

## Business News

### **FDA 2010: Open For Entries**

*Updated on 2009-07-05*

*Singapore: Registration is now open for the Furniture Design Award (FDA) 2010, organised by the Singapore Furniture Industries Council (SFIC).*

For the first time, participation in the Young Designers category will be extended worldwide. In the past years, this category was only open to participants in the Asia Pacific region. Similar to last year's competition, entries are not confined to any given theme, allowing participants a free reign to express their creativity.



FDA 2010 consists of three categories – Open, Young Designers and Students. The Open category targets companies, seeking participants with entries that have already been manufactured and launched commercially; the Young Designers category caters to local and international participants, aged 35 years and below. The Students category is open to all full-time students from educational institutions in the ASEAN countries.

The judging criteria include creativity, marketability and functionality, including aspects of environmental-friendliness and ergonomics. The closing date for the Students and Young Designers categories is September 1 and the Open category is December 21. The creations by the finalists of FDA 2010 will be showcased during International Furniture Fair Singapore/ASEAN Furniture Show 2010, held from March 9 to 12 at the Singapore Expo.

The recently concluded FDA 2009 received a total of 637 submissions from Singapore and 18 countries globally. FDA 2010 is supported by DesignSingapore Council, ie Singapore, Spring Singapore, American Hardwood Export Council, Designers Association Singapore, Interior Design Confederation (S'pore), Singapore Institute of Architects and IFFS.