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International Industry Veterans at Furniture Design Forum 2011

Singapore, 4 April 2011 – Three keynote speakers, Mr Naoto Fukasawa, Mr Vincent Van Duysen and Mr Marco Cappellin, shared their design insights and experiences with a 400-strong audience at the Furniture Design Forum (FDF) 2011, held on 11 March at the Singapore Expo.

Attended by local and overseas furniture industry players, designers, architects, design students, trade agencies and the media, the annual forum, which features international design personalities and experts, was organised by the Singapore Furniture Industries Council (SFIC) in conjunction with the International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011), Deco Asia 2011 and Hospitality Asia 2011.

Japanese minimalist designer Mr Fukasawa spoke at length about his design philosophy following a private tour of 'Design Inevitable' – a showcase of designs from a local workshop he mentored in 2010 – to guests and media at PLATFORM, a design-centric exhibit that took centrestage at Hall 3.

Following Mr Fukasawa, Belgian architect, Mr Vincent Van Duysen shared with the audience his thoughts on how the essence of living in a certain space is defined by the tactile and sensorial attributes present around us. Mr Van Duysen also highlighted the importance of incorporating emotions and sensuality in his designs in order to spark interest and affinity with today's consumers. The final speaker of the day, Mr Cappellin, delivered a thought-provoking presentation on how continual exchanges between art, fashion and design can give rise to creative collaborations between artists and fashion houses.

Said Mr Simon Ong, Chairman of Design Development, SFIC, "We are very honoured to have these noted industry players as speakers at this year's forum. The works of these design masters have inspired many of us in the furniture design scene and I am certain that

attendees of the forum have gained valuable insights to the creative illustrations they had presented."

The forum concluded with a panel discussion that was hosted and moderated by Mr Tai Lee Siang, Chairman of DesignS and Ms Wendy Chua, designer from outofstock.

FDF 2011 is supported by DesignSingapore Council, International Enterprise Singapore (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.

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Media Contacts:

Adlena Wong
Strategic Public Relations Group
Tel: +65 6325 8271
adlena.wong@sprg.com.sg

Shermaine Ong
Singapore Furniture Industries Council
Tel: +65 6569 6988
shermaine@singaporefurniture.com

Diana Low
Strategic Public Relations Group
Tel: +65 6325 8264
diana.low@sprg.com.sg

Joey Ng
Singapore Furniture Industries Council
Tel: +65 6569 6988
joey@singaporefurniture.com

Robin Chang
Strategic Public Relations Group
Tel: +65 6325 8278
robin.chang@sprg.com.sg

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.

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