



ASSOCIATIVE DESIGN
THE BEST OF PORTUGAL

August 2018

Associative Design Showcases the Best of Contemporary and Luxury Portuguese Design at London Design Festival 2018



Above: GLOBE lamp by That Place // CORK BOWL by Granorte // Azulejo cavaquinho by Malabar // DEFROST lamp by Creativemary // KIM chair by Ottiu // FUGO table by DeFontes // COLETTE stool by Ottiu

At London Design Festival 2018, Associative Design will present two eye-catching showcases of Portuguese design at **Decorex International 2018** and **London Design Fair**. Created by the Portuguese Association of Wood and Furniture Industries (AIMMP), Associative Design seeks to promote Portuguese design globally, exhibiting the best of Portugal at many of the design world's most discerning and distinguished shows.

Associative Design will present a fine selection of luxury and contemporary Portuguese design at its first London showcase **Decorex International 2018** from 16th - 19th September. With its motto 'a space for beauty to flourish', Decorex provides the ideal platform on which to showcase some of Portugal's best design and innovation. Portugal is a country with a proud history of craft and manufacturing: today, its skilled artisans draw on that history, with a wealth of highly original designs that capture Portugal's creative verve.



Above: Bateye, Defontes and Duquesa & Malvada

In the historic location of Syon Park, expect to find an eye-catching collection of Portuguese furniture, lighting and objets d'art, featuring a cleverly curated mix of playful, novel, deluxe and aesthetic pieces. Focusing on hotels, offices and retail, the Associative Design showcase will demonstrate Portugal's burgeoning design relationship with the luxury contract market. Brands showcasing at Decorex include **Bateye, Corque Design, Defontes, Duquesa & Malvada, Emotional Brands, Green Apple, MBN Tailor, Muranti, Nauu Design, OIA, Se7e and That Place.**



Above: Muranti and Emotional Brands

After Decorex, Associative Design will move East to Shoreditch, the creative heart of London and to the **London Design Fair** from 20th - 23rd September. Here, visitors can expect to find an aesthetically pleasing mix of contemporary and luxury Portuguese design and innovation. With its prominent stand on the ground floor of the renowned Old Truman Brewery (Hall 1, Stand 1.11), Associative Design's 'Best of Portugal' showcase will focus on the discerning consumer. Brands will display their designs across a range of inspirational living spaces: lounge, dining, kitchen and office. And with Portugal's wealth of natural resources, such as cork, wood and marble, an eco-friendly theme will exhibit a selection of Portuguese materials. Brands showcasing at the London Design Fair include **Corque Design, Daao Concepts, Designer's Mint, Duquesa & Malvada, Mister Doe, Emotional Brands, Furniture,**

Johema, Magna Natura, MBN Tailor, Mokki Design, Nauu Design, OIA, Salma Furniture and Wewood.



Above: Furniture

In today's design sphere, the 'Made in Portugal' label is attracting increasing amounts of attention and recognition; it is a sign of quality, craftsmanship, innovation, integrity and sustainability. A great number of contemporary Portuguese design brands continue to build on the country's prolific design heritage, combining tradition with a modern-day outlook. Despite Portugal's relatively small population (around 10.3 million citizens), the nation's design scene is burgeoning. With an artistically and culturally diverse design offer, Portuguese design is finding favour with design audiences across the world.



Above: Wewood

Notes to Editors

Decorex International 2018

Stands J35 and J49

Dates 16th to 19th September 2018

Address Decorex International 2018 Syon Park, Brentford Middlesex TW8 8JF UK

London Design Fair

Stand 1.11

Hall H1

Dates 20th - 23rd September 2018

Address London Design Fair, Old Truman Brewery, 26 Hanbury Street, London. E1 6QR

For further information on Associative Design email info@associativedesign.com

For hi-res press images contact David at Seen PR on info@seenpr.com | @seen_pr

About Associative Design

Associative Design is a brand by the Portuguese Association of Wood and Furniture Industries (AIMMP). It aims to develop and promote the production of Portuguese products and launch challenges that will contribute to innovation in the use of both technology and design. A brand of excellence, Associative Design will support, represent and promote companies that share this vision, taking their products further into exciting new markets.

Associative Design's partners are brands approved by its Technical Committee (made up of three members of the design and crafts community), for their performance in product design, market alignment, trend standing or design-ledre-industrialisation. www.associativedesign.com @associativedesign

About AIMMP: Portuguese Association of Wood and Furniture Industries

AIMMP's mission is to represent, promote and protect the interests of Portuguese companies from the five sectorial divisions that make up the wood and and furniture sector: cutting,felling, sawing and wood packing; panels and panelled wood, carpentry and alike; furniture and alike; export, import and distribution of wood and derivatives. These industries exports € 2.5 billion per year. www.aimmp.pt

About Decorex

Decorex International, the show of choice for the luxury interiors and design market, returns to the historic location of Syon Park for the 41st year. Once again the opening destination of The London Design Festival, the 2018 edition will run from the 16th to the 19th September. Register to visit at www.decorex.com.

About London Design Fair

Located in Shoreditch, the creative heart of London, the London Design Fair is a four-day industry event that brings together 550 exhibitors from 36 countries, including: independent designers, established brands, international country pavilions, features and exhibitions.

Launched in 2007, the London Design Fair has earned itself the reputation as the go-to trade show during the annual London Design Festival, hosting the single largest collection of international exhibitions, designers, brands, country pavilions, features and galleries throughout the festival. Each year, over 28,000 influential retail buyers, producers, architects, designers, interior designers, press and design-savvy public, will attend to see the very latest in furniture, lighting, textiles, materials and conceptual installations, from all around the world.

Social Media

@associativedesign | #associativedesign www.associativedesign.com

Promotor:

Cofinanced:



aimmp

**COMPETE
2020**

**PORTUGAL
2020**



UNIÃO EUROPEIA
Fundo Europeu de
Desenvolvimento Regional