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CELEBRITY DESIGNER KARIM RASHID SHARES HIS WORLD AT THE FURNITURE DESIGN FORUM 2009

Karim Rashid, the prolific designer of Karim Rashid Inc, wowed the audience at the Furniture Design Forum 2009 (FDF), held in conjunction with the International Furniture Fair Singapore 2009/26th ASEAN Furniture Show

The forum, organised by the Singapore Furniture Industries Council (SFIC) in collaboration with Singapore Mozaic Brand Ambassador, Office Planner Pte Ltd, was brimming with 439 participants comprising local and overseas furniture industry players, designers, architects, design students, trade agencies and the media.

Dressed in his trademark pink and white colours, Karim Rashid shared his views on how the world has greatly evolved on the topic, 'Shaping the Globalandskape'. Rashid also spoke at length on the differences between pragmatic design and poetic design.

He urged the audience to think about the following questions: Are we too nostalgic when it comes to design? Has design evolved in tandem with our lifestyle requirements? Has design become something 'elite'? Raising many provocative points, Rashid also shared his childhood experiences and spoke at large on his wishes and aspirations for the future of design.

After the presentation, a panel discussion involving Karim Rashid; Gilles Mangin, Business Development Director, Office Planner Pte Ltd; Gavin Woo, Managing Director, Office Planner Pte Ltd and Kelley Cheng, Editor-in-Chief for ish and Singapore Architects, ensued. Members of the audience took the opportunity to ask Rashid more in-depth questions about his lecture, as well as discuss other salient issues such as sustainability.

Simon Ong, Chairman of Design Development, SFIC said, "We are honoured to have Mr Karim Rashid as the keynote speaker at FDF 2009. It was a very insightful and thought-provoking session and a rare chance for us in the furniture design scene to better understand the experiences and visions of a prominent international design personality like Mr Rashid. We are sure that the audience walked away inspired and with much food for thought!"

The event was supported by DesignSingapore Council, International Enterprise Singapore (IE Singapore), SPRING Singapore, American Hardwood Export Council, Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects and International Furniture Fair Singapore Pte Ltd.

Singapore Furniture Industries Council (SFIC), established in 1981 is the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore.