

NEWS RELEASE

LET YOUR IMAGINATION RUN FREE AT FURNITURE DESIGN AWARD 2009

SINGAPORE, 25 April 2008 – Ever dream of showing your furniture designs to the world? Well, here's your chance! The Singapore Furniture Industries Council (SFIC) is calling for entries for the much anticipated **Furniture Design Award (FDA) 2009** and registration is now open.

This year, participants in the Students and Young Designers categories are given free reign with their furniture creations as there will not be any given theme, unlike in previous years.

Mr Andrew Pang, Chairman of the FDA 2009 Organising Committee, said, "For FDA 2009, students and young designers are given a chance to design furniture pieces which best reflects their design capability. Understanding that students and young designers require more leeway for exploration, we have decided to give them a chance to fully stretch their imaginations by not setting a theme for 2009. Over the years, we've seen FDA participants rise to the occasion and submit themed works that are innovative and exciting, and for 2009, they will have the absolute freedom to create without boundaries."

"The steadily increasing participation over the years at FDA shows that emerging designers believe it is a great platform to showcase their talents and network with industry players." added Mr Simon Ong, Chairman of the Design Development Committee for SFIC.

FDA 2009 consists of three categories. The Open Category works on a company basis, seeking participants from all over the world with entries that have already been manufactured and launched commercially in the market; the Young Designers Category caters to participants from the Asia Pacific region, aged 35 years and below as of 9 March

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2009; and the Students Category is open to all full-time students from educational institutions in the ASEAN countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, The Philippines and Vietnam).

Since the inception of the Awards in 1993, FDA has seen encouraging growth in the number of participants each year. FDA 2008 saw a 41% increase of participants with a total of 530 entries from 12 different countries, namely Australia, China, Hong Kong, Indonesia, Japan, Malaysia, New Zealand, the Philippines, Singapore, Thailand, the United Kingdom and Vietnam.

In addition, SFIC will provide mentoring sessions for all the finalists in the Students Category. Industry players will be invited to act as mentors for these finalists, and guide them through the production of their prototypes for the final judging. With these mentoring sessions, the students will be exposed to the full industrial process of bringing their designs to life.

Entries to FDA 2009 will be judged by a panel of prominent industry personalities and renowned international designers on creativity, marketability and functionality, including aspects of environmental-friendliness and ergonomics.

The closing date for the Students and Young Designers categories is 29 August 2008 and the Open Category is 15 December 2008, before 5pm Singapore time. The finals will be held on 6 March 2009, with the results announced on the same day.

Entries in the Students and Young Designers categories will vie for the FDA Merit, FDA Honourable Mention and FDA Grand Awards. An additional award for the best use of a given material will also be presented to a participant from the Students and Young Designers categories. Entries in the Open Category will compete for the FDA Honourable Mentions and FDA Grand Award. Winners for FDA 2009 will stand to receive a certificate and trophy and up to S\$6,000 in cash.

With career development of students and young designers being the key driver for FDA, SFIC is constantly on the lookout for opportunities to introduce the winners to the industry. Winners in the Students and Young Designers categories can also participate in SFIC's Designer Co-development Programme to win a 12-month internship contract with some of Singapore's most prominent furniture manufacturers. At the end of this internship, the winners will get to produce at least one design of their own and be invited to showcase their

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designs at PLATFORM 2009, which is held in conjunction with Asia's premier design-led furniture trade exhibition, the International Furniture Fair Singapore/26th ASEAN Furniture Show, from 9 to 12 March 2009 at the Singapore Expo.

FDA 2009 is supported by DesignSingapore Council, International Enterprise Singapore (IE Singapore), Standards, Productivity and Innovation Board (SPRING Singapore), American Hardwood Export Council, the Designers Association of Singapore, Interior Design Confederation (Singapore) and Singapore Institute of Architects.

For more information on FDA 2009, please visit www.singaporefurniture.com.

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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 per cent of established furniture manufacturers in Singapore, of whom 65 per cent 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 organises the annual Furniture Design Award to spur trendsetting furniture designs from Asia. It 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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