

47th CIFF Guangzhou 2021. Combining business with the culture of good design

Here we are! 750,000 square metres of exhibition space, 4,000 exhibitors, 300,000 visitors and more than 20 inspiring design exhibitions and about 100 conferences. The 47th edition of CIFF is about to open its doors in Guangzhou over two phases, from 18 to 21 March and from 28 to 31 March.

Over the years, besides being the leading business platform in Asia, CIFF is increasingly becoming a place for meeting and dialogue: **a reference point for design, good living and smart working** where communication comes to life starting from the products to face what people really need. And so, design events and conferences are multiplying from edition to edition, giving more space to renowned designers, trend experts, design brands, but even media, trade associations, academies, young talents and all those who still dream of designing.



Between real and virtual, without neglecting the commercial and business aspects, CIFF creates culture to increase understanding and new solutions to offer people ever higher living standards.

The products are thus highlighted with respect to their most important prerogatives, details, materials and, first of all, quality.

These are the main **themed events** scheduled at the Canton Fair Complex during CIFF Guangzhou 2021:



“Design Spring” Contemporary Chinese Furniture Design Show which, evoking the “Trinity of art, design and life”, under the direction of Wen Hao, (Dean of Furniture Research Institute, Guangzhou Academy of Fine Arts) and the activity of famous designers including Hou Zhengguang, Song Tao, Mao Jihong, Wu Bin and Liu Feng, will showcase in an exhibition area of 20,000 square meters with more than 80 Chinese original home design brands, hundreds of Chinese artists and designers to promote the development of



中国（广州/上海）国际家具博览会
China International Furniture Fair
(Guangzhou / Shanghai)

47th CIFF Guangzhou 2021
China Import and Export
Fair Complex & PWTC EXPO
Guangzhou Pazhou, China
March 18-21, 2021
March 28-31, 2021

48th CIFF Shanghai 2021
National Exhibition &
Convention Center (Shanghai)
Shanghai Hongqiao, China
September 3-6, 2021

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中国对外贸易广州展览总公司
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.
China Foreign Trade Guangzhou
Exhibition General Corp.

Chinese design and offer a guide to visitors so that they may better understand the current level of design achieved.

Chief curator Wen Hao defined this exhibition as "Chinese original furniture in the process of upgrading from art to life, from China to the world, from the present to the future, and from thought to action".

2030+ International Future Office, the themed exhibitions jointly organised by CIFF Guangzhou and China National Furniture Association, aims to discover the latest trends in the workplace and explore the multiple expressions of art and humanity. The exhibition combines multimedia and new technologies to create an immersive environment that engages the five senses and stimulates thought and exploration, bringing together the world's leading office furniture brands alongside contemporary and avant-garde works of art, including Steelcase, Knoll, Lamex, K+N, Sitland, Cassina, Magis, Gan, Avarte, Hettich, Nreal and Dyson.



The Design Dream Show (DDS), this year under the theme "Pick Up & Give Up", will present seven different domestic space scenarios, including restaurants, living rooms, personal libraries, tea rooms, bathrooms and balconies, to drive the senses to integrate into nature and enjoy a greater quality of life.



Ten Parallel Space Exhibition - "Easy Party", the interactive project created by CIFF (Guangzhou) which, thanks to the selection of 10 well-known brands and 10 famous designers, will give life to 10 spaces with different personalities to offer inspiration and suggestions.

Guangzhou: City&Life • Day&Night, the exhibition aims to connect design, culture, and home decor, simultaneously reflecting the Guangzhou lifestyle in a multidimensional way thanks to the activity of 15 home decor bloggers that are followed by over 500,000 fans and who have been recruited to interpret crossover brands such as Fangsuo, Nayuki, 1828 Wanglaoji, Guangzhou Restaurant, Taotaoju, Diandoude.



CMF Trend Lab aims to provide information to best interpret market trends by offering information to explore the diverse possibilities of CMF (colour, materials, and surfaces), innovation, present a forward-looking and innovative trend exhibition to the audience, and help designers and corporate brands grasp the future trends of home design in the first time, thus producing saleable products. Jamy Yang, the founder of Yang Design, the most famous industrial design consulting company in China, will present 4 Labs: Fabricated Experience Lab, RONG Craft Material Lab, Waste-Free Lab, Exquisite Laziness Lab.



My Daddy is a Designer at its debut in 2020 was a great success; the Firefly Museum 2021 will continue to collaborate with designer "dads" to bring "childlike innocence" to the furniture industry and demonstrate the power of design for children's furniture.

Office Environment Theme Pavilion will focus on the theme "Youth · Vitality · Colour @ 2021". Choosing your job means choosing your dreams; the thematic pavilion will lead guests to explore the needs of the younger generation in the office space and the influence of the changing factors in their growth on the office environment.



Intelligence Lead Future | China First Smart Sleep Expo 2021 with the acceleration of the arrival of 5G, the smart home is becoming more and more a reality and with it the technology related to sleep: smart mattresses, smart beds, smart pillows, smart sleeping blankets, sleep aids, etc., future products and integrated sleep solutions will meet people's needs in different

aspects.

The exhibition space will be divided into two parts: a display area dedicated to the top 10 brands and a TED forum area where, in cooperation with Furniture Today, experts and representatives of Internet technology companies will discuss future trends and present how the industry can scientifically improve our life and our rest and relaxation.

The Global Garden Lifestyles Festival 2021 has been committed to promoting the exchange and cooperation of Chinese and foreign outdoor garden lifestyles, aiming to present a natural yet comfortable outdoor life. Gathering the suggestions of well-known designers from all over the country and integrating traditional Indonesian cultural elements with cutting-edge outdoor materials, the festival invites the visitor to witness a slow pace of life that is closer to nature.

Home Furnishing Design Show, jointly hosted by CFTE and Guangdong Furniture Association, will investigate Chinese design culture and identify its accomplishments under the theme "Chasing China". The exhibitions will involve 50 national colleges and universities, as well as industry leaders.

4,000 exhibitors will be taking part in the 47th CIFF Guangzhou 2021

Among them:



HOME FURNITURE | phase 1

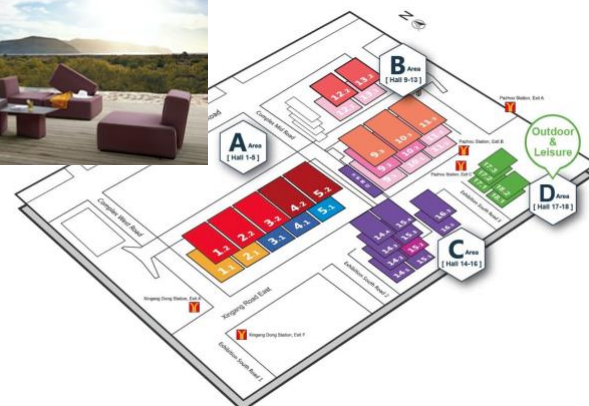
Landbond, Kinwai, Wayes, Modern Zhumei, Steel-Land, Menoir, Noubel, Fourseas, Ho Yan, Norya, Westive, Debrah's, Adwin, Innovation, VVCasa, Abito, Dash Casa, Centraocasa, Jimmy Home, Gentle, Jiatong, Zhongge, Meidiaofang, Comfortland, Ruijia, Haostyle, U+, Moreless, Weimo, Zizaoshe, Pusu, Endlessform, HC28, Camerich, Roling, Wooden Art, Thrudesign, Degu, Tan Carpet & Home, Ziinlife, Ruyi, Starway, Senchuan, Hobang, Modern Home, Huaya, Fuxin, Forward, Ouevane, Art, Mingqing, Vertex, Rich Collection, Fuxinglong, Huanle, Medici, Manwah, HTL, Chateaud'Ax, Lifestyle, Asiades, Acma, Eritz, Star, Koda, SWS, Turkey Pavilion, Kuka, UE, Henglin, Zhongyuan, Aris, Fuli, Pavali (Huanuo), Botai, Royal, Fuliuyan, Superb Creation, Mingbo, Weitesi, Giormani, Maker, Boas, Fuyimei, Yayihua, Boshidun, Evergo, R&G, DeRucci, Sleemon, Mlily, Eon, Kingkoli, Airland, Lattoflex, Cisleep, Serta, MPE, Myside, Gongniu, Sleepace, Sweetnight, Goodnight, Zhanyue, Aide, Langrun, Lomanlisa, DeLandis, Soulsland, Dapeng, Yishen, Sulong, Dreammotion, Kefan, Jianshu Technology

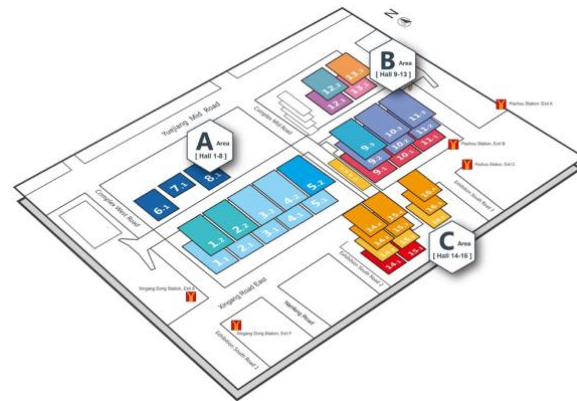
HOMEDECOR & HOMETEXTILE | phase 1

GlobalViews, Hanel & S Home, A&B Home, Viva Bella, Flolenco, D.skyhome, Omenia, Color Wheel, Artmen, Cosmos, Coyle, Vati, Blossom, Nifloral, Marsden, Kamtat, Eglo, Huanyu, AK, Leili, Silian, Sunsister, Jiading, Fuli, Eastern, U-Living

OUTDOOR & LEISURE | phase 1

Modecasa, Higold, Ever Gaining, De-Garden, Agio, Vineko, Wapus, Howvin, Linya, Garden Story, Gardenart, Mindo, Ivini, Divano Louge, Livintwist





OFFICE SHOW | phase 2

Steelcase, Knoll, Sitland, Cassina, Itoki, K+N, Flokk, Sunon, Victory, Changjiang, UE, Henglin, Quama, Saosen, Jongtay, Bearone, Huasheng, Jiechang, Loctek, Kaidi, Dious, Novah, Kano.cn, Lmfu, Kintig, Hongye, Myidea, Xinda, Kejing, Kuoching, Bosen, B.one, Sitzzone, Asis, Okin, OMT, Hongsheng, Hongji, Leadcom, Oshujian, Yucai, Mingmeixuan, Dechang, ELI, Ruihua, Zhongtai, Huabao, Yuanda, Fdhc

CIFM/interzum Guangzhou | phase 2

Homag, SCM, IMA, Biesse, DTC, Taiming, SH-ABC, OPK, Jusen, Schattdecor, Rehau, Kronospan, Impress, Lamigraf, Pfeleiderer, Linak, Limoss, Okin, King Slide, Repon, Sugatsune, Italiana Ferramenta, HeveaBoard Berhad, Aprico, Nanxing, KDT, Excitech, Han's Laser, Shangong Group, Lianrou, Huajian, Yuantian, Hengchang, Kehua, Adams, Tutti, Unihopper, Xiangxing, Guobao, MeiKi, Hettich DIY, Qifeng, Huali, Dilong, Kapok, Taiqiang, Sinodecor, WHM, Jiashijia, Zhuokai, Jianli, CnWeihong, Liwang, Tianye, Lianhong, Anran, Bofeite, Quanli

the 47th CIFF Guangzhou 2021

March 18-21, 2021

home furniture, homedecor & hometextile, outdoor & leisure furniture

March 28-31, 2021

office furniture, commercial furniture, hotel furniture and furniture machinery & raw materials

For more information on CIFF please visit: www.ciff.furniture

You can download the [high-resolution images here](#)

Further images are available upon request

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