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THE DESIGN CHASER

DENFAIR HIGHLIGHTS | FRED PRESENTS FOGIA

6.09.2017

I recently arrived in Melbourne for a fleeting visit to **Denfair** before returning home from my Copenhagen trip. I can't wait to start going through all my photos and press info to share with you from my travels, but first I'm going to share some highlights from yesterday. My first visit to the boutique trade event, Denfair is the leading destination for contemporary design in Australia. Held over three days, the fair is founded on principles of authenticity and has a strong focus on Australian emerging and established brands. Bringing together the brightest talent from local and international brands, there were many highlights. I'll be picking out a few to share, starting today with **Fred International**.



Following its debut at the Stockholm Furniture Fair, *Fred presents Fogia's 2017 collection* in an exclusive reimagining for the Australian market. Featuring a beautiful selection of furniture from the Swedish brand, the pieces represent the company's commitment to moving Scandinavian design forward whilst honouring timeless quality and craft. Continually challenging the notion of Scandinavian design in a contemporary context, this unique showcase presents the debut of new works by Scandinavia's leading designers including **Luca Nichetto**, **Note Design Studio**, **Andreas Engesvik**, **Nina Jobs** and **Monica Förster**.

*Fred presents Fogia* is complimented with lighting by **RUBN**, against a clean yet textural backdrop of rattan. The standout exhibit was beautifully designed by **Angela Harry**, with art direction by **Simone Haag**.

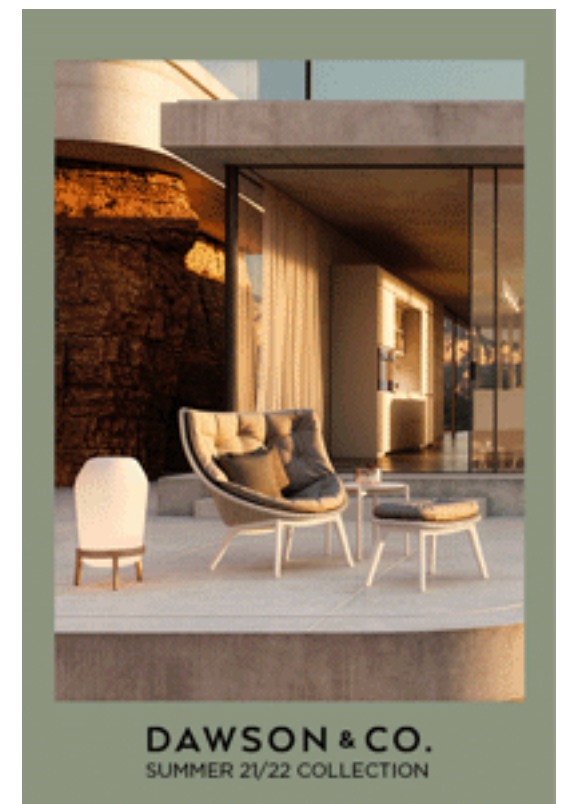


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SUMMER 21/22 COLLECTION









*Denfair stand designed by **Angela Harry**. Art direction by **Simone Haag**, foliage by **Loose Leaf** and photography by **Dan Hocking**.*

I've picked out a few of my favourite pieces from the collections.





*Arch Shelf by Fogia, Bowl Storage Unit (grey ash) by Fogia, Archetto Shelf by Fogia, Holborn Pendant by Rubn Lighting, Bollo Chair by Fogia, Boss Cabinet by Fogia, Vogue Tripod Table Lamp by Rubn Lighting, Ropemaker Rug by Fogia, Poppy Pouf by Fogia, James Floor Lamp by Rubn Lighting, Dini Sofa by Fogia*

To see the entire collection of *Fogia* and *Rubn Lighting*, visit **Fred International**. and if you're in Melbourne be sure to visit the stand at **Denfair**.

LABELS: FURNITURE HOMEWARES INTERIOR DESIGN INTERIOR STYLING INTERIORS  
LIGHTING SCANDINAVIAN DESIGN

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