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EXPERIENCE TOMORROW'S SINGAPORE TODAY @ SINGAPLURAL 2017

- Guest of Honour, Minister Chan Chun Sing unveils sixth edition of SingaPlural
- Record participation from local and global brands @ SingaPlural2017
- New "TOMORROW" exhibit – showcases life in Singapore in SG100

SINGAPORE, March 6, 2017 – SingaPlural 2017 will be unveiled – for the first time – at the F1 Pit Building by Mr Chan Chun Sing, Minister, Prime Minister's Office.

Held from 7-12 March 2017, the sixth edition of the annual design festival promises to take audiences on a journey into the minds of designers through its theme: "Stories – A New Perspective", SingaPlural 2017.

The anchor event of the Singapore Design Week (SDW) marks several milestones with a new format, a new award-winning curator – BLACK, a new site, and a new participation record of over 100 participants. These include global brands such as UNIQLO, Italy's Studio Architetto Egidio Panzera and Japan's Kanto Bureau of Economy, Trade and Industry (METI-Kanto) for the KYO project.

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.

One of the most captivating highlights – not to be missed – is the Feature Project – "TOMORROW: Design Stories of Our Future". TOMORROW fast-forwards visitors into the year 2065 to experience Singapore when it celebrates SG100.

Ten former President's Design Award winning designers and ten illustrators will present their visions of how Singapore will look like in SG100. Design trailblazers such as Nathan Yong and Alfie Leong will show the future of communication, play, fashion, and food. Visitors can look forward to seeing future transport in the form of "Slowmo car", future relaxation concepts such as the MassNapping capsules as well as designer dresses of the future!



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Minister in Prime Minister's Office Chan Chun Sing launched SingaPlural 2017. He said: "In Singapore's pursuit to move towards a higher value-added economy, design will be an enabler for innovation and growth. Our enterprises including SMEs can embrace design to create new value, products and markets. The process can also facilitate the creation of new jobs and skills for our workforce. SMEs are an integral part of our economy and I am happy to see the creativity that several of these SME participants have shown at SingaPlural."

On welcoming Minister Chan to SingaPlural 2017, Mr Mark Yong, President of SFIC and Chairman of SingaPlural, said: "Design adds a real and increasingly important competitive edge for all companies today. According to the 2015 dmi:Design Value Index – which tracks the value of publicly held companies using design management criteria – design-led companies have maintained significant stock market advantage over the last 10 years, outperforming the S&P by an extraordinary 211%."

"It is no secret that well-designed offerings contribute to financial success as such products will positively influence user experience and hence generate demand. More companies are making use of design as a strategic capability. In fact, today there are more organisations building design capabilities to gain real value in terms of improved revenue and higher productivity," the Chairman of SingaPlural added.

Mr Yong continued: "These include those in services, non-profit, management and consulting firms, and even governments. As you can see from our participants at SingaPlural, SMEs are increasingly taking the design route to race ahead in the competitive business landscape. We have scored another new record this year – with more than 100 participants compared to 79 last year."

"Global and local partnerships such as UNIQLO's partnership with local design firms Machineast and Roots, homegrown SME Ewins with Italy's Studio Architetto Egidio Panzera and METI-Kanto with Singaporean architectural firm WOHA Architects will continue to put Singaporean design on the world map," he added.



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In addition to the visionary Tomorrow feature project, SingaPlural 2017 has also assumed a new format which comprises four categories of exhibits: Projects, Platforms, Pop-ups, and Partners.

BLACK's Jackson Tan, curator of SingaPlural 2017, said: "BLACK wants to give a new, refreshing take on how the SingaPlural design festival is run. Despite SingaPlural being in its sixth edition, our team found that there were more creative angles left unexplored. Eventually, we decided on the theme of stories to attempt to forge a strong connection with our visitors. We want them to see the creative processes and narratives behind the designers and their displays – in a relatable way through interactive and visual offerings."

Projects and Platforms for Material Transformation

Projects are a showcase of designs created through collaborations between designers and brands. In SingaPlural, these collaborations take the form of design installations that highlight the properties of certain materials, products, services, or technology.

One key highlight will be a project by International clothing brand, UNIQLO which teamed up with local design studios Roots and Machineast to feature the technology behind 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.

Platforms are a showcase of designs by younger designers and creators aged 35 years old and below. It provides new perspectives and stories in order to challenge existing paradigms.

One of the concepts - *The Sweet Melting of Time* aims to create new ways of overlapping the fields of Design and Art through a visually sensational experience narratively curated through the exploration of iconography.

Pop-Ups for Retail Innovation

The Pop-up segment features and promotes the growth of local Singaporean brands through exclusive products co-created via collaborations between retail brands and local designers. This segment also aims to showcase how retailers



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can use design to enhance the experiential value of their products. Through design, local brands can add new touch points to impress customers

Nine local brands will launch their unique and SingaPlural-exclusive offerings for visitors to sample and buy.

Some of the SingaPlural-exclusive products include the exquisite No. 835 Seri Kaya Tea, a unique blend made by ETTE TEA using Pandan leaves, that is available in both tin and bottled versions. Visitors can also look forward to custom notebook covers from Bynd Artisan's *Drawn from Our Own Device*. It integrates human and robotic elements to craft personal and bespoke items for customers on the spot. Here, visitors attempt to control a drawing machine while crafting their own notebook cover.

Partnerships to Celebrate Design

Partners are a segment that engages affiliates – such as schools or professional associations – to participate in the celebration of design.

“SingaPlural 2017 features a fresh festival format that will entice and engage visitors to think about the value of design and its ability to transform their lives,” said Mr Bacus Boo, festival director of SingaPlural 2017.

SingaPlural 2017 continues to break new ground with collaborations between premier local firms WOHA architects and the Ministry of Design with METI-Kanto through the KYO Project.

The KYO Project brings Japanese craft makers and Singaporean designers together to form one-of-a-kind furniture and lifestyle products to be shown at the design festival. KYO also commemorates SJ50 or 50 years of established diplomatic relations between Japan and Singapore.

SingaPlural 2017 is 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 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.



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There will also be a free shuttle bus service on March 10-12 – 11am to 9pm at 15 minute intervals – from the National Design Centre (back entrance) to the F1 Pit Building.

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 Practice 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.



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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