

## **TURNING CONVENTIONAL CHAIRS INTO WORKS OF ART 2nd FLIP Challenge Organised by SFIC Draws 54 Entries**

SINGAPORE, 15 November 2005 – The Singapore Furniture Industries Council today announce the winners of the 2nd Furniture. Lifestyle. Innovations. Perspectives (FLIP) Challenge.

Open to local arts and design-related institutions in Singapore, the FLIP Challenge aims to encourage students and aspiring young designers to perceive and fashion furniture from a novel and unconventional perspective.

This year, the design challenge for the competition was an unfurnished wooden garden chair. Participants were required to innovate within the constraints of the chair and recreate or transform it into a work of art while retaining its primary function as a seat for a particular genre of people such as children, the elderly, politicians or even movie stars.

Mr Simon Ong, Chairman of the Design Development Committee for the SFIC, said: "The FLIP Challenge was first mooted by an industry player last year to provide local students with an additional platform to hone their design skills and showcase their prowess. For the organisation of the 2nd FLIP Challenge, we are pleased to have the support of SFIC's long-time trade partner, Sitra Holdings (International) Pte Ltd. The simplicity of the garden chair provided challenging parameters which the contestants had to work within."

"We are heartened that the contestants took the challenges head-on and thought up some interesting and provocative designs. Our budding young design talents have all demonstrated their awareness that design is a critical element to winning business around the world. The ingenuity and creativity of their entries is a reflection of the tremendous potential in our design talent pool. This has also boosted our confidence in carving a niche for Singapore on the world map for furniture design".

All in all, a total of 54 submissions were received, a 50% increase as compared to the maiden event.

Sitra Holdings (International) Pte Ltd, one of Singapore's Enterprise 50 award winners and a leading local distributor of quality timber and timber-related products to the international market, sponsored the chairs for the initiative.

Mr George Chew, President of Sitra Holdings International Pte Ltd, said: "We are happy to partner the SFIC in this initiative and to play a part in nurturing the next generation of design talents. We hope this will encourage fellow trade players to follow in our footsteps and further the cause of design development in Singapore. I am confident that with both our organisations working hand in hand, we can achieve the long-term sustainability of the Singapore furniture industry in the global market."

A distinguished panel of judges conducted the final round of judging. The judges include Mr Carsten Ovesen of Carsten Ovesen Design, Mr Alexander Lau of Designers Association of Singapore, Ms Constance Ann of Interior Design Confederation (Singapore), Ms Rita Soh of the Singapore Institute of Architects and Mr George Chew of Sitra Holdings International Pte Ltd. The students were assessed on their ability to conform to the objectives of the competition, their degree of creativity as well as the magnitude of their innovation. (Please refer to the attached fact sheet and concept papers for details on the entries.)

The works of the 15 finalists will be showcased at the Open Space @ Entrance Foyer at the Singapore History Museum from 16 – 30 November 2005. The showcase is held in conjunction with the inaugural Singapore Design Festival by DesignSingapore Council, Ministry of Information, Communications and the Arts. In addition, the chairs will be exhibited at the design-led International Furniture Fair Singapore 2006/23rd ASEAN Furniture Show from 1 – 5 March 2006 at the Singapore Expo.