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DNA OF DESIGN TAKES CENTRESTAGE AT IFFS/AFS 2011, DECO ASIA 2011 AND HOSPITALITY ASIA 2011

Design programmes at Fair underscore promising future of Singapore's furniture design

Singapore, 9th March 2011 – One of the highlights of this year's International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011), Deco Asia 2011 and Hospitality Asia 2011, is, without doubt, its focus on design. This is the result of the Singapore Furniture Industries Council's (SFIC) unwavering commitment to nurturing and promoting designers for the furniture industry through the Design DNA (Develop, Nurture and Accelerate) Programme.

The Design DNA Programme, which is now moving into its third year and is supported by SPRING Singapore, aims to advance overall design standards and capabilities of local furniture companies and designers. It exemplifies SFIC's key approach in empowering through knowledge and ideas exchange in a bid to actively develop Singapore's talent pool in furniture design.

An exciting feature to look out for at this year's Fair is D'Space (Designer Space) in Hall 3 of Singapore Expo, where innovative works from PLATFORM, a launch pad for emerging design entrepreneurs; the winning designs of the coveted Furniture Design Award (FDA); the inspiring pieces from Design Inevitable workshop, conducted by renowned Japanese designer, Mr Naoto Fukasawa; as well as a PUSH Showcase by Design\$, which is an alliance between eight local design-related associations.

"Design DNA distinguishes itself from other industry programmes by enabling seasoned and up-and-coming designers to share new ideas and showcase their best creations. Through this, they can influence, nurture and inspire one another to excel in their fields of work. This will naturally raise the design standards for Singapore, putting us in good stead to compete with the rest of the world," said Mr James Goh, President of SFIC.

Design Inevitable

Playing the role of a mentor, Mr Fukasawa guided a group of young designers through the thinking process, and inspired them in their exploration of the Singaporean identity through their designs. Working closely with him, 11 designers moved through the design process and ultimately brought their concepts to life with the help of our local industry leader, XTRA Designs Pte Ltd. Works from 'Design Inevitable' are housed in Hall 3.

Furniture Design Forum (FDF 2011)

Into its eighth year, FDF 2011 is committed to its original objectives of nurturing talents and instilling the importance of design in the manufacturing value chain. This year, FDF 2011 will take place on 11th March from 1.30pm to 5.30pm at Conference Hall D, E & F at Foyer 1, Level 2. The three keynote speakers include: international designer Mr Naoto Fukasawa (Japan), architect Mr Vincent Van Duysen (Belgium) and furniture business expert Mr Marco Cappellin (Italy).

These luminaries will be addressing pertinent issues such as the development of relationships when humans come across good designs ('Design Inevitable' by Fukasawa), ideas and perceptions behind the thinking and design processes ('Tactility in Architecture & Design' by Van Duysen), and the roles that design plays in the furniture manufacturing business ('Contemporary Art, Fashion & Design' by Cappellin).

Furniture Design Award (FDA 2011)

Serving primarily as a launch-pad for fresh talents looking for design experience in a real-world setting, shortlisted six finalists in the Students category and five in the Designers category will be vying for recognitions in these awards: FDA Grand Award, FDA Honourable Mention, FDA Merit Award and the Best Use of Material Award. What sets this year's submissions apart from the preceding years is the diversity and quality of the entries, a testimony that FDA has been gaining ground in the international design fraternity over the past years.

"This certainly solidifies FDA's reputation as the go-to for designers looking to showcase their work to an international audience. Many participants who had entered their works to the FDA in previous years have matured into established designers who continue to grow

their presence at the IFFS/AFS, Deco Asia and Hospitality Asia through participation in PLATFORM," said Mr Simon Ong, Chairman of SFIC Design Development.

The entries for FDA 2011 will be judged by a panel of distinguished jury members that include Mr Tai Lee Siang, Chairman of DesignS and Group Managing Director of Ong & Ong Pte Ltd, Mr Ben Wu, founder of fashion label, Ben Wu, Mr Jason Ong, founder of furniture brand, Jienshu, Mr Lim Choon Hong, CEO & Founder of XTRA Designs Pte Ltd, Mr Peter Tay, founder and principal of Peter Tay Studio, industry veteran, Mr Phillips Connor and Mr Michael Buckley, Director of Turnstone Communications.

PLATFORM 2011

What makes the FDA more desirable and rewarding is that winners will progress from the award to a coveted spot in PLATFORM, a leading-edge arena for aspiring design entrepreneurs to exhibit their latest creations with the goal of garnering recognition and securing partnership with world-class furniture manufacturers and buyers.

As past FDA winner, Singapore-based Cilicon Faytory, can testify to, the exposure and outreach that PLATFORM offers are lucrative and tangible as their design works were exhibited to over 18,000 manufacturers, buyers and designers at IFFS/AFS.

"Participating in PLATFORM had helped us expand our contacts and sales channels tremendously. Also, with the strong media support given by SFIC, we were given good exposure to the international media and that helped us reach out to the global market," said Mr Lui Honfay of Cilicon Faytory.

PLATFORM 2011 sees young designers from a variety of background, institutions and specialisations coming together, including Rusitto Pte Ltd, oon, LASALLE College of the Arts and Nanyang Academy of Fine Arts, just to name a few.

PUSH Showcase by DesignS

Another noteworthy initiative that has been spotlighted at the Fair is the PUSH Showcase by DesignS, a network of eight design-centric institutes and associations in Singapore. Supported by DesignSingapore Council, the PUSH Showcase comprises works across

various disciplines that highlight the inter-connectivity between sculpture, design and architecture. The designers and companies honoured in the PUSH Showcase are constant innovators that have displayed considerable design flair and a tremendous amount of hard work to bring the spotlight on not only their designs, but also on Singapore as a future design capital of Asia. This year, notable projects include those submitted by Designers Association Singapore (DAS), Singapore Institute of Planners (SIP), Singapore Institute of Landscape Architects (SILA), Interior Design Confederation (Singapore) (IDCS), Textile and Fashion Federation of Singapore (Taff), Singapore Institute of Architects (SIA), Association of Accredited Advertising Agents Singapore (4As) and Singapore Furniture Industries Council (SFIC).

SINGAPLURAL 2012

Looking ahead, SFIC will be launching SingaPlural in conjunction with IFFS/AFS, Deco Asia and Hospitality Asia in 2012. Open to design fanatics both local and international, SingaPlural is a satellite design event that aims to attract prospective audience with big names of the industry and established designers who will be roped in to showcase their works. As a prelude to SingaPlural, visitors can look forward to No Boundaries, a groundbreaking design showcase by outstanding regional designers at the Fair. *No Boundaries* will feature the following designers: Pc Ee, Anju Cawthra, Jason Ong, Gabriel Tan, Anon Pairo, Nathan Yong and Soranun.

Event Details:

Works under FDA, PLATFORM, 'Design Inevitable', PUSH Showcase and No Boundaries are on display in Hall 3 of Singapore Expo from 9th to 12th March. FDF will be held at Conference Halls D, E, F and Foyer 1 (Level 2) on 11th March.

For more information on FDA 2011, the Award Finalists and Panel of Jury Members, see appendix A. For the bio-data of keynote speakers, see appendix B. For PLATFORM factsheet, see appendix C. For 'Design Inevitable' factsheet, see appendix D.

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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 International Furniture Fair Singapore 2011/28th ASEAN Furniture Show (IFFS/AFS 2011), Deco Asia 2011 and Hospitality Asia 2011

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS) began in 1981 and has since grown to be regarded by industry experts as Asia's most prestigious furniture trade show. IFFS/AFS provides an effective marketing platform for regional companies to venture into global markets. As a testimony to the quality of the show, IFFS/AFS is the first Asian-based international furniture fair to be accepted as a member of the elite Union des Foires Internationales, a Paris-based

international authority on trade fairs. In addition, it is the only furniture trade event in Singapore to be awarded the 'Approved International Fair' status by the Singapore Tourism Board. The Singapore Exhibition and Convention Bureau also recognises the fair as a major event on Singapore's international exhibition calendar.

www.iffs.com.sg

Deco Asia 2011 is the premier Asian showcase for soft furnishing and home accessories. Deco Asia brings together the latest in household textiles and decorations, including bedding and linens and accessories, carpets and rugs, decorative accessories, curtain fabrics and fabric decorative items, fine art pottery, furniture upholstery, handcrafted and handicrafts, home textiles, lacquer ware, lightings, mirrors, paintings and frames and as well as wall decorations and coverings and materials.

Grown tremendously from a modest segment within the International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS), the newly rebranded Deco Asia will showcase the latest designs and trend creations for soft furnishings and home decorations from a premium collection of exhibitors. Co-located with the IFFS/AFS 2011, Deco Asia will be held from 9 to 12 March 2011.

www.decoasia.com.sg.

Hospitality Asia 2011, held in conjunction with the International Furniture Fair Singapore and ASEAN Furniture Show 2011 (IFFS/AFS 2011), will highlight the latest developments and products for the hospitality and contract furniture industry, covering furnishing and design, F&B furnishing and design, art & decorative pieces, fixtures and fittings, lighting and accessories, tableware, bathroom equipment and fixtures, beddings, fabrics and draperies, security and safe systems, in-house entertainment systems, landscaping as well as outdoor furniture and marquees.

This inaugural edition is expected to attract trade visitors from the hospitality industry, including hoteliers, resort developers, entertainment outlet owners and operators as well as property developers, architects and interior designers. Hospitality Asia aims to build an experiential hospitality showcase, featuring the most comprehensive range of innovative products and furniture offerings from Asia and beyond. Co-located with the IFFS/AFS 2011, Hospitality Asia will be held from 9 to 12 March 2011. www.hospitalityasia.com.sg.

About Design DNA

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

About DesignS

DesignS is a group partnership of design-centric institutes and associations in Singapore. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises eight member institutes - the Association of Accredited Advertising Agents Singapore (4As), Designers Association Singapore (DAS), Interior Design Confederation (Singapore) (IDCS), Singapore Furniture Industries Council (SFIC), Singapore Institute of Architects (SIA), Singapore Institute of Landscape Architects (SILA), Singapore Institute of Planners (SIP) and the Textile & Fashion Federation (Taff). DesignS is also committed towards several anchor events and activities, all aimed at ensuring the sustainability and promotion of Singapore's Design community. These events include the annual PUSH Showcase to recognise talented designers amongst the eight member institutes and planned activities to promote continued professional development as well as Singapore's creativity capabilities to the world market. www.designs.com.sg

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

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