

# NEWS RELEASE

## SEE WHO TAKES THE WINNING SEAT AT THE 5<sup>th</sup> FL!P CHALLENGE

*Sixty nine participants reconstruct a chair with the theme “FL!P a Chair”*

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**SINGAPORE, 6 March 2009** – The Singapore Furniture Industries Council (SFIC) today announced the winners of the 5<sup>th</sup> Furniture·Lifestyle·Innovations·Perspectives (FL!P) Challenge.

The FL!P Challenge, which compels participants to innovate and transform existing furniture or raw materials into different works while retaining its basic functions, is open to local arts and design institutes. Students have a choice to either take part as individuals or in groups of no more than two members. For the 5<sup>th</sup> FL!P Challenge, students were required to “FL!P a chair” which meant they had to transform the chair into another piece of furniture while retaining its primary seating function. All participants were provided with the Erpo Dining Chair, sponsored by Star Furniture Industries Pte Ltd, one of Singapore’s leading furniture retailers and manufacturers.

Mr Simon Ong, Chairman, Design Development Committee, said, “Every year, we see entries to the FL!P Challenge increasing and we’re gratified to see more students stepping up to the challenge and coming out with new and novel creations. As part of the design push for SFIC, we will continue to encourage young local talents to further their interest and exposure in the design field. This is good for the industry as it will strengthen our design gene pool.”

In all, 69 entries were received from 12 schools for the 5<sup>th</sup> FL!P Challenge, almost 20 per cent up from last year. From these, 17 finalists were short-listed and assessed by a distinguished panel of judges comprising Mr Naoto Fukasawa, Founder, Naoto Fukasawa Design (Japan), Mr Carsten

Ovesen, Managing Director, Carsten Ovesen Design & Chief Judge of the 5<sup>th</sup> FLIP Challenge; Mr Khoo Peng Beng, Council Member, Singapore Institute of Architects; Mr Colin Seah, Member, Interior Design Confederation (Singapore) and Mr Benny Tan, President, Designers Association Singapore.

The entries were judged on their degree of innovation and originality, functionality and also creativity in the use of the materials supplied. (Please refer to the fact sheet and design flyer for details on the entries.)

Winners of the top three awards – Gold, Silver and Bronze – walked away with S\$1,000, S\$800 and S\$500 respectively, in addition to a trophy and a certificate. The Merit award winners were presented with a certificate and a trophy each.

This year, the Popular Choice Award, previously an exclusive award for FLIP participants, will be open to participants for both the FLIP Challenge and the Furniture Design Award. A voting session will be held during the Designers' Cocktail Networking Session on the evening of 6 March 2009 at Singapore Expo, Foyer 1. Guests at the event will be invited to view the finalists' prototypes on display and vote for their favourite piece from the two competitions. The results of the Popular Choice Award will then be announced at the event's end.

In conjunction with the International Furniture Fair Singapore 2009/26<sup>th</sup> ASEAN Furniture Show (IFFS/AFS 2009), the finalists' entries will be displayed at the Singapore Expo from 9 to 12 March 2009. This will give the winners and finalists valuable exposure to the international furniture community attending this prestigious trade show.

The 5<sup>th</sup> FLIP Challenge is supported by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, the Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects, Star Furniture Industries Pte Ltd, Transit Air Cargo Singapore Pte Ltd and IFFS Pte Ltd.

For more information on SFIC's design initiatives, please visit [www.singaporefurniture.com](http://www.singaporefurniture.com).

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#### **About Singapore Furniture Industries Council**

SFIC 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, 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 organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia.

SFIC is the parent company of International Furniture Fair Singapore Pte Ltd, the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show. SFIC also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region.

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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