

MEDIA RELEASE
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FURNITURE DESIGN AWARD 2012 WINS FOR INNOVATIVE SUSTAINABLE DESIGN

Returning Singaporean designer bags award for second year running

Singapore, 9 March 2012 – The Furniture Design Award 2012 saw one grand prize winner, Ori Ben Zvi bag the Grand Prize Award in the Designers category, impressing the panel of judges with his innovative interpretation of environment sustainability, a hot topic in this year's International Furniture Fair Singapore/ASEAN Furniture Show (IFFS/AFS 2012). 2011's Grand Award Winner and Singaporean designer Mr. Jerry Low has also returned to clinch another award this year.

The 19th edition of the Award saw strong entries from both Designers (opened to designers globally aged 40 and below) and Students (opened to full-time students in international arts and design, and educational institutions) categories responding to the theme, "LOVE, THINK, DESIGN GREEN".

A total of eight winners out of 12 finalists were unveiled at the IFFS/AFS 2012, Deco Asia 2012 and The Hospitality Show 2012. **(Please refer to attached Appendix for the list of FDA finalists)**

These winners were selected from a total of 463 entries submitted in the Students and Designers categories by an independent panel of distinguished jury members from the furniture and design industries. The winners across the two categories are:

Students Category

FDA 2012 Honourable Mention Award: Ms. Evelyn Lioe
Nanyang Academy of Fine Arts, Singapore
Entry: Gaun Coffee Table

FDA 2012 Honourable Mention Award: Mr. Marshall Leong
National University of Singapore, Singapore
Entry: ZØMM Stool

FDA 2012 Merit Award: Mr. Lim Pei Jin
Singapore Polytechnic, Singapore
Entry: Falling Piece

Designers Category

FDA 2012 Grand Award Winner: Mr. Ori Ben Zvi
ubico studio, Israel
Entry: Wake chair

FDA 2012 Honourable Mention Award: Mr. Doonyapol Srichan
Studio Doonyapol, Thailand
Entry: Nude chair

FDA 2012 Honourable Mention Award: Mr. Jerry Low
a balcony LLP, Singapore
Entry: Jotter

FDA 2012 Honourable Mention Award: Mr. Jonas Lyndby Jensen
Jonas Lyndby Jensen design, Denmark
Entry: Megingjörð

In announcing the FDA 2012 winners, Mr. Simon Ong, Chairman of Design Development, Singapore Furniture Industries Council (SFIC) said, "The standard of entries this year has upped a notch as both designers and students continue to push the boundaries of sustainable design. These winners have demonstrated strong design concepts and thorough thought processes in the manufacturing and finishing of their prototypes. SFIC is proud to see designers of the future inspire their peers in their industries, and in doing so, enrich and propel product and furniture design to the next level."

International Jury member and an internationally-renowned Materials expert Chris Lefteri added, "There were outstanding designs that captured this year's theme of sustainability. Works such as the Wake chair and Gaun Coffee Table were beautiful discoveries and exhibited thoroughness in displaying the designers' passion for their choice of material and thorough thought processes in considering environmental factors in their design concepts."

In line with the topic of sustainability this year, winning entries were chosen based on a set of criteria including: the inspiration behind the prototype, choice and sourcing of materials, efficient use of materials, production methods, manufacturing process, amount of wastage, environmentally friendliness, efficient storage and freight, recycling potential as well as overall user experience.

The entries for FDA 2012 were judged by international and local industry veterans, with international jury members: Mr. Chris Lefteri (United Kingdom); budding designer Mr. Pepe Heykoop (Netherlands); Ms. Roberta Mutti (Italy), editor-in-chief of FederMobili magazine; and Mr. Christian Ghion (France), designer, set designer and interior designer for Nespresso, Laguiole and Alessi.

The local panel comprises Mr. Tai Lee Siang, Chairman of DesignS and Group Managing Director of Ong & Ong Pte Ltd; Mr. Lim Choon Hong, founder and CEO of XTRA Designs Pte Ltd; Mr. Hans Tan, designer, curator and educator who has curated for Singapore Changi Airport, Singapore Art Museum and more; Mr Jeffrey Ho, Executive Director of the Design Singapore Council and founding Director of the School of Design; Mr Low Cheaw Hwei, Global Creative Director for Consumer Lifestyle in Philips Design; Ms Susie Tay, Founder of THELIFESHOP and Mr Michael Buckley, Fellow of the Institute of Wood Science, the Royal Society for the Advancement of the Arts in London and member of SFIC's Design Development Committee.

The winning designs, together with the works of other finalists, are currently showcased at the IFFS/AFS 2012, Deco Asia 2011 and The Hospitality Show 2012, held from 9 to 12 March at the Singapore Expo.

For more information on FDA 2012, please visit www.furnituredesigndna.com

For more information on SFIC, visit www.singaporefurniture.com

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About Singapore Furniture Industries Council (SFIC)

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, Myanmar, 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.

Through SFIC Institute, its training and education arm, the SFIC offers development courses to ensure its graduates remain competitive and relevant to the latest industry developments.

It also manages the International Furniture Centre and organizes the annual Furniture Design Award, PLATFORM as well as International Furniture Fair Singapore/ ASEAN Furniture Show, Deco Asia and The Hospitality Show. 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.

www.singaporefurniture.com

About Furniture Design Award (FDA)

To develop design talents, Singapore Furniture Industries Council (SFIC) organises the annual Furniture Design Award to provide an expedient avenue for designers to express their creativity and gain recognition in the industry, providing them with opportunities to launch their careers. It also serves to maintain the dynamism and vibrancy of the regional furniture design trade. FDA 2012 is supported by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, DesignS, Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects, Sunray Woodcraft Construction Pte Ltd and IFFS Pte Ltd.

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