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SingaPlural 2017: Stories – A New Perspective

- **Celebrating Design at New Venue - F1 Pit Building with new programme format curated by award-winning BLACK**
- **Top global brands such as UNIQLO to participate for the first time at SingaPlural**

SINGAPORE, January 10, 2017 – SingaPlural – held from March 7-12 – celebrates its 6th anniversary with new stories to tell.

Themed: “Stories – A New Perspective,” SingaPlural 2017 aims to give visitors a glimpse into the creative minds of designers while offering visitors a visual treat as they journey through the various narratives and eye-catching displays on show.

The annual anchor event of the Singapore Design Week, SingaPlural 2017 brings about completely new perspectives with a refreshing take on design and how it influences our daily lives. It highlights the best design elements from the multi-faceted creative spectrum.

For the first time, SingaPlural 2017 will be held at the 3rd floor of the F1 Pit Building.

SingaPlural 2017 is organised by the Singapore Furniture Industries Council (SFIC) and supported by DesignS, DesignSingapore Council, International Enterprise (IE) Singapore, the Singapore Tourism Board and SPRING Singapore. It will also be curated for the very first time by award-winning design firm – BLACK – which was named one of Asia’s Top Design Practices at the Singapore Design Awards 2015.

The week-long festival features over 100 participants including top global brand UNIQLO as well as several local design and lifestyle brands such as Ewins, Antalis and Admira.



SingaPlural Chairman, Mark Yong said: “SingaPlural 2017 brings about a refreshing new format and theme as well as new partnerships. With our established track record and stature, we are able to attract global names such as UNIQLO, Studio Architetto Egidio Panzera, and even Kanto Bureau of Economy, Trade & Industry (METI-Kanto) to be part of our design festival. Their presence here certainly adds much to Singapore’s world-class design credentials.”

The new theme for SingaPlural 2017 relooks at the design process through different perspectives and creates new stories for the future.

Mr Yong said. “We want to share the story of design by narrating our experiences behind the scenes and interpreting new ways of seeing through collaborations. In fact, our key feature project for SingaPlural 2017 is: ‘TOMORROW: Design Stories of Our Future.’ It paints a picturesque design scene of the future in 2065. Ten designers – all of whom are past President’s Design Award winners will collaborate with ten illustrators to present their visions of our future lifestyles.”

With their refreshing take on design, SingaPlural 2017 targets to attract visitors from both Singapore and overseas.

SingaPlural 2017: Event Highlights

SingaPlural 2017’s new and exciting format consists of new segments such as “Partners,” “Pop-up,” and “Projects.”

Mr Jackson Tan, curator of SingaPlural 2017, said: “Under the Partners Segment, SingaPlural will present for the very first time - the KYO Project. This is a maiden collaboration between the Kanto Bureau of Economy, Trade & Industry (METI-Kanto), Japanese craft makers and Singaporean designers. They will collaborate to create new and unique creations to celebrate 50 years of established diplomatic relations between Japan and Singapore.”

Local designers who will work on the KYO Project include iconic names: Chris Lee of Asylum, Wong Mun Summ & Richard Hassell of WOHA Architects as well as Colin Seah from the spatial design, interior and architectural firm, Ministry of Design (MOD).



The Pop-up segment supports the growth of Singapore brands through encouraging collaborations with Singapore designers. New products developed will be launched for sale at SingaPlural.

Mr Tan said: “Pop-up will feature products with distinctive designs put up for sale. In doing so, we hope to increase Pop-up participants’ brand exposure and gain new revenue streams and at the same time, delight our consumers with the high standards of creativity that our local brands possess.”

“This is the first time that visitors to the event will be able to purchase the unique design creations from local brands directly at the site,” Mr Tan said.

Visitors interested in the Pop-up segment can look forward to buying tantalising creations from brands such as Supermama, Shermay’s Fine Food and ETTE TEA.

The Projects segment will spotlight collaborations between several well-known designers and brands.

International clothing brand - UNIQLO will team up with local designers – Fizah and Ando from Machineast and Roots to feature UNIQLO’s AIRism clothing line. Visitors will be able to enjoy a series of mini games and installations which emphasise the quick-dry and breathable aspects of AIRism.

Studio Architetto Egidio Panzera will collaborate with Singapore-based lifestyle company – Ewins – to display a design installation using high-performance, high-resistance acrylic sheets from their flagship brand Veromobi.

SingaPlural 2017 will be held in conjunction with the International Furniture Fair Singapore/ASEAN Furniture Show and Nook Asia. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

Tickets for unlimited entries will be sold on-site at \$10 each. Local students, children 12 years and below as well as senior citizens aged 60 and above will enjoy free admission.



7 — 12 March

SingaPlural 2017 is open to the public from 7-12 March 2017, 11am to 10pm daily. For more information, please visit the www.SingaPlural.com website.

ABOUT FESTIVAL CURATOR

BLACK is a multi-disciplinary creative agency based in Singapore specialising in branding, design and curation. Notable projects include the brand concept and identity of SG50 - to celebrate Singapore's golden jubilee and CREATIVE@ITIES - an exhibition that "maps creativity in Asia Pacific's cities today". Jackson Tan is the creative director of BLACK who was awarded 'Designer of the Year' in 2007, President's Design Award and the PROMAX ASIA BDA Gold in 2001, 2002, 2003, 2008, 2009 and 2010. BLACK was also named Asia's Top Design Practices in the Singapore Design Awards 2015.

ABOUT FESTIVAL ORGANISER

Singapore Furniture Industries Council (SFIC) was established in 1981 as the official representative body of Singapore's furniture and furnishings industry. Its membership comprises furniture manufacturers, interior fit-out specialists, retailers, designers, as well as furnishings and materials suppliers. Currently, the council represents 95% of established furniture manufacturers in Singapore, of whom 65% have subsidiary manufacturing plants in various countries across the region, including China, Indonesia, Malaysia, Myanmar, Thailand, and Vietnam.

SFIC's primary role is to promote the interests of its members and of the Singapore furniture and furnishings industry. For 36 years, SFIC has helped its members to adapt to changes in the business environment by introducing trade, talent, design development and business innovation activities, as well as upgrading business capabilities. Revolving around SFIC's 3i strategic framework – Improve, Innovate, and Integrate, all of the Council's programmes aim to grow the local furniture and furnishings industry and ultimately, to strengthen the 'Singapore brand' globally.



7 — 12 March

ABOUT SINGAPORE DESIGN WEEK

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. Held annually, the SDW is organised by the DesignSingapore Council.

Open to the design community, businesses, design students and the general public, the SDW aims to raise awareness of good design, deepen the appreciation and understanding of design innovation and encourage the use of design for innovation and productivity. Through this platform, the DesignSingapore Council also hopes to enhance the synergy among its design partners, and in turn boost Singapore's profile and attractiveness as a global city for design.

SDW features local and international design trade shows, conferences, showcases, exhibitions and workshops that span various design disciplines.

Visit <https://new.designsingapore.org/sdw> for more information

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