

## **2ND FL!P CHALLENGE CHAMPIONS OUT-OF-THE-BOX & ARTISTIC DESIGNER CHAIRS**

SINGAPORE 20 September 2005 – The Furniture. Lifestyle. Innovations.Perspectives. (FL!P) Challenge is back to inspire local arts and design students to perceive and fashion furniture from a novel and unconventional perspective. This year, participants are required to innovate within the constraint of a wooden garden chair and recreate or transform it into a work of art while retaining its function as a seat for a particular genre of people such as children, the elderly, politicians or even movie stars.

Organised by the Singapore Furniture Industries Council (SFIC), the competition offers a platform for emerging young designers to hone and showcase their talents. The wooden chairs for the competition are sponsored by Sitra Holdings (International) Pte Ltd.

Mr Simon Ong, Chairman of the Design Development Committee for the SFIC, said: "Both form and function are important elements of design. By working within the limitations of a given chair, students will have to break away from design conventions and inject ingenuity to turn an everyday object into an exciting and unique piece of functional art. Through the FL!P Challenge, we aim to provide students the opportunity to hone their creative skills and develop a critical eye for design. Who knows, we may have the next Philippe Starck among our pool of young aspiring talents."

The response for the 2nd FL!P Challenge has been overwhelming. Sixty chairs were distributed to the local arts and design students for the competition this year. This is a 67 per cent increase in participation compared to the inaugural event.

Participants will be assessed by a distinguished panel of judges which include Mr Carsten Ovesen of Carsten Ovesen Design, Mr Alexander Lau of Designers Association of Singapore, Mrs Constance Ann of The Interior Design Confederation (Singapore) and Ms Rita Soh of The Singapore Institute of Architects. The judges will evaluate the entries based on 3 main criteria; their ability to conform to the objectives of the competition, their degree of creativity as well as their magnitude of innovation.

The closing date for the competition is 14 October 2005. Fifteen participants will be short-listed to present their works to the judging panel during the finals on 15 November 2005. The results will be announced in the same evening during the Designers' Cocktail Networking Nite at the Singapore History Museum.

The top three winning entries will each receive a trophy, a certificate and S\$1,000, S\$800 and S\$500 cash respectively. Three merit award winners will each receive a trophy and a certificate. In addition, guests at the Designers' Cocktail Networking Nite will be invited to vote for their favourite chair and the winner of the "Popular Choice Award" stands to receive \$300 cash.

The SFIC will showcase the top works of art by the 15 finalists of the 2nd FL!P Challenge at the Open Space @ Entrance Foyer at the Singapore History Museum from 15 – 30 November 2005. This is held in conjunction with the inaugural Singapore Design Festival by DesignSingapore Council, Ministry of Information, Communications and the Arts.

The showcase is open to the public. The finalists' works will also be exhibited at the design-led International Furniture Fair Singapore 2006/23rd ASEAN Furniture Show from 1 – 5 March 2006 at the Singapore Expo.

### **About Singapore Furniture Industries Council (SFIC)**

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including Malaysia, Indonesia, China, Vietnam and Myanmar. Its primary roles include promoting the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship. SFIC also organises the annual Furniture Design Award to spur trend-setting furniture designs from Asia. To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

**About International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS)**

The International Furniture Fair Singapore held in conjunction with the ASEAN Furniture Show (IFFS/AFS) began in 1981 and has since grown to be regarded by industry experts as Asia's most prestigious furniture trade show. Held in conjunction with the ASEAN Furniture Show (AFS), IFFS/AFS provides an effective marketing platform for regional companies to venture into global markets. As a testimony to the quality of the show, IFFS/AFS is the first Asian-based international furniture fair to be accepted as a member of the elite Union des Foires Internationales, a Paris-based international authority on trade fairs. In addition, it is the only furniture trade event in Singapore to be awarded the 'Approved International Fair' status by Singapore Tourism Board. The Singapore Exhibition and Convention Bureau also recognises the fair as a major exhibition event on Singapore's international exhibition calendar.