

Reading



The Room

On view: Furniture from Wegmans Furniture Industries Sdn. Bhd. at MIFF 2026

SEP 26

*Where
Furniture
Design Is
Headed Next*

Modularity, regenerative materials, and self-adjusting tech converged on one show floor at MIFF 2026—a preview of where furniture is headed in 2027.





MIFF 2027 visitor registration is now open.

Register before 19 February 2027 and save RM30 admission fee.

Scan QR code to register.

Road to *MIFF* 2027

A Proven Marketplace Ready for Its Next Edition

Another edition of the Malaysian International Furniture Fair (MIFF) has come and gone. With MIFF 2027 already on the calendar, here's a look back at what made this year's edition a success and what's coming next.

sions in the Middle East escalated, closing regional airspace and leaving international attendees without an alternative way to travel.

Still, people came. And it says a lot about what MIFF has spent decades building. As MIFF General Manager Kelie Lim put it, "Every buyer makes a significant investment to attend a trade fair. Our focus is making sure that investment pays off through meaningful connections, reliable suppliers, and new business opportunities."

With international travel becoming harder to navigate, making that investment count matters more than ever. Buyers want to cover ground without wasting time, and MIFF has leaned into that one-stop promise.

Once at the show, the MIFF Business Centre could take things further, helping with supplier recommendations, factory visit arrangements, and shipment consolidation.

The industry seminars brought thought leaders into the conversation, giving buyers a chance to hear about global trends, design innovation, and emerging market opportunities.

Then there were the MIFF 2026 Awards, recognising exhibitors and designers for innovation and craftsmanship. For buyers, it was another way to discover the people and products shaping the direction of the industry.

Business, of course, rarely ends with the product itself. MIFF also created space to bring people together. From meetings on the exhibition floor to Buyers' Night, international buyers had plenty of opportunities to meet suppliers, manufacturers, and fellow industry professionals in a more informal setting.

Put together, it gave buyers plenty of reasons to spend time at MIFF—and plenty of ways to turn those conversations into actual business.

And that brings us to MIFF 2027. Here's what's coming next.



A Journey Worth Making

In March, more than 18,000 buyers, manufacturers, and industry regulars, along with a fair share of curious first-timers, made their way through Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) for MIFF's 32nd edition.

That's no small number for a year when travel across the region was anything but simple.

Just days before the show, ten-

One-Stop Centre

Across 17 halls, buyers could cover a wide range of furniture categories in one trip, from home to commercial, as well as fittings and accessories.

Finding the right suppliers was made easier too. The "I Matched First" Day 0 matchmaking session gave buyers the chance to arrange targeted meetings with potential business partners before the exhibition even opened.



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“The strongest endorsement of any trade fair is when people choose to come back. Seeing so many exhibitors rebook and buyers plan their return tells us MIFF continues to deliver real commercial value.”

*— Kelie Lim,
General Manager of MIFF*

A Different Way to Experience MIFF

Imagine walking into WTCKL and feeling like you’ve stepped into a home rather than a furniture hall. That was the quiet experiment MIFF ran this year, under the name FurniFusion—a hall built around how we live, work, and play.

For 2027, MIFF is taking the idea further with **Live. Work. Play**—a curated walkthrough experience that guides visitors through three lifestyle settings across WTCKL. Rather than browsing a conventional exhibition hall, visitors move through spaces designed to feel closer to a real home.

Live brings complete residential settings featuring made-in-Malaysia furniture. **Work** moves into interactive office environments, demonstrating workspace solutions through MIFF OFFICE. **Play** closes things out with lifestyle and decor installations designed to inspire personal expression at the new Muse Hall.

No more picturing how something might fit into a space. You’re already standing in it.

Taking Design Further

A marketplace that’s starting to move beyond OEM manufacturing needs more than floor space and product lines. It needs ideas.

This is where the MIFF Furniture Design Competition (MIFF FDC) comes in. Running since 2010, it has given emerging designers a platform while also reflecting Malaysia’s gradual shift from producing other people’s designs towards creating its own.

For 2027, the brief is PAW-Nexus: The Pet-Friendly Furniture Design Challenge. Designers are being asked to rethink furniture for urban compact living, creating dual-purpose pieces for 500 to 900 sq ft apartments that work for pets as well as people, without sacrificing aesthetics.

If 2026’s winners are anything to go by, PAW-Nexus is worth watching.

The competition doesn’t end when the trophies are handed out. MIFF FDC CLUB keeps past finalists close, pairing them with mentors and manufacturers even after their winning year, while selected pairs get to showcase their work on the floor at FDC SELECTS.

It’s not the only stage for design at MIFF either—xOrdinary returns for 2027, and the MIFF Furniture Excellence Award and MIFF Best Presentation Award will once again put exhibitor craftsmanship in the spotlight.

See You in March 2027

83% of exhibitors have already rebooked. 80% of visitors say they plan to return. Overall satisfaction rate stands at 85%. With a steady track record, expanding international interest and a broad range of furniture under one roof, MIFF 2027 is set to reaffirm its place as an essential sourcing destination for the global furniture industry.

For buyers looking to make a trip count, Malaysia is still the place to begin. Mark your calendars: MIFF 2027 returns 1–4 March at WTCKL and MITEC. Visitor registration is now open, with free admission for early birds until 19 February 2027—RM30 applies after that. Head to www.miff.com.my to secure your spot.

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Reading The Room



Where Furniture Design Is Headed Next

Modularity has been building for a while now. There have been hints of it at trade shows over the past year, and more of it in the design conversations happening online. Sustainability and smart tech, on the other hand, are old news by comparison; they've been part of the industry conversation for years.

What's surprising is that they still have room to push further. And conveniently, all three turned up on the same floor at MIFF 2026, letting us take a closer look at what's coming in 2027.

when you've clocked out for the day and need to think about anything but work.

The appeal isn't just the convenience of it all; it's also that a single reconfigurable piece can cover the range of needs that would otherwise require two or three separate purchases. The everyday person would call this a 'steal'.

As city apartments get smaller due to urban density, as buyers become more aware of costs, as personalisation continues to dominate—there's no better solution than furniture that anticipates and adapts.

The most exciting direction is regenerative design. An example of this is hemp. Hemp grows quickly, requires less water compared to conventional crops, and sequesters a lot of carbon dioxide. At the end of their life, products using hemp also function as compostable material that returns nutrients to the soil rather than perpetually sitting in landfills.

The other is circularity: a closed-loop cycle that keeps materials in use for as long as possible. The MIFF 2026 Furniture Excellence Award Platinum winner, the Kira 2 Modular Sofa by AKEMI, is a great example of this.

At the core of the sofa is Reloop Fibre—AKEMI's proprietary material, developed in-house from excess textile materials generated by their manufacturing operations.

AKEMI General Manager Kohlson Ong pointed to the Kira 2 Modular Sofa as an example of circular thinking translated into practical, contemporary furniture. He explained, "Rather than viewing excess textile material from our manufacturing processes as waste, we look at how existing resources can be recovered and given new value."

Circular thinking is also reflected in how the sofa is constructed: it's built without screws, wood, or nails. When asked if this was built solely with sustainability in mind or more a design innovation choice, Ong told us it was a combination of both.

"By eliminating traditional elements such as wood, screws, and nails, the Kira 2 Modular Sofa takes a different approach to sofa construction and challenges conventional thinking about how furniture is assembled," Ong shared.



AKEMI's Kira 2 Modular Sofa at MIFF 2026



Furniture That Does More Than One Job

Modularity has become the defining idea in flexible furniture designs. Sofas that expand for a family gathering and contract for a quiet night in watching comfort shows. Shelving that doubles as a room divider between the living space and dining area. Desk systems that fold away

"Sustainable design should not mean compromising on performance. The challenge is to make furniture that is more responsible while still meeting the standards people expect from quality furniture."
—Kohlson Ong,
General Manager
of AKEMI

Sustainability, Rethought

Sustainability has always been a recurring topic of conversation in the furniture space. Now, it's splitting into a few different directions, each branch minimising harm to the planet in its own way.



“AI responds to changes during sleep by adjusting the mattress support and comfort accordingly, helping create a more personalised and responsive sleep experience,”

*—Zoe Liew,
Head of the Sales and Marketing
Department at Luxury Sleep*

Furniture That Thinks Ahead

Technology and furniture are converging in ways that would have seemed unlikely a few years ago, with Artificial Intelligence (AI) now finding its way into furniture design.

One example is MIFF’s Gold Award winner in the Furniture Excellence category, the AI AirSense Super Mattress from Luxury Sleep.

Much like ChatGPT, Gemini, and Claude, which analyse the information users provide to generate helpful responses, this AI-integrated furniture works similarly—sensing information from the sleeper, analysing it, and responding accordingly. It even provides users with a health-related report so they can review their own sleep patterns and overall sleep quality.

This matters because conventional mattresses stay static while the sleeper doesn’t. The sleeper shifts positions, changes pressure points, and fluctuates in temperature throughout the night. AirSense was designed to respond to exactly that.

The mattress comes in two modes: automatic and user-controlled. The first allows the mattress to automatically respond to changes in the sleeper’s body throughout the night. The latter, however, lets users take control of their own preferred setting and comfort level.

Even with these capabilities, the core idea behind AirSense, according to Zoe Liew, Head of the Sales and Marketing Department at Luxury Sleep, is that the technology should feel invisible to the sleeper rather than drawing attention to itself.

The intention was never to create a mattress that feels overly complicated or “technical”; instead, the goal was to combine intelligent technology with the comfort and craftsmanship expected of a premium mattress.

“Ultimately, AirSense is about creating a more natural relationship between the sleeper and the mattress, with the technology working quietly in the background so that people can simply sleep better and wake up feeling more comfortable,” she said.

Where This Leaves 2027

Modularity, sustainability, and smart tech—we’ve seen how these three have evolved from simple concepts into something far more complex. Next year promises even more room to grow, with new spaces still waiting to be explored.

But if there’s one string tying it all together, we realise, it’s adaptability. We don’t mean adaptability in the way that modular furniture so clearly demonstrates, but something bigger than that.

We mean looking at a piece of furniture and the culture around it, and seeing where the two collide. After all, furniture doesn’t exist in isolation—it exists for our comfort, and that comfort is starting to mean something different.

Seeing that all three trends were already sitting on a single show floor at MIFF this year, we suppose we’ll just have to wait for MIFF 2027 to see where else they can take us.

MIFF’s 33rd edition returns to Malaysia International Trade and Exhibition Centre (MITEC) and World Trade Centre Kuala Lumpur (WTCKL) from 1–4 March 2027.

For buyers trying to stay ahead of where the industry is headed, it’s still one of the few places to see all these trending designs under the same roof—alongside everything the fair has always covered, from solid wood to office furniture to décor.

Don’t just wait to find out—be there. Visitor registration is now open, with free admission for those who register before 19 February 2027—RM30 applies thereafter. Head to www.miff.com.my to lock in your spot.



Luxury Sleep’s AI AirSense Super Mattress at MIFF 2026



Luxury Sleep’s products on display at MIFF 2026



“But innovation has to go beyond how a product is made. It also has to prove itself in use.”

The sofa has also been tested by the Forest Research Institute Malaysia (FRIM) for strength, durability, and safety, and evaluated against recognised furniture performance standards—proof, Ong suggests, that sustainable design doesn’t have to come at the cost of everyday performance.



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