



OPEN CATEGORY

ENTRY REQUIREMENTS

- Open to participation from local and international companies.
- Entries must have been manufactured and launched commercially in the market.
- Participation fee is applicable to each company.
For overseas companies
US\$160.50
For Singapore companies
S\$214 (inclusive of 7% GST)
(15% discount is applicable to SFIC members only.)
- Entries that infringe on intellectual or industrial property rights will be disqualified. Participants shall be liable for claims by third parties resulting from the infringement. The Organiser shall not be held responsible for any infringement.

SUBMISSION REQUIREMENTS

- A CD-ROM containing both the entry images and closed-up photo of the designer in JPEG format with at least 300 dpi resolution and a write up of maximum 300 words describing the entry in Microsoft Word format.
- The entry writeup of maximum 300 words should include details on the concept, innovations, design aspects, the primary function, materials used and any additional features of the products.
- Each company is allowed to submit a maximum of 3 entries.
- Entry form must be completed for each entry submitted.

JUDGING CRITERIA

- **Degree of Innovation**
 - a) Is the design concept new?
 - b) Is it radically different from existing products?
 - c) Is there innovative use of existing technology OR new technology?
- **Marketability**
 - a) What is the potential of the product for commercialisation?
 - b) Does it appeal to the market which it was designed for?
 - c) How well is the design and its details resolved?
 - d) What is the degree of emotional appeal?
- **Functionality**
 - a) Does the concept fulfill all requirements of handling, usability and safety?
 - b) Does it fulfill a need or function?
- **Environmental**
 - a) Was it 'over-designed'?
 - b) Innovative use of recycled product/material

Preliminary Judging

Six entries will be shortlisted in the Preliminary Judging by a distinguished panel from the furniture, interior design and architectural industries.

Final Judging

The six entries will be displayed for Final Judging at the Singapore Expo during the International Furniture Fair Singapore 2010 / 27th ASEAN Furniture Show.

PRIZES

FDA Grand Award

S\$2,000 Cash + Certificate + Trophy

FDA Honorable Mention Award

Certificate + Trophy

Best Use of Material Award

Certificate + Trophy

(only 1 winner will be selected among the three categories)

The number of awards may be adjusted in accordance with the overall quality level of the design entries received.

OTHER INFORMATION

- SFIC reserves the right to publicise any submitted entry without prior notice.
- Finalists' prototypes will be displayed at the discretion of SFIC.
- Notification will be given to finalists for collection of prototypes. SFIC reserves the right to dispose the prototypes, if they are not collected within 2 weeks of notification.
- SFIC assumes no responsibility for any loss or damage to the prototypes.
- Participants are required to make personal arrangements for their travels and deliver their prototypes to the judging venue.
- SFIC reserves the right to make any changes to the Award without prior notice.
- The judges' decision is final.
- No correspondence will be entertained.

MODE OF PAYMENT

Participation fees can be made payable by cheque or telegraphic transfer to Singapore Furniture Industries Council.

For telegraphic transfer

Our Banker : DBS Bank,
1 Maritime Square,
Harbour Front Centre,
#02-122/123,
Singapore 099253

Account Number : 012-003994-8

Swift Add : DBSSGSG

(All remittance bank charges (including those of other banks) shall be borne by the participants. Any bank charges or expenses incurred as a result of bounced cheques shall be borne by the participants.)

SUBMISSION DEADLINE

All entries must reach SFIC office by 5pm (Singapore Time) on 21 December 2009.

Please send to :

The Organiser
Furniture Design Award 2010
Singapore Furniture Industries Council
62 Sungei Kadut Loop
#04-19 International Furniture Centre
Singapore 729507
Tel : +65 6569 6988
Fax: : +65 6569 9939
Email : fda@singaporefurniture.com
Website : www.singaporefurniture.com/design

Organised by



Supported by





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CHECKLIST

Have you attached the following with the Entry Form?

CD-ROM

(Containing both the entry images and closed-up photo of the designer in JPEG format with at least 300dpi resolution and a writeup of maximum 300 words describing the entry in Microsoft Word format.)

Payment advice

(Please indicate cheque/bank draft details on entry form or attach telegraphic transfer slip from bank.)

Contact Person [in BLOCK letters] _____

Designation _____

Company Name _____

Company Address _____

Postal Code _____

Contact Person's Office Tel. _____

Contact Person's Handphone _____

Contact Person's Email Address _____

Name of Design Entry [in print] _____

Year of Launch _____

Designer's Name [in BLOCK letters] _____

Designer's Office Tel. _____

Designer's Email Address _____

Designer's Handphone _____

PAYMENT (Please tick one)

Cheque/Bank Draft

Cheque made payable to:

SINGAPORE FURNITURE INDUSTRIES COUNCIL

Enclosed Cheque/Bank Draft Number: _____

Telegraphic Transfer

Telegraphic transfer made payable to:

SINGAPORE FURNITURE INDUSTRIES COUNCIL

Account Number: 012-003994-8

The Development Bank of Singapore Ltd

1 Maritime Square, Harbour Front Centre, #02-122/123, Singapore 099253

Swift Add: DBSSSGSG

DECLARATION: I have read and understood the rules & regulations of FDA 2010. The entry submitted herein is exclusively my own original work.

FOR OFFICIAL USE
Registration Number
Received by
Date received
Remarks

Signature _____

Date _____