

NEWS RELEASE

DESIGN TALENTS SHINE AT THE FURNITURE DESIGN AWARD

FDA draws record number of international participants at this year's competition

SINGAPORE, 6 March 2009 – The Singapore Furniture Industries Council (SFIC) announced the results of the prestigious Furniture Design Award (FDA) 2009, a competition which drew entries from designers and young talents from all over the globe. The design pieces of twenty six finalists were short-listed for the finals.

Up from last year's 530 entries, FDA 2009 received an overwhelming total of 637 submissions from 19 countries, namely Australia, Belgium, China, France, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, Mexico, the Philippines, Singapore, Spain, Taiwan, Thailand, United States and Vietnam.

This year, all participants in the Students, Young Designers and Open categories were given free rein over their furniture creations, unlike previous years where a specific theme was set for the Students and Young Designers categories.

Mr Simon Ong, Chairman of the Design Development Committee for SFIC, said: "FDA is an excellent channel for our design talents to shine and gain unprecedented exposure in the design field. While SFIC strives to help these stars shine, we are also excited and gratified to see that many of our friends from near and far see the value of participating in such competitions. This year, we have received an astounding number of entries across the different categories with designers hailing from as far as Belgium and Spain. This is an excellent endorsement of FDA and shows that is slowly but surely obtaining international recognition."

He added, "One of the aims of FDA is to provide students and young designers with relevant industry experience. FDA has in place a mentoring scheme for participants in the Student and Young Designers categories. This scheme aids the participants throughout the conceptualisation and product design process, making FDA a boon and a launch pad for fresh talents looking for some real-world design experience."

The entries for FDA 2009 were judged by a panel of distinguished local and foreign judges. The local judges comprise of: Mr Aamer Taher, Founder, Aamer Taher Design Studio; Mr Carsten Ovesen, Managing Director, Carsten Ovesen Design; Ms Kelley Cheng, Editor-in-Chief, iSh magazine & Singapore Architect; Mr Lim Choon Hong, Founder & CEO, XTRA Designs Pte Ltd; Mr Low Cheaw Hwei, Senior Design Director, Philips Design; Mr Nicholas Wong, Designer, nicholas; and Mr Patrick Chia, Design Director, Design Incubation Centre, National University of Singapore. They are joined by renowned international designer, Mr Naoto Fukasawa, Founder, Naoto Fukasawa Design, Japan.

The entries were judged on their creativity, marketability, functionality, environmental-friendliness and ergonomics. Category winners received a certificate, a trophy and up to S\$6,000 in cash. In addition, there will also be a "Best Use of Material" award presented to the designer who has best utilised his or her chosen material in his furniture creation. A Popular Choice Award will also be handed out to one entry among the FDA and FLIP Challenge finalists. This is the first time that this award is extended to FDA finalists, making the competition even more intense and exciting. For this award, a voting session will be held during the Designers' Cocktail Networking Session on the evening of 6 March 2009. Guests at the event, including local and international furniture and interior designers, architects, furniture industry players and government officials, will be invited to vote for their favourite piece. The results of the Popular Choice Award will be announced at the end of the event.

The winning designs of FDA 2009 will be showcased at the International Furniture Fair Singapore 2009/26th ASEAN Furniture Show (IFFS/AFS 2009) from 9 to 12 March at the Singapore Expo.

FDA 2009 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, Transit Air Cargo Singapore Pte Ltd and IFFS Pte Ltd.

For more information on the SFIC's design initiatives, please visit 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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