



INSIDE ... IFFS

We take you to the trade fair and distil what you need to know

Doxa

What International Furniture Fair Singapore /26th Asean Furniture Show (IFFS/AFFS 2009)

Where and When

Singapore 9-12 March

Attendance 15,606 trade visitors from 118 countries

The buzz Living up to its motto, 'The World's Finest' delivered a truly international event with 471 Asian and international exhibitors from 33 countries with new exhibitors hailing from 26 countries – making up almost 30 per cent of the total exhibitors. One of the seven Australian exhibitors looking to expand their Asian and international markets was West Australian furniture manufacturer Lounge Innovation, who launched two new collections, 'Downunder' and 'Swarovski', which proved a huge

success for these first-time exhibitors (page 48).

DESIGN DRIVEN

The prestigious Furniture Design Award (FDA), organised by the Singapore Furniture Industries Council (SFIC), resulted in 26 finalists selected from 637 submissions from 18 countries, namely Australia, Belgium, China, Hong Kong, India, Indonesia, Italy, Japan Korea, Malaysia, Mexico, the Philippines, Singapore, Spain, Taiwan, Thailand United States and Vietnam. The 'Students', 'Young Designers' and 'Open' categories worked to a free brief and were judged on creativity, marketability, functionality, environmental friendliness and ergonomics.

The annual Platform showcase (a design entrepreneurial development

program by SFIC) provided an innovative showcase of design talents. This year's winner of the Young Talent Award was Andre Guo of Singaporean company Andre's Pencil Box for his engaging 'Out of the Box' lighting – a quirky take on chandeliers, table and standard lamps.

Yet another design drawcard initiated by SFIC was the fifth Flip Challenge. This year's theme to 'flip a chair' saw 69 Erpo dining chairs (sponsored by Star Furniture Industries) transformed into another piece of furniture while at the same time maintaining their primary function. From 69 entrants, visitors saw the work of 17 finalists on show. Office Planner, a local company and Singapore Mosaic Ambassador, collaborated with designer Karim Rashid on his new furniture collection Pinker, which was launched at the fair.



Platform gallery space by Jarrod Lim

Winner Young Talent Award Andre Guo 'Out of the Box' lighting



Furniture Design Award: Moon Chair (Mike To Hgai Keung); Bloco (Cici Chen & Lui Honfay) and Cadre (Wirawan Hasbi Suryanto)



Air Design



Jarrod Lim Design

Office Planner managing director Gavin Woo says stage one of the launch at IFFS was high successful and already a container of K Omfy sofas has been delivered to a South African company for a commercial fit-out (pages 46-47).

Top speaker Design guru Karim Rashid of Karim Rashid Inc. fame was in town for the premier of his Pinker collection. Also the keynote speaker at the Furniture Design Forum organised by the Singapore Furniture Industries Council, Rashid shared his views with a captivated audience on "Shaping the Globalandskape".

Must know Recycled teak puts 'resort-chic' on show. The beauty and myriad uses of this hardy timber, usually associated with outdoor furniture, was keenly represented throughout with breathtaking furniture

collections as well as bathroom and kitchen solutions. Karpenter for Ide Studio's display of beautifully crafted recycled teak furniture was "inspired by minimalist ideals", revealing its stylish simplicity. Designs spanned sleek contemporary, to modern classic to vintage for living, dining, bedroom and bathroom. The hand-worked finishes and raw aesthetic bring natural warmth and a human element to the individual pieces. Combined with the eco-friendly qualities of 100 per cent reclaimed teak - certified in accordance with the rules of the Forrest Stewardship Council and non-toxic finishes, makes recycled teak a material of today.

DESIGNER'S FOLLY

At the other end of the design spectrum were interior designer Winston Sao's

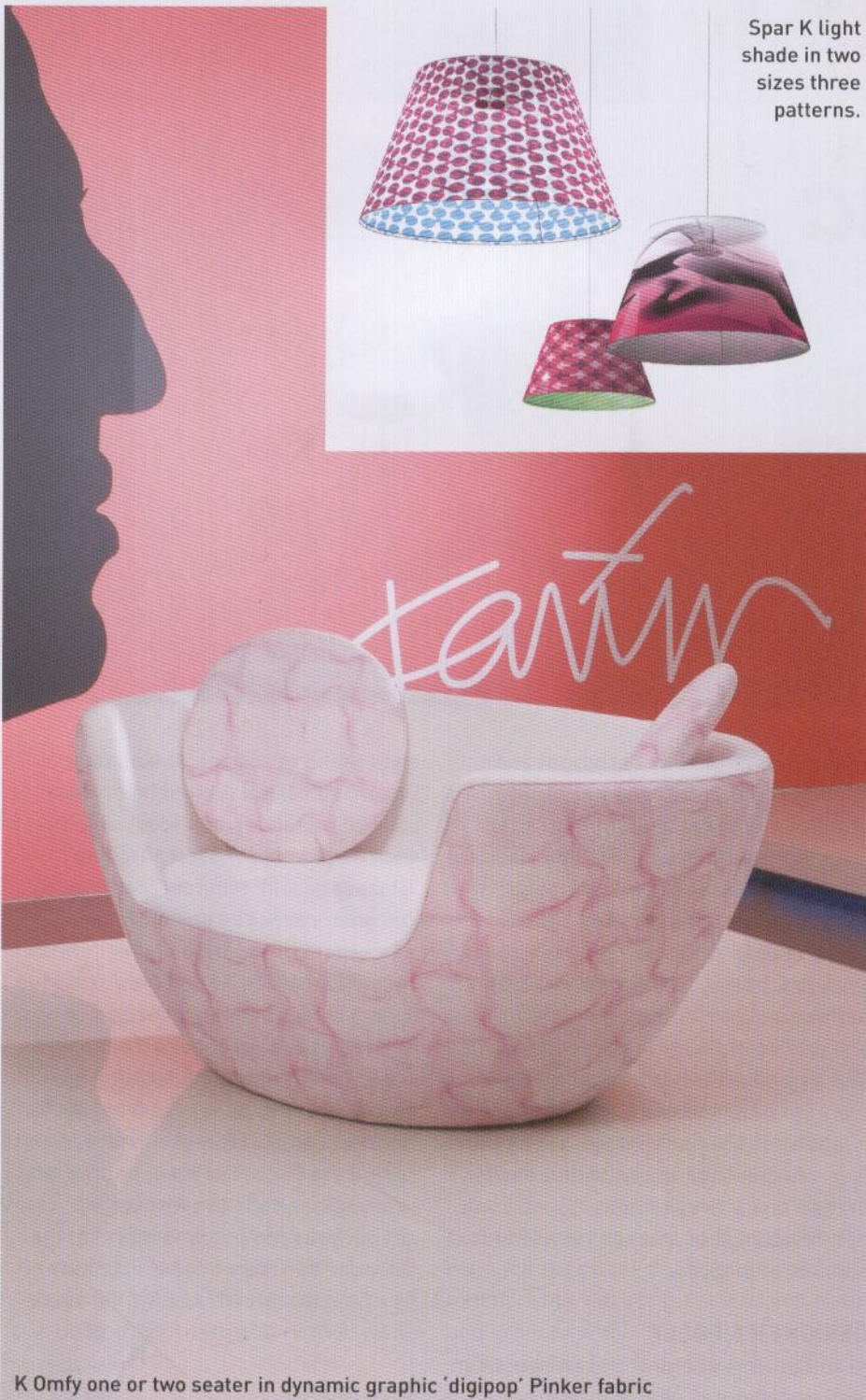
enchancing occasional tables for Doxa. Sao's hand crafted laser-cut, painted metal designs with names such as 'Acrobat', 'Swirl', 'Infinity', 'Blossoms' and 'Moment' portray the designer's artistic sensibility, bringing an element of surprise and delight to each piece which he says are designed to be a conversation pieces and to fit into any environment. "Everyone wants something unique with a bit of humour," he says.

Hot tip Design devotees interested seeing the latest trends in interior and exterior furniture and furnishings, get out your red pen and mark up the calendar for International Furniture Fair Singapore/27th ASEAN Furniture Show held 9-12 March, 2010. **FI**

www.iffs.com.sg

Happier, funkier, sexier - pinker

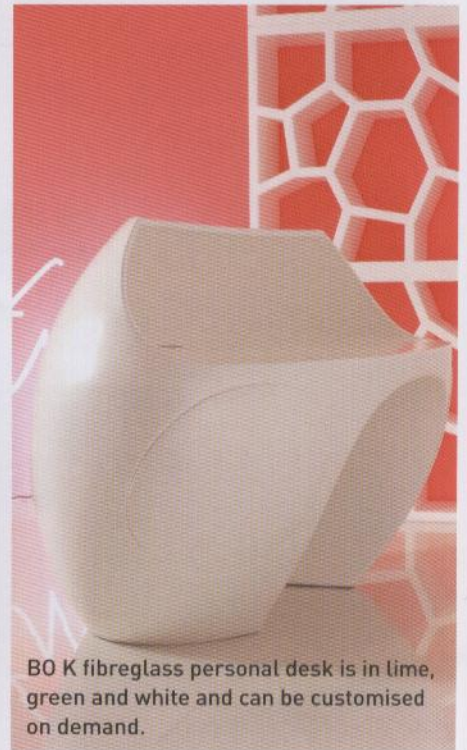
Designer Karim Rashid launches his new, nostalgia-free furniture range at IFFS



K Omfy one or two seater in dynamic graphic 'digipop' Pinker fabric



Spar K light shade in two sizes three patterns.



BO K fibreglass personal desk is in lime, green and white and can be customised on demand.



K Cloud ceramic stool is a light fluid form in gold silver, lime green and pink.




He doesn't believe in tradition, he doesn't believe we need memory. One of the world's most eclectic and prolific designers, Karim Rashid, launched his brand new 'pinker' range at the 2009 Singapore Furniture Fair (IFFS) in March.

Rashid was the keynote speaker at the IFFS's design forum, where the topic of the day was "Shaping the Globalandscape" on how our world has evolved greatly and how design can keep up.

"Are we too nostalgic when it comes to design?" he asked of the audience. "Has design evolved in tandem with our lifestyle requirements? And has design become something 'elite'?"

According to Rashid, it's our nostalgia gene that stops us from changing or innovating, yet technology has democratised creativity and given us the tools to disseminate creativity. "Consumers are now ready and empowered for anything," he said to a fascinated audience.

Rashid also said he believes Singapore is going to be 'the' place for the design. He really believes it. The flamboyant New York-based designer was dressed in his standard pink and white, while a slideshow of his designs flashed behind.

'Pinker', the latest range from Rashid and named after his favourite colour, is about clearing yourself of any nostalgia: that what is here and now is all you are and have, says Rashid. This 'Pinkosophy' is applied to home and office products in a seamless 'digipop' world, where the boundaries between working and living environments are blurred and an office can be as comfortable and cosy as a home, with happier, and possibly more productive, staff. 

www.pink-pinker.com



Gavin Woo and Katrina Tan, founders and owners of Office Planner