
**The Digital Revolution Meets
the Design Revolution:
Material Makers™ at the ICFF,
a new special feature,
showcases the transformative
power of digital design
and fabrication technology
in real time.**

ICFF®

INTERNATIONAL
CONTEMPORARY
FURNITURE FAIR®

May 18-21 2013
Jacob K. Javits
Convention Center
New York City
icff.com

EXHIBITOR CONTACT

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The International Contemporary Furniture Fair, North America's annual platform for global design, is 25 in 2013. To celebrate its silver anniversary at New York City's Jacob K. Javits Convention Center, May 18-21, the ICFF is mapping the frontier of what's best and what's next in design, at its broadest cutting edge. To showcase the power tools of design innovation from idea to material to production technology, the ICFF is introducing Material Makers. A unique laboratory for product development, Material Makers presents design research and development – in action, on the show floor.

To inaugurate Material Makers, the ICFF is matching material manufacturers and fabricators with select designers to develop ICFF-exclusive product – in real time. Who's on first? Design whiz Tom Dixon is collaborating with the high-tech company Trumpf on an ICFF-exclusive product that explores Dixon's creativity and Trumpf's remarkable sheet-metal processing and laser-based production capabilities – in real time.

Digital design and fabrication technology are transforming both the way designers create and manufacturers bring products to market, and the products themselves. In spotlighting the people, processes, and materials behind the scenes of the design revolution, Material Makers – product-development program, lounge, and gallery – is a unique opportunity to witness design history in the making.



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SPACE

Material Makers will take place within the ICFF's anticipated 145,000 net square feet (13,500 net square meters), where the ICFF will host more than 500 exhibitors from more than 30 countries, 10 contingents, 9 special features, and more than 26,000 attendees.

In New York's best theatrical tradition, the ICFF is putting Material Makers in large type – above the title. Material Makers marquees with distinctive graphics and signage will point out the participants in Material Makers to the crowd and generate interest in the effort at the ICFF.

WORKSHOPS

Alongside Material Makers, *The Architect's Newspaper* and Mode Collective is launching DesignX, a series of concentrated workshops devoted to digital design and fabrication technology. The DesignX workshops – on the topics of parametric design, direct-to fabrication, and web-based design applications – will bring designers up to speed on the latest software and show them how to harness fabrication technology to bring their ideas to reality.

Following the DesignX workshops, *The Architect's Newspaper* and Mode Collective will host networking sessions in the Material Makers Lounge with the designers and material makers who are leading the charge on the frontier of the 3D printing and fabrication movement.

GALLERY

The Material Makers Gallery will showcase the products emerging from the cutting-edge intersection of design and technology, and add a new dimension to the diverse offerings of the ICFF.

PRESS

With more than 1,000 press attendees, as well as an exclusive Exhibitor Profile page posted on icff.com provided each exhibitor, the word on Material Makers should go viral. ICFF media partners include: *The Architect's Newspaper*, *Architizer*, *Architonic*, *Azure*, *designboom*, *Fast Company*, *Frame*, *Interior Design*, *Interni*, *Intramuros*, *Metropolis*, and *Wallpaper**.

