOTYPE
2. TYPOGRAPHY
3. LAYOUT
4. COLORS
5. SECONDARY GRAPHICS
6. FEATURES
7. SIGNAGE

### 03. DIGITAL

1. WEB
2. NEWSLETTERS

### 04. ADS

1. DIGITAL ADS
2. PRINT ADS

### 05. MERCH AND GOODIES



# 01. BRAND FOUNDATIONS



DESIGN IDEA:

# THE NEW YORK IS A GRID OF INFINITE MODULARITY.

New York City is substantial to say the least. The density, scale, and span of the buildings have a way of making you feel small and empowered at the same time. But when it comes to the city layout itself, New York is famous for its grid, or “gridiron” as it was called upon creation in the Commissioners’ Plan of 1811. Some call it “the single most important document in New York City’s Development” and it was created to combine beauty, order, and convenience. For the time, it was quite visionary and helped transform the city into one that could be highly industrious. Today, the grid is so famous in fact, it has inspired branding for the city itself making it recognizable on a global scale. If you take a birds eye view, and observe the people and cars as they move across the latitude and longitudes on the city, they move with a sense of modularity. It’s the same way you would rearrange furniture in a room. Yes, for the most part, you are working within a rectangular framework, but from that comes a million possibilities for your own expression. It speaks spacial design and very much speaks to New York.

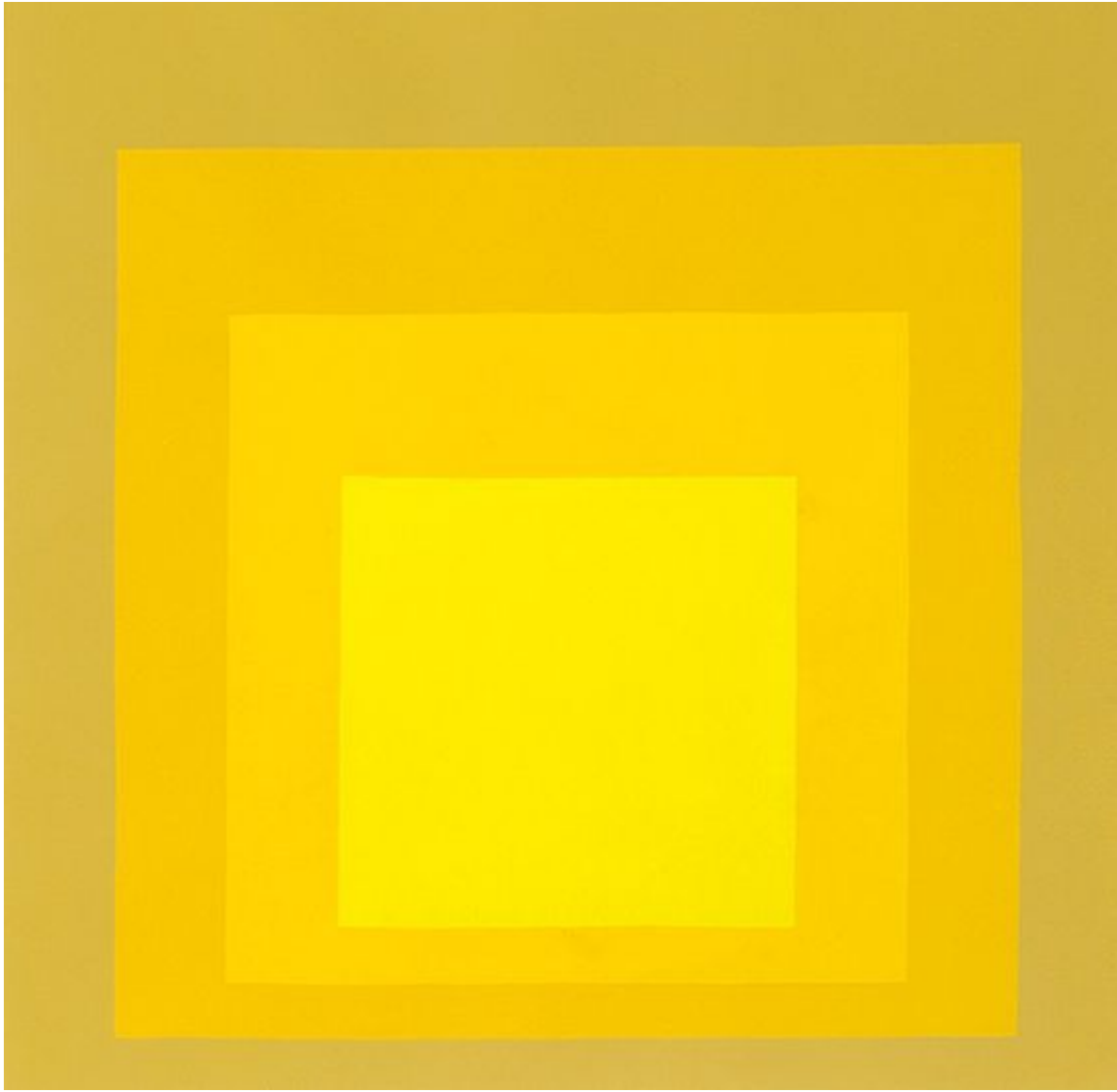
HERO FRAMEWORK - SUBSTANTIAL - MODULAR - EFFICIENT





BRAND PILLARS:

EXPERIENCE



FROM FAIR  
TO 365

One seamless continuation instead of separated moments.

POSITIONING



FROM INTNL  
TO NEW YORK

Rooted in the experience and market opportunity of NY.

MEANING



FROM ATTEND  
TO BELONG

Clarity with language to who we are, our purpose, our community, etc.

STATUS



FROM LEGACY  
TO LEADER

Using brand architecture and branding to position ICFF as the leading voice.

# 02. BRAND GUIDELINES

## 1. LOGOTYPE

This is our primary word mark. Inspired by the bold architecture of New York City — its structural letterforms evoke an industrial feeling and a sense of grid.

**NEFF**  
**INTERNATIONAL CONTEMPORARY FURNITURE FAIR**



## LOGOTYPE

-

## MAIN LOGOTYPE

This is our brand mark.  
If collaterals need to be  
branded, this is what  
should be used. On  
graphic, the logo should  
always be black.

On photography, the  
logo can be used black  
on white depending on  
the visual brightness.  
The awards feature is  
the only case where the  
logo can switch to grey.



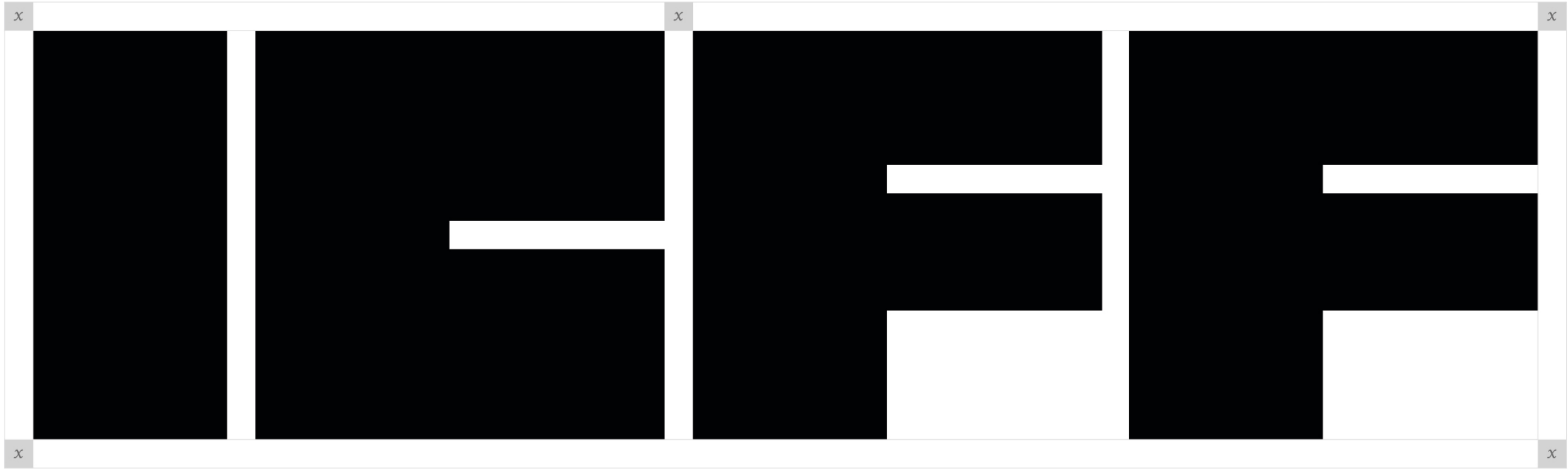
LOGOTYPE  
-  
SCALE USAGE

Consider the scale of the application when choosing which logo to apply.



# LOGOTYPE - MARGIN

Use the space between each letterform to create margins around the logo. Always use this margin when applying to logo.





LOGOTYPE  
-  
WITH  
BASELINE  
MARGIN

Our main logo,  
including the full  
ICFF name, should  
always be used  
except for small scale  
usage,  
merchandising, or  
when the date of the  
event is required.



LOGOTYPE  
-  
COLOR USAGE

- 1. Use a black logo on white background
- 2. Use a black logo on images.
- 3. If the visual makes the logo too complicated to read, use simply a black logo with white margins.
- 4. Use a white logo only if the image is not bright enough.

1.



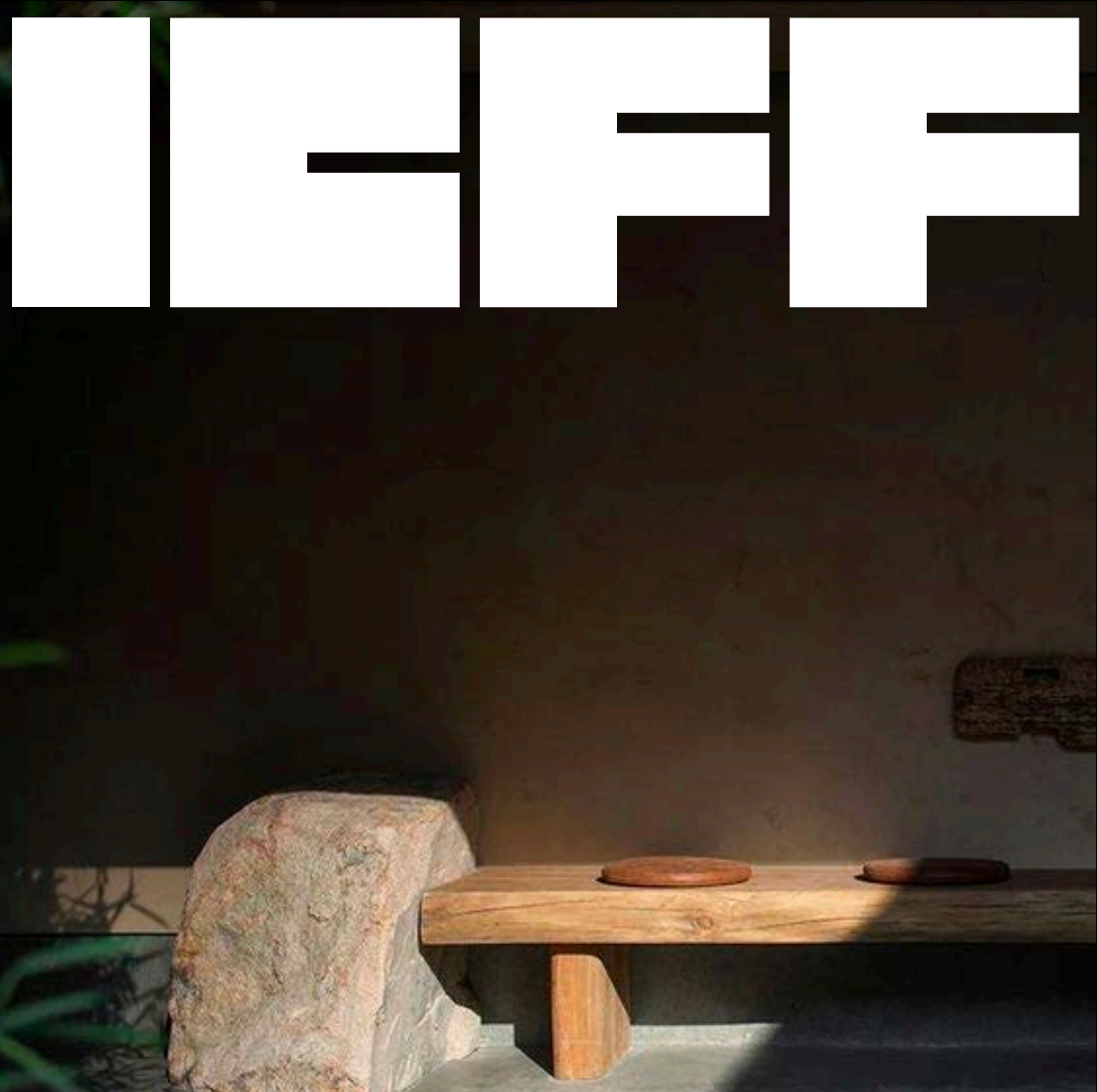
2.



3.



4.





LOGOTYPE  
-  
LOCKUP USAGE

- 1. For general brand usage, use logo + tagline.
- 2. For social organic social content no need to use the tagline. For promotional social content use tagline or date lockups.
- 3. For any promotional content of the coming fair, use the date lockups.

1. GENERAL BRAND USAGE



2. SOCIAL POST



2. EVENT PROMOTION:



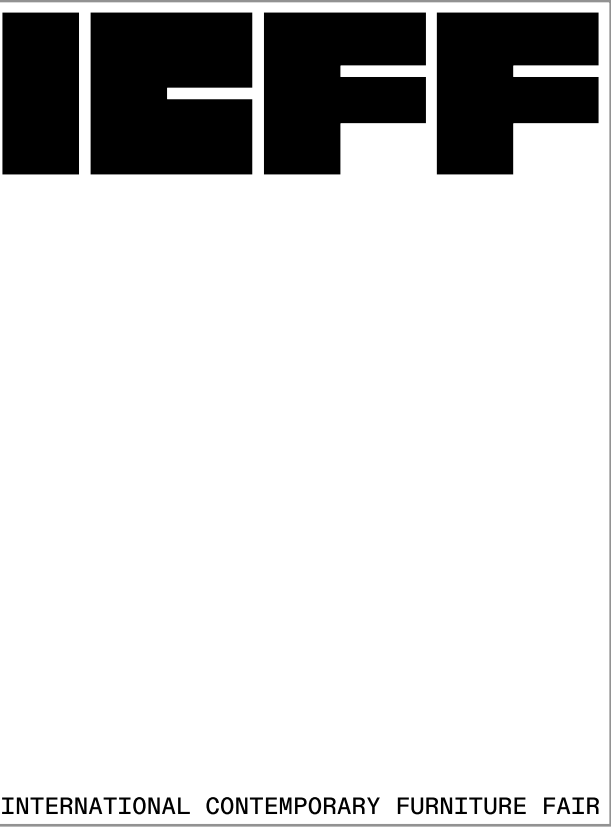
# LOGOTYPE - COMPOSITION

Our logo allows for flexibility within a grid. “International Contemporary Furniture Fair” can be in our main logo lockup, or it can become a footer at the bottom of a layout.

9X16



3X4



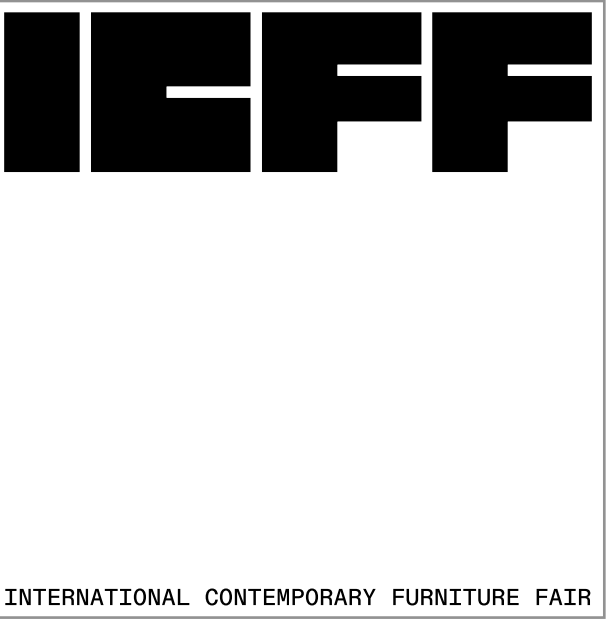
4X3



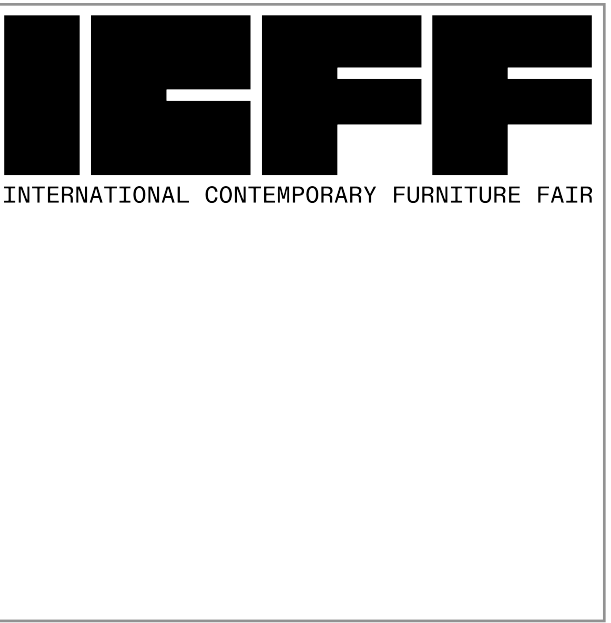
16X9



1X1



4X1



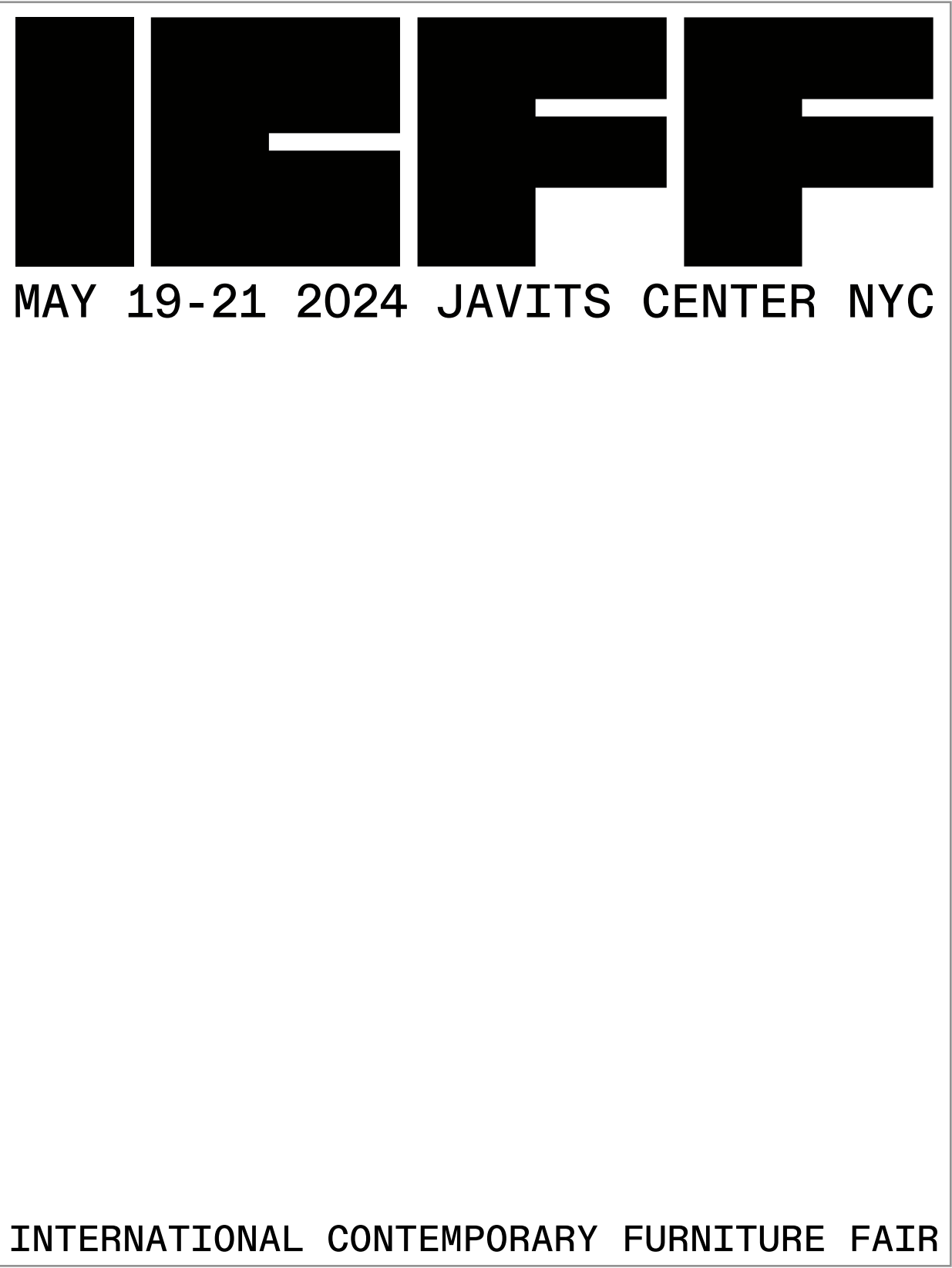
LOGOTYPE  
-  
DATES LOCKUP

Use the date lockup  
only to promote the  
event.

- 1. Use the primary  
lockup as much as  
possible.
- 2. If extreme  
horizontal format,  
use secondary  
lockup.
- 3. If really small scale  
format, use lockup 3.

3 & 4. Finally only  
use the tagline when  
the scale makes it  
legible.

1. PRIMARY LOCKUP + SIGNATURE AT THE BOTTOM



2. SECONDARY LOCKUP: EXTREME HORIZONTAL + SIGNATURE



3. THIRD LOCKUP: SMALL SCALE NO SIGNATURE



4. SMALL SCALE EXTREME HORIZONTAL





LOGOTYPE  
-  
DATES LOCKUP  
USAGE

Creating a clear hierarchy of information, we give the date significant importance, always having it locked up with the ICFF logo when it needs to be clearly visible.



MAY 19-21 2024 JAVITS CENTER NYC



LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

INTERNATIONAL CONTEMPORARY FURNITURE FAIR





LOGOTYPE  
-  
CO - BRANDING

When co-branding a product or communication, place the ICFF logo left of the other brand, always at the same height.

MAIN LOGOTYPE		
	INTERNATIONAL CONTEMPORARY FURNITURE FAIR	
SMALL SCALE LOGOTYPE		

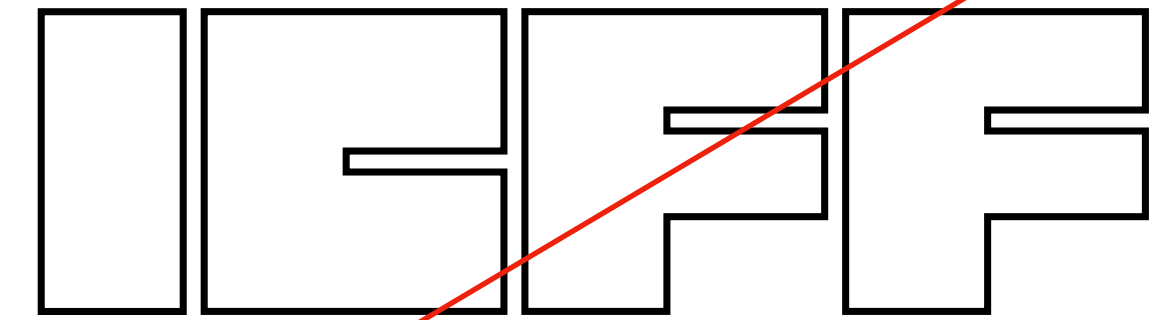
# LOGOTYPE - DON'TS



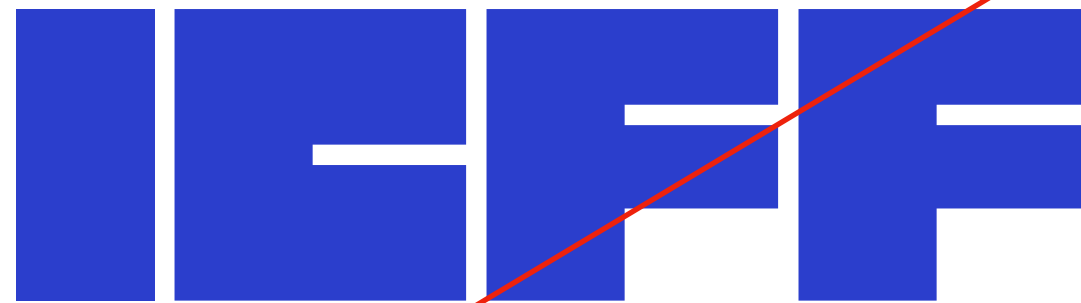
Don't add a drop shadow



Don't distort the logo



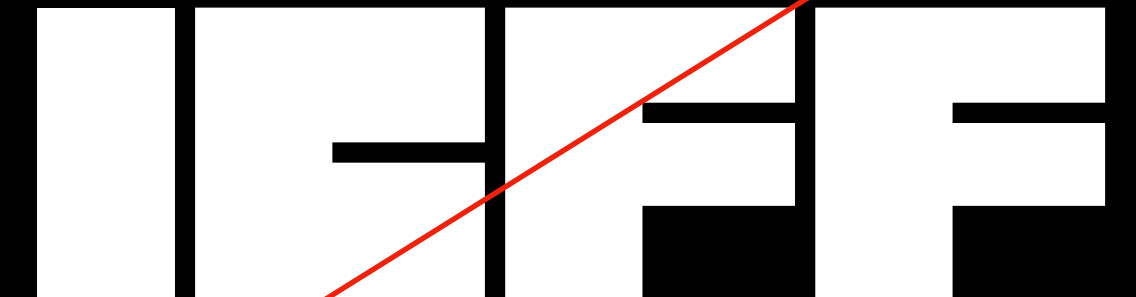
Don't do strokes on the logo



Don't use colors (unless white for the image case)



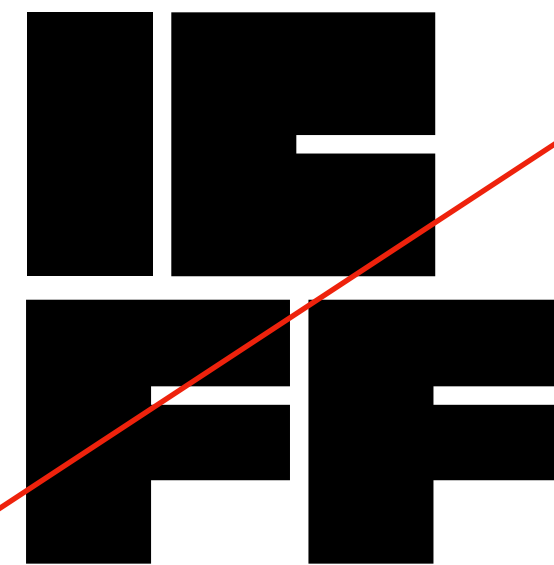
Don't rotate the logo



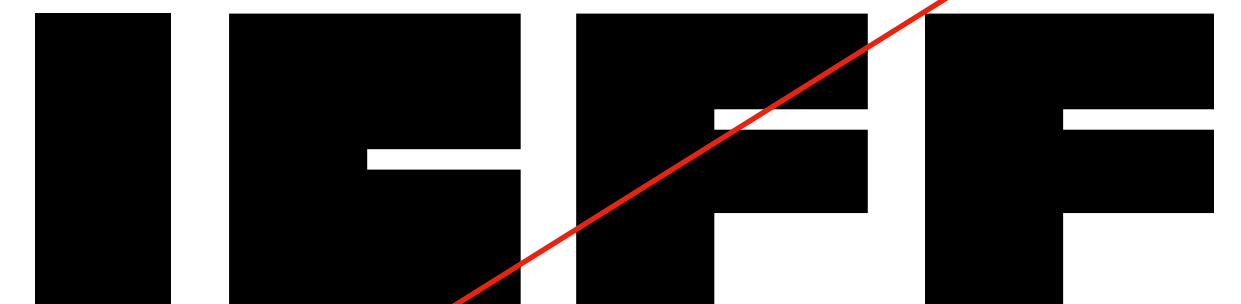
Don't reduce the opacity



Don't use the logo in vertical (Unless specific signage case)



Don't stack letters



Don't change spacing



LOGOTYPE  
+ TAGLINE  
-  
DON'TS

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

Don't change the lockup margins

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF

Don't change tagline position into the lockup

ICFF

REGISTER HERE AT ICFF.COM

Don't create your own lockup

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

Don't change tagline size

ICFF

INTERNATIONAL  
CONTEMPORARY  
FURNITURE  
FAIR

Don't add text next to the logo

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

Don't change the tagline's typeface

## 2. TYPOGRAPHY

Our authentic tone of voice comes to life through our typography. We use type at different scales and orientations disrupt, and add a sense of energy by breaking the grid.



November 13, 2023

### LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

[Read more](#)

Aa

ABC DIATYPE MONO

Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmn**op**qrstuvwxyz  
1234567890.,:;?!

Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmn**op**qrstuvwxyz  
1234567890.,:;?!

Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmn**op**qrstuvwxyz  
1234567890.,:;?!

Bold

**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**abcdefghijklmn**op**qrstuvwxyz**  
**1234567890.,:;?!**

Aa

UNTITLED SERIF

Light

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmn**op**qrstuvwxyz  
1234567890.,:;?!

Regular

*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*abcdefghijklmn**op**qrstuvwxyz*  
*1234567890.,:;?!*

Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmn**op**qrstuvwxyz  
1234567890.,:;?!

Bold

***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***  
***abcdefghijklmn**op**qrstuvwxyz***  
***1234567890.,:;?!***

TYPOGRAPHY  
-  
TYPE  
HIERARCHY

Diatype Mono  
Regular is used for  
titles, headlines,  
buttons and sub  
lines.

Untitled Serif  
Regular is used for  
body copy and sub  
sub headline.

Every text should be  
black (unless on dark  
images, buttons and  
for the  
award feature).

May 25, 2023

HEADLINE GOES HERE  
SUB LINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum ligula, imperdiet at  
suscipit ut, efficitur eu risus. Proin tincidunt nisi vel nisl fringilla vestibulum. Donec in  
tincidunt odio. Maecenas eu dolor justo. Phasellus ut neque a neque tempus vulputate.  
Maecenas interdum *justo at ex imperdiet*, sit amet ornare felis posuere. **Sed urna**  
magna, consectetur quis consectetur at, volutpat at dolor. Fusce rhoncus molestie  
magna, sed posuere **urna pretium** quis. Morbi varius eros vel lacinia ornare. Proin sed  
sapien fermentum, venenatis est quis, consectetur tellus. Donec quis laoreet ante.  
Suspendisse eu lorem vitae nisl facilisis facilisis. Maecenas eget massa ut tellus auctor  
placerat ut nec nulla.

CLICK HERE

Register at icff.com

ICFF.COM

- SUB SUB HEADLINE:  
Untitled serif Regular
- HEADLINE:  
ABC Diatype MONO Regular - All Capital  
Spacing: 0pt
- SUBLINE:  
ABC Diatype MONO Regular - All Capital  
Spacing: 0pt
- BODY COPY:  
Untitled Serif Regular, Italic and Bold  
are the secondary typeface.  
Spacing: 0pt
- BUTTON:  
ABC Diatype MONO Regular - All Capital  
Spacing: 0pt  
Use white text on a black rectangle button.
- CALL TO ACTION:  
Untitled Serif Regular  
Spacing: 0pt
- URL:  
ABC Diatype MONO Regular - All Capital  
Spacing: 0pt

TYPOGRAPHY  
-  
SYSTEM FONT  
ALTERNATES

If it is not possible to have our custom fonts from the previous page, only use these google fonts in substitution.

Brand typefaces: ABC Diatype + Untitled Serif

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum ligula, imperdiet at suscipit ut, efficitur eu risus. Proin tincidunt nisi vel nisl fringilla vestibulum. Donec in tincidunt odio. Maecenas eu dolor justo. Phasellus ut neque a neque tempus vulputate. Maecenas interdum *justo at ex imperdiet*, sit amet ornare felis posuere. **Sed urna** magna, consectetur quis consectetur at, volutpat at dolor. Fusce rhoncus molestie magna, sed posuere **urna pretium** quis. Morbi varius eros vel lacinia ornare. Proin sed sapien fermentum, venenatis est quis, consectetur tellus. Donec quis laoreet ante. Suspendisse eu lorem vitae nisl facilisis facilisis. Maecenas eget massa ut tellus auctor placerat ut nec nulla.



System typefaces: Arial + Times New Roman

HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum ligula, imperdiet at suscipit ut, efficitur eu risus. Proin tincidunt nisi vel nisl fringilla vestibulum. Donec in tincidunt odio. Maecenas eu dolor justo. Phasellus ut neque a neque tempus vulputate. Maecenas interdum *justo at ex imperdiet*, sit amet ornare felis posuere. Sed urna magna, consectetur quis consectetur at, volutpat at dolor. Fusce rhoncus molestie magna, sed posuere urna pretium quis. Morbi varius eros vel lacinia ornare. Proin sed sapien fermentum, venenatis est quis, consectetur tellus. Donec quis laoreet ante. Suspendisse eu lorem vitae nisl facilisis facilisis. Maecenas eget massa ut tellus auctor placerat ut nec nulla.



TYPOGRAPHY  
-  
CREDITS  
USAGE

For credits, use  
Untitled Serif regular  
for the typeface.  
Use 50% of opacity  
on the text and align  
it vertically on the  
left or right side of  
the image,  
respecting the grid  
margins.



© Photography by John Doe

ICFF



© Photography by John Doe

BRAND REFINEMENT



TYPOGRAPHY  
-  
TYPE USAGE

FAIR  
PRODUCT  
→ MEDIA  
AWARDS  
FEATURES

MAY 19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS

READ



KASTHALL :  
OLD WORLD CRAFTSMANSHIP +  
CONTEMPORARY DESIGN

The rug brand's latest showroom reflects its tradition of quiet elegance, quality materials, and refined artistry.

[Read more](#)



WATCH



GET TO KNOW MORRIS ADJMI,  
ICFF'S 2023 DESIGNER OF THE YEAR

ICFF sits down with Morris Adjmi, founder and principal of the eponymous multi-disciplinary studio, who was recently named 2023 Designer of the Year.

Morris Adjmi builds memorable spaces that are timeless, charming, and at one with their locations. He supports artists by integrating art with architecture. He plays with unexpected materials inside and out. He's a mentor to many. And an inspiration to us. Find out why in our interview with the Designer of the Year.

[Watch now](#)



LISTEN



May 25, 2022

EPISODE 11:  
CHROMA SAN FRANCISCO

Leann Conquer and Alexis Tompkins are the ying and yang of Chroma. A trained interior designer, Conquer is an essential facilitator for Tompkins's ideation, ensuring Chroma's work achieves the extraordinary. The result: vibrant, layered, holistic designs for the home. Hear the story of how they met, what drives them, and how they bring joy to clients.

[Listen now](#)





TYPOGRAPHY  
-  
DON'TS

HEADLINE GOES  
HERE

Don't use Untitled Serif as Headline

REGISTER NOW:  
ICFF.COM

Don't use ABC Diatype Mono as call to action

HEADLINE GOES  
HERE

Don't use extreme line spacing

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

May 19-21 2024

Javits Center  
NYC



REGISTER NOW:  
ICFF.COM

North America's singular platform  
for international design

Don't change typography hierarchy usage

CALL TO ACTION

Don't color the buttons

HEADLINE  
GOES HERE

Don't change character spacing



### 3. LAYOUT

Our brand comes to life in our layouts, where our word mark, typography, and images come together with confidence and an artful sensibility.



INTERNATIONAL CONTEMPORARY FURNITURE FAIR



MAY 19-21  
2024  
JAVITS CENTER  
NYC



NORTH AMERICA'S SINGULAR PLATFORM  
FOR INTERNATIONAL DESIGN  
Register now at [icff.com](https://icff.com)

# LAYOUT - GRID & SYSTEM

The ICFF logo is the foundation of our grid, so our layouts are always built from our logo. The grid is used on every communication and all other media.

LOREM IPSUM DOLOR SIT  
AMET 2024.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum ligula, imperdiet at suscipit ut, efficitur eu risus. Proin tincidunt nisi vel nisl fringilla vestibulum. Donec in tincidunt odio. Maecenas eu dolor justo. Phasellus ut neque a neque tempus vulputate. Maecenas interdum *justo at ex imperdiet*, sit amet ornare felis posuere. **Sed urna magna**, consectetur quis consectetur at, volutpat at dolor. Fusce rhoncus molestie magna, sed posuere **urna pretium** quis. Morbi varius eros vel lacinia ornare.

LAYOUT  
-  
HORIZONTAL  
SPACING

For the horizontal  
margins, use the logo  
as reference.



JOIN US MAY 19-21<sup>ST</sup>  
Trade professionals:  
Use code EMRFREGOPEN  
for your free pass until 02/15.



Register now at [icff.com](https://icff.com)



MAY 19-21 2024 JAVITS CENTER NYC



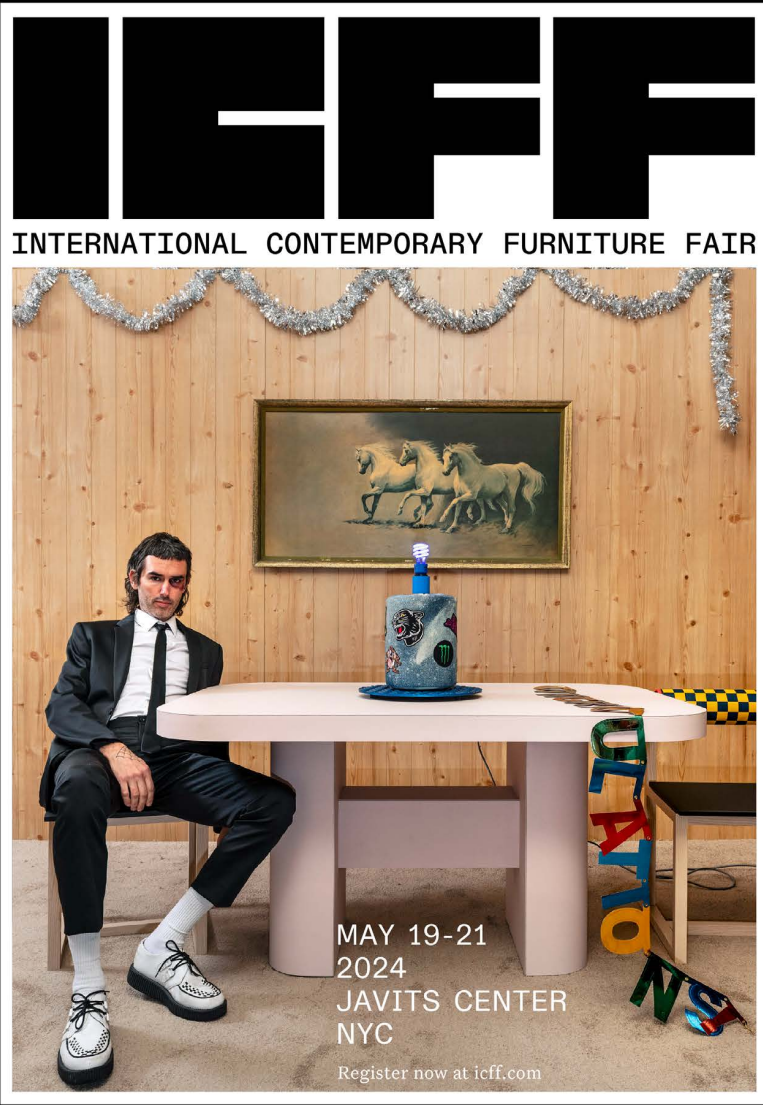
Register now at  
[icff.com](https://icff.com)



LAYOUT  
-  
LOGO SYSTEM

Our logo system is modular and can be used in different ways:

- 1: Full bleed on the top
- 2: The grid and secondary assets — our blocks
- 3: An image integrated between letters
- 4: On color for features



ICFF

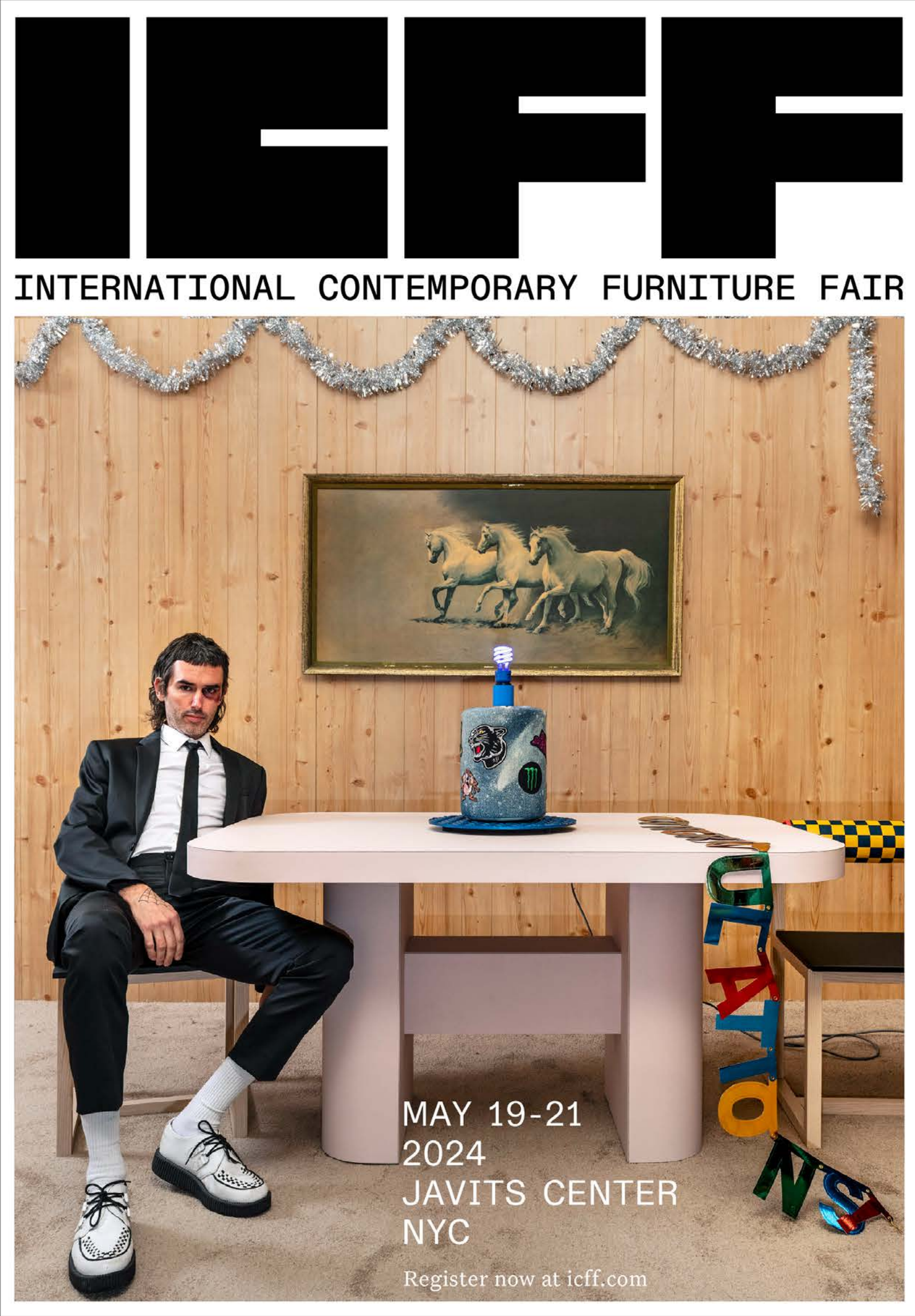


BRAND REFINEMENT



LAYOUT  
USAGE  
-  
FLYER/  
POSTER

The grid is modular,  
allowing different  
type and visual  
layouts to magnify  
any communication.



LAYOUT  
USAGE  
-  
STATIONERY

ICFF

ICFF.COM

OBJ: LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUER LOREM

NOVEMBER 20  
2023

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi  
illum enim ad minim veniam, quis nostrud exerci tan ullamcorper suscipit lobortis nisl ut aliquip ex  
ea in commodo consequat. Duis autem vel eum iriure dolor hendrerit in vulputate velit esse  
molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio  
dignissim qui blandit praesent hendrerit luptatum zzril delenitdolore tenulla facilisi.


Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibhnibh euismod  
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi nostrud exerci tation ullamcorper  
suscipit lobortis nisl ut aliquip ex ea consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi  
enim ad minim veniam, quis nostrud exerci tation rud ullamcorper suscipit lobortis nisl ut aliquip  
ex ea magna commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit  
esse wisi molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et qui blandit  
praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Duis autem vel eum iriure dolor in hendrerit in vulputa velit esse molestie consequat, vel illum lore  
eu feugiat facilisis at vero eros et qui blandit praesent lupta zzril delenitduis dolore te feugait nulla  
facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam erat volutpat.

Duis autem vel eum iriure dolor in hendrerit in vulputa velit esse molestie consequat, vel illum lore  
eu feugiat facilisis at vero eros et qui blandit praesent lupta zzril delenitduis dolore te feugait nulla  
facilisi.

John doe



INTERNATIONAL CONTEMPORARY FURNITURE FAIR

268 36TH STREET  
BROOKLYN NY 11232

JOHN SOLOMON HANSON

ICFF.COM

JOHN.HANSON@ICFF.COM

MAY 19-21  
2024  
JAVITS CENTER  
NYC

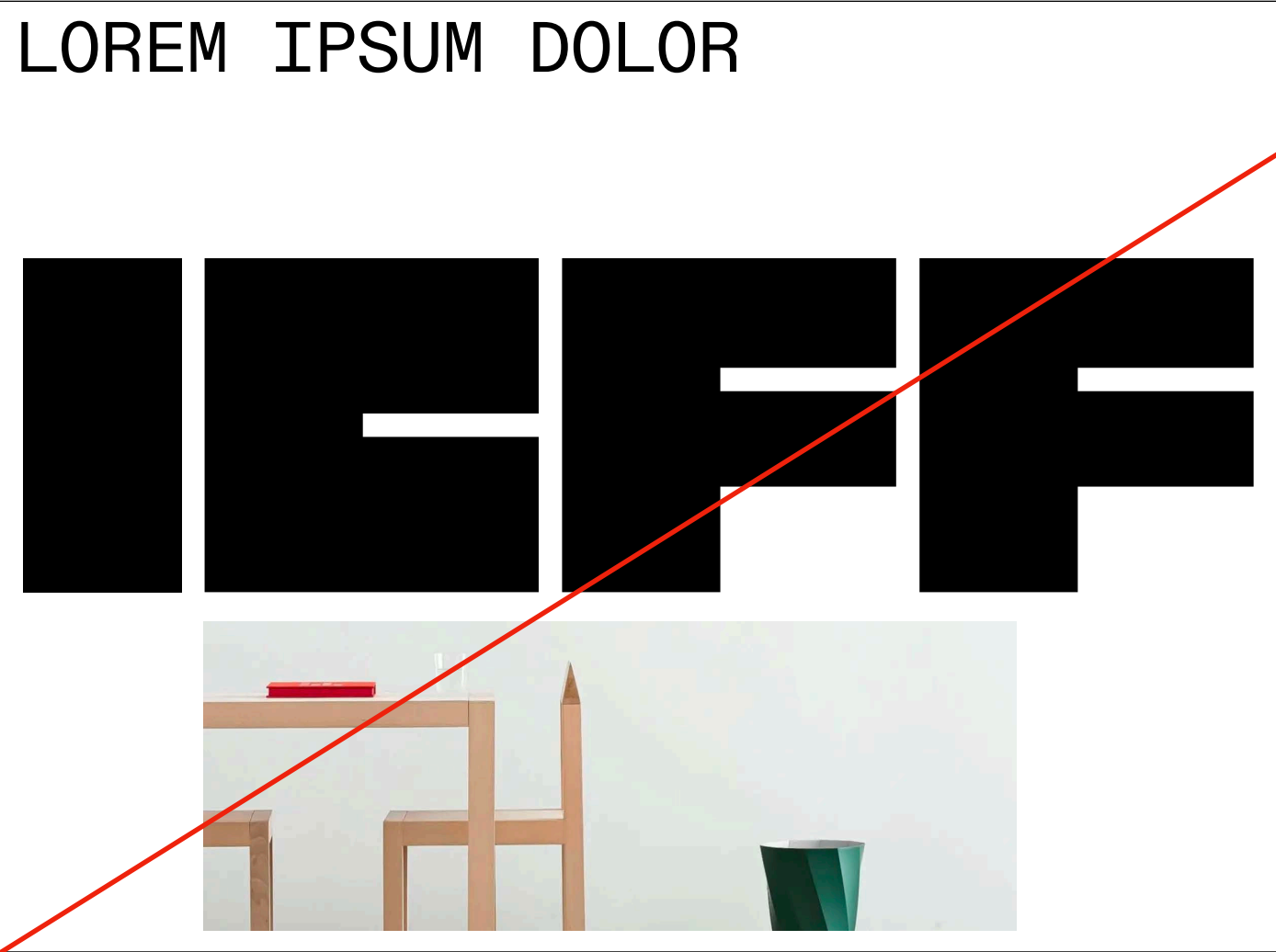
+1 (646) 668 3704

ICFF

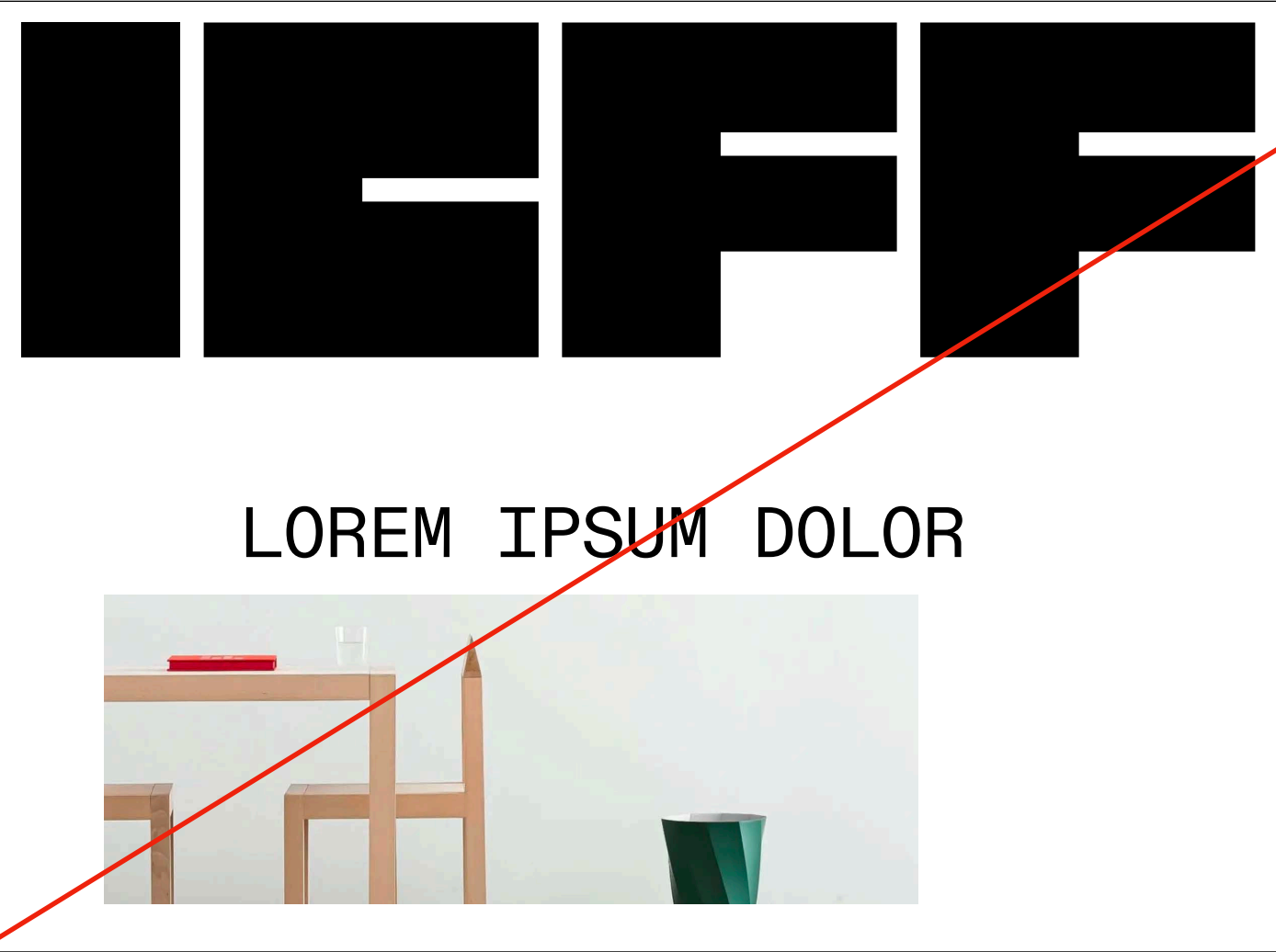
INTERNATIONAL CONTEMPORARY FURNITURE FAIR



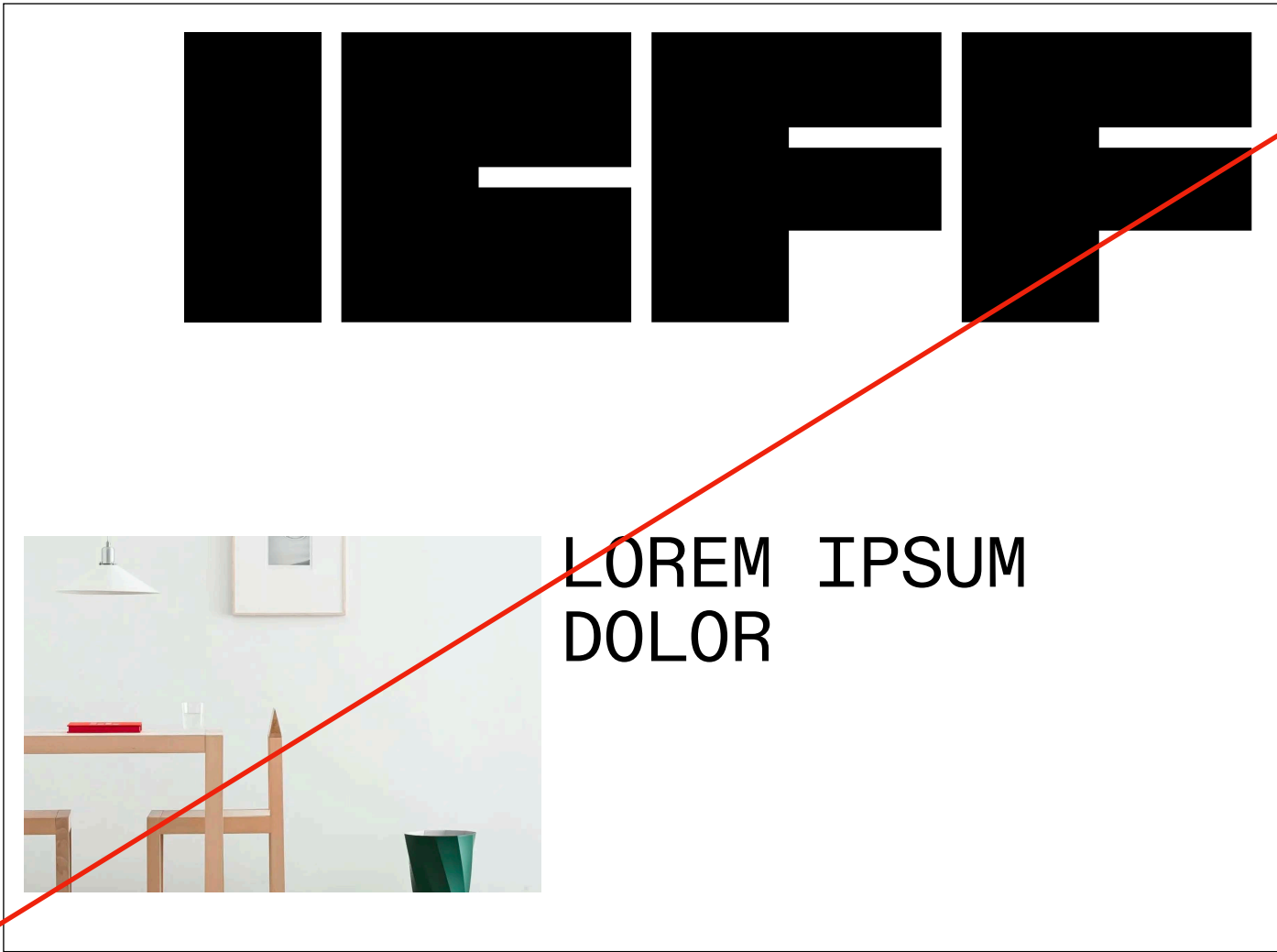
LAYOUT  
-  
DONT'S



Don't place the logo in the middle of the format



Don't use a different grid



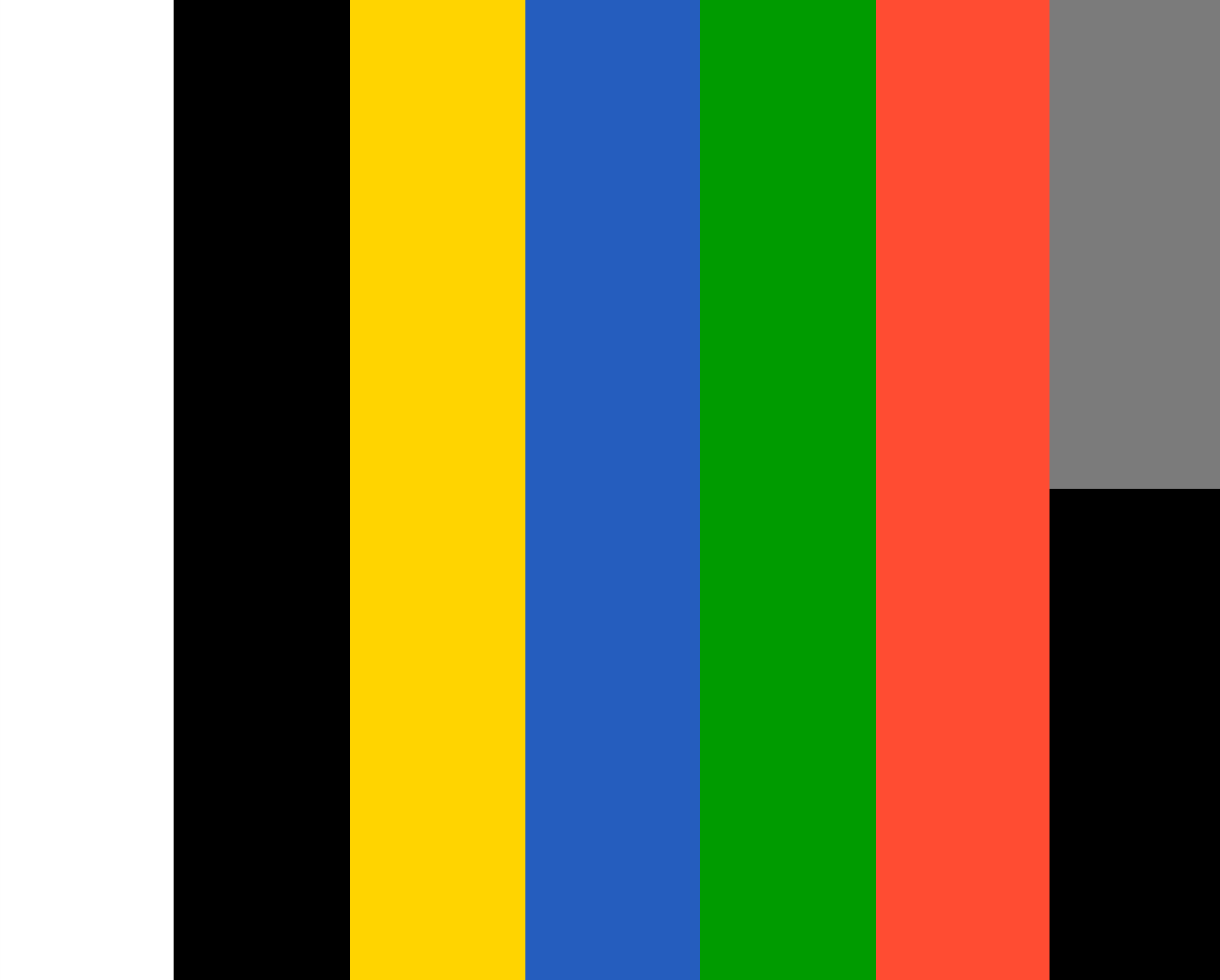
Don't change the margin system



Don't use image full bleed with logo on white background

## 4. COLORS

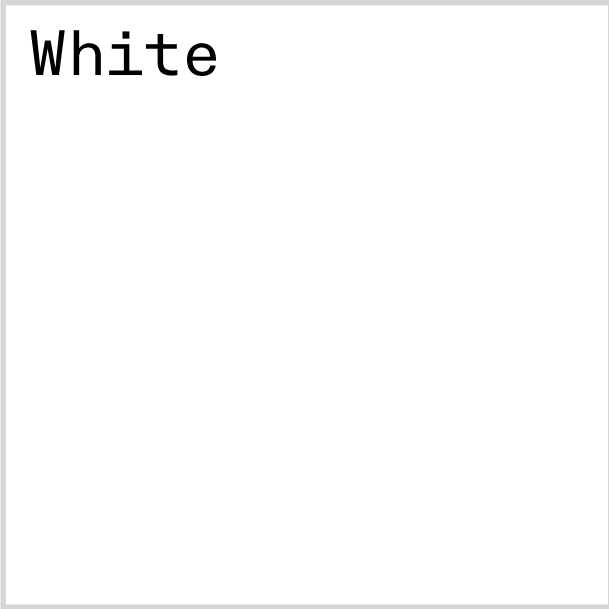
Inspired by midcentury design colors, we use bold, bright colors to distinguish the fair’s features, adding a playful touch to the bold, simple iconicity of ICFF identity.



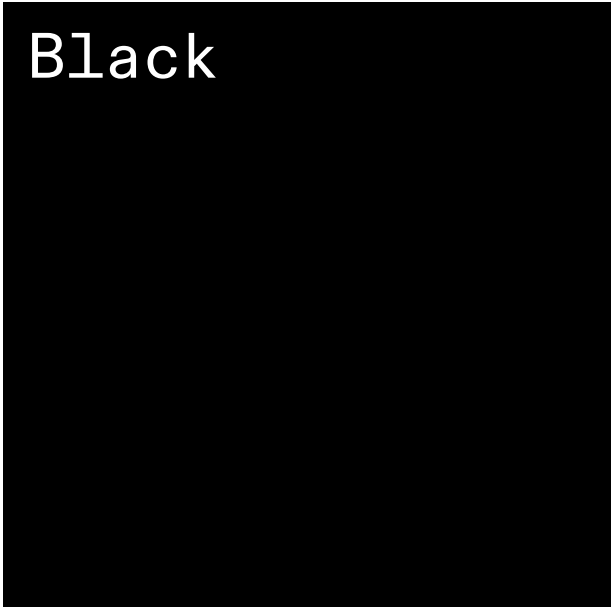


COLOR  
-  
BRAND  
COLORS

MAIN IDENTITY



PANTONE 000 C WHITE  
RAL 9010  
CMYK 0-0-0-0  
RGB 255-255-255  
HEX #ffffff



PANTONE BLACK C  
RAL 9005  
CMYK 60-60-60-100  
RGB 0-0-0  
HEX #000000

FEATURES



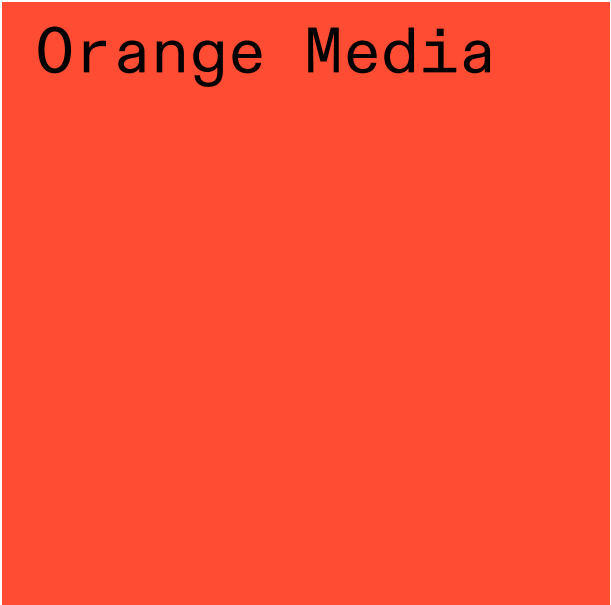
PANTONE 109 C  
RAL 1023  
CMYK 0-18-100-0  
RGB 255-210-0  
HEX #FFD200



PANTONE 2144 C  
RAL 5017  
CMYK 100-44-0-28  
RGB 0-103-185  
HEX #0067B9



PANTONE 7482 C  
RAL 6037  
CMYK 100-0-57-28  
RGB 0-183-179  
HEX #00B74F



PANTONE 7416 C  
RAL 2004  
CMYK 0-72-91-2  
RGB 250-70-22  
HEX #FA4616



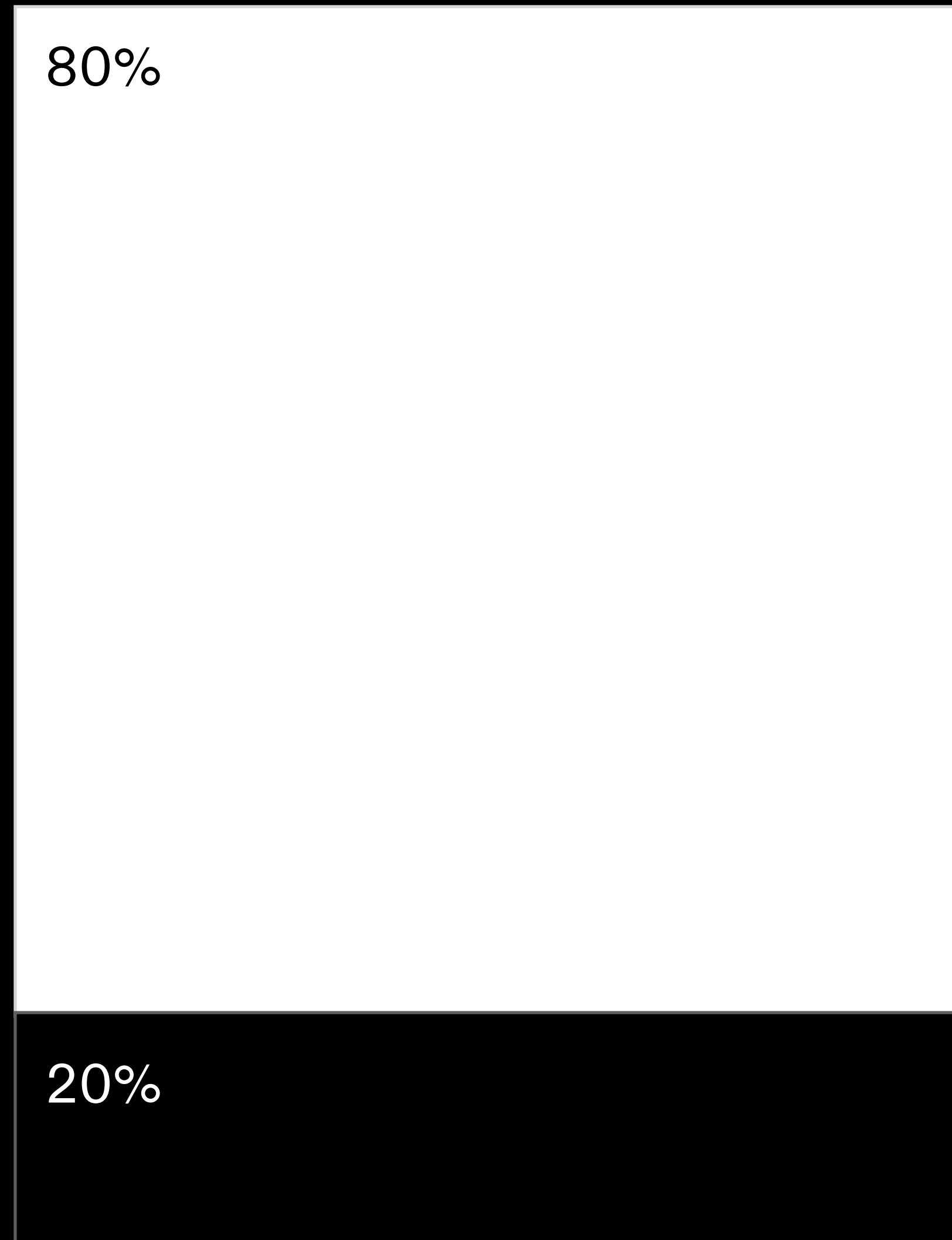
PANTONE COOL GREY 7 C  
RAL 7042  
CMYK 48-38-35-10  
RGB 136-136-140  
HEX #88888C

## COLOR - PROPORTIONS

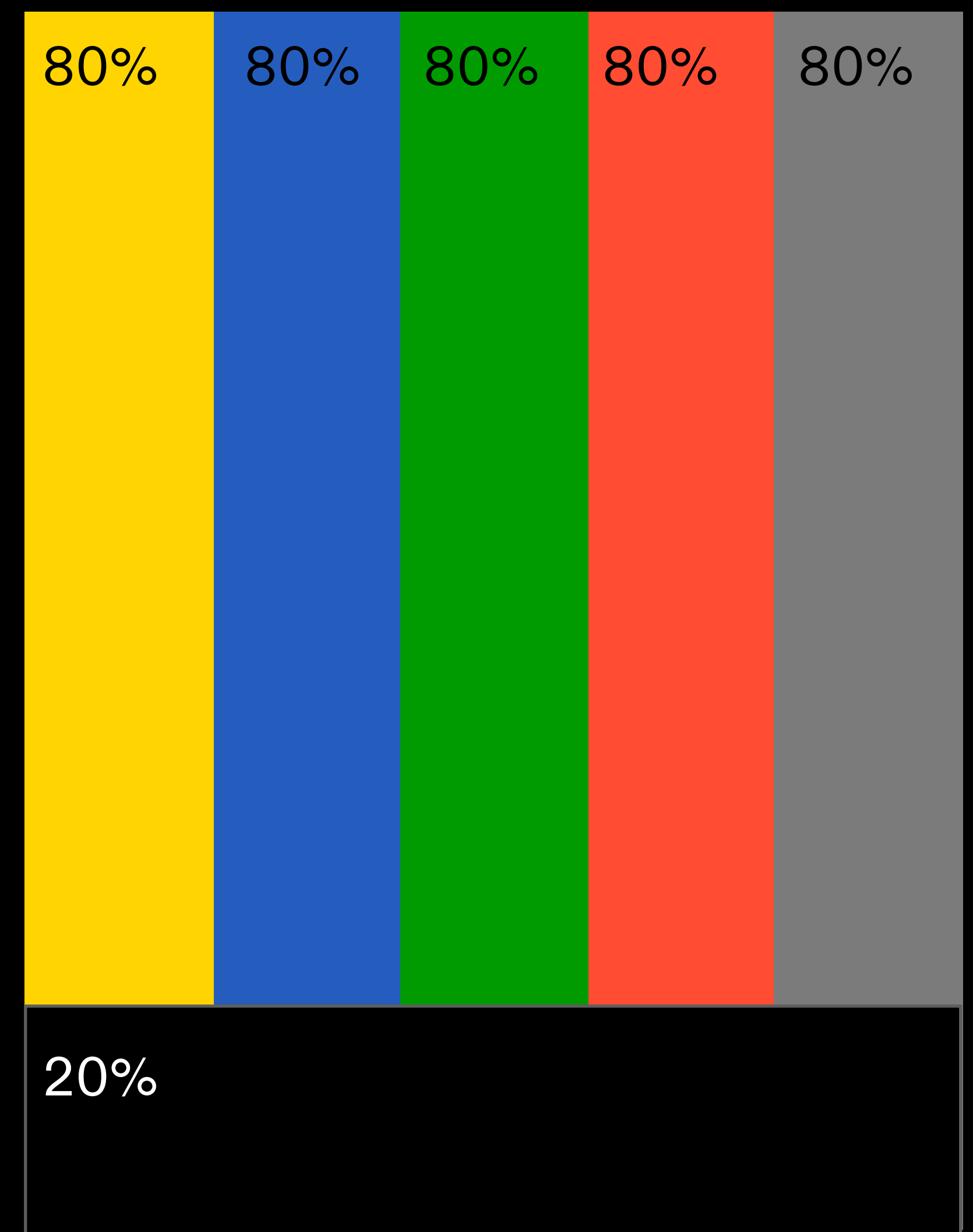
The white plays a dominant role while black is used as an accent, through logo and typography.

The others colors are used as background for features with equal frequency. The logo and typography gives a hint of black.

MOTHER BRAND:

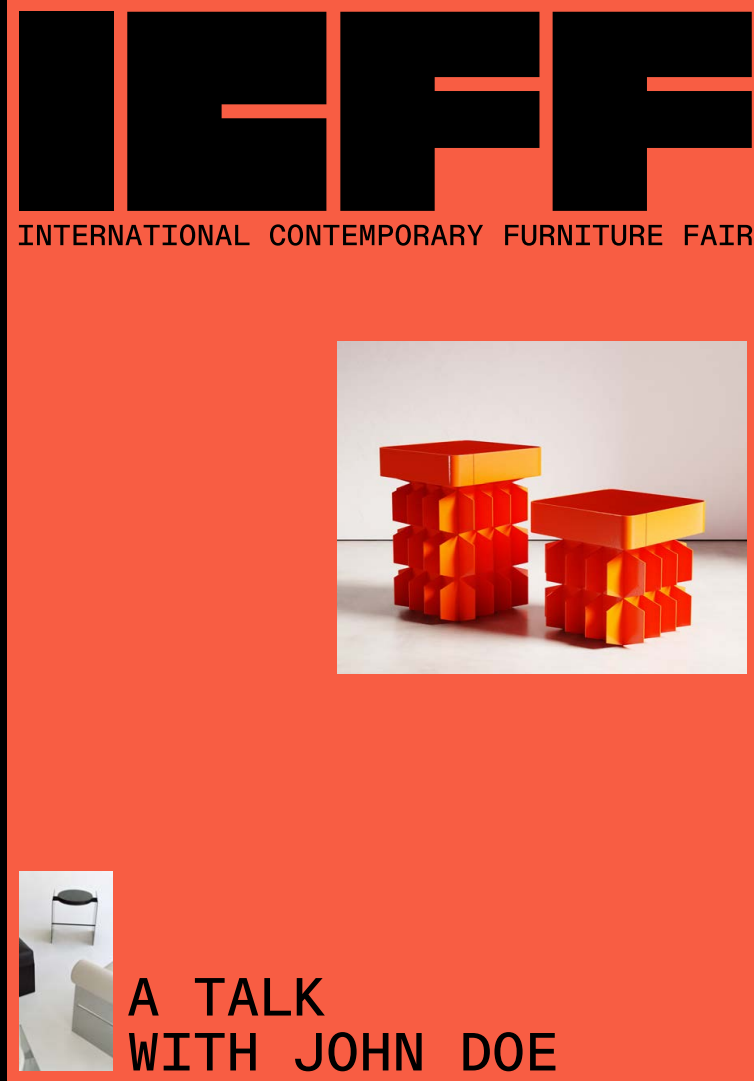
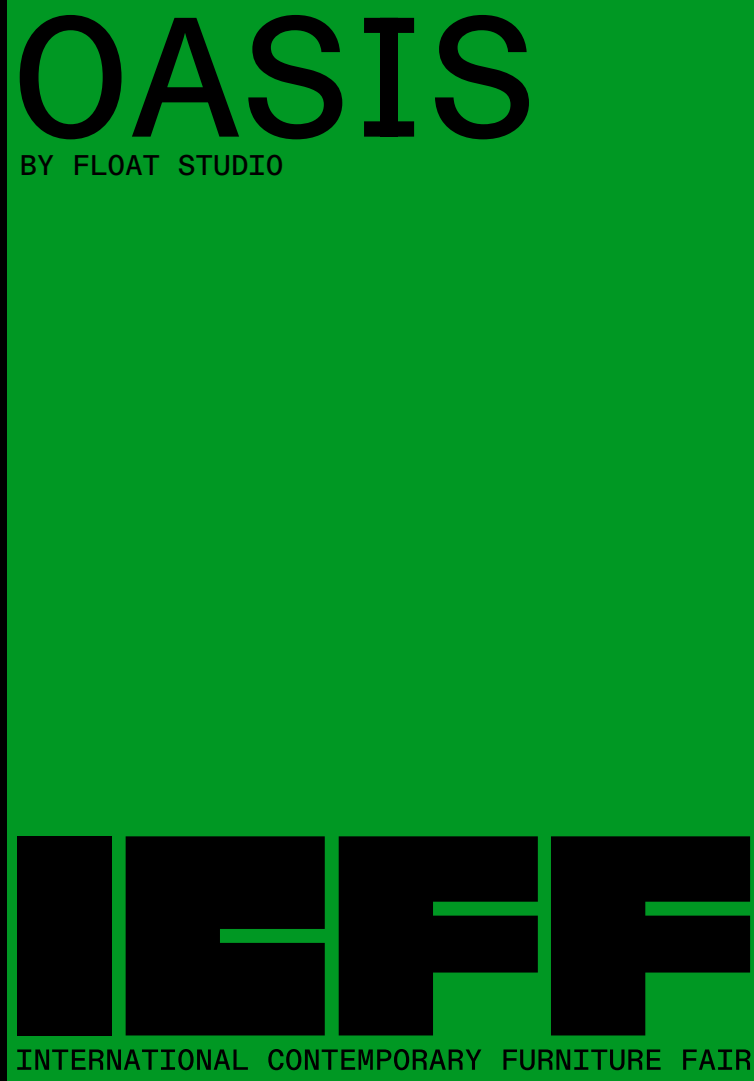
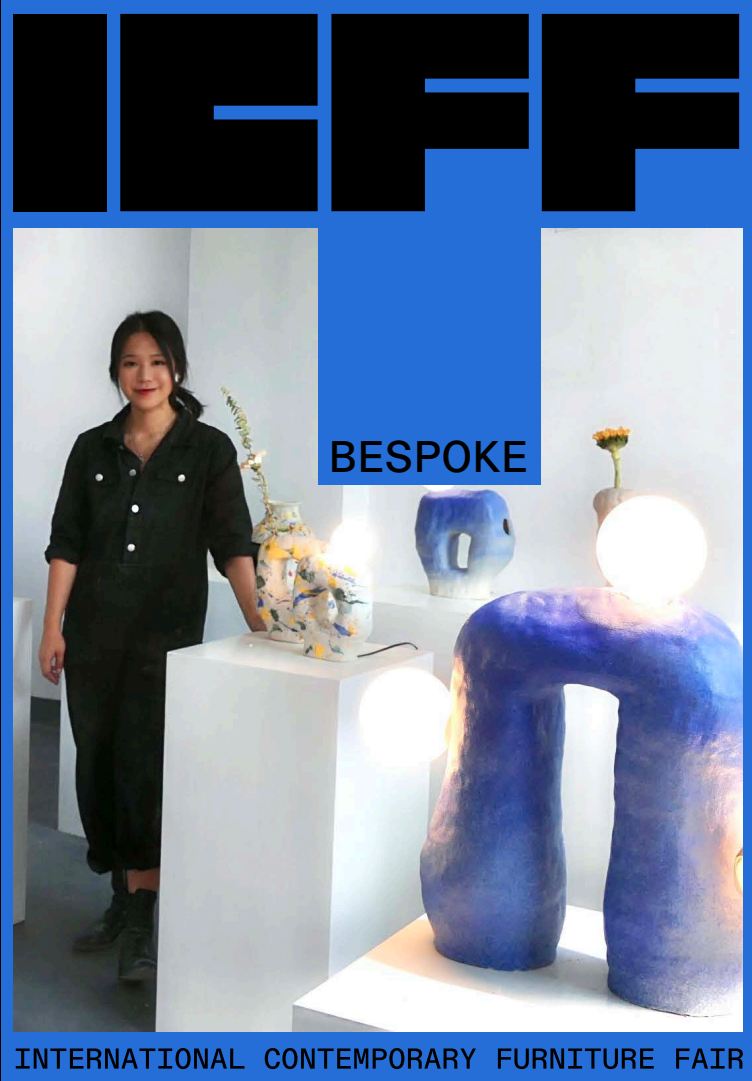


FEATURES BRAND:





COLOR  
-  
USAGE







**ICFF**  
MAY 19-21 2024 JAVITS CENTER NYC

**JOHN DOE**  
FORCEMAJEURE DESIGN

BROOKLYN, NY

**EXHIBITOR OASIS**

**ICFF**  
MAY 19-21 2024 JAVITS CENTER NYC

**JOHN DOE**  
FORCEMAJEURE DESIGN

BROOKLYN, NY

**VISITOR**

**ICFF**  
MAY 19-21 2024 JAVITS CENTER NYC

**JOHN DOE**  
FORCEMAJEURE DESIGN

BROOKLYN, NY

**EXHIBITOR BESPOKE**

**ICFF**  
MAY 19-21 2024 JAVITS CENTER NYC

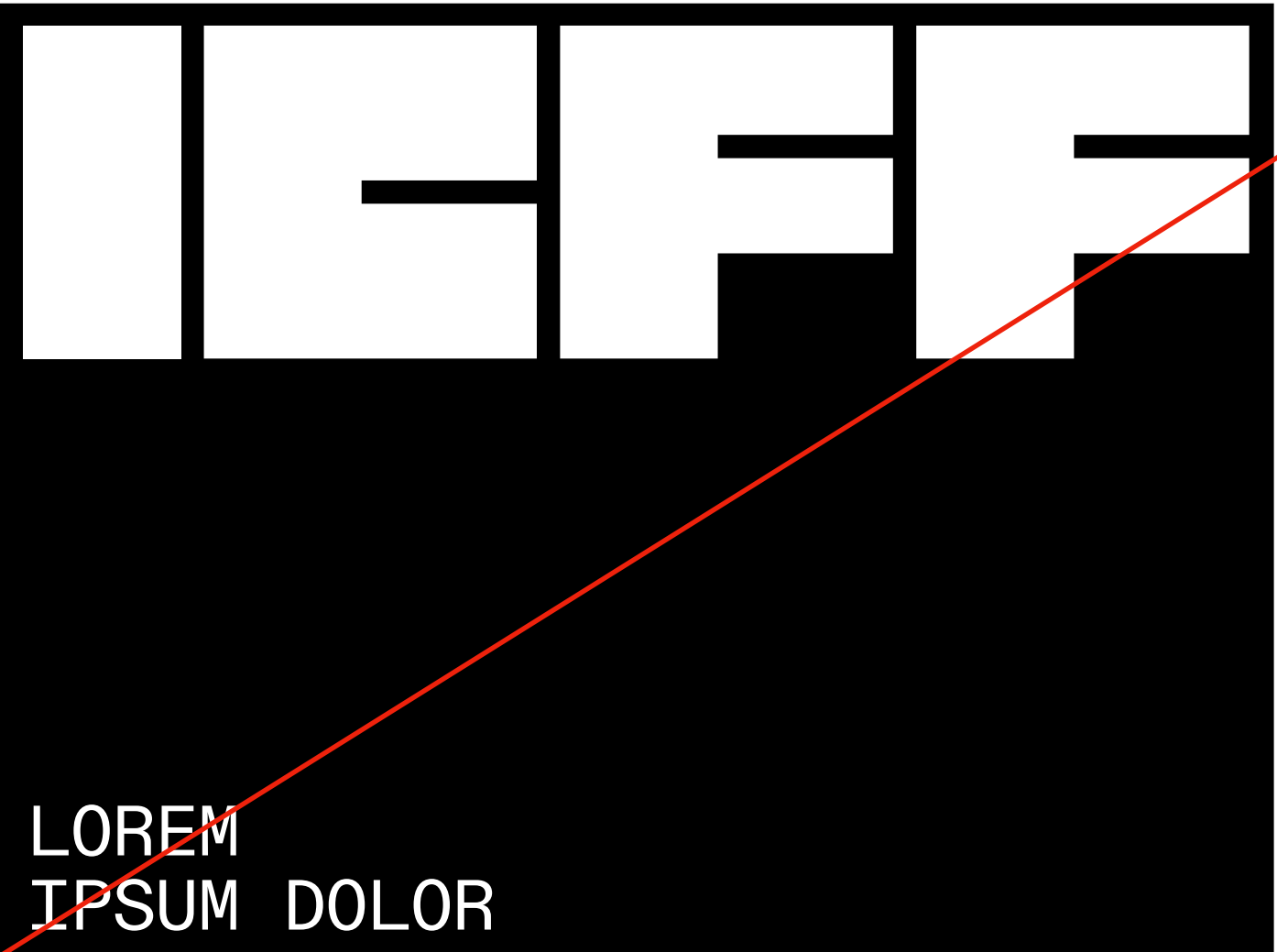
**JOHN DOE**  
FORCEMAJEURE DESIGN

BROOKLYN, NY

**EXHIBITOR WANTED**



COLOR  
-  
DONT'S



Don't do negative colors



Don't use an other color than black for text and logo  
(Unless the awards feature case)



Don't slightly change the color coding established



Don't use gradients

## 5. SECONDARY GRAPHICS

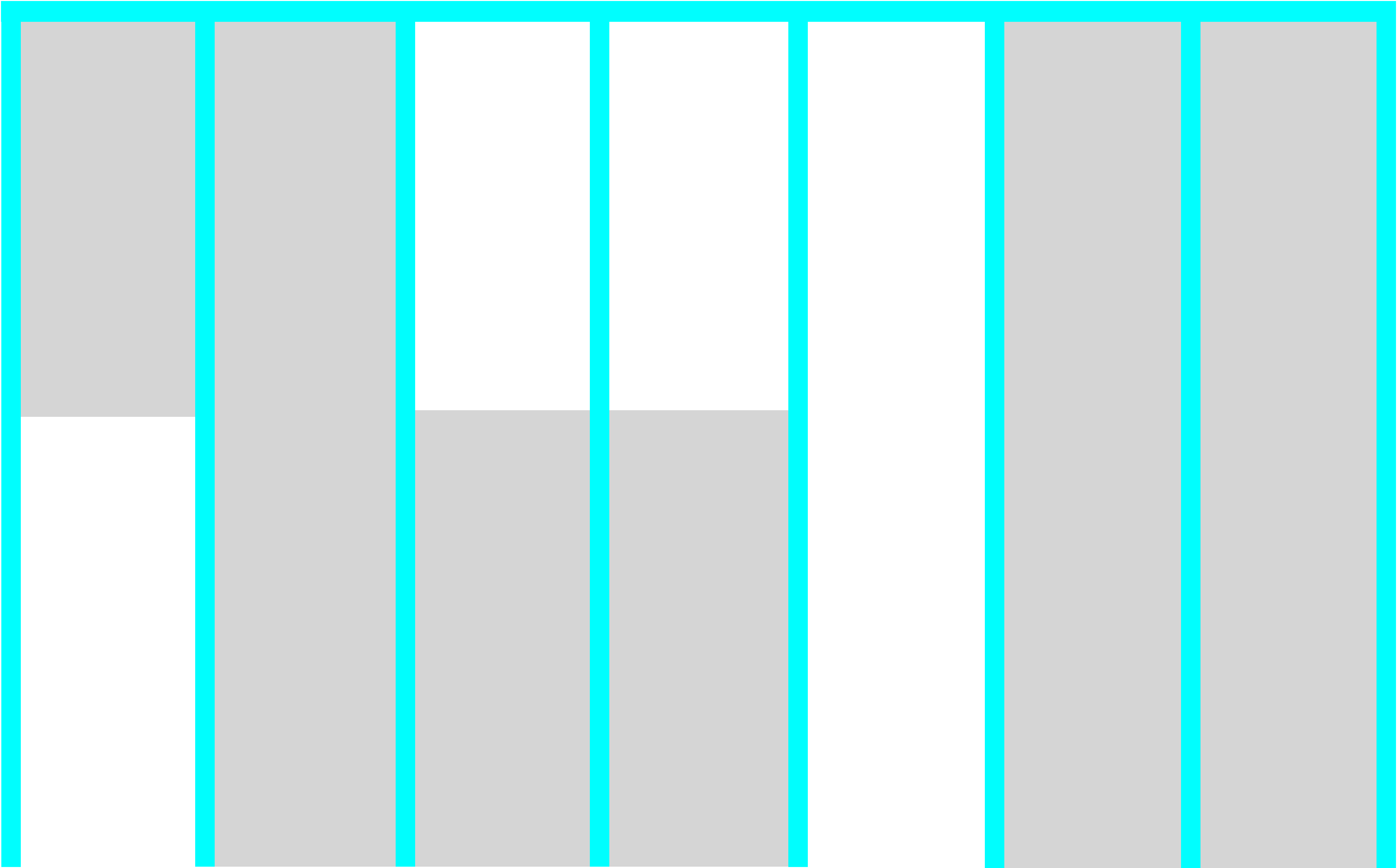
We play with the grid, using shapes and forms to evoke a sense of depth, space, and curiosity.





SECONDARY  
GRAPHICS  
-  
BLOCKS

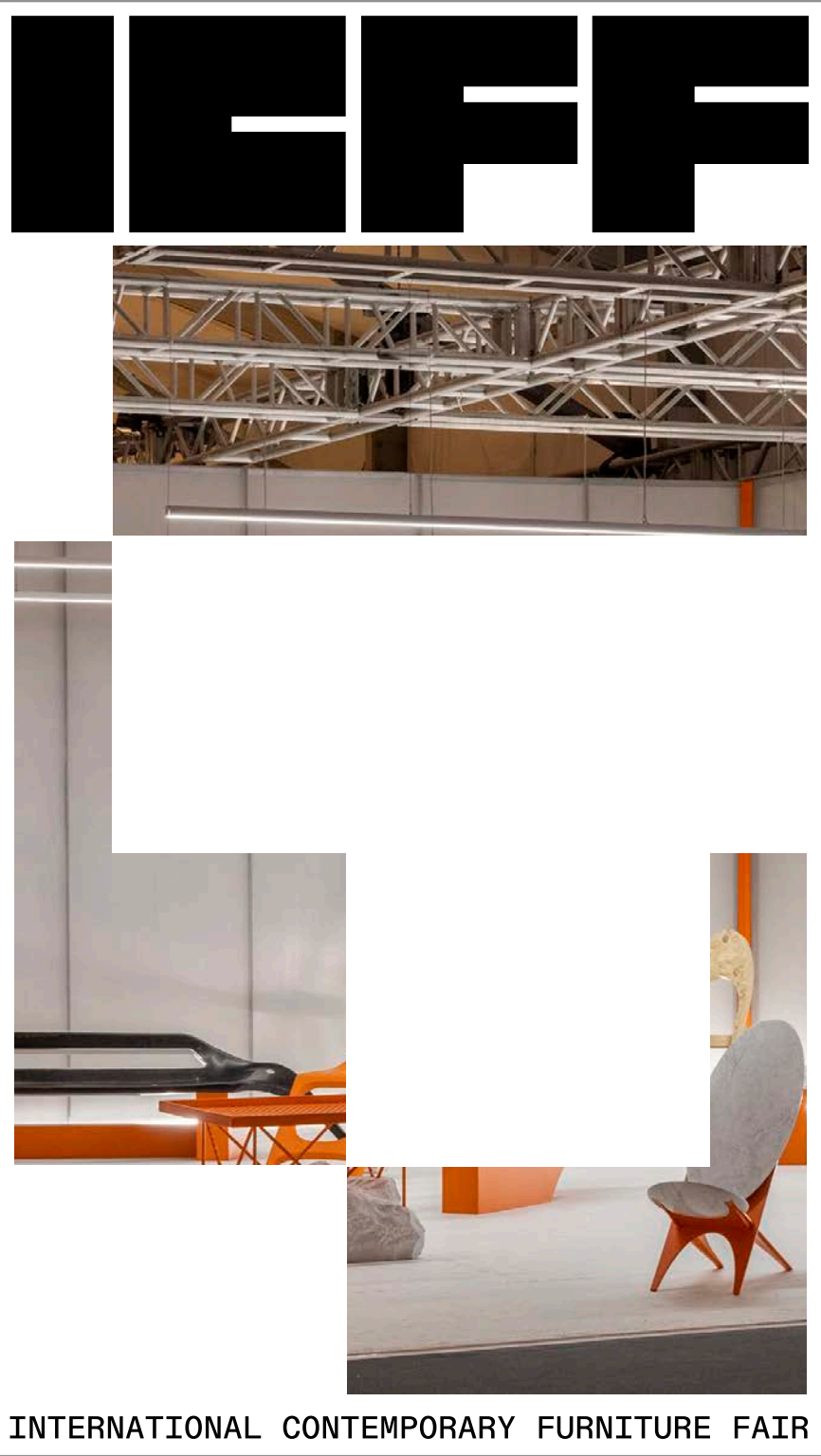
Use the same logo-  
based grid to create  
the block shapes.



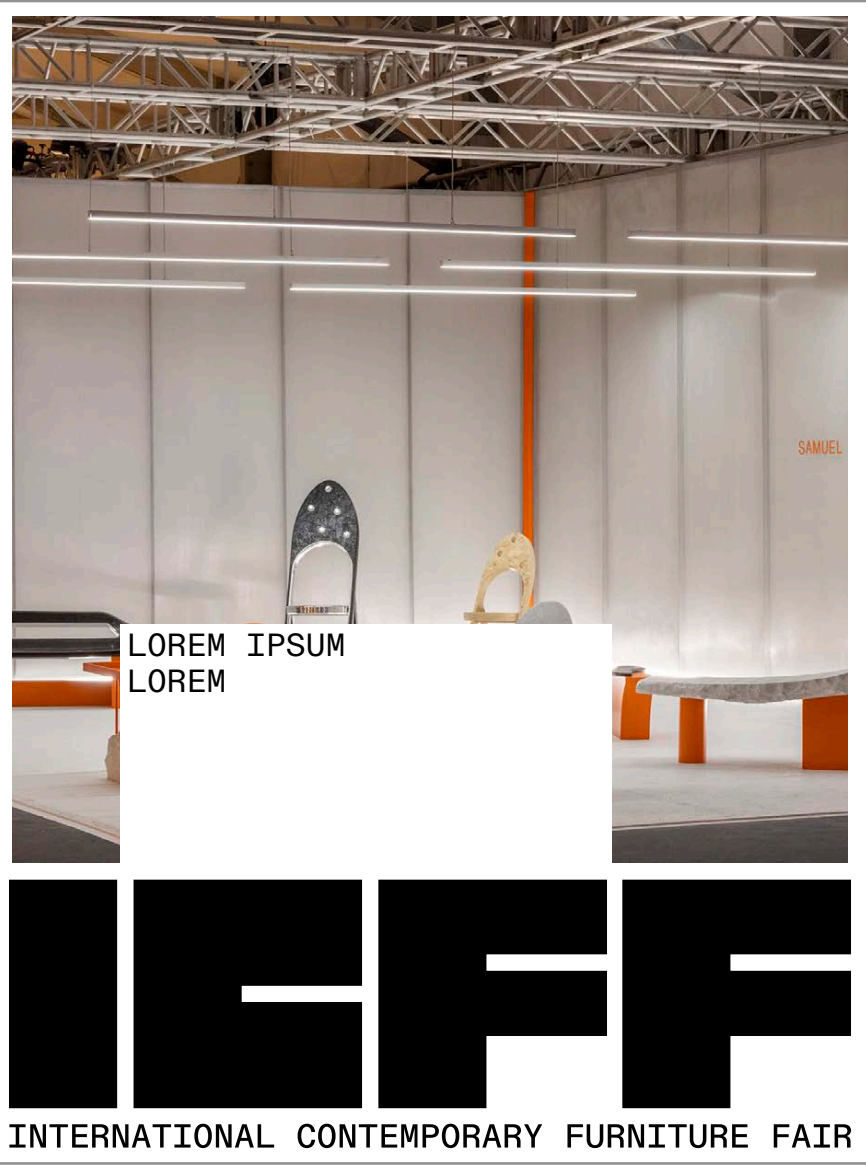
# SECONDARY GRAPHICS - BLOCKS

The blocks can be used as a mask to put images inside or as decorative assets on top of the images.

9X16



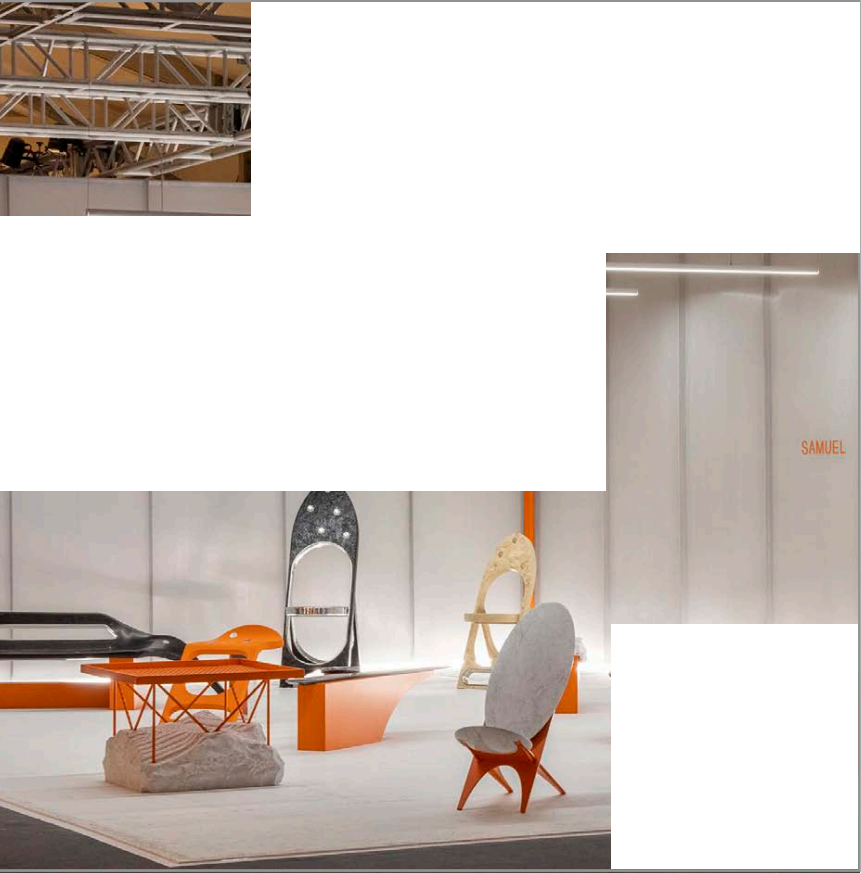
3X4



4X3



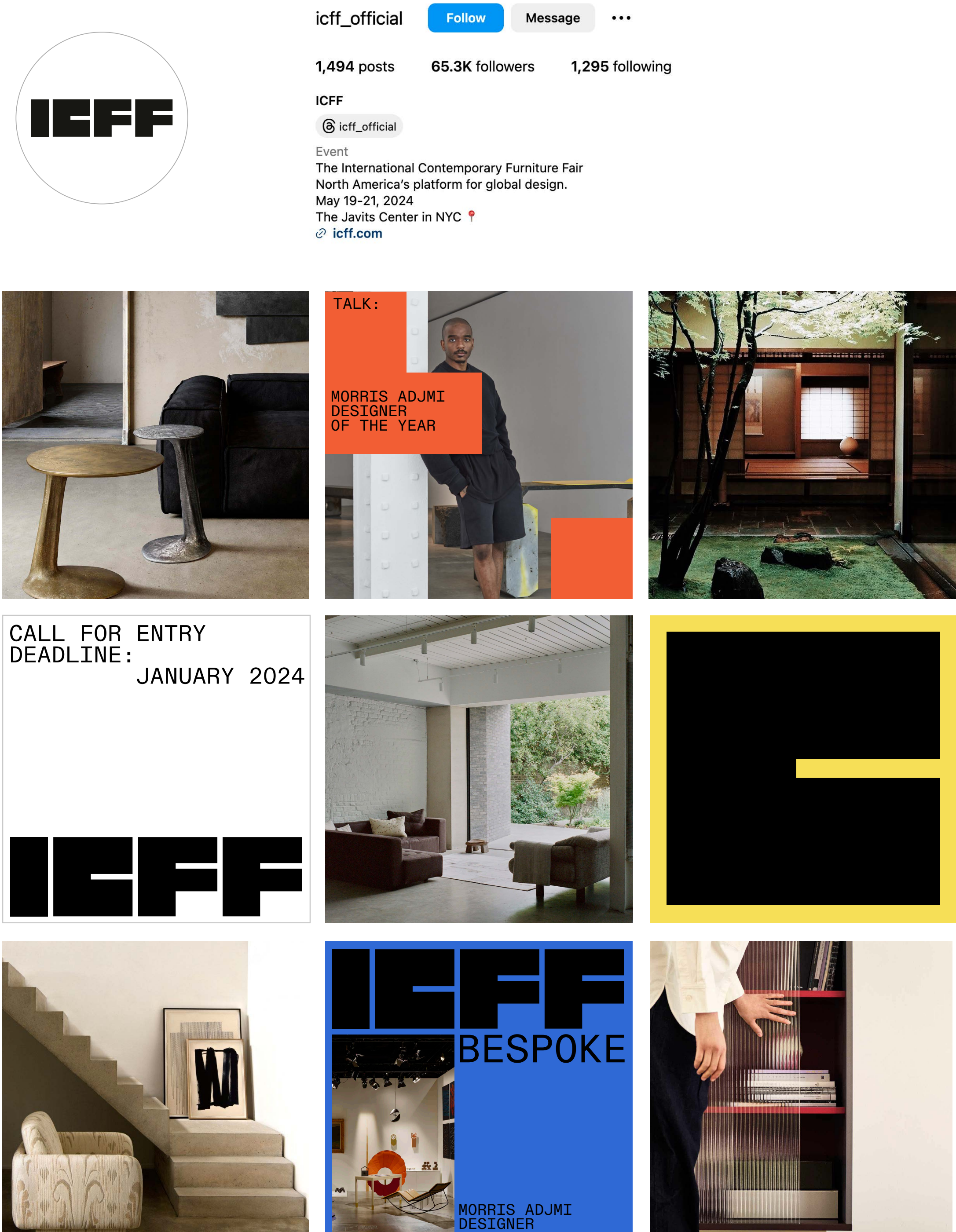
1X1





SECONDARY  
GRAPHICS  
-  
SOCIAL AND  
MAGAZINE

Blocks should only  
be used for social or  
magazine covers.





SECONDARY  
GRAPHICS  
-  
BLOCKS  
USAGE

ICFF



BESPOKE

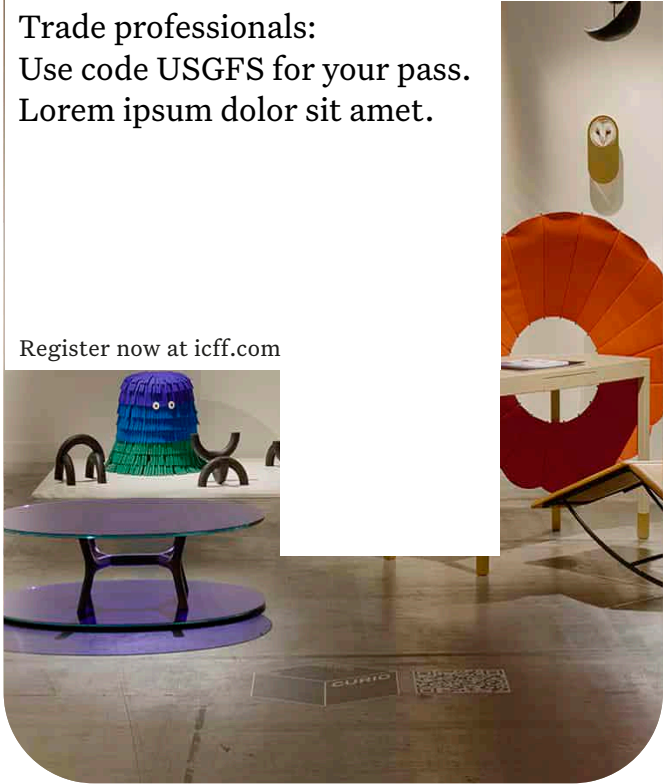
INTERNATIONAL CONTEMPORARY FURNITURE FAIR

icff\_official

JOIN US  
MAY 19-21<sup>ST</sup>

Trade professionals:  
Use code USGFS for your pass.  
Lorem ipsum dolor sit amet.

Register now at [icff.com](#)



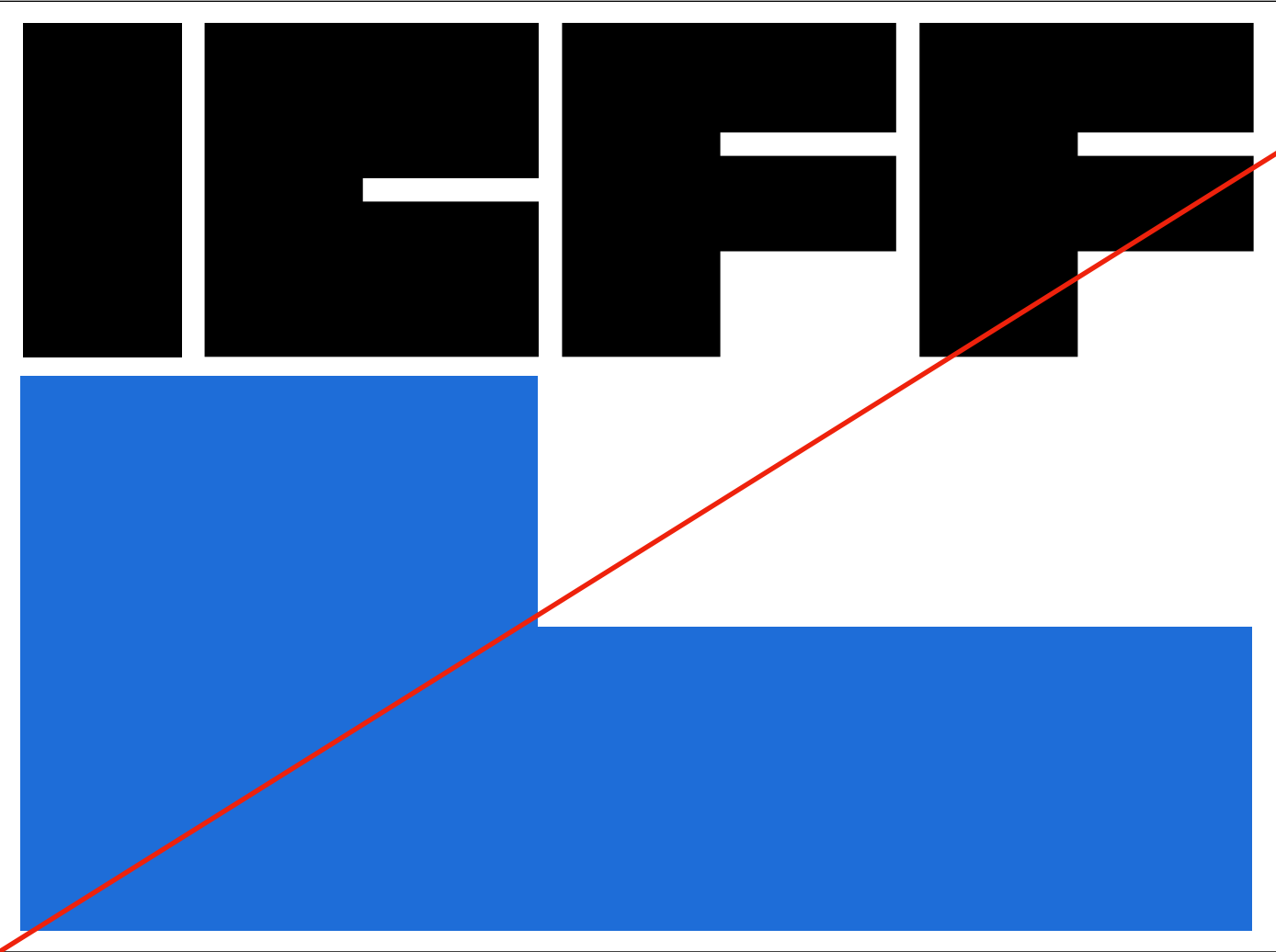
TALK:

MORRIS ADJMI  
DESIGNER  
OF THE YEAR

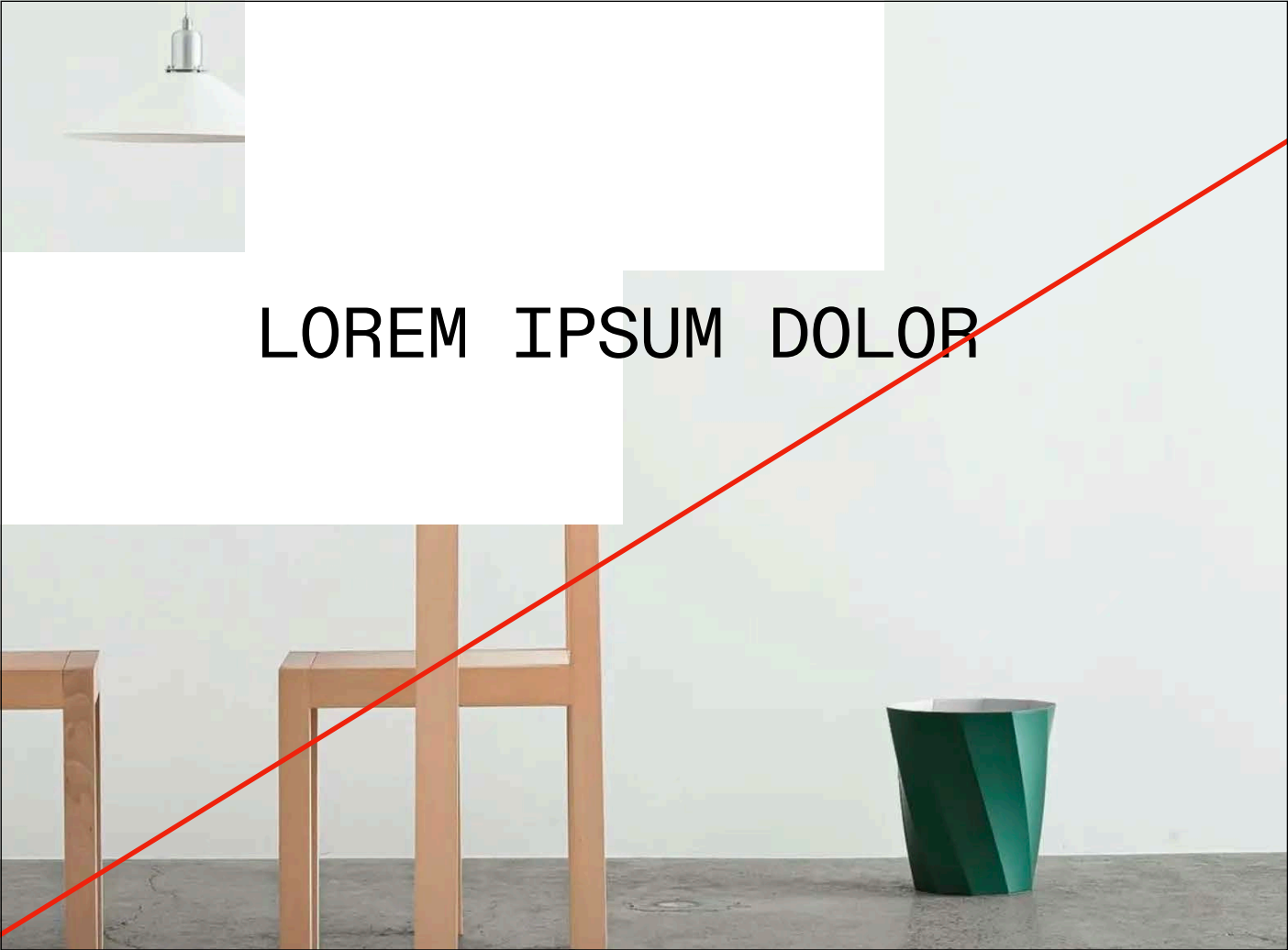




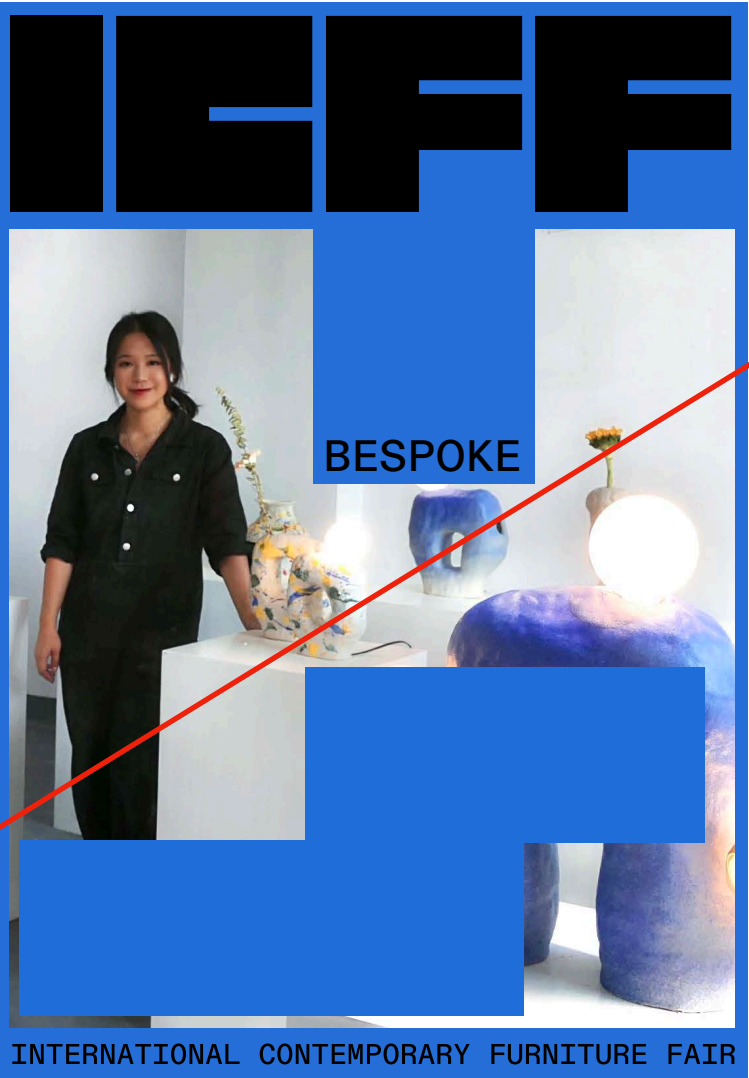
SECONDARY  
GRAPHICS  
-  
DONT'S



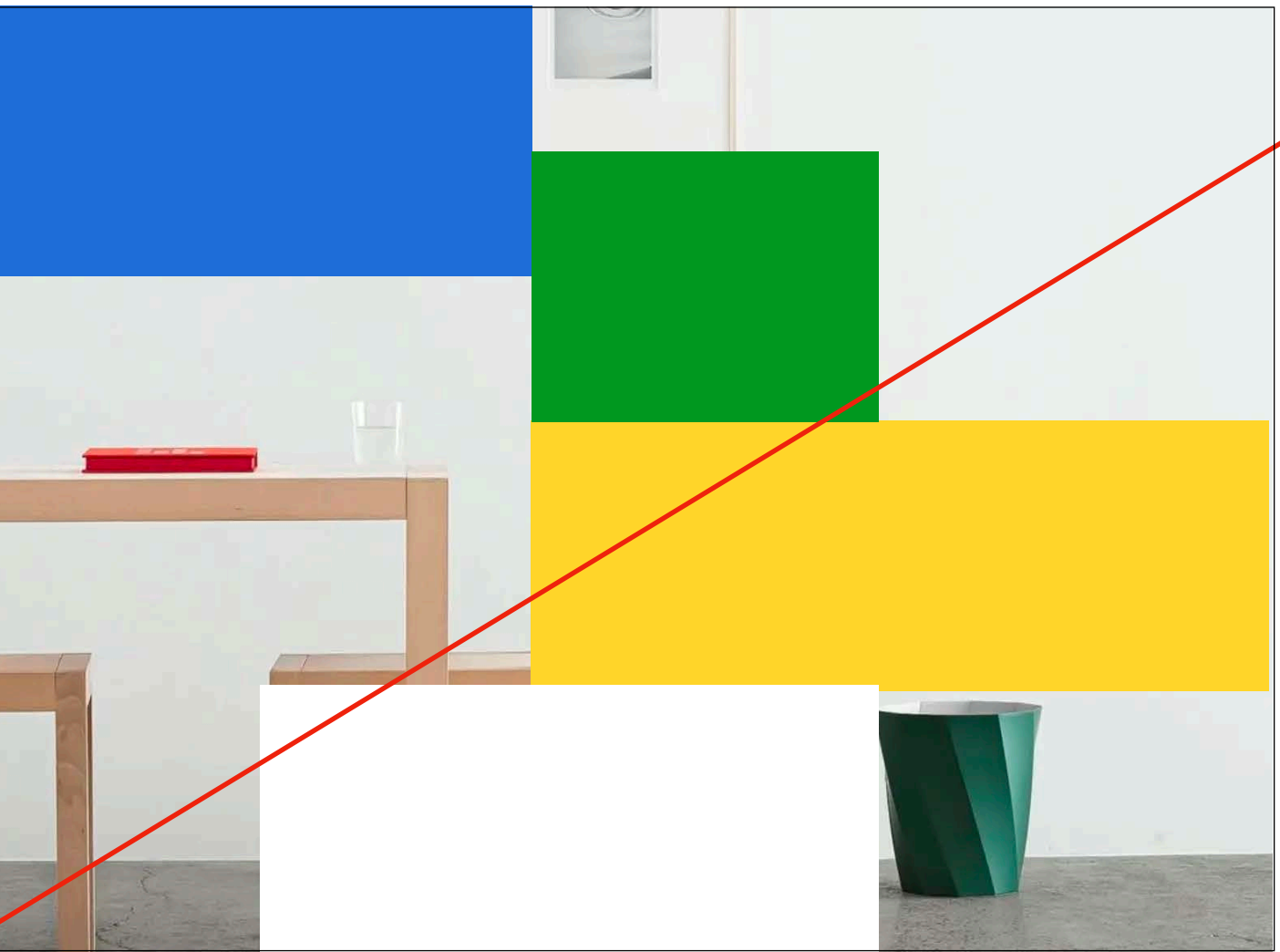
When used with logo, don't use a different color than background or logo



Don't add text in the middle of graphics and background



Don't add graphics in the graphics



Don't do more than one color



# 6. FEATURES

Our “features,” or sub-brands, are Wanted, Oasis, Bespoke and Media.

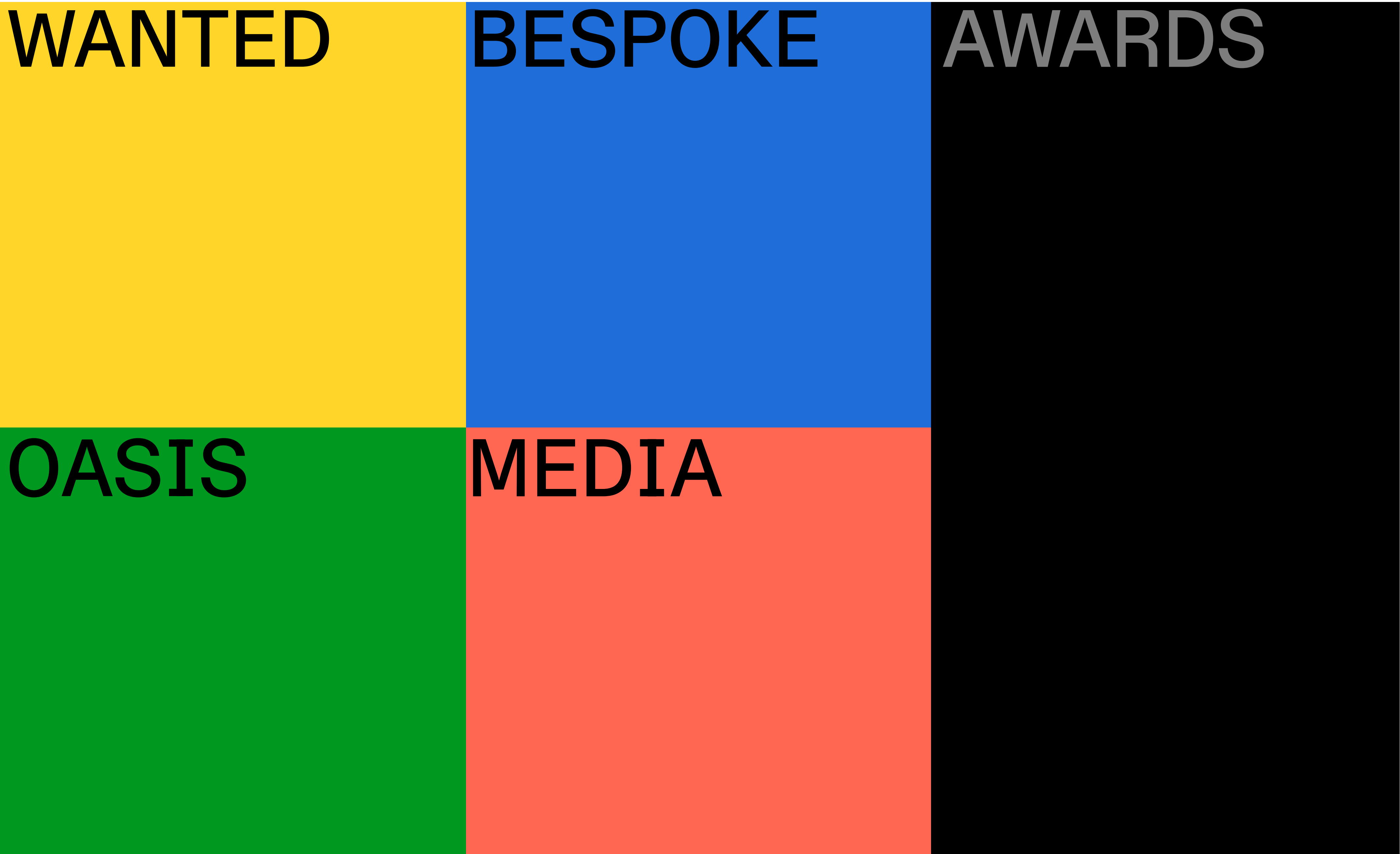




## FEATURES - LOGOTYPES

Each feature logo uses Diatype Semi Mono Medium to create consistency and a clear hierarchy between ICFF and its sub brands.

Every logo and text should be black unless for the feature awards that uses a grey logo and grey text on a black background.



FEATURES  
-  
LAYOUT

Align feature logos  
or titles on the top  
left of the grid.  
For consistency, keep  
the same sizes of  
typography and  
logos when used on  
the same formats.

WANTED

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ipsum ligula, imperdiet at suscipit ut, efficitur eu risus. Proin tincidunt nisi vel nisl fringilla vestibulum. Donec in tincidunt odio. Maecenas eu dolor justo. Phasellus ut neque a neque tempus vulputate. Maecenas interdum *justo at ex imperdiet*, sit amet ornare felis posuere. Sed urna magna, consectetur quis consectetur at, volutpat at dolor. Fusce rhoncus molestie magna, sed posuere urna pretium quis.

ligne roset®  
David Weeks Studio  
JUNIPER®




WANTED TREATMENT

# WANTED

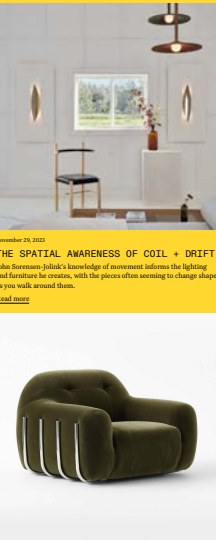


## WANTED

FAIR  
PRODUCT  
MEDIA  
AWARDS  
FEATURES



ICFF IS NORTH AMERICA'S LEADING PLATFORM FOR CONTEMPORARY FURNITURE DESIGN.



LOREM IPSUM DOLOR SIT AMET

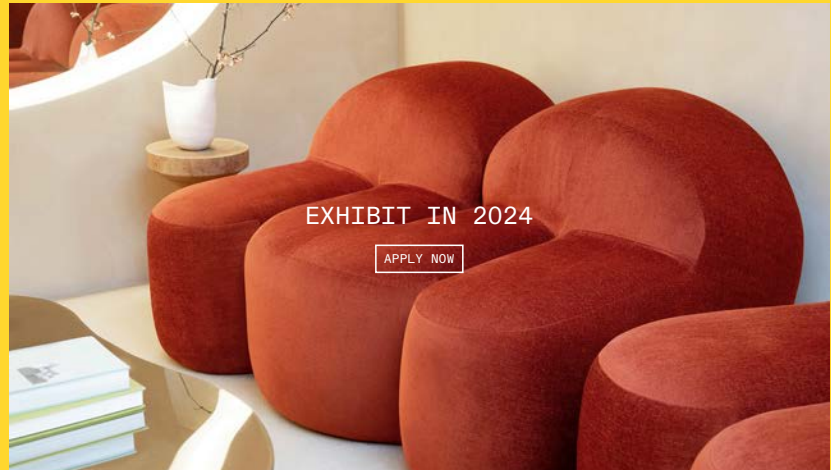


EXHIBIT IN 2024

APPLY NOW

15:32

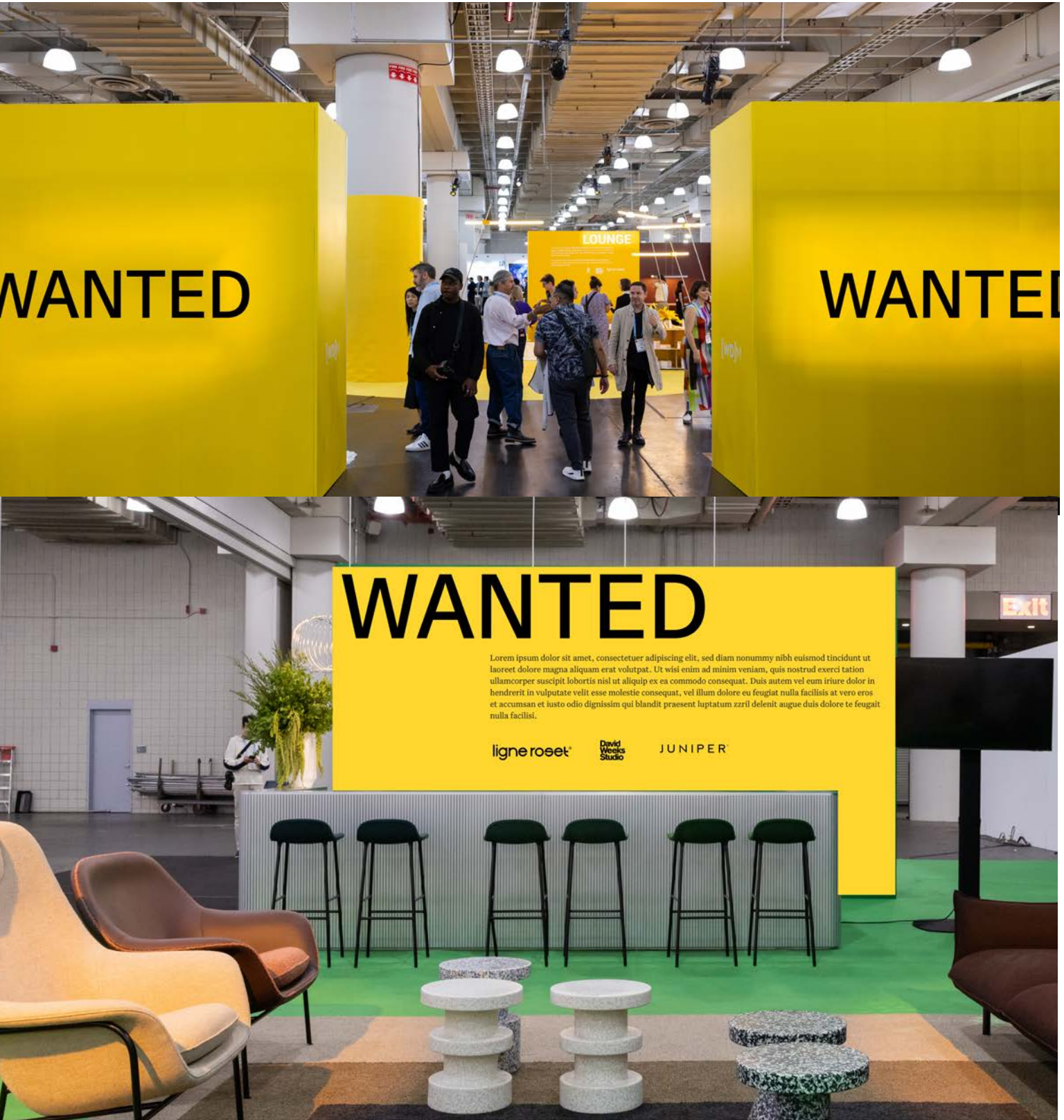
AA icff.com

WANTED



### ABOUT WANTED DESIGN

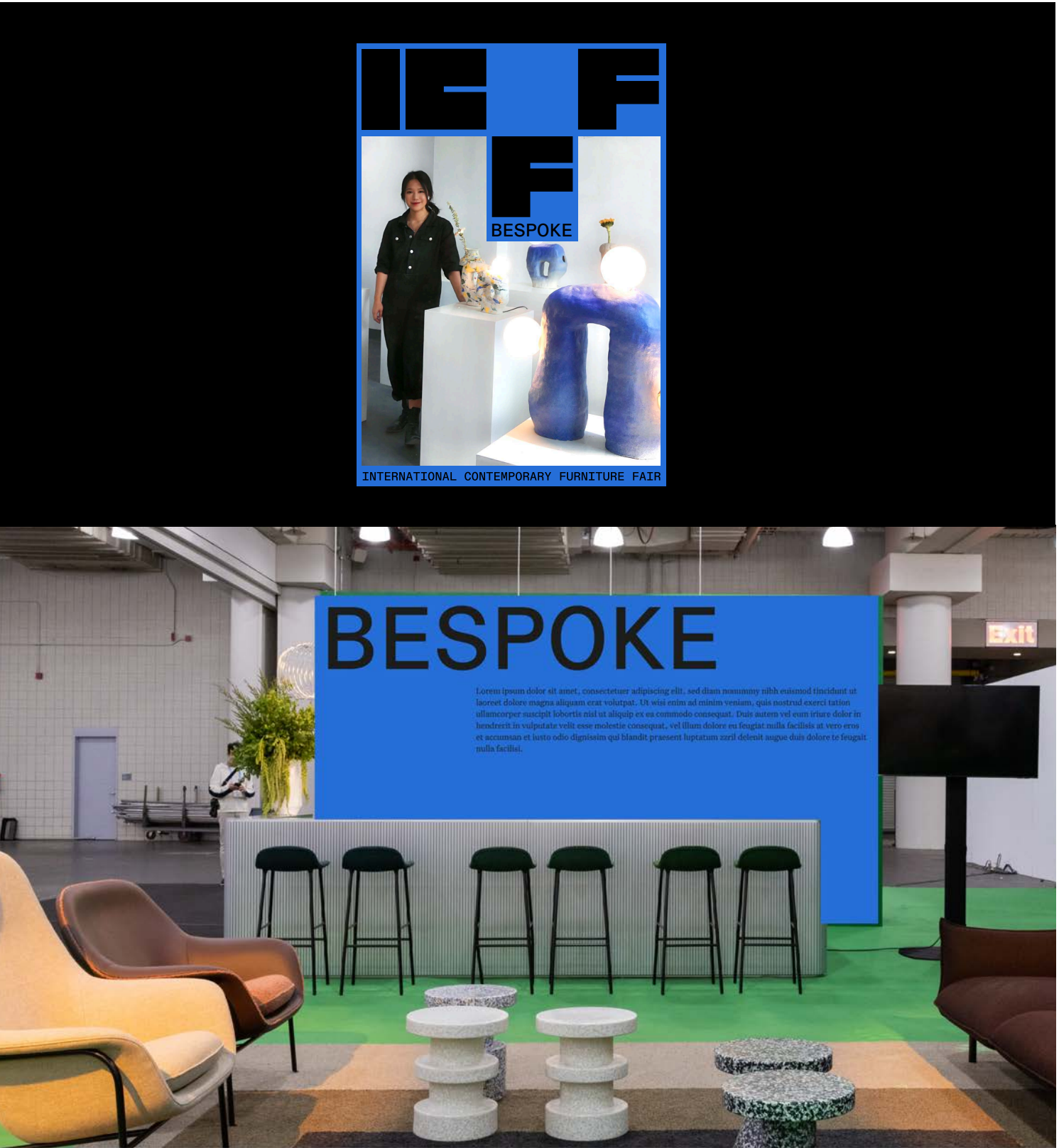
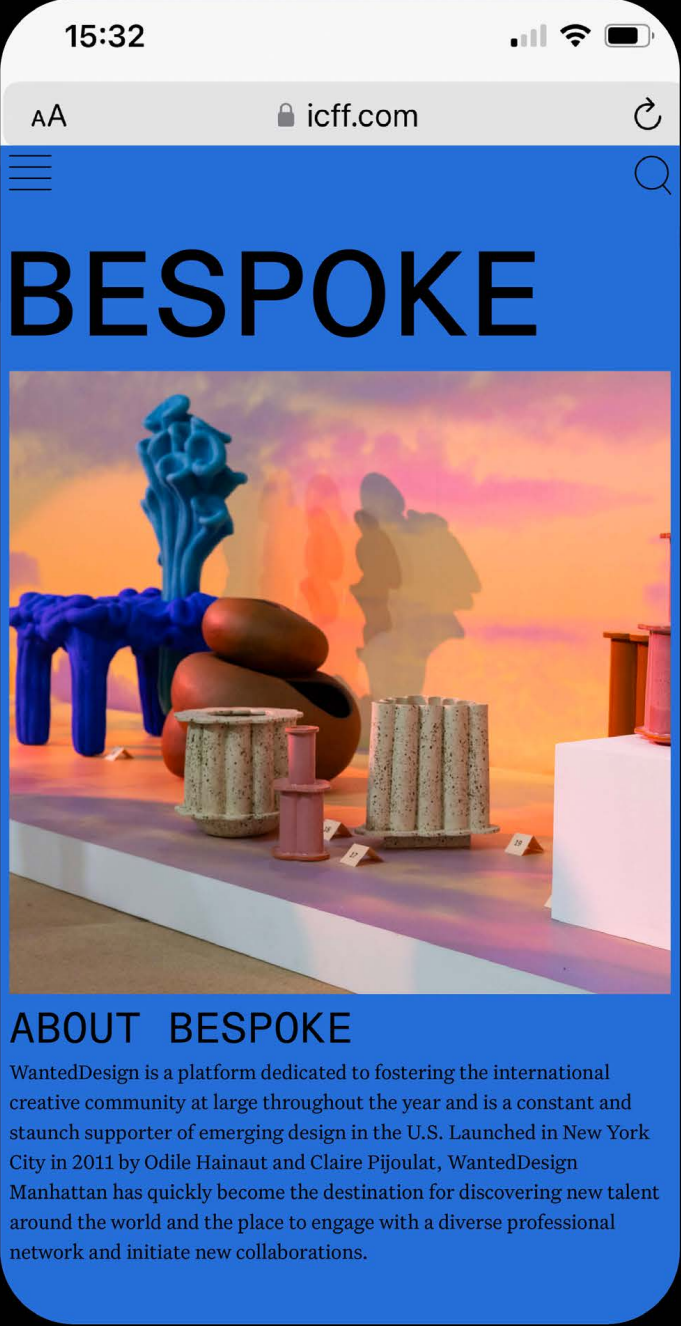
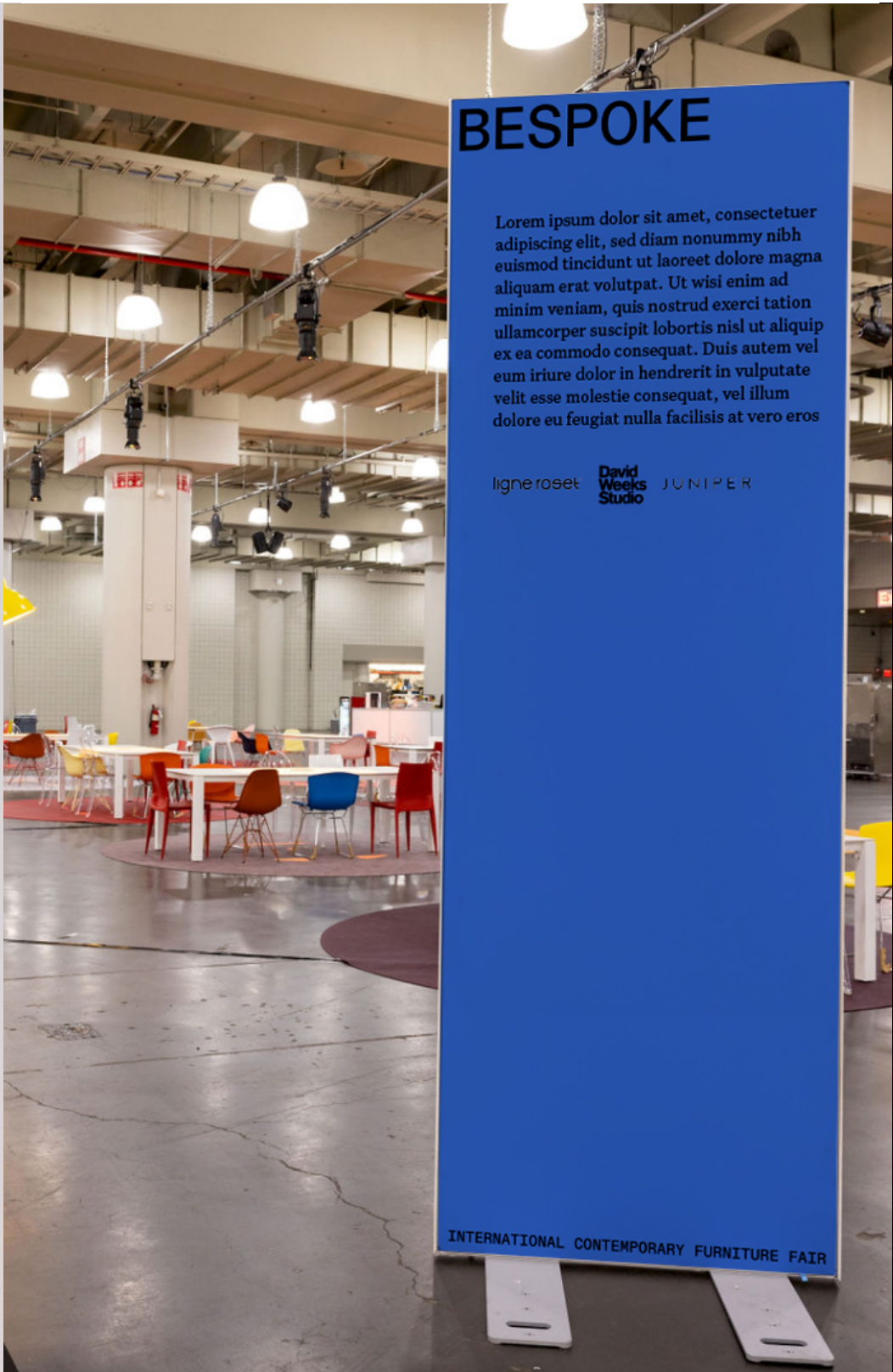
WantedDesign is a platform dedicated to fostering the international creative community at large throughout the year and is a constant and staunch supporter of emerging design in the U.S. Launched in New York City in 2011 by Odile Hainaut and Claire Pijoulat, WantedDesign Manhattan has quickly become the destination for discovering new talent around the world and the place to engage with a diverse professional network and initiate new collaborations.





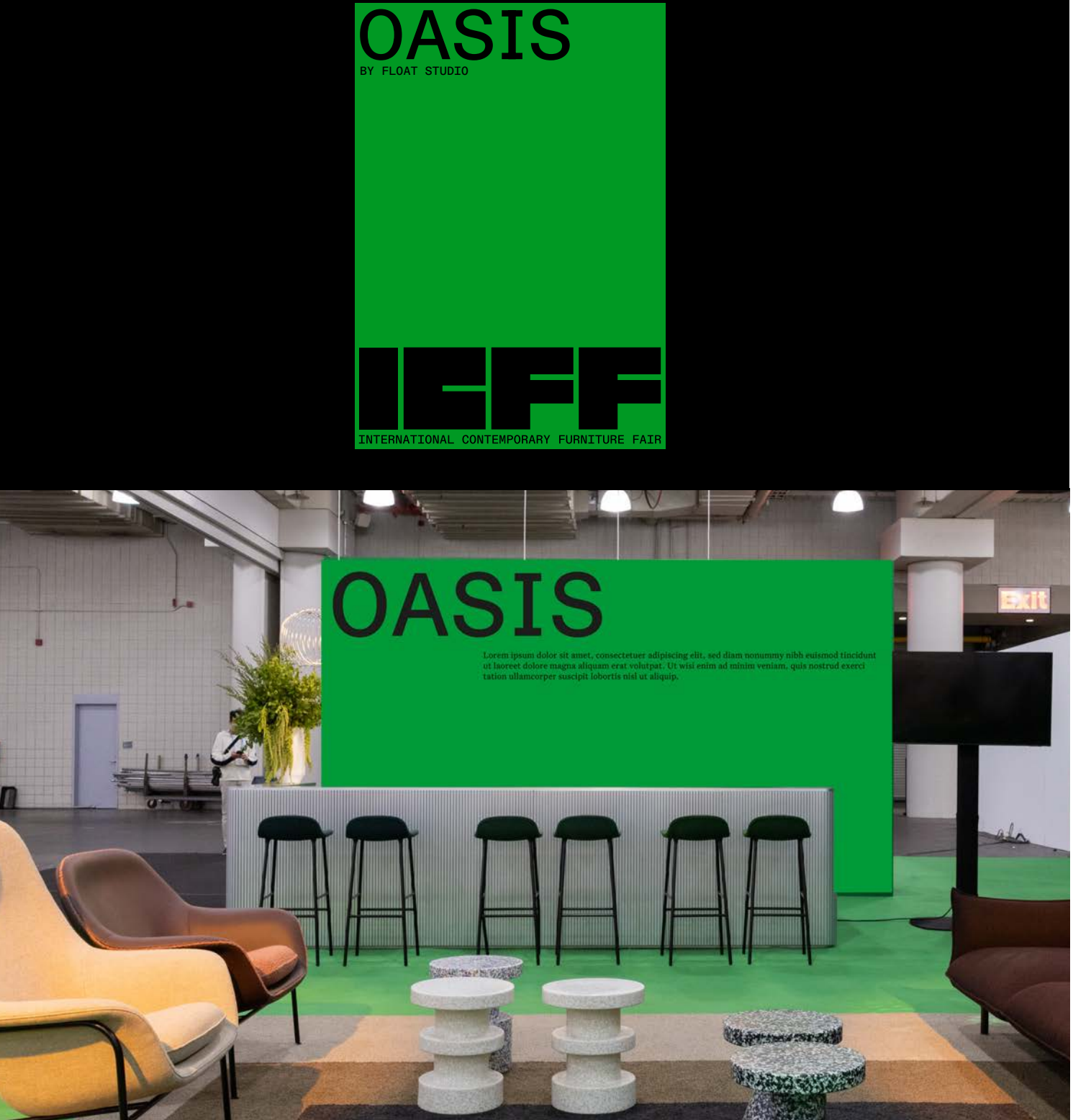
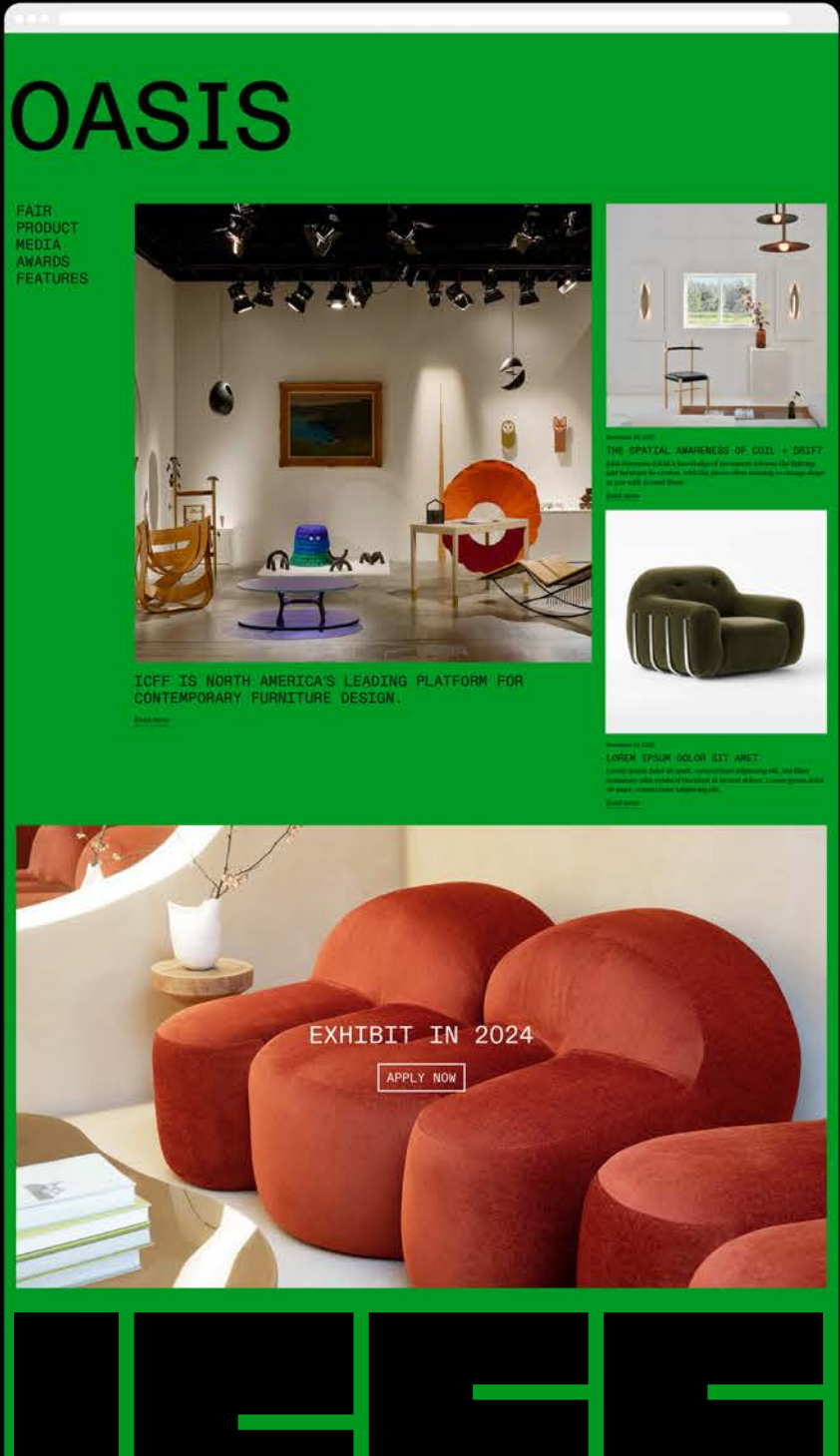
BESPOKE TREATMENT

# BESPOKE





# OASIS






# MEDIA






# AWARDS



 icff\_official

44<sup>RD</sup> ANNUAL  
INTERIOR AWARDS

Browse the freshest  
designs from  
hundreds of  
exhibitors and get  
inspired for your  
space



Register now at  
icff.com





ICFF INTERIOR AWARDS TROPHY



ICFF

BRAND REFINEMENT



FEATURES  
-  
DONT’S



Don't create a new lockup with ICFF



Don't use a different logo



Don't change the features color system

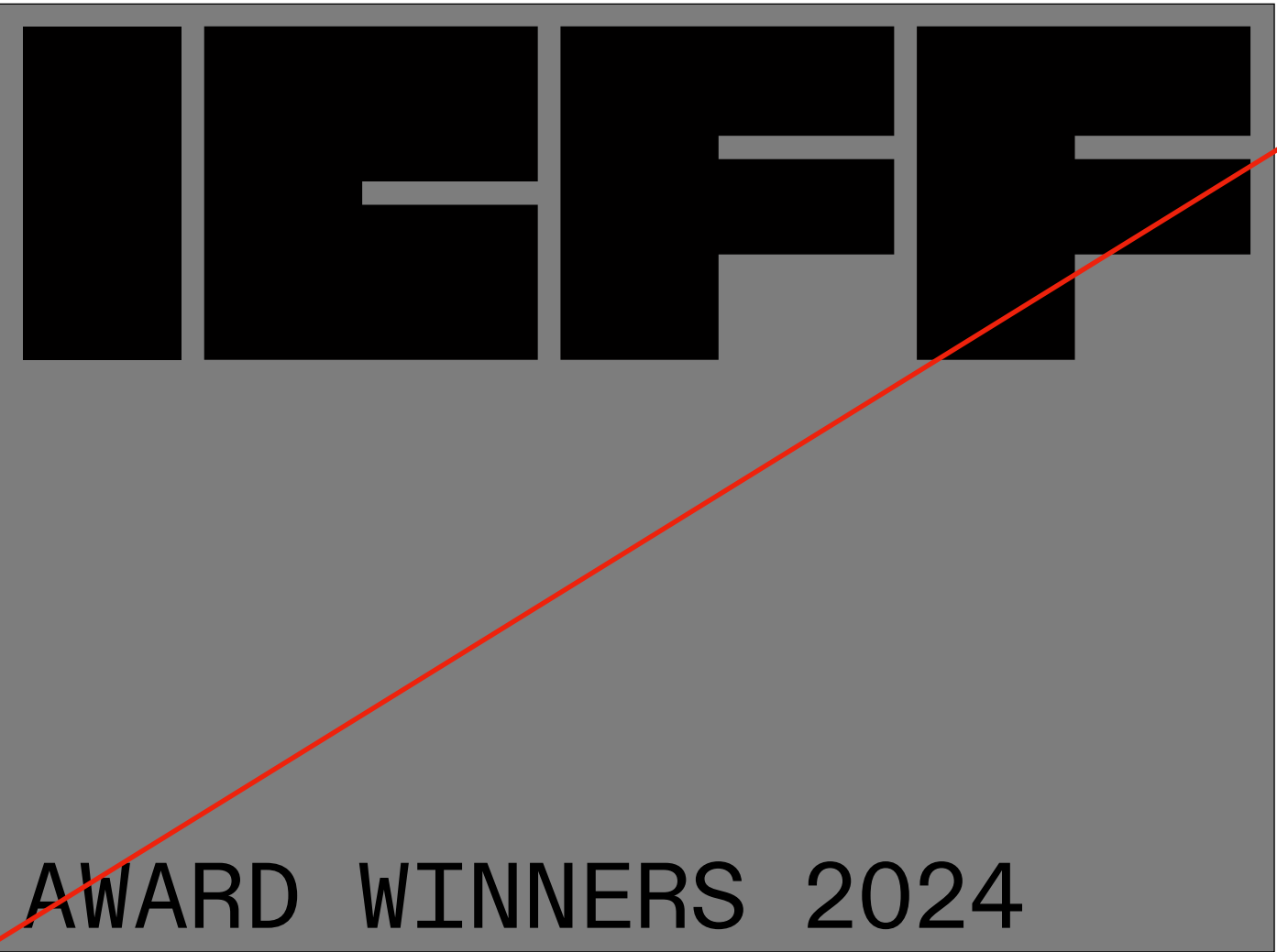


Don't use white for the features

FEATURE  
AWARDS  
-  
DONT'S



Don't use this color system for other things than the award feature



Don't inverse colors



Don't mix with other colors



Don't use grey and black for general ICFF communication



## 7. SIGNAGE

This chapter is here to give you a glimpse of the branding usage for signage and way finding.





SIGNAGE  
-  
BANNERS  
OPTION 1

ICFF

WELCOME  
TO NYC

INTERNATIONAL CONTEMPORARY FURNITURE FAIR





SIGNAGE  
-  
BANNERS  
OPTION 2

ICFF

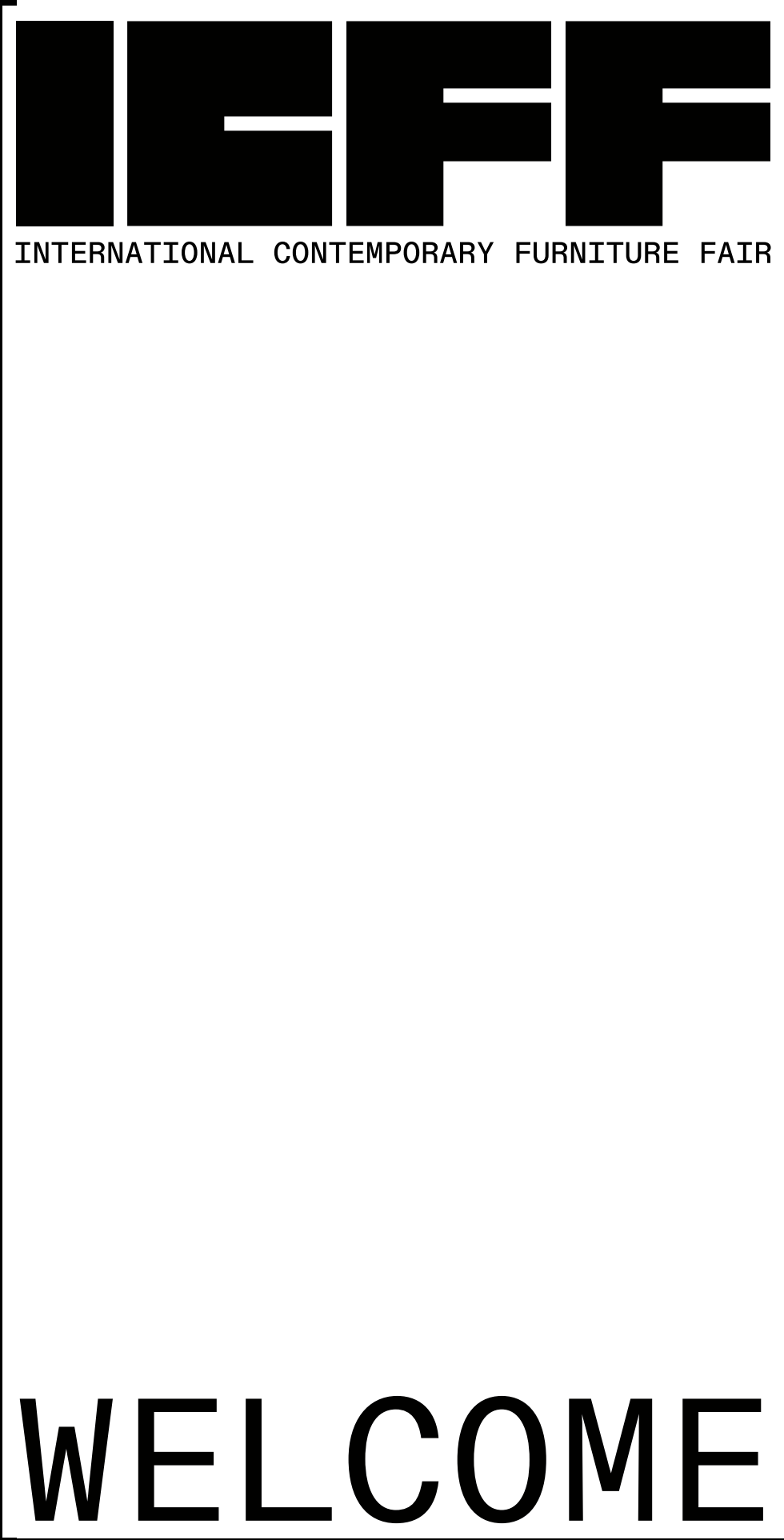
WELCOME TO  
NYC

INTERNATIONAL CONTEMPORARY FURNITURE FAIR





SIGNAGE  
-  
BANNERS  
OPTION 3



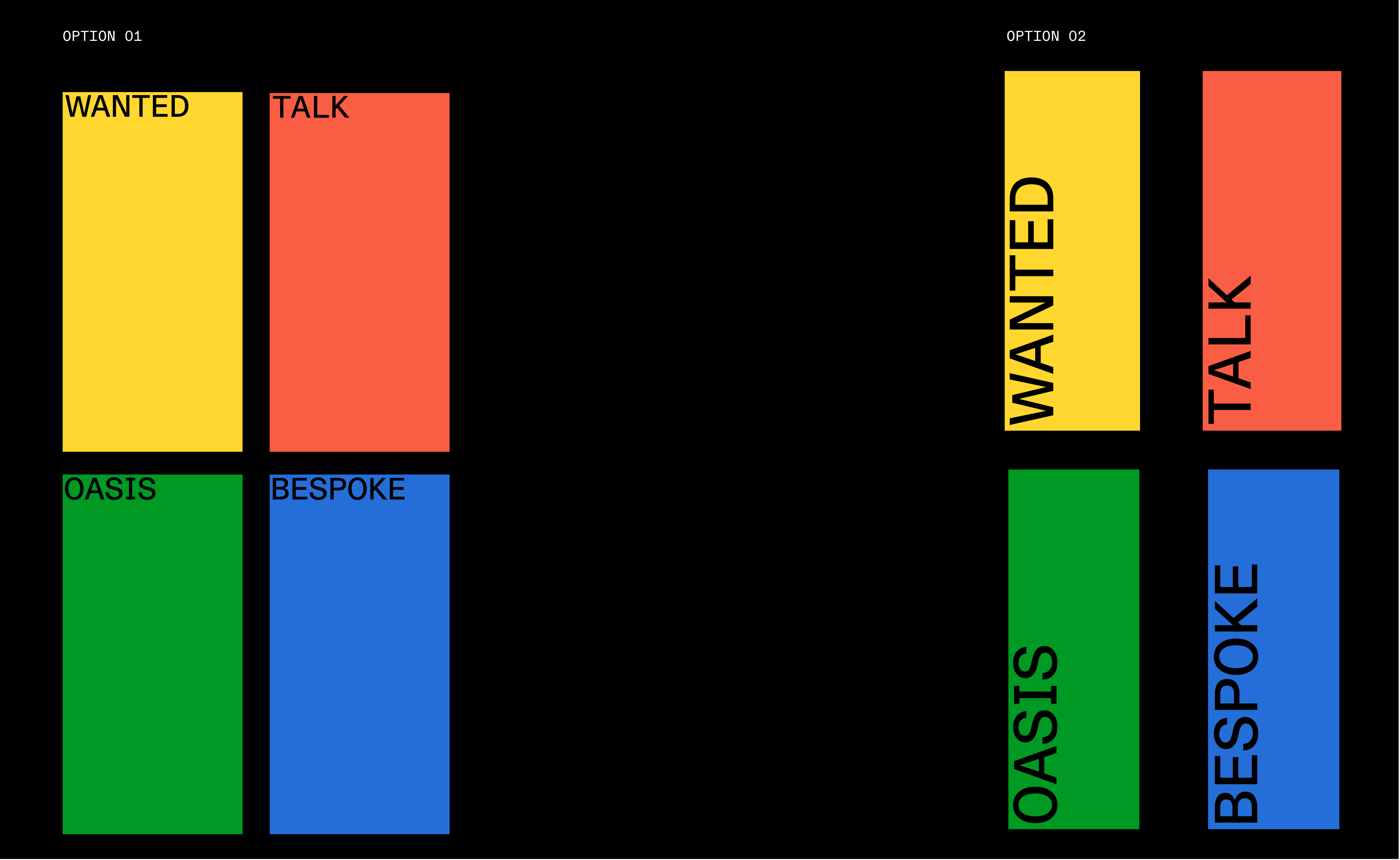


SIGNAGE  
-  
BANNERS  
HORIZONTAL  
ALT





FEATURES  
-  
BANNERS  
180”X360”





FEATURES  
-  
BANNERS  
540”X132”

WANTED

TALK

BESPOKE

OASIS



# SIGNAGE

## BOOTH NUMBERS

Place booth number  
on top right or left  
depending the sign's  
orientation.  
Align to the bottom  
the name of the  
vendor.

Every text should be  
based on the  
typographic system  
explained in the  
guideline.



BACKGROUND COLOR CAN CHANGE  
DEPENDING FEATURE:





SIGNAGE  
HIERARCHY

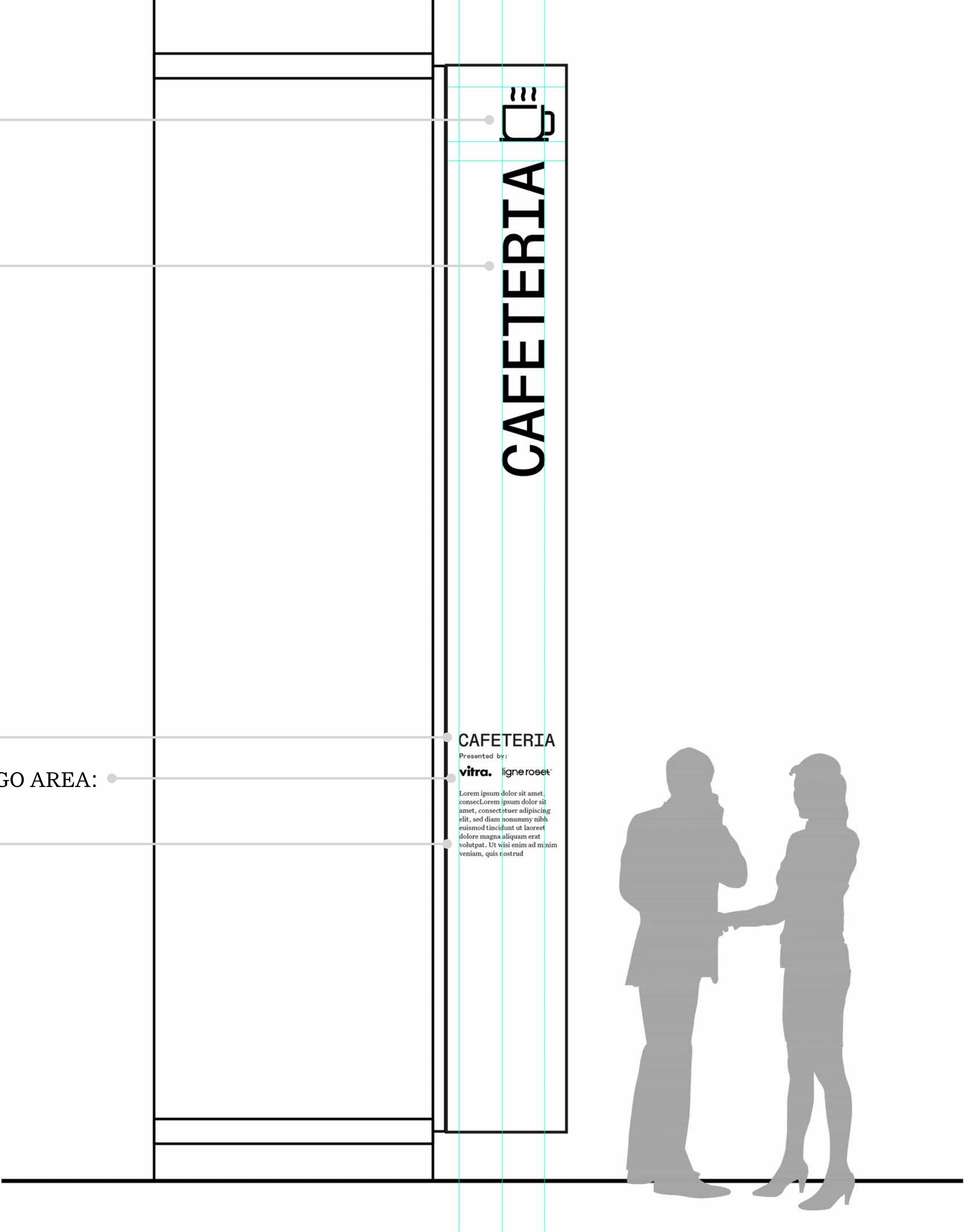
ICON AREA:  
Line design, simple and functional,  
black and white.  
The pictogram is only a place holder.

TITLE AREA:  
ABC Diatype MONO MEDIUM - All Capital  
Spacing: 0pt

TITLE AREA:  
ABC Diatype MONO MEDIUM - All Capital  
Spacing: 0pt

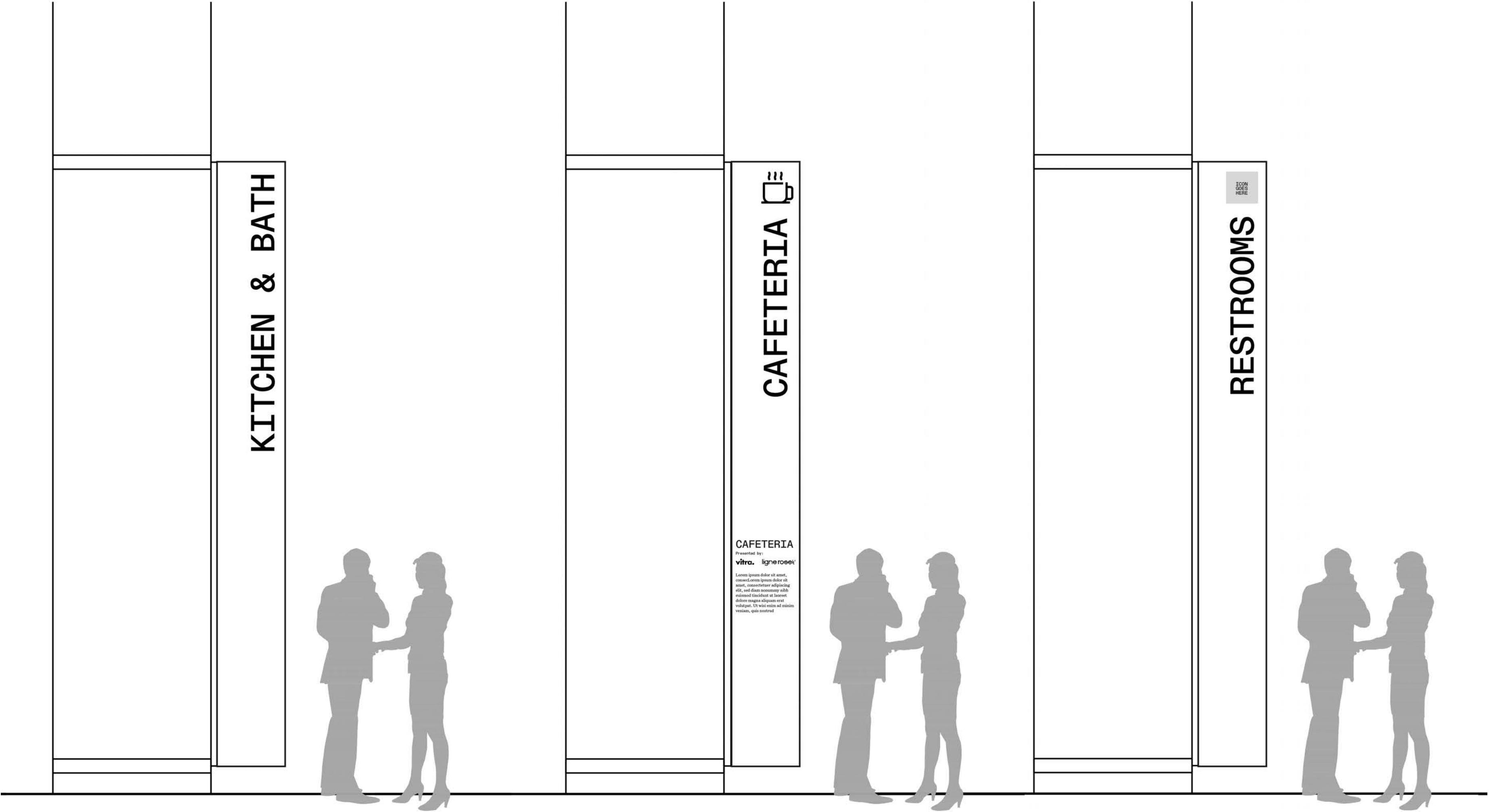
BODY COPY AREA:  
Untitled Serif Regular  
Spacing 0pt

PARTNERS LOGO AREA:





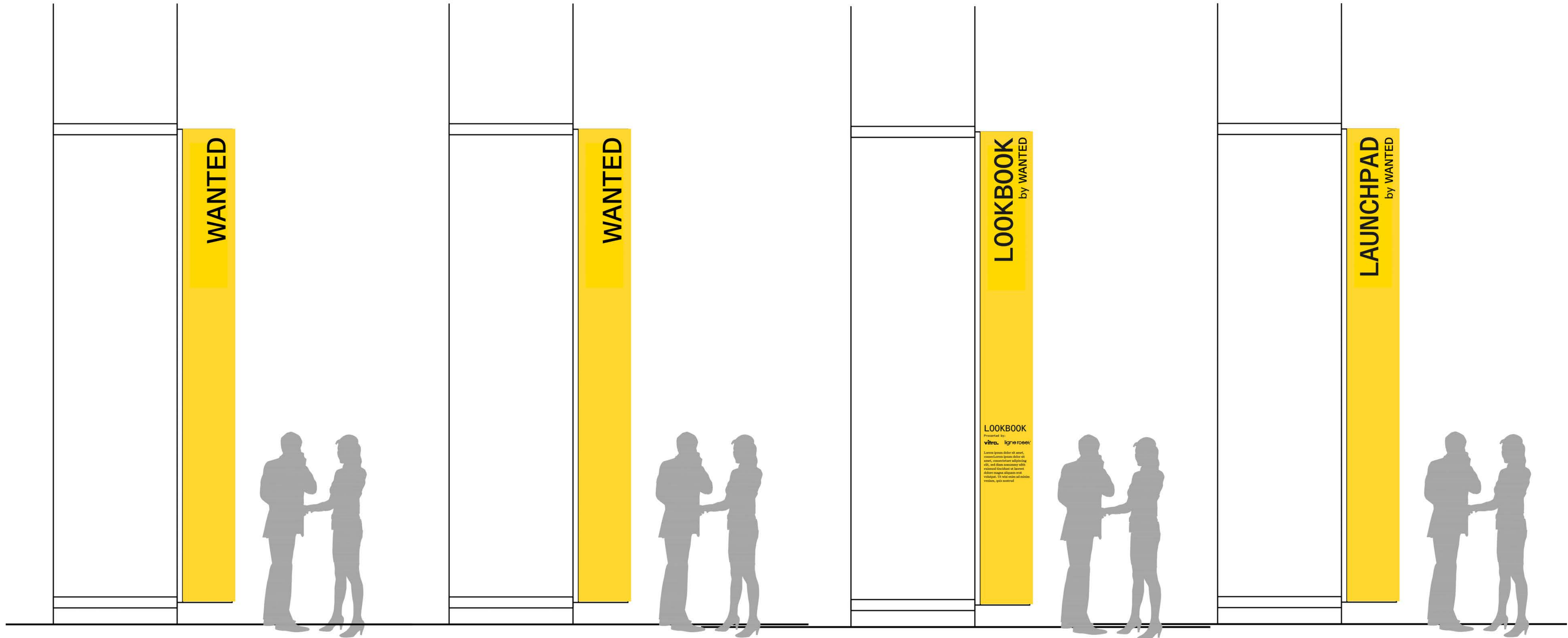
SIGNAGE  
SYSTEM





# FEATURES

## SYSTEM





03. DIGITAL



FAIR  
PRODUCT  
MEDIA  
AWARDS  
FEATURES

MAY 19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS

ICFF IS NORTH AMERICA'S LEADING PLATFORM FOR CONTEMPORARY FURNITURE DESIGN.  
Lorem ipsum

November 29, 2023

THE SPATIAL AWARENESS OF COIL + DRIFT

John Sorensen-Jolink's knowledge of movement informs the lighting and furniture he creates, with the pieces often seeming to change shape as you walk around them.

Read more



WEBSITE  
-  
MAIN PAGE  
FOOTER

FAIR  
PRODUCT  
MEDIA  
AWARDS  
FEATURES



GET THE LATEST

Sign up for design inspiration, industry news, and more, sent straight to your inbox.

EMAIL

SUBMIT

MAY 19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS

THE FAIR

2024 Exhibitor List  
About  
Agenda  
Contact  
FAQs  
Features  
Hotel + Travel  
ICFF + WantedDesign  
Manhattan Talks

ATTEND

2024 Talks  
Pricing + Registration  
Why Attend

EXHIBIT

Why Exhibit  
Exhibitor Registration  
Exhibitor Resource Center

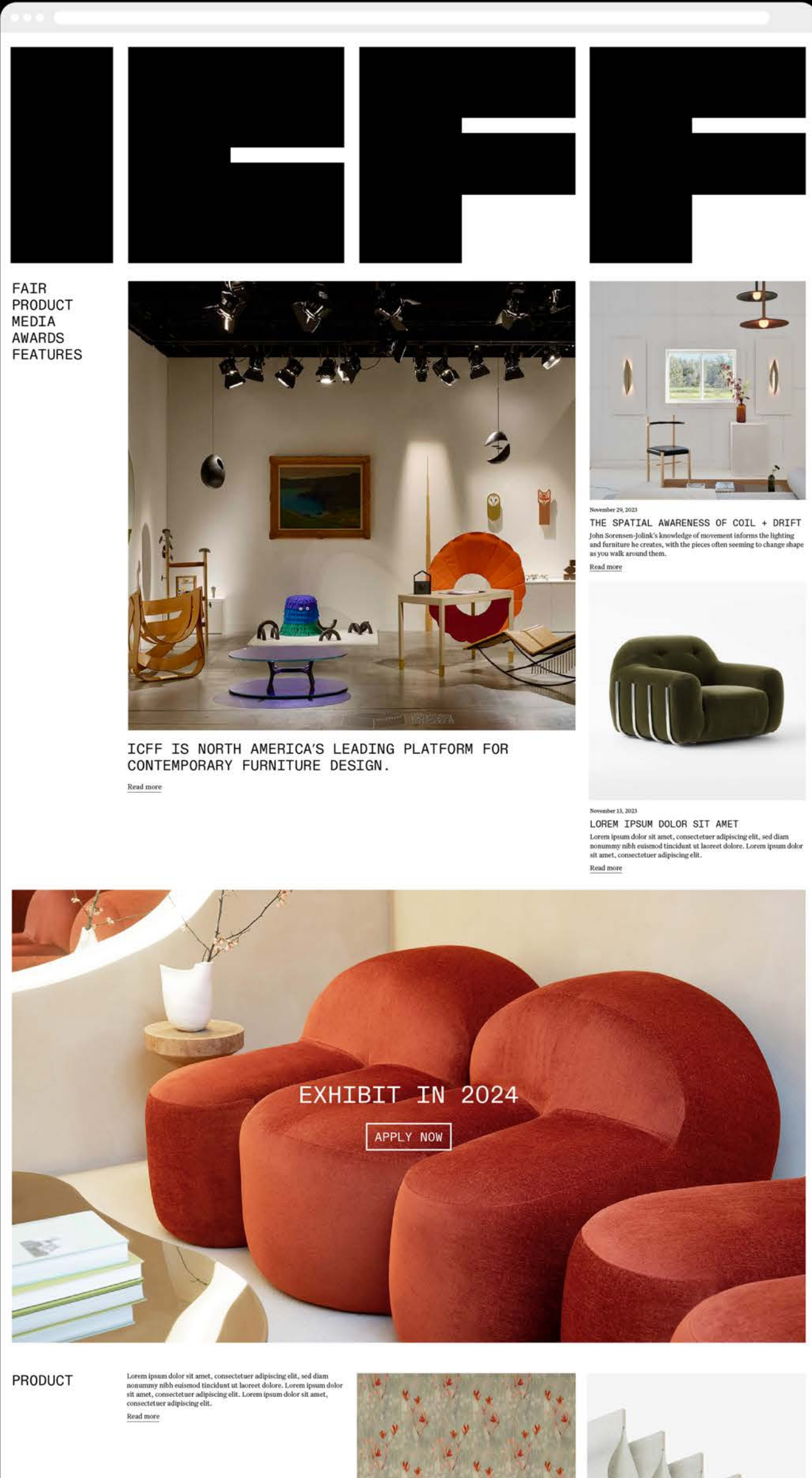
PRESS

Be Original Americas  
Press Coverage  
Press Registration  
Sponsors + Media Partners

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



WEBSITE  
-  
SCROLL





WEBSITE  
-  
PRODUCT

FAIR

PRODUCT

→ MEDIA

AWARDS

FEATURES

→ ALL

ACCESSORIES

CARPET

FLOORING

FURNITURE

KITCHEN

BATH

LIGHTING

MATERIALS

OUTDOOR

SEATING

WALLCOVERINGS


MAY19-21

2024

JAVITS CENTER


NYC

GET TICKETS




SEATING

Arc Stool by Juntos




KITCHEN

Roller dining table by Ethnicraft



MATERIALS

Drop, ceiling baffle by Turf Design



OUTDOOR

California armchair by Mexa Design



WEBSITE  
-  
SUB PAGES  
FOOTER

FAIR  
PRODUCT  
MEDIA  
AWARDS  
FEATURES



GET THE LATEST

Sign up for design inspiration, industry news, and more, sent straight to your inbox.

EMAIL

SUBMIT

MAY19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS

THE FAIR

2024 Exhibitor List  
About  
Agenda  
Contact  
FAQs  
Features  
Hotel + Travel  
ICFF + WantedDesign  
Manhattan Talks

ATTEND

2024 Talks  
Pricing + Registration  
Why Attend

EXHIBIT

Why Exhibit  
Exhibitor Registration  
Exhibitor Resource Center

PRESS

Be Original Americas  
Press Coverage  
Press Registration  
Sponsors + Media Partners



INTERNATIONAL CONTEMPORARY FURNITURE FAIR



FAIR  
PRODUCT  
→ MEDIA  
AWARDS  
FEATURES

MAY 19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS

READ



KASTHALL :  
OLD WORLD CRAFTSMANSHIP +  
CONTEMPORARY DESIGN

The rug brand's latest showroom reflects its tradition of quiet elegance, quality materials, and refined artistry.

[Read more](#)



WATCH



GET TO KNOW MORRIS ADJMI,  
ICFF'S 2023 DESIGNER OF THE YEAR

ICFF sits down with Morris Adjmi, founder and principal of the eponymous multi-disciplinary studio, who was recently named 2023 Designer of the Year.

Morris Adjmi builds memorable spaces that are timeless, charming, and at one with their locations. He supports artists by integrating art with architecture. He plays with unexpected materials inside and out. He's a mentor to many. And an inspiration to us. Find out why in our interview with the Designer of the Year.

[Watch now](#)



LISTEN



May 25, 2022

EPISODE 11 :  
CHROMA SAN FRANCISCO

Leann Conquer and Alexis Tompkins are the ying and yang of Chroma. A trained interior designer, Conquer is an essential facilitator for Tompkins's ideation, ensuring Chroma's work achieves the extraordinary. The result: vibrant, layered, holistic designs for the home. Hear the story of how they met, what drives them, and how they bring joy to clients.

[Listen now](#)






FAIR  
PRODUCT  
→ MEDIA  
AWARDS  
FEATURES

MAY 19-21  
2024  
JAVITS CENTER  
NYC

GET TICKETS


READ




KASTHALL :  
OLD WORLD CRAFTSMANSHIP +  
CONTEMPORARY DESIGN

The rug brand's latest showroom reflects its tradition of quiet elegance, quality materials, and refined artistry.

[Read more](#)



WATCH




GET TO KNOW MORRIS ADJMI,  
ICFF'S 2023 DESIGNER OF THE YEAR


ICFF sits down with Morris Adjmi, founder and principal of the eponymous multi-disciplinary studio, who was recently named 2023 Designer of the Year.

Morris Adjmi builds memorable spaces that are timeless, charming, and at one with their locations. He supports artists by integrating art with architecture. He plays with unexpected materials inside and out. He's a mentor to many. And an inspiration to us. Find out why in our interview with the Designer of the Year.

[Watch now](#)



LISTEN




May 25, 2022

EPISODE 11 :  
CHROMA SAN FRANCISCO

Leann Conquer and Alexis Tompkins are the ying and yang of Chroma. A trained interior designer, Conquer is an essential facilitator for Tompkins's ideation, ensuring Chroma's work achieves the extraordinary. The result: vibrant, layered, holistic designs for the home. Hear the story of how they met, what drives them, and how they bring joy to clients.

[Listen now](#)



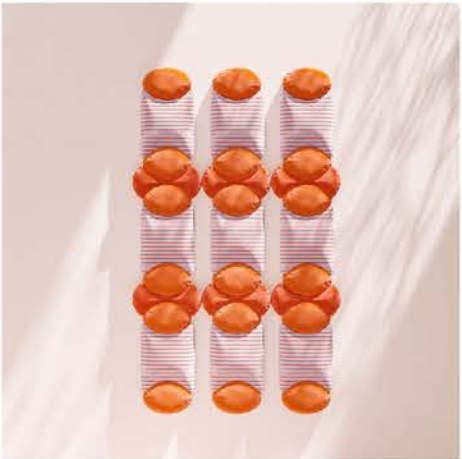


WEBSITE  
-  
AWARDS


FAIR  
PRODUCT  
MEDIA  
→ AWARDS  
FEATURES

ABOUT  
CONTACT  
INSTAGRAM


2024 ICFF EDITORS AWARDS WINNERS




TEXTILES  
Interlaced  
by Tomma Bloom




SEATING  
Noodle Throne Chair  
by Caleb Ferris



OUTDOOR  
1730  
by Mexa Design




CARPET  
Floral Kilim  
by J.D. Staron



WALLCOVERING  
Affreschi & Affreschi

SUBMIT MY WORK






FAIR  
PRODUCT  
MEDIA  
→ AWARDS  
FEATURES

2024 ICFF EDITORS AWARDS WINNERS

SUBMIT MY WORK


←



→

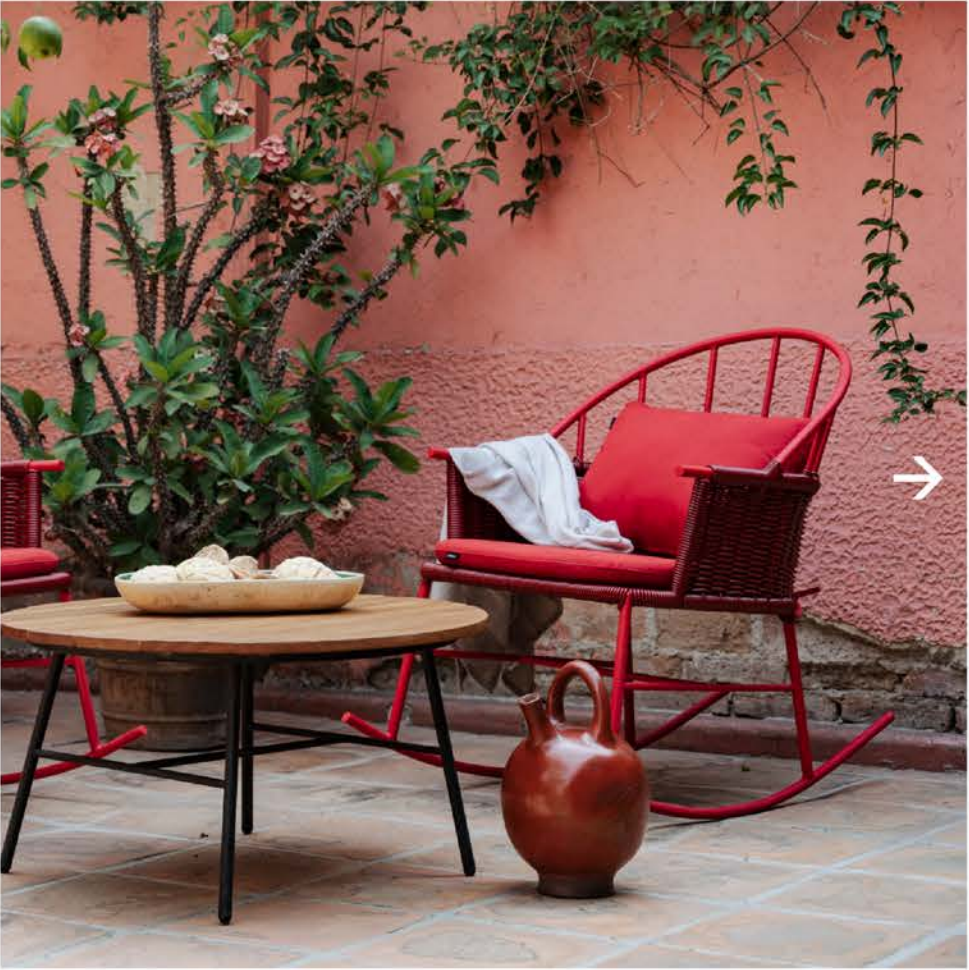
TEXTILES

Interlaced by Tomma Bloom



SEATING

Noodle Throne Chair by Caleb Ferris



OUTDOOR

1730 by Mexa Design

ABOUT  
CONTACT  
INSTAGRAM

ICFF

BRAND REFINEMENT

77



WEBSITE  
-  
EXHIBIT  
INQUIRY

FAIR  
PRODUCT  
MEDIA  
AWARDS  
→ EXHIBIT  
→ WHY  
EXHIBIT

Why exhibit

## JOIN THE PLATFORM FOR GLOBAL DESIGN

ICFF is the global entry point for international brands looking to make North American product introductions and connections. It's where design culture and commerce meet—and where business thrives.

Feedback from media, brands, and attendees in 2023 noted more engaged networking, diversity of products, efforts to elevate emerging and international designers, and improvements to the overall design fair experience. With its curated attendee list and design industry impact continuing to grow, ICFF 2024 is going to be a can't miss event.

**Fast Facts about ICFF:**

86% of attendees have purchasing authority or strongly influence purchasing decisions. There are 88 countries in attendance, giving your brand exposure to a global audience. In 2023, there was a 32% increase in qualified industry attendance and a 37% increase in overall attendance

**Top Ten States in Attendance:**

New York  
New Jersey  
California  
Connecticut  
Pennsylvania  
Florida  
Massachusetts  
Illinois  
Texas  
Maryland


Here's what brands have to say about their time at ICFF:


"As our first time at ICFF, this event proved to be a great one. We were able to capture many leads and share our brand story and passion for design with industry leaders."

Emilia Lacayo, Masaya Co.

"ICFF 2023 felt more curated and welcoming. The sense of community was very palpable. There was a particular moment at the end when the show was officially over and everybody started clapping and cheering—that would've given anybody goosebumps!"

Jo Burton, Zachary A. Design





### NEXT STEPS TO PARTICIPATE IN ICFF 2024

[PROSPECTUS 2024](#)

[SECURE MY SPACE](#)

[REQUEST A MEETING](#)

### GET THE LATEST

Sign up for design inspiration, industry news, and more, sent straight to your inbox.

[SUBMIT](#)

MAY 19-21  
2024  
JAVITS CENTER  
NYC

[GET TICKETS](#)

THE FAIR

2024 Exhibitor List

About

Agenda

Contact

FAQs

Features

Hotel + Travel

ICFF + WantedDesign

Manhattan Talks

ATTEND

2024 Talks

Pricing + Registration

Why Attend

EXHIBIT

Why Exhibit

Exhibitor Registration

Exhibitor Resource Center

PRESS

Be Original Americas

Press Coverage

Press Registration

Sponsors + Media Partners

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF

BRAND REFINEMENT

78




WEBSITE  
-  
PRESS  
COVERAGE

FAIR  
PRODUCT  
MEDIA  
AWARDS  
→ PARTNERS  
+ PRESS  
→ PRESS  
COVERAGE

MAY 19-21  
2024  
JAVITS CENTER  
NYC


GET TICKETS



ICFF  
PRESS COVERAGE

The 2023 ICFF + WDM design fair may have ended but the rave reviews continue. Look at what everyone is saying about us!


For press inquiries:  
Christie Boyle  
cb@chrysanthemumpartners.com



ARCHITECTURAL RECORD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam


[Read the story](#)



ARCHITONIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam


[Read the story](#)



AZURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam


[Read the story](#)



BUSINESS OF HOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam


[Read the story](#)



DARC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

[Read the story](#)



DESIGN MILK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

[Read the story](#)

GET THE LATEST

Sign up for design inspiration, industry news, and more, sent straight to your inbox.

EMAIL




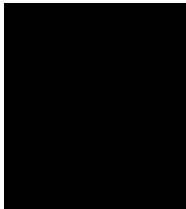
SUBMIT

THE FAIR  
2024 Exhibitor List  
About  
Agenda  
Contact  
FAQs  
Features  
Hotel + Travel  
ICFF + WantedDesign  
Manhattan Talks

ATTEND  
2024 Talks  
Pricing + Registration  
Why Attend

EXHIBIT  
Why Exhibit  
Exhibitor Registration  
Exhibitor Resource Center

PRESS  
Be Original Americas  
Press Coverage  
Press Registration  
Sponsors + Media Partners



ICFF

BRAND REFINEMENT

79



→ FAIR

→ CONTACT

PRODUCT

MEDIA

AWARDS

PARTNERS

+ PRESS

SHOW MANAGEMENT

GROUP VP

Kevin Gaffney

kevin.gaffney@emeraldix.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Claire Pijoulat

claire.pijoulat@icff.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Odile Hainaut

odile.hainaut@icff.com

BRAND RELATIONS/SALES

GROUP VP

Kevin Gaffney

kevin.gaffney@emeraldix.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Claire Pijoulat

claire.pijoulat@icff.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Odile Hainaut

odile.hainaut@icff.com

MARKETING/PR

GROUP VP

Kevin Gaffney

kevin.gaffney@emeraldix.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Claire Pijoulat

claire.pijoulat@icff.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Odile Hainaut

odile.hainaut@icff.com

OPERATIONS

GROUP VP

Kevin Gaffney

kevin.gaffney@emeraldix.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Claire Pijoulat

claire.pijoulat@icff.com

BRAND DIRECTOR, ICFF + WANTEDDESIGN MANHATTAN

Odile Hainaut

odile.hainaut@icff.com

GET THE LATEST

Sign up for design inspiration, industry news, and more, sent straight to your inbox.

EMAIL

SUBMIT

MAY 19-21

2024

JAVITS CENTER

NYC

GET TICKETS

THE FAIR

2024 Exhibitor List

About

Agenda

Contact

FAQs

Features

Hotel + Travel

ICFF + WantedDesign

Manhattan Talks

ATTEND

2024 Talks

Pricing + Registration

Why Attend

EXHIBIT

Why Exhibit

Exhibitor Registration

Exhibitor Resource Center

PRESS

Be Original Americas

Press Coverage

Press Registration

Sponsors + Media Partners

ICFF

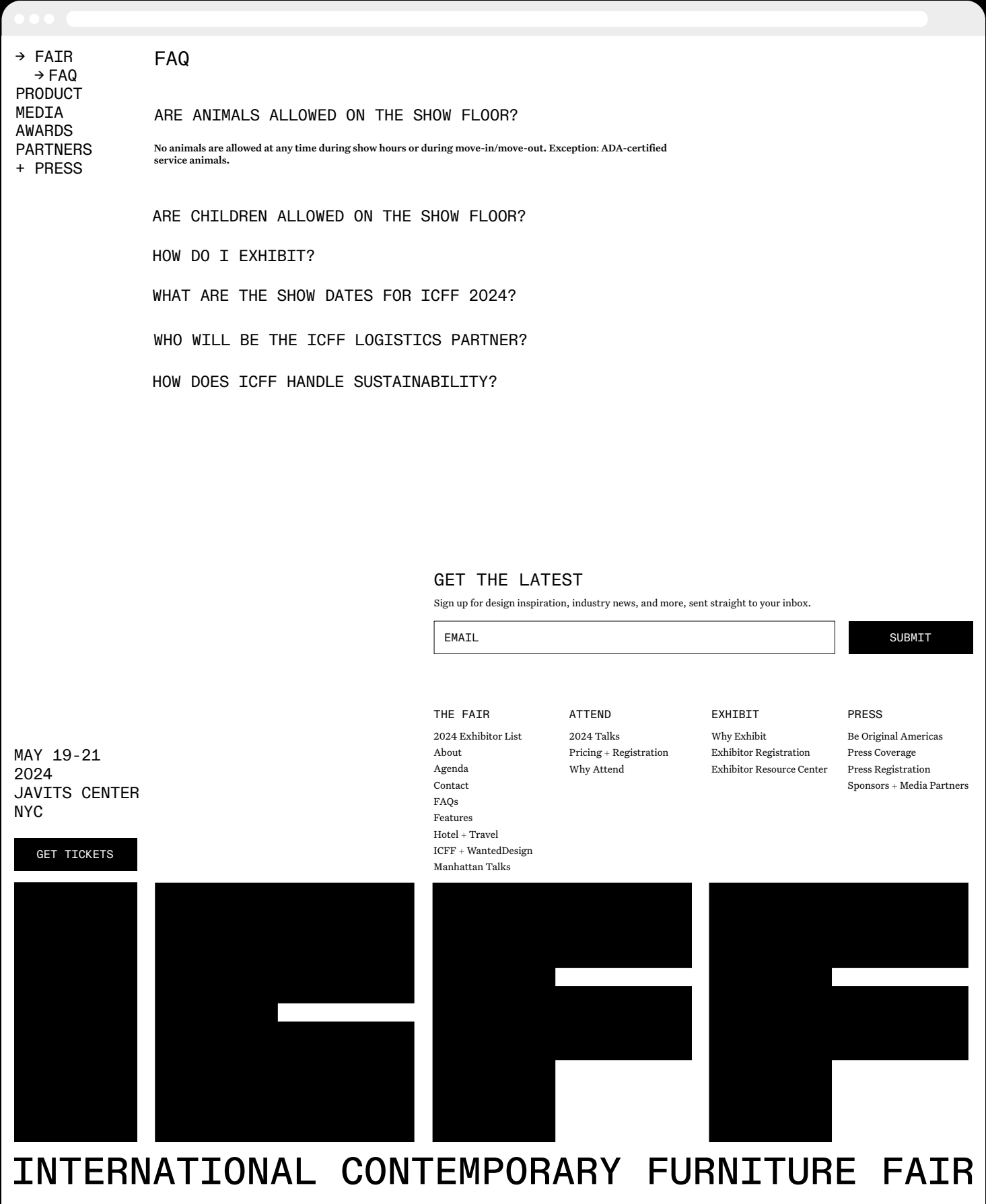
INTERNATIONAL CONTEMPORARY FURNITURE FAIR



WEBSITE

-

FAQ





WEBSITE  
-  
FEATURES  
COLOR  
TREATMENT

FAIR  
PRODUCT  
MEDIA  
AWARDS  
→ FEATURES  
→ WANTED  
BESPOKE  
OASIS

# WANTED



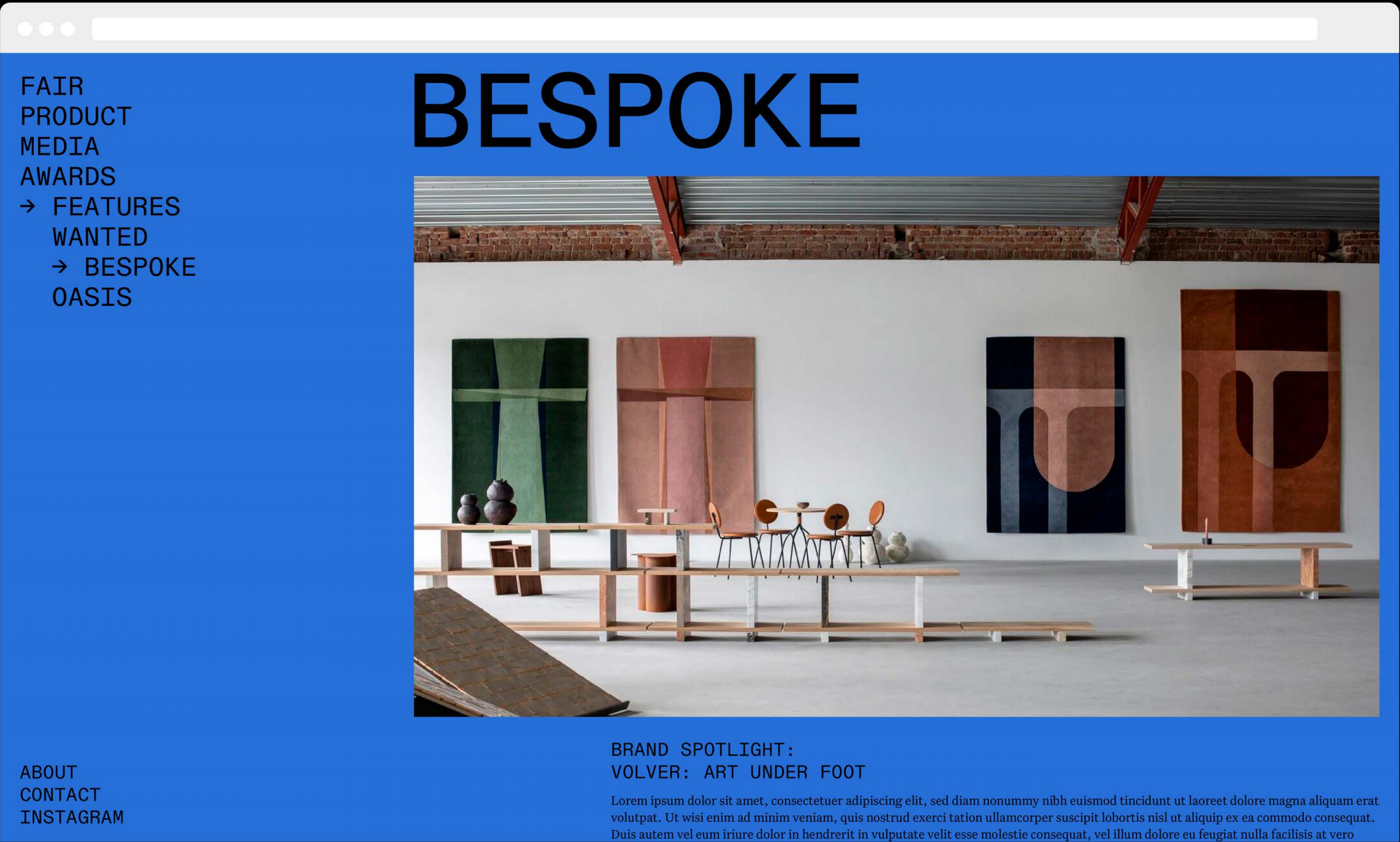
ABOUT  
CONTACT  
INSTAGRAM

## ABOUT WANTED DESIGN

WantedDesign is a platform dedicated to fostering the international creative community at large throughout the year and is a constant and staunch supporter of emerging design in the U.S. Launched in New York City in 2011 by Odile Hainaut and Claire Pijoulat, WantedDesign Manhattan has quickly become the destination for discovering new talent around the world and the place to engage with a diverse professional network and initiate new collaborations.



WEBSITE  
-  
FEATURES  
COLOR  
TREATMENT





WEBSITE  
-  
FEATURES  
COLOR  
TREATMENT

FAIR  
PRODUCT  
MEDIA  
AWARDS  
→ FEATURES  
WANTED  
BESPOKE  
→ OASIS

# OASIS



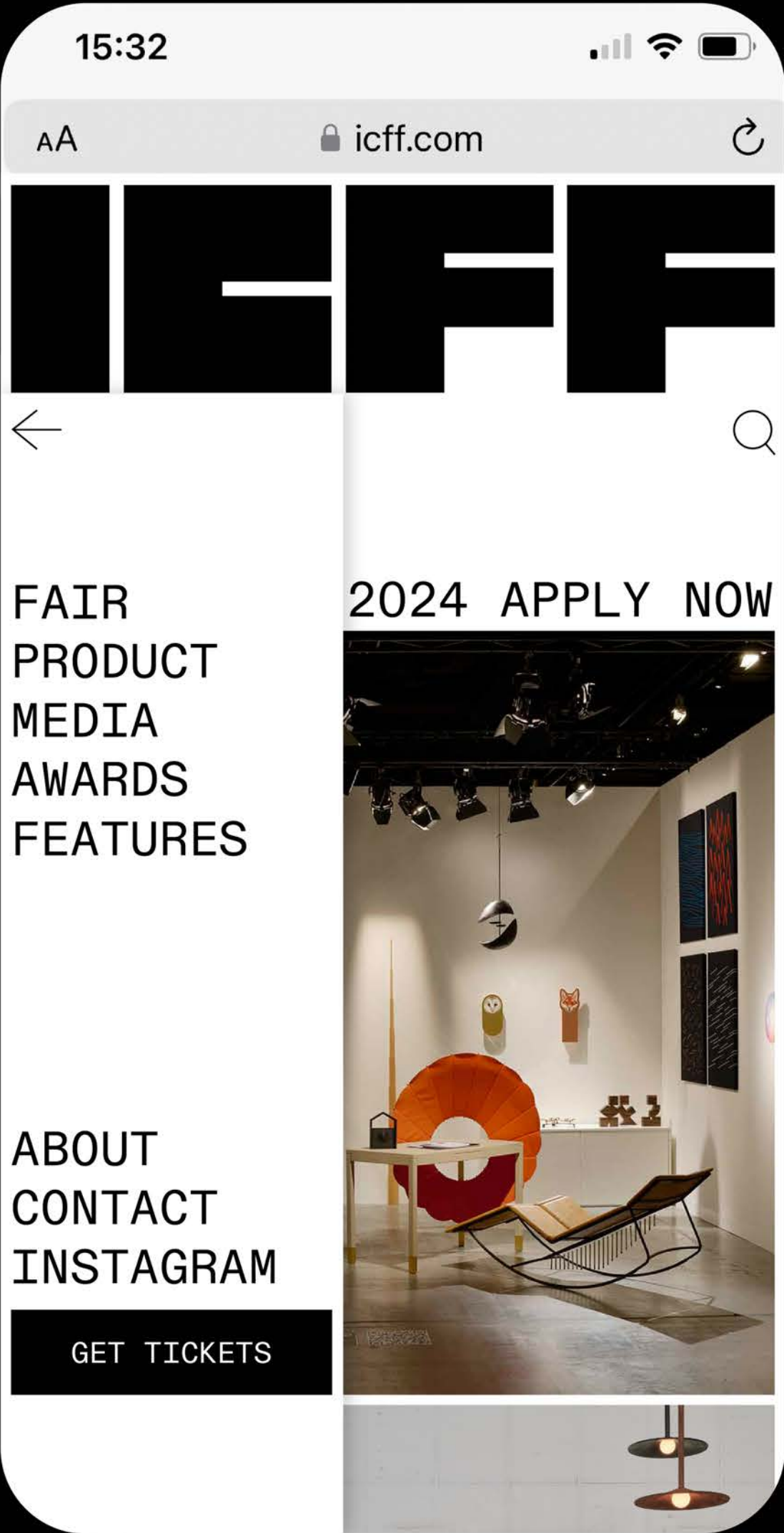
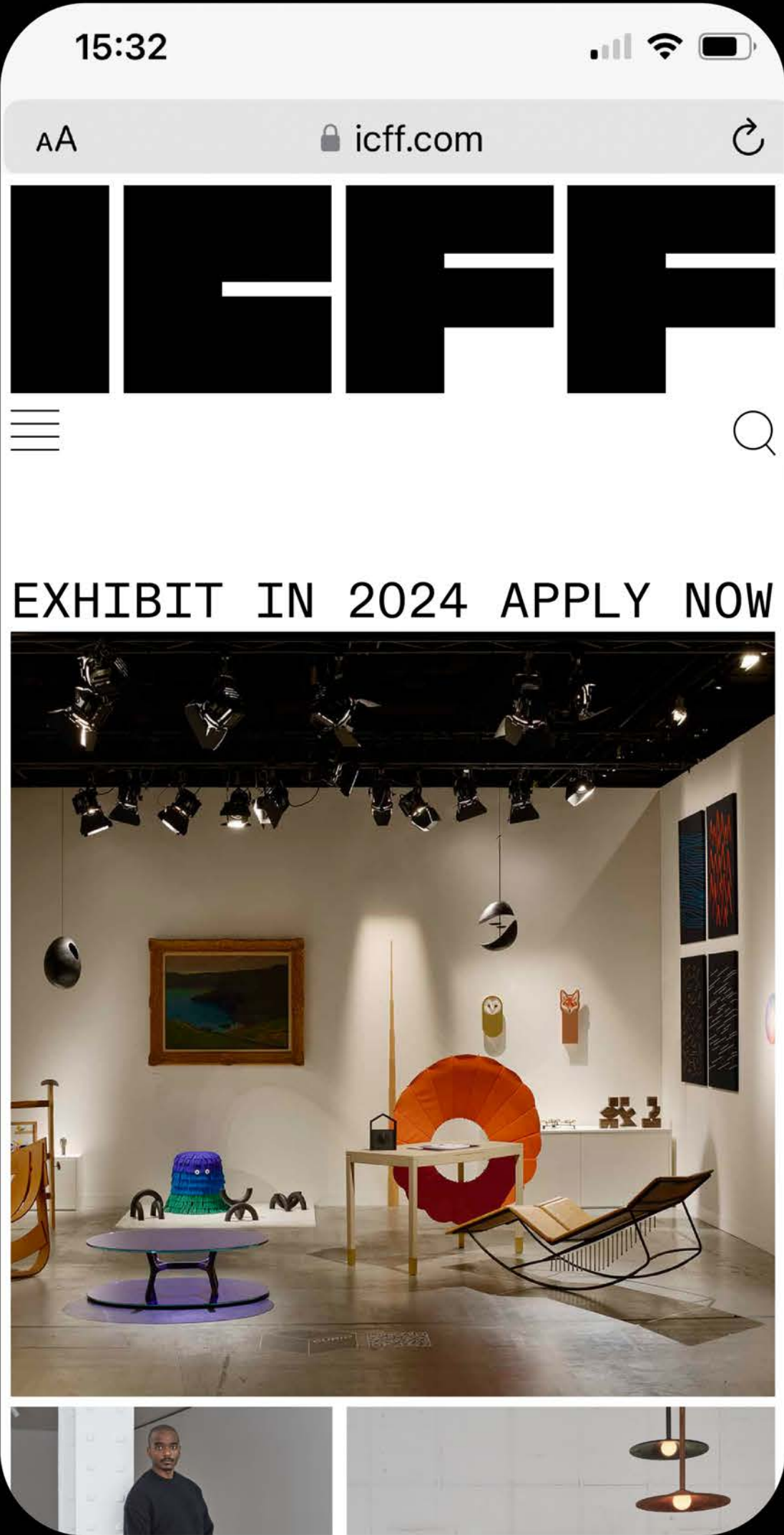
ABOUT  
CONTACT  
INSTAGRAM

## CLOSEUP ON SUSTAINABILITY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.



WEBSITE  
-  
PHONE





---



NEWSLETTER

-

ATTENDEE

ACQUISITION

WantedDesign

forceMAJEURE Staff: #191 | Join WantedDesign Manhattan 2024; Visits report; French Resident

Top: staff@forcemajure.design,


Reply-To: All forceMAJEURE staff; WantedDesign


Inbox - My IM Mail

October 6, 2023 at 1:24 PM

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR







HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi etiam ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.

LEARN MORE




HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.


LEARN MORE

DISCOVER MORE




APPLY TO LAUNCH PAD

Lorem ipsum



FOLLOW ICFF ON INSTAGRAM

Lorem ipsum



JOIN US IN 2024

Lorem ipsum

ICFF

BRAND REFINEMENT

87



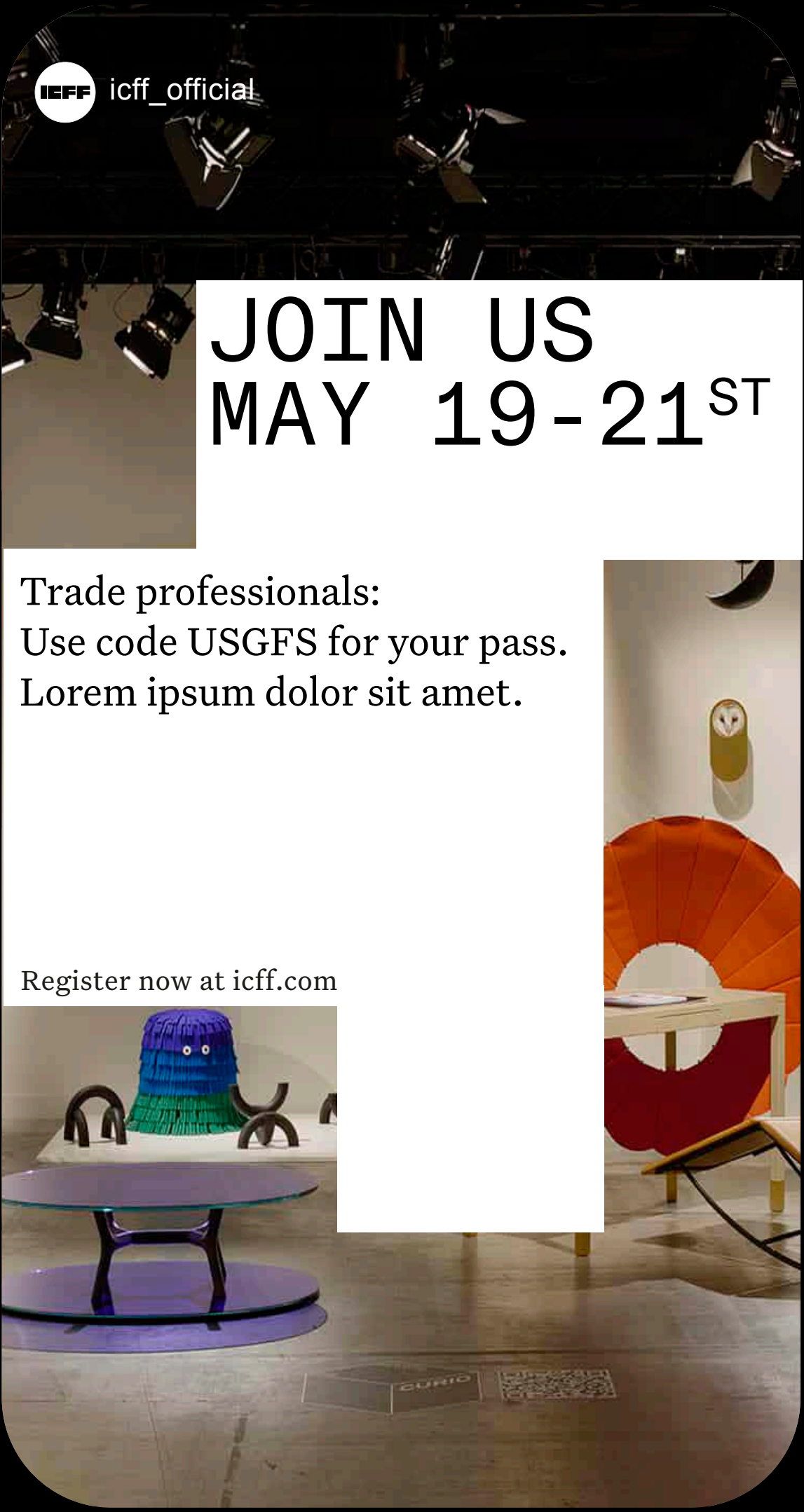
04. ADS



DIGITAL ADS

—

INSTAGRAM  
STORIES





DIGITAL ADS  
—  
BANNERS

ICFF

MAY 19-21 2024  
JAVITS CENTER NYC

USE CODE ABC123  
FOR YOUR FREE  
TRADE FAIR PASS

VISIT US IN  
BOOTH #0000

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF

MAY 19-21 2024 JAVITS CENTER NYC

USE CODE ABC123  
FOR YOUR FREE  
TRADE FAIR PASS

VISIT US IN  
BOOTH #0000

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF

MAY 19-21 2024  
JAVITS CENTER NYC

USE CODE ABC123  
FOR YOUR FREE TRADE  
FAIR PASS

VISIT US IN BOOTH #0000

ICFF

MAY 19-21  
2024  
JAVITS CENTER  
NYC



ICFF

MAY 19-21 2024  
JAVITS CENTER NYC

USE CODE ABC123  
FOR YOUR FREE TRADE  
FAIR PASS

VISIT US IN BOOTH #0000

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



PRINT ADS

—

BILLBOARDS  
MAGAZINE

ICFF

MAY 19-21 2024 JAVITS CENTER NYC




REGISTER NOW ON ICFF.COM

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF


MAY 19-21 2024 JAVITS CENTER NYC



INTERNATIONAL CONTEMPORARY FURNITURE FAIR

ICFF

MAY 19-21 2024 JAVITS CENTER NYC



REGISTER ON ICFF.COM

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



PRINT AD

—

AZURE

ICFF

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



MAY 19-21 2024

JAVITS CENTER NYC

AZURE READERS:

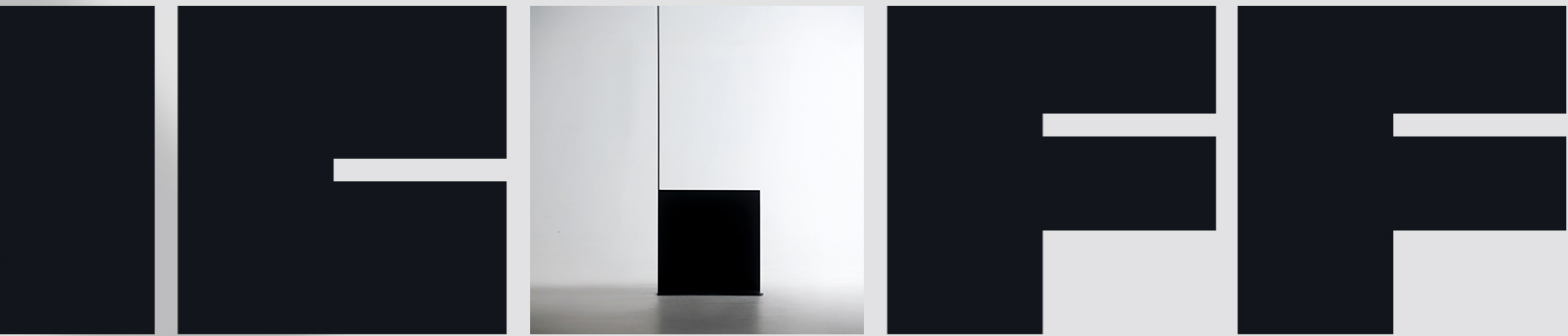
YOUR PASS IS COMPLIMENTARY WITH

PROMO CODE: DAPMAZURE

NORTH AMERICA'S SINGULAR PLATFORM FOR INTERNATIONAL DESIGN.

Register at [icff.com](https://icff.com)





INTERNATIONAL CONTEMPORARY FURNITURE FAIR



OFF

MAY 19-21 2024 JAVITS CENTER NYC

INTERNATIONAL CONTEMPORARY FURNITURE FAIR

WIN RESTAURANT

Happy  
Paw  
Pet Daycare Boarding & Grooming Resort

318

E Houston  
Street

10th  
Avenue

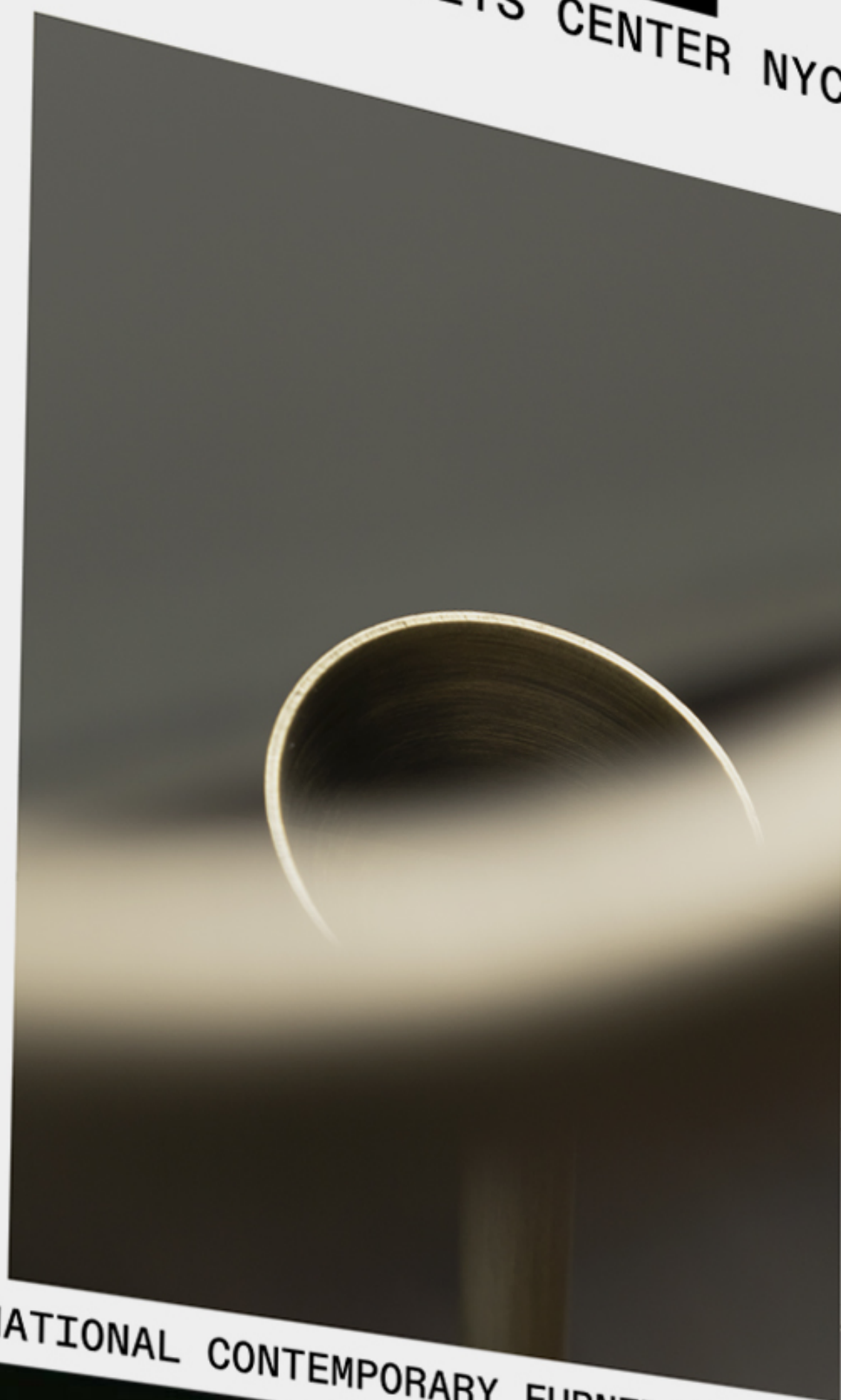
10th  
Avenue

10th  
Avenue



**ICFF**

MAY 19-21 2024 JAVITS CENTER NYC



INTERNATIONAL CONTEMPORARY FURNITURE FAIR

**ICFF**

MAY 19-21 2024 JAVITS CENTER NYC

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



# ICFF

MAY 19-21 2024 JAVITS CENTER NYC



Register now at [icff.com](https://icff.com)

INTERNATIONAL CONTEMPORARY FURNITURE FAIR



# 05 . MERCH AND GOODIES



















THANK YOU!