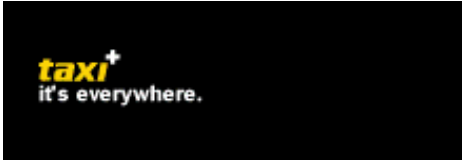


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FRESH HOT DESIGN FEATURES!!!



International Furniture Fair Singapore 2009/26th ASEAN Furniture Show

6 March 2009

The Singapore Furniture Industries Council (SFIC) recently organized the prestigious Furniture Design Award (FDA) 2009. Having drawn a greater number of entries from designers and young talents from all over the globe, as compared to last year, 26 design pieces were short-listed for the finals.

This year's FDA drew in a total of 637 submissions from 19 countries, and all participants from 3 categories (Students, Young Designers and Open), were given liberation over their furniture creations, unlike previous years, where a theme was set for the Students and Young Designers categories.

Mr Simon Ong, Chairman of the Design Development Committee for SFIC, commented that FDA was an excellent exposure channel for design talents, and the fact that this year showcased entries submitted from as far as Belgium and Spain, further proves that FDA is “slowly but surely obtaining international recognition.”





Also featured was PLATFORM, an initiative order first launched in 2007 that aims to help promising, young furniture designers in Singapore and the region launch their new prototypes in the international market, as well as kick-start their design careers and form fruitful partnerships with leading manufacturers and buyers. PLATFORM featured innovative works from over 30 young furniture designers from 11 participating design houses and institutions.

The winning designs of FDA 2009 was showcased at the International Furniture Fair Singapore at the Singapore Expo, and together with PLATFORM, is supported by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, the Designers Association Singapore Interior Design Confederation (Singapore), Singapore Institute of Architects, Transit Air Cargo Singapore Ptd Ltd and IFFS Ptd Ltd.



Karim Rashid, the prolific designer of Karim Rashid Inc, wowed the audience at the Furniture Design Forum 2009 (FDF), organised by the Singapore Furniture Industries Council (SFIC) in collaboration with Singapore Mozaic Brand Ambassador, Office Planner Pte Ltd.

The forum was held at the Singapore Expo, in conjunction with the International Furniture Fair Singapore 2009/26th ASEAN Furniture Show and the venue was packed corner to corner with 439 participants comprising local and overseas furniture industry players, designers, architects, design students, trade agencies and the media.

The topic of the day was “Shaping the Globalandskape” and Mr Rashid shared his views on how our world has evolved greatly and boldly challenged design to keep up.

Dressed in his trademark pink and white presenting against a backdrop of his works flashing onscreen in slideshow format, Mr Rashid spoke at length on the differences between pragmatic design and poetic design. He also 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’?

Many provocative points were raised by Mr Rashid and these were vividly illustrated with various situations and examples.

Stories from his childhood, experiences from flying and even design ideas were openly shared. He also spoke at large on his wishes and aspirations for the future of design showing an interesting and alternative view point.

These topics were raised in quick succession and kept the audience completely enthralled.