

MEDIA RELEASE

CALL FOR ENTRIES: KICK START YOUR DESIGN CAREER WITH THE FURNITURE DESIGN AWARD 2011

SINGAPORE, 5 AUGUST 2010 – Do you have what it takes to make a future as a furniture designer? Registrations are now open for the hotly contested Furniture Design Award (FDA) 2011. Organised by the Singapore Furniture Industries Council (SFIC), the Award seeks to recognise talented young designers and help them kick start their careers in the furniture industry.

The Award comprises of two categories – the Students category, which is open to students at local and international arts and design institutions; and the Designers category, which is open to local and international participants who are age 40 and below as at 9 March 2011.

Participants in either category will be called upon to submit a detailed concept of their furniture design, which is not limited by theme, material or function, so as to allow the greatest degree of creative freedom and innovation.

Submissions will be judged based on innovation, marketability and functionality, as well as the impact of the design and its manufacture on the environment. A panel of distinguished personalities from across the various creative industries and disciplines will be appointed to judge the submissions.

Shortlisted semi-finalists will be required to produce scaled models of their designs, before moving on to produce prototypes for the finals, which will be showcased in March 2011 at the International Furniture Fair Singapore 2011 / 28th ASEAN Furniture Show (IFFS/AFS 2011), which includes Hospitality Asia 2011 and Deco Asia 2011.

Participants are in the running to win cash prizes as well as opportunities to promote their work to an international audience through PLATFORM, SFIC's launch pad for new and promising furniture designers. Aside from the Merit, Honorable Mention and the FDA Grand Award in each category, a separate, cross-category award will be presented for the "Best Use of Material".

Now into its 18th edition, the Award has grown in stature since its inception in 1993. A total of 1,096 submissions were received from over 31 countries at FDA 2010. Previous winners include Gabriel Tan and Wendy Chua, founders of OutofStock whose works has been produced by Ligne Roset from France, Nathan Yong of Nathan Yong Design whose products are carried by famous European brands such as Living Divani.

Cici Chen and Lui HonFay, both winners at the FDA and founders of Cilicon Faytory, believed that their participation at the award have really paid off.

"The FDA really opens a host of opportunities for young designers. Our participation at the FDA has helped us gain recognition, both here and abroad, culminating in our selection to participate in Designboom's Asia Now exhibition," said Cici Chen.

Lui Honfay said, "For aspiring furniture designers who have the passion and drive to succeed, the FDA can be powerful platforms to kick start your career."

To encourage participations and make it easier to submit entries, particularly for international participants, FDA will introduce a feature that will enable participants to register and submit their applications through the website. The closing date for submissions to FDA 2011 is **1st September 2010**.

FDA 2011 is well supported by government agencies and trade associations, including DesignSingapore Council, IE Singapore, SPRING Singapore, American Hardwood Export Council, Designers Association Singapore, Interior Design

Confederation Singapore, Singapore Institute of Architects and International Furniture Fair Singapore Pte Ltd. For more information about the FDA 2011, or to submit an entry, please visit www.furnituredesigndna.com

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About Singapore Furniture Industries Council

SFIC was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore, of whom 65 per cent 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 organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia. SFIC, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore / ASEAN Furniture Show, Hospitality Asia and Deco Asia.

It also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region.

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.

SFIC is a network partner of DesignS.

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