

# NEWS RELEASE

## **WINNERS OF 4<sup>th</sup> FLIP CHALLENGE UNVEILED** *58 Entries Feature Red Oak And Yellow Poplar Furniture Based On The Theme “EclectiCity”*

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**SINGAPORE, 30 November 2007** – The Singapore Furniture Industries Council (SFIC) today announced the winners of the 4<sup>th</sup> Furniture-Lifestyle-Innovations-Perspectives (FLIP) Challenge.

This year’s competition challenged participants to work with two highly popular species of American hardwood – the red oak and yellow poplar. Students from local educational institutions had to construct innovative and original pieces of furniture based on the theme “EclectiCity”.

Mr Neo Sia Meng, Vice President of SFIC, said, “We have chosen the theme ‘EclectiCity’ to reflect what Singapore has become, a bustling cosmopolitan city of progress and change. Our country’s eclectic mix of cultures and the influences from the region have shaped the way we live, feel and think. Thus, we hope this can be expressed in the designs from our younger generation.”

“We are extremely appreciative of the support from the American Hardwood Export Council (AHEC) in sponsoring the red oak and yellow poplar used in this competition. This has presented a rare opportunity for the designers to creatively fuse the diverse working and physical properties of these two hardwoods commonly used in furniture. The early rounds of this competition have already seen numerous entries that have certainly leveraged the

properties of these raw materials well to develop remarkably creative and marketable designs, which I'm told made judging extremely difficult," he added.

In all, 58 entries were received from 10 schools for the 4<sup>th</sup> FLIP Challenge. From these, 15 were short-listed and assessed by a distinguished panel of judges comprising Mr Carsten Ovesen, Managing Director of Carsten Ovesen Design; Mr Aamer Taher, Founder of Aamer Taher Design Studio and Council Member of the Singapore Institute of Architects; Mr Tan Beng Seng, Managing and Design Director of Oniondesign Pte Ltd and Vice President of Designers Association Singapore; Mr Jeff Choo, Director of Ai Associations Pte Ltd and Member of Interior Design Confederation (Singapore); Mr Michael Buckley, Consultant, World Hardwoods and a Fellow of the Royal Academy for the Advancement of the Arts in London; Mr Michael Snow, Executive Director of American Hardwood Export Council and Professor Seth Stem, Department of Industrial Design, Rhode Island School of Design.

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 attached fact sheet and concept papers 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.

A Popular Choice Award will also be presented to the designer whose furniture emerges the favourite amongst voters on an online poll on [www.singaporefurniture.com](http://www.singaporefurniture.com) that is open for public voting from 1 to 11 December 2007. The winner will be announced on 14 December 2007 and he/she will receive \$300 and a certificate.

In conjunction with the Singapore Design Festival, the works of the 15 finalists will be exhibited at Levels 7 and 10 (The Promenades) of The National Library from 1 to 11 December 2007.

The finalists' works will also be showcased at the International Furniture Fair Singapore 2008/25<sup>th</sup> ASEAN Furniture Show, from 9 to 12 March 2008 at the Singapore Expo exposing their works to an international industry audience of close to 18,000.

The 4<sup>th</sup> FLIP Challenge is supported by DesignSingapore Council, IE Singapore, SPRING Singapore, AHEC, Designers Association Singapore, Interior Design Confederation

(Singapore), Singapore Institute of Architects, Agility – Fairs & Events and International Furniture Fair Singapore 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**

Singapore Furniture Industries Council was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95% of established furniture manufacturers in Singapore, of whom 65% 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 also organises the annual Furniture Design Award to spur trend-setting furniture designs from Asia. 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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