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The Italian Lounge at CIFF Guangzhou 2026.

An evolving platform connecting design, business and global markets

*Following its debut at **CIFF Guangzhou (18–21 March 2026)** — the world's largest furniture fair and Asia's leading business platform for the interior design industry — **The Italian Lounge** successfully concluded its third edition, marking a significant step in the evolution of the project.*

Conceived and organised by **Edimotion**, with the organisational support of **CIFF Guangzhou**, the project confirmed its role as an **experiential and business platform dedicated to Italian design and lifestyle**, establishing itself as a privileged meeting point for companies, institutions, designers and professionals from China and the international design community.



In this context, The Italian Lounge created a dynamic environment where **design, hospitality and business** seamlessly came together, fostering relationships, dialogue and new opportunities for international collaboration.

The space, designed by **Davide Pavanello Lab**, took the form of a multisensory landscape where **design meets nature**, transforming the visit into an immersive experience. Within this setting, products became an integral part of the space and its narrative, enhancing brand identity and expressing the excellence of **Made in Italy**.

With the art direction of **Vudafieri Saverino Partners**, The Italian Lounge further strengthened its role as a **creative bridge between Italy and China**.



Under the patronage of the **Politecnico di Milano – School of Design**, the project also featured a programme of forums and talks coordinated by **Prof. Francesco Scullica**, offering high-level content on key design and market topics.

Among the highlights, the forum **“Design & Business Outlook — International Perspectives”**, organised by **CIFF** and **Edimotion** with the contribution of **CSIL**, explored the economic and design trends shaping the future of home interiors and outdoor environments, emphasising the growing integration of **market intelligence, design culture and global vision**.

The programme also included the forum **“Why the Middle East Matters: Real Opportunities for Furniture and Design Suppliers”**, developed in collaboration with **Construction Week Middle East (ITP Media Group, Dubai)**, further confirming the international scope of the platform.

The Italian Lounge also featured a selection of leading Italian brands — **Laminam, Natuzzi Italia, Arflex, Linea Light and Oikos** — whose collections, presented within an experiential setting, contributed to creating a welcoming and engaging environment, expressing authenticity, quality and design culture while combining **emotional impact with concrete business opportunities**.

The contribution of strategic partners **CSIL, GWA and Itonica** further strengthened The Italian Lounge’s positioning as a **bridge between Italy, China and the global design ecosystem**.

Building on the success of this edition, **The Italian Lounge continues its development path**, with a further expanded and enhanced edition scheduled for the **58th CIFF Shanghai (5–8 September 2026)**.

Ciff 中国家居博览会(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

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prof. Francesco Scullica
Politecnico di Milano

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