CELEBRATING ICFF
30 YEARS IN DESIGN + COUNTING

Over the past four editions, ICFF has transformed itself from a boutique contemporary furniture event for local decorators, designers and students, into “the” design platform for North America. Celebrating its 30th year when it takes place May 20 to 23, 2018, ICFF has evolved over the past five years into an 800-plus-exhibitor fair encompassing 180,000 square feet of space, including 36,000 attendee architects, designers, developers and retailers from 50 states and 25 countries.

ICFF’S EVENT DIRECTOR, KEVIN O’KEEFE, PROVIDES INSIGHT INTO THE WHO, WHAT, WHY AND HOW OF ICFF’S EVOLUTION.

Why the shift in direction for ICFF?
The Fair wasn’t living up to its full potential, so the decision was made for ICFF to “grow up” and move from a small boutique, local feature to a major global design platform.

How did you accomplish this?
We attended every top global design event around the world and invited the best and brightest exhibitors to join us in New York. The U.S. luxury market was rebounding and companies were looking for growth in North America. In addition, we added a major new category to the Fair.

Tell us about this new category?
While the Fair has always been about contemporary design; it became apparent that our audience was also very involved in classic design. We partnered with Luxe Interiors + Design and invited designers and manufacturers to join the Fair in a position that added over 100 exhibitors from around the world.

How has attendance changed?
Because we’ve added hundreds of new exhibitors and thousands of new products, ICFF’s attendance has experienced double-digit attendance growth and the audience expanded from being only industry locals to senior designers, the largest, most important developers, and top luxury and boutique retailers from around the globe.

Has ICFF added any special features?
Every year, we add major new features—from presenting hundreds of emerging designers from countries around the world to introducing entirely new categories—like ICFF Gallery.

How does NYCxDesign fit into the Fair?
ICFF is the foundation and centerpiece of this citywide celebration of global design. The five boroughs are home to 52,500 practicing designers, and the top 50 architectural firms in the world. In 2016, we introduced the NYCxDesign Awards with Interior Design magazine, recognizing design excellence across all design disciplines. Anchored by an expanding ICFF, NYCxDesign has grown to over 400 events and hosts nearly 372,000 visitors from across the country and around the world.

What’s in the works for ICFF’s 30th Fair?
Now encompassing the entire first level of the Javits Center ICFF will host “No Tasteful for Bad Taste,” a celebration of French design featuring top French furniture designers’ new creations. We will also host the “Handmade in Germany World Tour,” presenting 180 German galleries displaying beautiful art objects and innovative designs. Collective Design will join ICFF with the Collective Concept pavilion, and the Romanian Furniture Manufacturers Association will come to North America for the first time with 20 designers and manufacturers in a giant pavilion feature. IIDA will present the first Woman in Design grant at the Fair … and so much more.