

Product Information/Marketing Materials

Featured Collections at Urban Living Showcase @ Archifest 2025

All images can be downloaded at this link:

<https://workdrive.zohoexternal.com/external/5af3f261f2c36d7650a602e0979f5f2b89191d97c062baa8a0f6fe2148cb86bc>

1. *Craft Axis*



Furnishing specialist Craft Axis has partnered with furniture brand Industry+ as part of their dedication to bringing contemporary design to the masses through their showroom. This collaboration is part of the Design Innovation Programme initiated by SFIC.

Craft Axis will be presenting +K, a furniture collection designed for Industry+ by Milan-based award-winning designer Kensaku Oshiro. The collection explores the form of matter. Its core value lies in research of diverse circular natural materials and the technologies needed to transform them into beautiful, functional pieces

for everyday contemporary living. Humble materials are placed in a new light, their essence enhanced in a poetic composition of form and material.

Industry+ collaborates with designers like Nendo, Dai Sugasawa, Critiba and Studio Juju, amongst others, and has gained recognition in the design industry for pushing the boundaries of furniture design through exploration and innovation in materials and techniques. This collection highlights the brand's commitment to sustainability and circular design principles.

+K furniture collection by Industry+ will be on view at the Craft Axis showroom in Singapore.

2. *Edupod by First Sight International*



Modular Playgrounds: Growing Sustainability Through Play

Edupod's newest modular playground collection — built in partnership with Maran Timber — was created with the belief that play can be a powerful tool for learning, inclusion, and environmental stewardship. Made with regionally sourced timber from responsible forestry, the playground celebrates both natural materials and sustainable design practices.

The system is modular and highly adaptable, making it ideal for tight urban settings or evolving school environments. Designed for ease of assembly and reconfiguration, it offers flexibility for communities to grow their play spaces as needs change.

Inclusivity is central to the design. Features that support neurodivergent users—including calming textures, sensory zones, and intuitive circulation—ensure that all children feel welcome and engaged.

Beyond function, the playground sparks conversations around material origins, circularity, and responsible consumption, offering educators and parents an engaging way to introduce sustainability from a young age.

3. *ipse ipsa ipsum* by Sam & Sara



The Biome+ Collection brings biophilic principles into compact city homes through handcrafted furniture and accessories designed to create calming, green spaces. At Archifest 2025, ipse ipsa ipsum will formalize a partnership with the Centre for Environmental Sustainability (CfES) at Ngee Ann Polytechnic through a Memorandum of Understanding (MoU). This collaboration sets the stage for new pathways in circular material research, sustainable technology transfer, and the cultivation of next-generation talent.

Alongside this milestone, ipse ipsa ipsum will unveil Lumatera—a new brand platform created to bring partners together around a shared purpose: accelerating climate action in the built environment. More than a name, Lumatera signals a shift for a new era—illuminating a path toward circular, regenerative practices that fuse material intelligence with human-centred innovation and design.

Rooted in Singapore and focused on the ASEAN region, Lumatera becomes a nexus where ingenuity meets responsibility, shaping a future of urban solutions grounded in sustainability, equity, and resilience.

4. *Pepperwall*



The HEART® Flutes Collection has been instrumental in our business success, contributing significantly to our brand recognition and market share. Its unique appeal has resonated strongly with consumers seeking meaningful and aesthetically pleasing celebratory items.

Increased Sales and Market Penetration: The distinctive design and appeal on various occasions have driven consistent strong sales leads, allowing us to capture a significant segment of recognition.

Enhanced Brand Perception: The collection has solidified our reputation as a brand synonymous with quality, elegance, and emotional connection, fostering customer loyalty and attracting new demographics.

HEART® Acoustics Panel focuses on providing acoustic panels that not only offer exceptional sound absorption but also integrate intricate, elegant designs. These panels are crafted from sustainable materials, reflecting our commitment to both quality and environmental responsibility. Whether for commercial spaces, hospitality venues, or sophisticated home environments, HEART® Panel offers a

premium solution for enhancing acoustics while simultaneously serving as a captivating design element.

5. *Vertical Green*



Vertical Green proudly introduces HyGro®Preserve, our latest innovation in premium preserved foliage. Fully developed and produced in-house in Singapore, this collection is specially crafted to thrive in tropical humidity—offering a natural, maintenance-free alternative to traditional green walls and plant displays.

As the first tropical preserved plant manufacturer, Vertical Green focuses exclusively on tropical plant species, carefully selected and preserved to withstand the region's unique climate conditions. Unlike conventional preserved plants, HyGro®Preserve is less prone to mould and colour bleeding, ensuring long-lasting beauty without the need for watering, sunlight, or maintenance.

Ideal for walls, ceilings, and potted arrangements, HyGro®Preserve answers the rising demand for refined, biophilic design. Whether applied in homes, offices, or commercial interiors, it brings the lush feel of nature indoors—effortlessly and elegantly.