



**JOINT MEDIA RELEASE
BY SINGAPORE FURNITURE INDUSTRIES COUNCIL & SPRING SINGAPORE**

SFIC and SPRING lead first furniture design mission to Scandinavia

Singapore, 16th August 2010 – Singapore Furniture Industries Council (SFIC) and SPRING Singapore will lead a 19-member delegation from 13 Singapore companies/institutions to Scandinavia. The one-week design study mission from 26 August to 4 September 2010 will cover the three key furniture design-led countries of Denmark, Finland and Sweden.

The delegation will visit **Aalto University**, the leading design education institute in Helsinki, **and the Royal Danish Academy of Fine Arts in Denmark, which is the world's oldest school of architecture and furniture design.** Participants will also be given the opportunity to meet representatives from some of the world's top design manufacturers and retailers, such as Danish furniture company **Fritz Hansen** and famed Swedish furniture brand **OFFECCT**. Other highlights in the lineup include the **Copenhagen Design Fair**, which is Scandinavia's first broad-based design fair covering furniture, textile, lighting and interior architecture, and the **Habitare Fair**, which is Finland's largest furniture and furnishing fair.

"Scandinavia enjoys a long history of design excellence and is famous for its innovative use of emerging technologies and materials. Being able to study the Scandinavian furniture industry first-hand is an invaluable opportunity that will no doubt be very beneficial to the participating companies' growth in the industry," said Mission Co-leader, Mr Andrew Pang, Vice Chairman of Design Development Committee, SFIC

As the official representative body for Singapore's furniture industry, SFIC strives to expose Singapore enterprises to best practices and emerging trends across international design fields.

Over the last five years, Singapore's furniture industry has experienced a steadily high growth rate of 10% annually, and rapidly gained global popularity. In 2008, it achieved total sales of S\$4.9 billion which is 0.92% of the world market share.

"This inaugural furniture design trip to Scandinavia offers Singapore enterprises exposure to top quality practices as well as opportunities to interact with some of the best in class. Through missions such as this, we hope to inspire more in the industry to develop top-class capabilities that will grow our global market share and build worldwide recognition of Singapore furniture companies as a choice provider of quality design-oriented furniture," said Ms Kee Ai Nah, Director of Lifestyle, SPRING Singapore.

SFIC has been working closely with SPRING Singapore on a series of initiatives aimed at helping players in the Singapore furniture industry improve their competitiveness and strategic advantage through design.

This mission is part of **SFIC's Furniture Design DNA (Develop, Nurture and Accelerate)** programme, which is supported by SPRING Singapore. Other key initiatives under the **Furniture Design DNA Programme** include the **Furniture Design Award (FDA)**, **PLATFORM**, design forums and workshops. In the spirit of helping members of the local furniture industry expand their scope of knowledge on a global scale, this mission aims to advance the standards and capabilities of our furniture companies and designers.

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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

Key Initiatives Under Furniture Design DNA Programme

About Furniture Design DNA

With the aim to raise design capability, nurture design talents and accelerate business growth through various design adoption, the SFIC introduces the Furniture Design DNA (Develop, Nurture and Accelerate). Supported by SPRING Singapore, the programme will be implemented over the next three years to assist the furniture industry in fully leveraging design as a key competitive advantage and driver for future growth.

The Furniture Design DNA is spearheaded by the SFIC's dedicated Design Development Division and is targeted at local furniture companies, designers and students and will focus on four main areas - design seminars, overseas design missions, an interactive e-platform for design promotion and outreach, and a capabilities-profiling of the furniture industry.

Furniture Design Award (FDA)

The Furniture Design Award (FDA) is an annual furniture design competition organised by the Singapore Furniture Industries Council (SFIC). It was first launched in 1993 as the Furniture Design Competition and was renamed as FDA in 2003. The Award aims to uncover budding design talents and be a reputable showcase for the unique creations of Asia's best creative minds. Increasingly, the Award has become a platform for exchange and networking amongst furniture manufacturers and designers.

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 the International Furniture Fair Singapore and ASEAN Furniture Show.

D'SPACE

For budding designers and developing design professionals, the D'Space, short for Designer Space, is the coveted display zone with The International Furniture Fair Singapore 2010 / 27th ASEAN Furniture Show 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 Design DNA Programme.

Forums and Workshops

Various forums and workshops featuring overseas speakers such as Mr Karim Rashid, Mr Naoto Fukasawa, founder of Naoto Fukasawa Design, Mr Somchai Thanopolkiat, President of Design & Objects Association, Thailand have been organised.