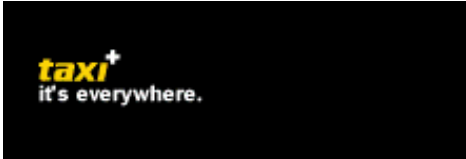


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NEWS: Celebrity Designer Karim Rashid Shares His World At FDF 2009
09 Apr 2009 [Visit Link](#)

PRESS RELEASE

April 2009

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.

After the presentation, a panel discussion involving Mr Rashid; Mr Gilles Mangin, Business Development Director, Office Planner Pte Ltd; Mr Gavin Woo, Managing Director; Office Planner Pte Ltd and Ms Kelley Cheng, Editor-in-Chief for ish and Singapore Architects ensued.

Members of the audience took the opportunity to ask Mr Rashid more in-depth questions about his lecture, as well as discuss other salient issues such as sustainability.

Simon Ong, Chairman of Design Development, SFIC said: "We are honoured to have Mr Karim Rashid as the keynote speaker at FDF 2009."

"It was a very insightful and thought-provoking session and a rare chance for us in the furniture design scene to better understand the experiences and visions of a prominent international design personality like Mr Rashid."

"We are sure that the audience walked away inspired and with much food for thought."

The event was supported by DesignSingapore Council, International Enterprise Singapore (IE Singapore), SPRING Singapore, American Hardwood Export Council, Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects and International Furniture Fair Singapore.