

IIDEXCanada

NEWS RELEASE



Attention: Design, Architecture, Furniture and Office Editors

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Toronto's design industry celebrates Italian design during Italia for Contract

TORONTO - More than 450 design, build and industry professionals attended Italia for Contract, a two day exhibition, conference and galas at the Cooperage Space, Thompson Landry Gallery in Toronto's Distillery Historic District, from May 17 to 19, 2016.

Italia for Contract, in partnership with IIDEXCanada, and with the support of the Udine Chamber of Commerce, was a destination for Toronto design professionals to connect face-to-face with leading Italian design contract manufacturers from Udine region of Italy. Six companies filled the gallery to exhibit their innovative products and solutions. [Crassevig](#) showcased its beautiful bent wood seating. [Fantoni](#) displayed an acoustic wall and hub office furniture system, an innovative and new concept of flexible day to night open office system with acoustics, designed by Matteo Rani. [Frag](#) exhibited special leather furniture detailed like haute couture fashion. [Kenius](#) demonstrated a translucent concrete for interior and exterior projects. [Molaro](#) showcased custom window capabilities [Moroso](#) exhibited pieces from its iconic furniture line. In addition to Toronto's top design talent, the event also attracted prominent members of the Italian government, including Giovanni Da Pozzo, the Udine Trade Commissioner.

"Italia for Contract was a wonderful boutique event showcasing some of the great Italian products straight from the Salone del Mobile in Milan – we need more events and products like this in the Toronto/Canadian market," said Nino Pulsinelli of Pulsinelli Design.

With more than 50 B2B meetings that took place and the attendance numbers during the opening and closing night parties, Italia for Contract filled a need for more options, style, inspiration and innovation in the design market.

As part of Italia for Contract's [accredited CEU conference program](#), Professor Shiri M Breznitz and Giulio Buciuni, Ph.D., from the Munk School of Global Affairs, discussed the importance of innovation ecosystem in establishing business contacts and connections. Tracy Pepe introduced her audience to the subtle yet powerful and growing importance of scent design for businesses.

Throughout the opening and closing night galas, attendees sampled exquisite native Italian delicacies by Chef Gianni Ceschia of the Culinary Studio, and wine, originally from the Friuli area of Italy.

"Italia for Contract was a big success and we look forward to welcoming the Made in Italy network of contract exhibitors to IIDEXCanada this fall," said Tracy Bowie, IIDEXCanada Vice President.

Italia for Contract returns as a part of IIDEXCanada's international pavilion at this year's Show, Nov. 30 to Dec. 1, 2016, at the Metro Toronto Convention Centre, North Building, with even more companies from the 'Made in Italy' network. To meet these exhibiting companies, apply for your media badge for IIDEXCanada [here](#).

[Click here to view photographs from Italia for Contract.](#)

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 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 celebrate 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 crossroad 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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