

S'PORE FURNITURE DESIGN AWARDS CALL FOR SUBMISSION



furniture**design**award
Singapore

Singapore: Wish to make your mark in furniture design and showcase your creations to the world? Here's your chance. Registration is now open for the Furniture Design Award (FDA) 2010, organised by the Singapore Furniture Industries Council (SFIC). Similar to last year's competition, entries are not confined to any given theme, allowing participants the freedom to fully explore and express their creativity.

FDA 2010 consists of three categories – Open, Young Designers and Students. For the first time, participation in the Young Designers category will be extended worldwide. In the past years, this category was only open to the Asia Pacific region.

Said Simon Ong, Chairman of the Design Development Committee for SFIC: "Backed by the wonderful feedback from the international furniture design community, we believe it is the right time for us to extend the depth of the competition by expanding the Young Designer category beyond the region. By opening up the playing field, we want to push local and international young

talents to be even more innovative in light of greater competition and bring their designs to the next level."

The Open category targets companies, seeking participants from all over the world with entries that have already been manufactured



Simon Ong, Chairman of the Design Development Committee for SFIC

and launched commercially; the Young Designers category caters to local and international participants, aged 35 years and below as of March 9, 2010; and the Students category is open to all full-time students from educational institutions in the ASEAN countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, The Philippines and Vietnam).



Entries in the Students and Young Designers categories will vie for the FDA Merits, FDA Honourable Mentions and FDA Grand Awards. An additional Best Use of Material Award will also be presented to a participant from across the three categories. Entries in the Open category will compete for the FDA Honourable Mentions and FDA Grand Award. Winners for FDA 2010 will stand to receive a certificate and trophy and up to S\$6,000 in cash.

In addition, the FDA Grand Award winners for the Students and Young Designers categories will also be offered a 12 square-metre exhibition space at PLATFORM 2011, held in conjunction with the annual International Furniture Fair Singapore / ASEAN Furniture Show (IFFS/AFS). With PLATFORM established as the place to see and be seen, this prized space will provide the winners with an avenue to launch their new prototypes to an international audience. Designed to help kick-start their careers after the win, the winners are encouraged to use this opportunity to network with leading manufacturers and buyers and build useful contacts that will serve them well in their foray into the furniture market.

The FDA last year received a record number of local and international submissions – 637 entries from Singapore and 18 countries globally, namely Australia, Belgium, China, France, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, Mexico, the Philippines, Spain, Taiwan, Thailand, US and Vietnam.

Entries for FDA 2010 will be judged by a panel of prominent industry personalities and renowned international designers. 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, 2009 and the Open category is December 21, 2009, before 5pm Singapore time.