

# Interior Design Show

18-21 January 2024



## The Show

The Interior Design Show (IDS) is Canada's platform for contemporary, cutting-edge design. It is the country's sole access point to the burgeoning interior design and architecture specification market. The Toronto show provides access to the A&D communities both in the fastest growing city in North America, and the East of the continent. 2024 is the 25th edition of the show.



## Dates

Thursday 18th	Trade Day and Opening Party
Friday 19th	Trade Day
Saturday 20th	Trade & Consumer
Sunday 21st	Trade & Consumer

## Location

IDS takes place in the North Building of the Metro Toronto Convention Centre, at the centre of the city. The North Building is a 1980s brutalist structure with glass frontage looking out at high-rises.

## The IDS Experience

IDS is by the industry, for the industry. Our team has decades of experience working in the Canadian and international design sector. We have produced design events, worked as interior designers, and for manufacturers and suppliers.

We pride ourselves on our exhibitors having a successful show and a good experience. We always try to over-deliver, and to say 'yes' to any requests.

# Components of the Show

The IDS show floor is a mixture of product launches, brand presentations, experiences and installations. We create unique and unusual collaborations across creative disciplines.

200 exhibitors from North America and across the world, showcasing a curated variety of interior products to create a one-stop-shop for specifiers. Categories include furniture, lighting, surfaces, appliances, acoustics, floor coverings.

Exhibitors include Miele, Roche Bobois, Teknion, Cosentino, House of Rohl.



## Installations and Features

Designed to create experiences that attract the A&D community and generate media attention for the show. These are often designed by specifying interior architecture firms.

Current and recent features have been created by SDI Design, Mason Studio, Partisans, Alessandro Munge, Luca Nichetto.



## Conference Program

25 sessions give insight into the latest developments in the industry. Designers receive professional learning credits by attending. Recent topics have included passive house architecture, diversity in the industry, how to grow your business, trend forecasts and placemaking.



## Keynote Stage

This is located at the centre of the show floor with seating for an audience of 200. We welcome Canadian and international guests to present on the stage. Previous speakers have included Nika Zupanc, Sir David Adjaye, Patricia Urquiola, Giulio Cappellini, Patricia Moroso, Marcel Wanders, Jaime Hayon, Bjarke Ingels, Piero Lissoni and Tom Dixon.



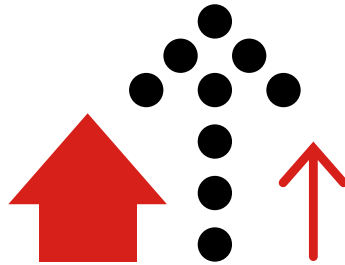
## Opening Night Party

6,000 guests from design and the creative industries experience an event with live music, four DJ stations, and eight bars.

# The Market

Toronto is a city of more than 6 million people, and is the economic powerhouse of Canada, which has the 8th highest GDP in the world. Toronto is ideally located on the east coast of North America, with 90-minute flights from New York, Chicago and Montreal.

Toronto is the fastest growing city in North America



Renovation spending in Canada will continue to climb steadily through to 2030



It is predicted that by 2050, Toronto will trail only New York and Mexico City in North American population

Toronto continues to rank among the top seven most liveable cities in the world and 7th for readiness to embrace a sustainable future

## 84%

Canadians believe renovation is a sure way to improve their home's value

Close to

## 700,000

first time buyers will target the Greater Toronto Area over the next decade



The construction industry in Toronto is booming with the highest crane count in North America: 230 cranes. 2nd is Los Angeles with 52.

Toronto is home to over 30% of Canada's design industry

Design is an over

## \$7 Billion

industry in Canada



## How We Promote the Show

IDS operates a year-round marketing campaign, integrated with the national design community.

We have strong partnerships with national and local trade organisations for interior design and architecture. This includes a close relationship with Association of Registered Interior Designers of Ontario, who we co-produce a stage on the show floor with.

Our media partnerships and ad spend are designed to reach the national and international A&D community. As well as digital and print ad campaigns, we have a different partner host the keynote program on our main stage on each day: Azure, Dezeen, Globe & Mail, House and Home.

We enlist a leading PR and communications agency to secure media coverage. This campaign includes a media preview of the show for 150. Additionally, we have a digital advertising agency who target specifiers.

The show has a newsletter database of

90,000 contacts and 40,000 Instagram followers



# Audience

31,000 Visitors    12,700 Trade    13,200 Consumer



68%

of our trade audience visit the show to specify new products

77%

of our audience come from the Greater Toronto Area. The rest visit from across Canada, as well as New York and Chicago

Sample attendees (2023 edition)

## Architecture & Interiors

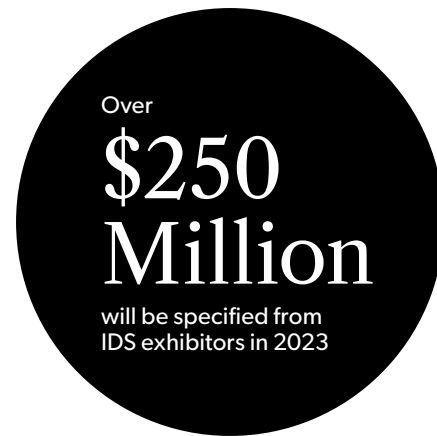
BDP Quadrangle  
Diamond Schmitt  
Gensler  
Hariri Pontarini  
HOK  
IA Interior Architects  
Kasian  
KPMB  
Lemay  
Perkins & Will

## Interior Design

Bennett Design  
Cecconi Simone  
Figure3  
LIV Design  
Mason Studio  
Michael London Design  
SDI Design  
Studio Munge  
Studio Paolo Ferrari  
Yabu Pushelberg

Our consumer audience are affluent and design-savvy, working in a range of sectors including other creative industries, finance and tech. They are often connected to the industry or at the show thinking about their own interiors project – either for their home or business.

Our trade audience is made up of architects, interior architects, and interior designers. Visitors range from the principals of companies to the librarians and specifiers.



53%

will purchase something from IDS exhibitors within the next 12 months



92%

are currently undergoing a renovation project

Over  
**\$153 Million**

will be spent on planned projects this year

