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MEDIA RELEASE

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**SFIC UNVEILS FIVE MARKET READY COLLECTIONS THAT TACKLE
SUSTAINABILITY AND LIVIABILITY ISSUES**

*“Functional, future-ready innovations that meet both lifestyle needs
and business demand at Archifest 2025”*

The Singapore Furniture Industries Council (SFIC) presents the Urban Living Showcase 2025 at Archifest 2025 with five featured collections addressing urbanite challenges of limited living space, sustainability, health & wellness. Supported by Enterprise Singapore (EnterpriseSG), the showcase not only addresses the needs of urban living, but also demonstrates how purposeful design can drive business — unlocking new potential for market differentiation, growth opportunities, and collaboration across related industries.

Featured Collections at the Urban Living Showcase

- **Craft Axis**

Craft Axis launches +K, a range of compact, multifunctional furniture crafted from FSC®-certified wood, cork, recycled glass, and polyester fabrics. Developed in partnership with acclaimed designer Kensaku Oshiro, the collection marks Craft Axis’ expansion into furniture beyond its traditional focus on wallpaper and wallcoverings.

- **Edupod by First Sight**

Edupod unveils a modular playground concept catering to increasing needs for safe, inclusive, and sustainable playgrounds in schools and public environments. The playground doubles as a tactile classroom, allowing children to connect with nature and understand concepts of sustainability through everyday interactions.

- **Ipseipsa ipsum by Sam & Sara**

The Biome+ Collection brings biophilic principles into homes through handcrafted furniture and accessories. At Archifest 2025, ipse ipsa ipsum will sign a Memorandum of Understanding (MoU) with the Centre for Environmental Sustainability (CfES) at Ngee Ann Polytechnic, setting 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 towards circular, regenerative practices that fuse material intelligence with human-centred innovation and design.

- **Pepperwall**

Pepperwall presents the *HEART® Flutes Collection*, comprising acoustic partitions and modular seating made from recycled PET felt. Since its December 2024 launch, the collection has received accolades such as the Global Design Award and IADA in 2025. Following successful exhibitions in

Hong Kong and Thailand, the collection has attracted substantial interest from international markets such as Malaysia, Thailand and United Arab Emirates.

- **Vertical Green**

Vertical Green, the first tropical preserved plant manufacturer in Singapore, presents *HyGro®Preserve*. Locally developed to withstand tropical humidity, the collection offers a low-maintenance alternative to conventional green walls, reducing upkeep costs while preserving visual impact for commercial, hospitality, and real estate use.

Design Innovation Programme (DIP)

With support from EnterpriseSG, these five collections were developed under SFIC's Design Innovation Programme (DIP). DIP has supported 48 companies in developing sustainable, urban living solutions, addressing a wide spectrum of environmental and social challenges — from sustainable material use, optimising limited living spaces, to designing for the ageing population and young families.

Driving collaboration for business impact

In discussing the significance of the showcase, SFIC President Joshua Koh emphasised the importance of interdisciplinary collaboration and co-creation, "Our partnership with the Singapore Institute of Architects at Archifest 2025 reaffirms our commitment to developing solutions that address the needs of urban lifestyles. By bringing together the complementary expertise of furniture brands, designers, and architects, we can create innovative solutions that truly enhance the way people live, work, and interact in urban spaces."

The Urban Living Showcase runs from 25 to 27 June 2025, at the Sands Expo & Convention Centre, Hall C, Level 1, Booth I01 as part of Archifest 2025.

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Annex A – About Design Innovation Programme (DIP)

Annex B – List of 48 Participating Companies under Design Innovation Programme (DIP)

Annex C – About Archifest 2025

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About SFIC

The Singapore Furniture Industries Council (SFIC) is established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 350 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers and materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries to date.

As an aggregator and multiplier in the furniture ecosystem, the SFIC's vision is to position the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living.

SFIC's priority initiatives include internationalisation, design development, business innovation, digitalisation and sustainability to enable members to stay future-ready and competitive while upgrading enterprise and human capital capabilities within the industry. Nurturing the NexGen industry leaders under the SFIC Young Leaders Chapter is also of paramount importance.

SFIC's talent and training development arm is the SFIC Institute, which conducts a holistic range of courses, masterclasses, manpower placement programmes and consultancy services for the furniture ecosystem and built environment.

The SFIC also represents Singapore in the ASEAN Furniture Industries Council (AFIC), with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.

Visit www.singaporefurniture.com for more information.

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

Enterprise Singapore is here for wherever businesses are growing.

Visit www.enterprisesg.gov.sg for more information.

About Design Innovation Programme (DIP)

Supported by Enterprise Singapore, the Design Innovation Programme (DIP) is an initiative by SFIC aimed at fostering partnerships between furniture brands/manufacturers and designers. The goal is to design, produce, and launch commercially viable urban living products and solutions that enhance the design capabilities of Singapore-based furniture manufacturers and brands through collaborations with both local and international designers.

List of 48 Participating Companies under Design Innovation Programme (DIP)

- 4Plus8 Pte Ltd
- ACRE Design Pte Ltd
- Air Division Pte Ltd
- Becharas Holdings Pte Ltd
- Benel Singapore Pte Ltd
- Cellini Design Center Pte Ltd
- Chng Woodworking Pte Ltd
- Commune Lifestyle Pte Ltd
- Craft Axis Pte Ltd
- Bellus Group Pte Ltd
- Eilumina Resources Pte Ltd
- Enbode
- Excel Hardware Pte Ltd
- Falcon Incorporation Pte Ltd
- First Sight International Pte Ltd
- Grafunkt Pte Ltd
- House of Teak (Singapore) Pte Ltd
- Hyphenate Holdings Pte Ltd
- IM Space Pte Ltd
- IndustryPlus Pte Ltd
- Ivena International Pte Ltd
- JR & P Industries Pte Ltd
- LD Studio Private Limited
- Maleras (SG) Pte Ltd
- Meisterform Pte Ltd
- Mountain Teak Pte Ltd
- Natuzz Ohme Pte Ltd
- Nextofkin Creatives Pte Ltd
- NS Trading Pte Ltd
- Office Planner Pte Ltd
- Pepperwall Pte Ltd
- Pure Interior Pte Ltd
- Rugmaker Pte Ltd
- Sam & Sara Holdings Pte Ltd
- Sharikat Stone Pte Ltd
- SNS Hardware Pte Ltd

- Son&Bear Pte Ltd
 - Soundzipper LLP
 - Star Furniture Pte Ltd
 - Supermama Store Pte Ltd
 - Superstructure SG Pte Ltd
 - Synergraphic Design Pte Ltd
 - The Supergood Group Pte Ltd
 - Typeface Works
 - Verotec Pte Ltd
 - Vertical Green Pte Ltd
 - Wynist Retail Solutions Pte Ltd
 - Zhaplin Contracts Pte Ltd
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About Archifest 2025

Singapore Archifest is an annual architecture festival commissioned by the Singapore Institute of Architects (SIA). It aims to bring together industry professionals as well as members of the general public to celebrate the city's architecture and built environment, whilst engaging in meaningful and productive architectural discourse.
