

**FOR IMMEDIATE RELEASE**

## **SFIC TO SPEARHEAD THE REPUBLIC'S DEBUT AT MAISON&OBJET FAIR**

**Singapore, 1<sup>st</sup> August 2011** – Singapore Furniture Industries Council (SFIC) will lead the charge to showcase home furnishing collections by six homegrown companies at France's Maison&Objet Fair from 9<sup>th</sup> to 13<sup>th</sup> September at Paris Nord Villepinte.

Supported by both DesignSingapore Council and International Enterprise (IE) Singapore, the Singapore contingent comprising d.lab, FARM, hans tan studio, kwodrent, Motto and Sam and Sara Homes will make its debut at Maison&Objet under the Singapore Design Pavilion. Held biannually in Paris, Maison&Objet is a French home furnishings and accessories fair. Its January 2011 edition attracted a record attendance of more than 85,000 professional visitors.

Taking its definitive place as the global pole for home-fashion in Paris, the Maison&Objet fair is considered as one of the most important and successful European events for all sectors relating to interior design including furniture, home furnishings, lighting, tableware and high end gifts. More than 5 million different products from 300,000 different brands are usually presented at any edition of the trade fair.

"The Maison&Objet is a fitting platform for Singapore to host its debut design presence in France, as the widely attended furniture fair will offer unparalleled opportunities and exposures for our Singapore designers and design entrepreneurs into the international furniture design scene. Drawing inspiration from both East and West, our cosmopolitan city has allowed us to develop styles and designs that work for both local and international clientele. The abundance of raw materials in the region also allows our designers to bring energy and originality to our products. Along with our efficient infrastructure and organisations, we are confident that our Singapore companies will appeal well to international buyers sourcing for new product lines", said Mr. James Goh, President of the Singapore Furniture Industries Council.

For details about the six participating Singapore companies at the Maison&Objet Fair, September 2011 edition, please refer to the attached Appendix.

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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 Singaporefurniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments.

It also manages the International Furniture Centre and organizes the annual Furniture Design Award, PLATFORM as well as International Furniture Fair Singapore/ ASEAN Furniture Show, Deco Asia and Hospitality 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](http://www.singaporefurniture.com)

**About the DesignSingapore Council**

The mission of the DesignSingapore Council is to develop Singapore into a global city for design where design innovation drives economic growth and enhances the quality of life. DesignSingapore promotes and develops the design industries as a creative cluster, encourages the adoption of design by enterprises and nurtures a climate of co-creation and innovation through design. The DesignSingapore Council is the national agency for design and is a part of the Ministry of Information, Communications and the Arts.

[www.designsingapore.org](http://www.designsingapore.org)

## **About International Enterprise Singapore (IE Singapore)**

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We promote the overseas growth of Singapore-based enterprises and international trade.

With our global network in over 30 locations, we help foreign companies partner Singapore-based enterprises for their business expansion. Renowned globally for high quality and innovation, Singaporean companies make ideal business partners. As industry and market experts, we can help you reduce the time and mitigate the risks in doing business with Singapore by

- helping you identify and cultivate relationships with Singaporean partners through business-matching, industry and market-specific missions, and events;
- keeping you abreast with the latest products and solutions to grow your business.

At the same time, we work to position Singapore as a base for foreign companies to expand into Asia in partnership with Singapore-based enterprises. Singapore's unique advantages of strategic location, stable government, competitive workforce, and pro-business environment make it an ideal launch pad to the region.

[www.iesingapore.com](http://www.iesingapore.com)

## **APPENDIX: MAISON&OBJET (9<sup>th</sup> – 13<sup>th</sup> September 2011)**

### **1. d.lab of Design Incubation Centre**

d.lab is a commercial entity and trademark created by the Design Incubation Centre to communicate its research and outcomes through commercial distribution channels.

The Design Incubation Centre, from the National University of Singapore, is a design research laboratory which investigates and develops new tools in order to find new possibilities in design practices.

[www.designincubationcentre.com](http://www.designincubationcentre.com)

### **2. FARM**

FARM is a multi-disciplinary, award-winning design studio which wants to experiment continually to find a position in design dialogues, a place where disciplines are blurred to ultimately create delight for the everyday user.

This effort converges into the FARM store, a product-making and distributing process in collaboration with a network of local designers, artists, institutions and manufacturers to make and distribute products with a twist on the Singapore identity. This system and online store supports, promotes and sells an accessible and beautiful range of Singapore-designed products for everyone.

[www.farm.sg/store](http://www.farm.sg/store)

### **3. hans tan studio**

Hans Tan is a designer, curator and educator who employs function as a medium and creates objects that explore values, rituals and materiality between design and art. A winner of the Martell VSOP Rising Personalities Award 2009, Hans' works have been exhibited at "Singletown" at the Venice Biennale, "Surface art/design" in Dortmund and Cologne, and "No Boundaries" at ArtStage Singapore. He has curated projects like "Rest & Relax" for Singapore Changi Airport, "MadeForSam" for Singapore Art Museum, and "P for Paint" for NUS Museum.

Hans' penchant for design pedagogy includes developing novel design approaches based on generative deformations, language usage and systematic reflection. He teaches at the National University of Singapore.

[www.hanstan.net](http://www.hanstan.net)

### **4. kwodrent**

With the emergence of home-grown talent Grace Tan, the formally trained fashion designer founded 'kwodrent' in 2003 as a cross-disciplinary practice.

Expressing her areas of interest and development, Grace explores patterns and constructions in structures as well as delve into the relationship between human body and its surroundings. Her works are highly experimental, often blurring the lines between fashion, fine art, architecture and mathematics.

[www.kwodrent.com](http://www.kwodrent.com)

## 5. Motto

Launched in 2009 after years in the Interior Design industry, Motto was set up with a clear and simple reason - to create good designs and quality furniture for customers within an inspiring retail environment. As such, Motto constantly looks for solutions in unique furniture pieces with analytical cost.

Eco-chic collections can be found in Motto's store which is constructed out of purely reclaimed ship wood and compressed recycle wood. Its designs are based on creative concepts and intelligent techniques, each driven by innovation and inspiration. Motto is proud to serve all and those looking for earthy, unique and individualistic pieces

[www.motto.com.sg](http://www.motto.com.sg)

## 6. Sam and Sara Homes

Based in Singapore, SAM & SARA is an independent, family-run business with a personable and sustainable approach to the home accessories market. Their products are inspired by a love for travel, an appreciation for different cultures and an admiration for artisans who continue to breathe life into the tradition of handcrafting.

Sam and Sara Homes challenge the status quo of mass produced home accessories that lack originality, spirit, warmth and emotion with the mission of providing the decorative accessories market with high quality, handmade items that reflect global travel and a nomadic lifestyle.

SAM & SARA: Home Accents for the Global Nomad.

[www.samandsarahome.com](http://www.samandsarahome.com)