

PRESS RELEASE

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SINGAPORE AND TAIWANESE DESIGNERS BAG TOP AWARDS AT FURNITURE DESIGN AWARD 2011

SINGAPORE, 9 March 2011 – The Furniture Design Award 2011 saw homegrown talent Jerry Low, of Air Division, as well as student Yin Tzu-Chi, from National Taiwan University of Science and Technology bagging top honours in the Designers and Students category respectively.

The 18th edition of the Award saw strong entries from both Designers (opened to designers globally aged 40 and below) and Students (opened to full-time students in international arts and design and educational institutions) categories.

A total of 11 winners were unveiled at the International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011), Deco Asia 2011 and Hospitality Asia 2011.

These winners were selected from entries submitted in the Students and Designers categories by an independent panel of distinguished jury members from the furniture and design industries. The winners across the two categories are:

Students Category

FDA 2011 Grand Award Winner:

Mr. Yin Tzu-Chi,
National Taiwan University of Science and
Technology, Taiwan
Entry: Sheep Chair

FDA 2011 Honorable Mention Award:

Ms. Nur Sabeela Binte Abdul Karim,
LASALLE College of the Arts, Singapore
Entry: You've Got Mail

Ms. Grace Joan Tanutama,
LASALLE College of the Arts, Singapore
Entry: Ostrich Table

FDA 2011 Merit Award:

Ms. Xing Tian Qi
Nanyang Academy of Fine Arts, Singapore
Entry: Dear Deer Cabinet

Mr. Roger Yeo Wei Ming
National University of Singapore, Singapore
Entry: Flux Coffee Table

Mr. Samir Wadekar
Raffles Design Institute, Singapore
Entry: Liseta Bookcase

Designers Category

FDA 2011 Grand Award Winner:

Mr. Jerry Low
Air Division Pte Ltd, Singapore
Entry: WIND Screen/ Shelf

FDA 2011 Honorable Mention Award:

Mr. Abie Abdillah
Indonesia
Entry: Pretzel Bench

FDA 2011 Merit Award:

Ms. Gabriella Asztalos
Asztalos S.L., Germany
Entry: Hug Chair

Ms. Page Tan
Singapore
Entry: Igloo Stool

Ms. Sharina Bi Abdul Rashid
Nanyang Polytechnic, Singapore
Entry: Sprout

In announcing the FDA 2011 winners, Mr Simon Ong, Chairman of Design Development, Singapore Furniture Industries Council (SFIC) said: "These winners have demonstrated laudable talent through their works. SFIC is proud of these exceptional designers, who will undoubtedly rise up to be the new leaders and trendsetters of the furniture design industry. In time, they will spur and motivate the next generation of designers and in doing so, enrich the furniture design culture."

Winning entries were chosen based on these criteria: creativity, marketability, functionality, and environmental-friendliness.

The entries for FDA 2011 were judged by a panel that comprises industry veterans like Mr Tai Lee Siang, Chairman of DesignS and Group Managing Director of Ong & Ong Pte Ltd; Mr Lim Choon Hong, founder and CEO of XTRA Designs Pte Ltd; Mr Ben Wu, founder of fashion label, Ben Wu; Mr Jason Ong, founder of furniture brand, Jienshu; industry veteran, Mr Phillips Connor,

Mr Peter Tay, founder of Peter Tay Studio and Mr Michael Buckley, Director of Turnstone Communications.

The winning designs, together with the works of other finalists, are currently showcased at the IFFS/AFS 2011, Deco Asia 2011 and Hospitality Asia 2011, held from 9 to 12 March at the Singapore Expo.

FDA 2011 is supported by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, DesignS, Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects, Agility Fairs & Events Logistics Pte Ltd and IFFS Pte Ltd.

For more information about the FDA 2011, please visit www.furnituredesigndna.com and see Appendix A.

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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 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 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 Furniture Design Award

To develop design talents, Singapore Furniture Industries Council (SFIC) organises the annual Furniture Design Award to provide an expedient avenue for designers to express their creativity and gain recognition in the industry, providing them with opportunities to launch their careers. It also serves to maintain the dynamism and vibrancy of the regional furniture design trade.

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