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## S'pore Mozaic presents latest at Salone Internazionale del Mobile

By Oh Wei Lun

Six local furniture companies are exhibiting their latest designs at the prestigious 48th Salone Internazionale del Mobile 2009, under the Singapore Mozaic branding, starting today in Milan, Italy. The exhibition will take place over the next six days until April 27.

Singapore Mozaic is a unique business to business industry furniture brand showcasing the best of local design talents. The initiative is led by the Singapore Furniture Industries Council (SFIC) and supported by government agencies, International Enterprise (IE) Singapore and SPRING Singapore.

This time, the six Singapore representatives that will be showcasing their creations are Air Division Pte Ltd, Getz Bros & Co (S) Pte Ltd, Koda Ltd, Office Planner Pte Ltd and Star Furniture Industries Pte Ltd, and Exit Design.

These six companies will be showing their versatile talents through a diverse collection of furniture designs ranging from dining and bedroom sets to office furniture and accent pieces. In fact, three companies: Koda Ltd, Star Furniture Industries Pte Ltd and Office Planner Pte Ltd, are unveiling their latest collections at the fair.

Koda is debuting its ASOLO dining and bedroom collections, specially designed by multi-award winning Italian designer Luigi "Gigi" Garbrino. Star Furniture Industries is launching its clean and fresh Gavino Bed Set and Saverio Sideboard pieces, while Office Planner is presenting PINKER, a collaboration with international celebrity designer Karim Rashid. PINKER's concept revolves around the "Happy Office Concept", featuring psychedelic colours, unusual shapes and funky graphics that will inject an element of playfulness.

Mr Andrew Ng, President of SFIC, said: "Today, it is even more important for the Singapore furniture industry to unite together to create a bigger impact internationally. This is the second year that we are represented under the Singapore Mozaic brand at Salone Internazionale del Mobile, we hope to again make a positive impact. With the current economic slowdown, we are a little cautious about our sophomore outing, but we are positive that we will achieve encouraging results."

In addition to established furniture players, up-and-coming Singapore furniture design talents are also represented at the 12th SaloneSatellite. Local participants such as 1degOFF design playgroup, d.lab, Jarrod Lim Design, Air Design Group, Outofstock and Studio JUJU will be displaying their cutting edge pieces amongst international young designers.

“Despite the market uncertainties, we are still actively working with our government agencies and local furniture players on initiatives to boost the Singapore furniture industry and to increase our presence in the international furniture scene. We remain upbeat that with our combined efforts, the Singapore furniture industry will be able to weather the challenges ahead and emerge even better and stronger,” added Mr Ng.