

IIDEXCanada

NEWS RELEASE



Attention Design. Architecture, Furniture and Office Editors

May 3, 2016

Made in Italy Design Network ITALIA FOR CONTRACT comes to Canada

TORONTO – [ITALIA FOR CONTRACT](#) is launching a two-day exhibition and conference this May 17-19, 2016, at the Cooperage Space, Thompson Landry Gallery in Toronto’s Distillery Historic District.

In partnership with IIDEXCanada, and with the support of the Udine Chamber of Commerce, ITALIA FOR CONTRACT will introduce a curated group of new and innovative Italian contract furniture companies to the Canadian market. Building upon the success of its launch in South Africa and Azerbaijan, as well as the recent launch of new products in Milan, the two-day event kicks off with an opening night party on May 17th, and offers Canadian designers and specifiers the opportunity to meet with and learn about product offerings from the following companies: [Crassevig](#), seating; [Fantoni](#), office furniture, pre-finished flooring and acoustic panels; [Frag](#), leather furniture; [Kenius](#), concrete; [Molaro](#), windows and doors; and [Moroso](#), furniture and accessories.

“Toronto is the third largest market in North America, and Canada’s one of the best countries in the world for business, so we see it as a huge growth market for Italian manufacturing,” said Carlo Piemonte, Director for ITALIA FOR CONTRACT. “We’re very excited to introduce new products to the Canadian market in an event that includes parties, exhibits and education.”

In addition to visiting the exhibits, attendees can attend two free, CEU seminars. [Why Innovation Ecosystems are Important in the Global Economy](#) examines why innovation ecosystems remain a fundamental asset for the competitiveness of firms and industries of advanced economies. This seminar takes place May 18 from 6 – 7 p.m. [Smelling Colours – International Scent Design](#), on May 19 from 9 – 10 a.m., explores the principles of scent design and how it impacts the way people connect with a space.

“The new connections designers make through these networking and sourcing opportunities are key to their continued success,” said Tracy Bowie, IIDEXCanada VP. “IIDEXCanada is proud to continue its tradition of facilitating these introductions especially with such amazing products from Italy.”

The ITALIA FOR CONTRACT exhibition and conference is free to attend. For more information about the events, visit <http://www.iidexcanada.com/2015/program/italia-for-contract> or www.italiaforcontract.com.

Opening night party and exhibition hours:

May 17: 5 – 8 p.m.

May 18: 9 a.m. – 8 p.m.

May 19: 9 a.m. – 6 p.m.

Press preview

May 17: 4 – 5 p.m.

About ITALIA FOR CONTRACT

ITALIA FOR CONTRACT is the network of Made in Italy design developed to showcase the best solutions for the contract sector. Each company within the network represents an excellence in its own sector boasting important projects – in international markets and prestigious collaboration with the most renowned architectural and planning firms. Trusting the companies of the network ITALIA FOR CONTRACT means choosing partners with a proven track record able to manage each proposed project with skill and excellence. From airport spaces to big cruise ships, from prestigious theatres to luxury hotels, the companies of the ITALIA FOR CONTRACT network are able to create products for their clients that blend innovative original design with tailor made production. For more information about ITALIA FOR CONTRACT, visit www.italiaforcontract.com

About IIDEXCanada

IIDEXCanada, Canada's National Design + Architecture Exposition & Conference, is a two-day event that focuses on all areas of design including workplace, healthcare, hospitality, retail, residential, education, senior living, architecture, landscape architecture, lighting and sustainability, wellness and accessibility. IIDEXCanada unites the multidisciplinary interior design and architecture communities for two-days of sourcing, networking and education that celebrates creativity and best practices. As part of The Buildings Show, together with Construct Canada, PM Expo, Homebuilder & Renovator Expo and World of Concrete Pavilion, they come together to create North America's largest exposition, networking & educational event for the design, construction & real estate industries. For more information about IIDEXCanada, visit www.iidexcanada.com

About Udine

The city of Udine is located in Friuli Venezia Giulia, a strategic region in the heart of Europe, situated at a cross-road of major transportation routes. It is renowned for its multicultural and economic dynamism. The region is historically a bridge between West and East Europe, and a platform towards the Mediterranean area. The future of Europe is connected to its power to innovate. FVG is a small region in terms of dimensions but it plays an important role in relation to European performance in the field of research and innovation especially in the specialization of contract design. For more information about Udine, visit www.ud.camcom.it

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