

Mozaic goes to Milan

Singapore made a highly successful debut at the **Salone Internazionale del Mobile (Milan Furniture Fair)**, held in Italy from 16 to 21 April 2008.

Representing the country were five design-led Singapore companies, who showcased the best of their collections under the national furniture industry brand, **Singapore Mozaic**. Together, they achieved an estimated S\$60,000 worth of spot orders over the six-day show. New business leads established during the fair are expected to generate follow-on sales of S\$1.8 million over the next 12 months.

The five Singapore Mozaic brand ambassadors were **Air Division**, **Getz Gallery** in collaboration with **HybridMatter**, **Koda Ltd**, **Star Furniture Industries** and **The Life Shop**. Led by the **Singapore Furniture Industries Council (SFIC)** with the support of government agencies, **SPRING Singapore**, **International Enterprise (IE) Singapore** and **DesignSingapore Council**, this



Air Division's Array collection.

marked the first time Singapore companies participated in the prestigious Salone Internazionale del Mobile, widely regarded as the launch pad for the latest trends in furniture and furnishings.

Besides the Singapore Mozaic ambassadors, nine budding Singapore-based designers, led by the DesignSingapore Council, also presented their works at the Fair. They include Australia's **Jarrod Lim**

and other participants of **PLATFORM 2008**, the design entrepreneur program initiated by SFIC, which is held in conjunction with the annual **International Furniture Fair Singapore** in March.

Exhibiting under **Blueprint 2008**, these young designers showcased unique pieces created in collaboration with fashion designers alongside new additions to their collections. **F**