

TOMORROW'S WINNING DESIGNS UNVEILED AT FURNITURE DESIGN AWARD 2005

SINGAPORE, 1 March 2005 – The Singapore Furniture Industries Council (SFIC) announced the results of the highly coveted annual Furniture Design Award (FDA) today at a press conference marking the official opening of International Furniture Fair Singapore 2005/22nd ASEAN Furniture Show or IFFS/AFS 2005.

Each year, the showcase of unique furniture innovations by some of Asia's best creative minds at FDA, bears testament to the vast talent pool in the region. The high participation rate in the competition is also a clear endorsement of Singapore's growing status as a furniture design hub.

The call for entries for FDA commenced in July 2004. A total of 396 submissions in the Students, Young Designers and Open Categories was received, a 19 per cent increase in entries compared to last year. The award, which enjoys a high profile regionally, is known to set trends in furniture design and help launch careers for budding designers. This year's competition received strong regional and international participation with entries from Australia, China, Indonesia, Japan, Malaysia, the Philippines, Singapore, Taiwan, Thailand, Turkey and USA.

The contestants were tasked to create furniture based on the theme "New Asia". A panel of 10 foreign and local representatives from the furniture and interior design industries judged the entries for FDA 2005. The judging criteria were based on conformity to the theme, creativity and innovation, form, functionality, choice of material, marketability and environmental friendliness.

Mr Simon Ong, Chairman of the Design Development Committee for the SFIC, said: "It is most heartening to see the strong increase in interest and participation from young budding and professional designers all over the world. This reinforces the international furniture fraternity's recognition of the FDA as an effective platform for uncovering new design talents in Asia and encourage an environment where we can be proud of the 'Design & Made in or for Asia' brand. The innovative, cutting-edge design entries which were submitted add much to the substance and vibrancy of the designs at the IFFS/AFS each year and they certainly help enhance Singapore's growing role as a furniture hub."

"Besides giving these talents a head start in their future design careers, the FDA is an excellent platform for the participants to network with industry players and exchange future product ideas. Ultimately, we hope to see more innovative furniture designs being launched in Asia," he added.

Maintaining FDA's high standards and prestige as a truly world class furniture design platform, the judges exercised stringent assessment of the entries and gave recognition only to truly deserving submissions.

For the Students Category, Matthew Tan from Temasek Polytechnic won the gold award with his entry 'Vox', a multi-function coffee table cum chair, designed to cater for the increasing space constraints common in today's modern apartments. The silver and bronze award winners for this Category were Liu Ping from LaSalle-SIA College of the Arts with her entry 'Balance' and Tan Bee Hock from Nanyang Polytechnic with his entry 'Qi Pao' respectively.

The gold award for the Young Designers Category went to Hans Tan who wowed the judges with his entry 'Bamboo Chaise', a low-lying lounge chair whose simplistic yet stylish design accentuates the 'New Asian' theme with the use of Asian bamboo. In addition to the top prize, four merit awards were presented for this Category.

Finally, five certificates of participation were awarded for the Open Category and Susie Tay, from The Lifeshop Pte Ltd walked away with the top honours of this Category - a bronze award - for her elegant yet quirky 'iSH Lamp'. (For detailed results on the FDA, please refer to fact sheet attached.)

"Each year, the quality of the FDA entries gets increasingly innovative. The judges had a tough time determining the winner for this year. We are very impressed with the calibre and creativity of the design ideas that we've seen and believe strongly that participants should be given due credit and recognition for their hard work," said Mr Carsten Ovesen, Chief Judge of FDA 2005.

The winning designs and finalists' works will be displayed at Foyer 1 of the Singapore Expo from today till 5 March 2005. The showcase is open to the public. The winning designs will also be showcased at the Esplanade from 9 – 25 April 2005.

FDA 2005 is supported by DesignSingapore Council, Singapore Economic Development Board, International Enterprise Singapore, SPRING Singapore, the American Hardwood Export Council, Designers Association of Singapore, Interior Design Confederation Singapore and Singapore Institute of Architects. Since its inaugural event in 1993, the FDA has seen a steady growth in the number of participants. For more information on FDA 2005 and prize winners, please refer to the attached fact sheet or visit www.singaporefurniture.com.