

## NEWS RELEASE

### Renowned Japanese designer Naoto Fukasawa shares his design philosophies at Furniture Design Forum 2008

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**SINGAPORE, 16 July 2008** – Award-winning designer, Naoto Fukasawa, of Naoto Fukasawa Design, took the floor at the 6<sup>th</sup> Furniture Design Forum (FDF) organised by the Singapore Furniture Industries Council (SFIC). Held at the National Museum of Singapore on 13 June 2008, the event was attended by 242 participants comprising furniture industry players, designers, architects, design students, trade agencies and the media.

Based on the theme “The Core of Awareness”, Mr Fukasawa spoke at length on his design concepts and his ideologies and philosophies on the design process.

Mr Fukasawa began by explaining his theory that although people may be not conscious of what they want from design nor be able to articulate it, people seem to be able to instinctively recognize and embrace good design when they do see it. He then went on to describe his design philosophy – that he designs around people and their relationships to the environment. His presentation was insightful, and peppered with images that illustrated his ideology well. Mr Fukasawa then showcased some of his own product and furniture designs, such as *Chair* for Vitra Edition, *Infobar* for AU by KDDI, as well as his various product designs for Muji and plusminuszero. He also went into detail about the design process behind each piece, providing the audience with a rare look at the thought processes of this celebrated designer.

Following the presentation by Mr Fukasawa, a lively panel discussion involving Mr Fukasawa, Mr Christopher Guy Harrison, Chairman and CEO of Executive Style Pte Ltd, Mr Low Cheaw Hwei, Senior Creative & Account Director of Philips Design ensued. The panel was moderated by Ms Kelley Cheng, Editorial Director of Page One Publishing Pte Ltd, and Mr Patrick Chia, Design Director of the Design Incubation Centre at the National University