

NEWS RELEASE

SINGAPORE FURNITURE INDUSTRIES COUNCIL'S DESIGN DNA PROGRAMME SUCCESSFULLY MOVES INTO ITS SECOND YEAR.

Programme's Focus in 2010 to be on Boosting Capabilities of Design Talents

Singapore, 9 March 2010 – Singapore Furniture Industries Council is celebrating the first year of success for its Design DNA (Develop, Nurture and Accelerate) Programme. The programme, which is now moving into its second year, is a three year initiative supported by SPRING Singapore that aims to help advance overall design standards and capabilities of local furniture companies and designers. It also hopes to showcase Singapore's furniture industry by promoting design as a unique competitive advantage and a driving force for future growth.

Furniture Design Award

Evidence of the programme's success can be found in the record number of entries received in this year's Furniture Design Award (FDA) - 1,096 entries from over 32 countries, almost double the entries received last year. 2010 also saw a marked increase in the number of entries under the Student and Young Designer categories. These numbers suggest more young design talents are recognising FDA as a reputable international showcase for their work.

The award allows budding design talents to introduce their creations to an international audience, serving as a reputable stage to display the unique products of Asia's best creative minds.

PLATFORM

Many participants who have entered their works to the FDA in previous years have matured into established designers who continue to grow their presence at the IFFS/AFS through participation in PLATFORM.

PLATFORM is a scheme that helps promising, young furniture designers in Singapore and the region launch their new prototypes to the international market, kick-start their design careers and form fruitful partnerships with leading manufacturers and buyers that visit IFFS/AFS. It is a recognized opportunity for up and coming designers and furniture manufacturers to network with one another.

“Alumni members of both the PLATFORM programme and the FDA have enjoyed much professional success in and around the region. Singapore-based design consultancy firm Cilicon Faytory, for example, made their debut at FDA 2009 and PLATFORM 2009 and have since collaborated with Singapore manufacturer Office Planner to produce a contemporary collection of office furniture. We are proud of how they have achieved success through our programmes and hope they will ‘graduate’ from PLATFORM to D’Space at IFFS/AFS, completing a natural cycle as they arrive at the next part of their design journey as full-fledged exhibitors,” said Mr Simon Ong, Chairman of the SFIC Design Development Committee.

D’SPACE

For budding designers and developing design professionals, the D’Space, short for Designer Space, is the coveted display zone within The International Furniture Fair Singapore 2010/27th ASEAN Furniture Show (IFFS/AFS 2010) as it gathers the best of designs locally and internationally. This area is also seen as the final design mecca within the Fair for promising designers under the SFIC’s overarching Design DNA Programme.

“The industry is constantly evolving and the launch of this new design-focused exhibition zone - D’Space, offers both local and international industry players who differentiate themselves through design an added exposure option. We believe that D’Space will be the coveted design exhibition zone that many of our developing and maturing designers will aim for. Its ability to draw participation

from top international designers will set high design standards and most definitely help to raise the design ambitions of our local and regional talents,” said Mr Andrew Ng, President of the Singapore Furniture Industries Council.

Works under PLATFORM are housed in D’Space, Hall 3, the new design-dedicated exhibition hall for IFFS/AFS 2010 and FDA finalists’ works are on displayed at Foyer 1 of the Singapore Expo from 9 – 12 March.

Continued Support for Singapore Designers

The Council has continually worked towards exposing design students and young designers to different design perspectives, broadening their knowledge through workshops, annual design conversations and forums with globally recognized professionals in the across international design fields. SFIC offers these promising designers a global stage through the various design initiatives that offer participation within IFFS/AFS and D’Space sits in perfect synergy these programmes that nurture and develop design.

Other upcoming activities spearheaded by SFIC include a mid-year exhibition of furniture pieces resulting from a three-day design exploration workshop with Mr Naoto Fukasawa held in late 2009, participation in a furniture exhibition in Milan and a design mission to Scandinavia later this year.

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About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote 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.

www.singaporefurniture.com

About SPRING Singapore

As the agency for enterprise development, SPRING Singapore aims to enhance the competitiveness of enterprises to develop a strong base of dynamic and innovative Singapore enterprises. We help to nurture a pro-business environment, facilitate the growth of industries and enhance innovation and enterprise capabilities of small and medium enterprises for better access to markets and business opportunities. As the lead agency for the furniture sector, SPRING Singapore helps furniture manufacturers to build on their strengths and tap opportunities presented by emerging global trends. Our vision is to develop Singapore into an International Furniture Hub where value-added functions like headquarters, design and branding are anchored.

www.spring.gov.sg

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. 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 the Singapore Tourism Board. The Singapore Exhibition and Convention Bureau also recognises the fair as a major event on Singapore's international exhibition calendar.

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