

08_03_2026 | preview

The Italian Lounge at CIFF Guangzhou 2026

*From **18 to 21 March**, **The Italian Lounge** will make its debut at **CIFF Guangzhou**, the world's largest furniture fair and Asia's leading business platform for the interior design industry.*

*Now in its third edition, the project establishes itself as an **experiential and business platform dedicated to Italian design and lifestyle**, becoming a privileged meeting point for companies, institutions, designers and industry professionals from China and the international design community.*

Conceived and organised by **Edimotion**, a company specialised in international marketing and communication for the design and furniture sector, developed with the **valued organisational support of CIFF Guangzhou**, The Italian Lounge is part of the **IBC (Inter Business Club) Gathering**, the international networking platform of **CIFF – China International Furniture Fair**, designed to connect global buyers, exhibitors and industry professionals.

Within this framework, The Italian Lounge becomes a space for dialogue and exchange where **Italian brands engage with key players in the Chinese and international furniture markets**, creating new opportunities for collaboration and business development.

Moving beyond traditional exhibition formats, the space is conceived as a **“bleisure” environment**, where design, hospitality and professional relationships come together. Immersive sensory experiences combine with B2B meetings, networking activities, forums and talks, fostering a dynamic dialogue between Italian design culture and the evolving dynamics of the global market.

The exhibition space, conceived by **Davide Pavanello Lab**, is designed as a landscape engaging all the senses: visual elements, fragrances, sounds, flavours and tactile sensations merge into an environment where design meets nature, transforming the visit into a true sensory journey.

In this experience, products are not simply displayed objects but become an integral part of the space and its landscape, acquiring an emotional value. The project celebrates the creativity of Italian companies and the excellence of **Made in Italy**, long recognised for its ability to transform innovation into emotion and influence international design trends.

With the **art direction of Vudafieri Saverino Partners**, the Milan- and Shanghai-based architecture and interior design studio, The Italian Lounge becomes a creative bridge between Italy and China.

Under the patronage of the **Politecnico di Milano – School of Design**, the initiative also features a programme of forums, talks and networking activities curated by **Prof. Francesco Scullica**, scientific coordinator of the project. Among the key events, on **20 March** the forum **“Design & Business Outlook – International Perspectives”** will take place. With the contribution of **CSIL (Centre for Industrial Studies)** and Italian professionals with international experience, the forum will analyse the main economic and design trends shaping global markets, with a focus on **Home Interiors and Outdoor Design**.

The Italian Lounge will also host a selection of leading Italian brands — **Laminam, Natuzzi Italia, Arflex, Linea Light and Oikos** — presenting collections that embody the values of quality, authenticity and hospitality associated with Italian design culture.

The project is supported by strategic partners including **CSIL**, a global leader in furniture market research; **GWA**, with more than twenty years of experience supporting Italian companies in China; and **Itonica**, a company specialised in strategic positioning for international markets.

Welcome to The Italian Lounge.

57th CIFF Guangzhou

18-21 March 2026

Canton Fair Complex

Hall 5.1 – Booth D25

CIFF 中国家博会(广州)

IBC Gathering

The Italian Lounge

57th CIFF Guangzhou
March 18-21, 2026
5.1 D25
Area A
Canton Fair Complex

An immersive experience into Italian Design and Lifestyle to welcome guests, engage the senses and foster wellbeing

PATRONAGE
POLITECNICO MILANO 1863 | SCUOLA DEL DESIGN

SCIENTIFIC COORDINATION
prof. Francesco Scullica
Politecnico di Milano

CONCEPT & GENERAL ORGANIZATION
edimotion®

INTERIOR DESIGN
Davide Pavanello Lab

FRAGRANCE DESIGN
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GRAPHIC DESIGN
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BRANDS
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