

Client: Singapore Furniture Industries Council Date: January/February 2010  
 Publication: Furniture & Furnishing Export International Circulation: 25,000  
 Editorial Profile: Furniture news Frequency: Bi-monthly  
 Section/Page: Singapore Mozaic / Pg 34 - 35

# singapore mozaic™

## Singapore Mozaic gears up for an exciting 2010



By Urban Foundry Pte Ltd



By Air Division Pte Ltd

Singapore's furniture players have in recent years placed the country firmly on the global furniture map with cutting-edge designs, top-quality pieces, impeccable service and highly competitive pricing.

Bringing together a selection of Singapore's finest furniture companies, Singapore Mozaic, an industry brand to help market the unique qualities of Singapore furniture to international markets, was launched in March 2008 by the Singapore Furniture Industries Council (SFIC). Supported by government bodies, International Enterprise (IE) Singapore and SPRING Singapore, Singapore Mozaic is the first of its

kind in Asia and currently counts 34 companies as its brand ambassadors.

A fine testament to Singapore Mozaic's burgeoning international presence is its successful participation in several renowned international furniture shows over the past two years. Come January 2010, 16 Singapore Mozaic ambassadors and Singapore furniture companies will be exhibiting at the prestigious imm cologne 2010, with a total exhibition area of 2,800 square metres.

Singapore recognises the importance of looking forward and to always stay one step ahead of the competition. Having identified design as an

important driver of growth for the furniture industry, SFIC has embarked on a national initiative to promote design and nurture local design talents, while creating the perfect environment for designers from around the world to come together to exchange ideas.

Two Singapore companies who have garnered international attention for their outstanding designs are Singapore Mozaic ambassadors, Air Division and Urban Foundry. They have been selected to exhibit at the imm cologne Pure Hall, where the world's top designers gather to display their latest collections. A newcomer to the Pure Hall, Air Division (Hall 11.1), known for its contemporary, urban designs, will introduce its new collection based on the concepts of Construction, Shape and Pattern. Urban Foundry (Hall 11.1), on the other hand, will be returning to the Pure Hall



By MLC Marketing Pte Ltd



By Lorenzo International Limited



By Hollywood Industries Pte Ltd



By Koda Ltd



By HTL International Holdings Limited

for the second time and will launch a new brand - Foundry - which offers a collection created by a group of young talents from Singapore, Japan, Finland, Germany, Spain and Serbia. Each piece of furniture is inspired by the individual designer's home city. Urban Foundry was also commissioned to design the furniture pieces at the recent APEC Economic Leaders Retreat 2009 in Singapore.

In line with the green movement, Singapore furniture players will also showcase designs demonstrating the creative use of environment-friendly materials. For example, Home of Homes (Hall 2.2), another Singapore Mozaic ambassador, will exhibit its unique range of furniture fashioned from tropical hard wood recycled from decommissioned boats. Haleywood (Hall 2.2), a member of the Forest Stewardship Council (FSC), will show its furniture collection made with solid wood that effectively utilises wood waste, while Koda will display its collection of contemporary furniture made from bamboo and eco-board.

A Singapore retailer of lifestyle furniture, Lorenzo, will make its debut at imm cologne, also at the

### Look Out For These Singapore Mozaic Ambassadors at imm cologne 2010

**Air Division Pte Ltd**  
Hall 11.1

**Eurosa Furniture Co (Pte) Ltd**  
Singapore Pavilion, Hall 2.2

**Haleywood Industries Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Home of Homes Furniture Pte Ltd**  
Singapore Pavilion, Hall 2.2

**HTL International Holdings Limited**  
Hall 6.1

**Koda Ltd**  
Hall 8

**Lorenzo International Limited**  
Singapore Pavilion, Hall 2.2

**MLC Marketing Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Richin Furniture Décor Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Star Furniture Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Suncoast Silra Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Univonna Pte Ltd**  
Singapore Pavilion, Hall 2.2

**Urban Foundry Pte Ltd**  
Hall 11.1



By Home of Homes Furniture Pte Ltd

Adding to the list of Singapore furniture companies participating at imm cologne 2010 under the Singapore Pavilion in Hall 2.2 are Ivena International Pte Ltd, Wayco International Pte Ltd and Wood Bros Furniture Pte Ltd. Wood Bros will be showcasing its top-selling pieces from the Old Charm collection, a Tudor-style oak range, and Verve, a contemporary retro-influenced collection of occasional pieces.

In addition to imm cologne 2010, Singapore Mozaic will also return to the prestigious International Furniture Fair Singapore 2010/27th ASEAN Furniture Show in March 2010, as well as the 49th Salone Internazionale del Mobile in Milan, Italy in April 2010.

To find out more about Singapore Mozaic and its Ambassadors, please visit [www.singaporemozaic.com](http://www.singaporemozaic.com).



By Star Furniture Pte Ltd

Singapore Pavilion in Hall 2.2. The company has recently increased its production capabilities and its participation in imm cologne 2010 will help raise Lorenzo's brand profile internationally as well as expand its global business contacts. Lorenzo's Swarovski collection will be making its European debut at the fair.



By Univonna Pte Ltd