

NEWS RELEASE

DESIGN TALENTS TO GO 'GREEN' FOR FURNITURE DESIGN AWARD 2007

SINGAPORE, 22 June 2006 – A competition reputed for uncovering innovative designs from Asia, the annual **Furniture Design Award (FDA)** is once again open for entries. The Singapore Furniture Industries Council (SFIC), organiser of the annual event announced that 'GREEN' will be the theme for participants in the Students and Young Designers categories.

“We want to pick out participants who can think beyond green as just a colour and achieve furniture design breakthroughs that are both exceptional and unique. We have kept the theme broad in order to prompt designers to explore and use new materials for their entries. Through this competition, we hope to nurture a talent pool that is able to transcend cultural boundaries and display an acute understanding of new world design trends and concepts,” said Mr Andrew Pang, Chairman of the **FDA 2007** Organising Committee.

For the first time, participants in the Students and Young Designers categories will compete against one another for the “Best Use of Wood” award. Although participants are not bound to include timber in their furniture designs, the new award seeks to encourage the creative use of the abundant variety of wood available to the industry and the versatility of its use in furniture.

“The annual FDA celebrates creativity and reinforces SFIC’s continued commitment towards raising the design bar in Singapore and the region. Ultimately, we want global furniture players to recognise FDA as Asia’s platform for unveiling trendsetting

masterpieces by some of industry's best creative minds," said Mr Simon Ong, Chairman of the Design Development Committee for SFIC.

Consistent with the Council's aim of developing Singapore as a premier global furniture design hub, **FDA 2007** will continue to present opportunities for talented designers to interact with key industry players to gain intimate knowledge of the market as well as to spearhead their careers.

For Lui Honfay, 2006 Silver Award Winner in the Students Category, his participation in previous FDAs has led to collaborations with local design and furniture companies. Chia Yung Kang, Merit Award Winner for the Young Designers Category at FDA 2006 has also received job offers, written for a furniture trade publication and was approached by a company to commercially produce his winning floor lamp, 'B.I.R.D'. He is currently heading the product design department of a joint venture between a local firm and China company in Beijing.

FDA 2007 comprises three categories:

- **Students Category:** Open to full time students in any local tertiary institution, art institution, junior college, pre-university or secondary school;
- **Young Designers Category:** Open to Asia Pacific citizens, permanent residents and those on work permit and who are below the age of 35 as at 1 March 2007;
- **Open Category:** Open to participants from all over the world on a company basis, with entries that have been manufactured and launched commercially in the market. Entries in this category need not be confined to the theme.

Entries to **FDA 2007** will be judged by prominent industry personalities and reputable international designers on their creativity, marketability and functionality (including ergonomics and environmental sustainability). Entries for the Students and Young Designers categories will also be judged on their interpretation of the theme. Winners will stand to receive a certificate and trophy and up to S\$5,000 in cash. Top-prize winners of the Students and Young Designers Categories can also participate in SFIC's Designer Co-development Programme and stand to win an internship contract with some of Singapore's most prominent furniture manufacturers.

The closing date for the Students and Young Designers categories is 22 September 2006 and 29 November 2006 for the Open Category. The finals will be held on 28 February 2007 with the results announced on the same date.

FDA 2007 is held in conjunction with the International Furniture Fair Singapore 2007/24th ASEAN Furniture Show (IFFS/AFS 2007), Asia's premier design-led furniture trade exhibition. IFFS/AFS 2007 will take place from 1 to 5 March 2007 at the Singapore Expo.

FDA 2007 is supported by DesignSingapore Council, SPRING Singapore, International Enterprise Singapore (IE Singapore), the Designers Association of Singapore, Interior Design Confederation Singapore, Singapore Institute of Architects and the American Hardwood Export Council.

For more information on **FDA 2007**, please visit www.singaporefurniture.com.

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About FDA 2006

The Students Category saw 237 entries coming from 14 institutions (up from 8 institutions in FDA 2005). These comprised Ping Yi Secondary School, Teck Whye Secondary School, ITE (Bishan), Nanyang Polytechnic, National University of Singapore, Singapore Institute of Management, Singapore Polytechnic, Temasek Polytechnic, Construction Industry Training Institute, Hwa Chong Institution, Inspiration Design School, LaSalle SIA, Nanyang Academy of Fine Arts and Raffles Design Institute.

The Young Designers Category saw 66 entries from 13 countries (up from 9 countries in FDA 2005). These comprised Australia, Belgium, Canada, Germany, Indonesia, Japan, Malaysia, the Philippines, Singapore, Spain, Taiwan, Thailand and Vietnam.

The Open Category saw 62 entries, a 38 per cent increase compared to FDA 2005, coming from Australia, Belgium, Canada, Germany, Indonesia, Japan, Malaysia, the Philippines, Singapore, Spain, Taiwan, Thailand, Turkey and Vietnam.

The Award saw furniture design prototypes that embraced not only the aesthetics but also in-depth market research, usability, safety, ergonomics, environmental sustainability and consumer experiences.

About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of furniture manufacturers in Singapore, 65% of whom have subsidiary manufacturing plants in the region; including Malaysia, Indonesia, China, Vietnam and Thailand. Its primary roles include promoting the interests of its members and the Singapore furniture industry, facilitating members' exposure to the world market, creating more entrepreneurs through human resource development, developing local talents, creating more leading-edge and award-winning designs by organising competitions such as the annual Furniture Design Award, forging strategic partnerships with government- and trade-related agencies, harnessing technology and knowledge for growth through the use of information technology.

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