

**Singapore Lah! - The Design Showcase:** from 9 to 14 April, the first official podium of best Singapore Design at **Milano Design Week 2013**

A collective show of **seven award winning design practices showing on world premiere 60 unpublished lighting and furniture** ranging from sitting to tableware, from rocking and innovative stool/containers to bookshelves, from technology to pet furniture and toys.

**Singapore Furniture Industries Council (SFIC)** is proud to unveil the exceptional furniture range composing **Singapore Lah! - The Design Showcase** in the framework of Milano Design Week 2013.

**Singapore Lah! - The Design Showcase**, from April 9 to 14 April, presents the **inaugural official podium featuring the finest of Singapore furniture design** at the Milano Design Week 2013, held in Zona Tortona, Milan. **For the first time**, the **Singapore Furniture Industries Council (SFIC)**, supported by **DesignSingapore Council** and by **International Enterprise Singapore** will present **a collective of the island's young award-winning designers** and their stellar collections to the international audience, of design diversity and rich cultures thrown into the melting pot. **Seven design studios** have been selected by the official body of design industry in Singapore to represent the country at Milano Furniture Fair with **new collections on world premiere** by: **Acidstudio, Creativeans, Desinere, Jarrod Lim Design, Kelvin Teo, NextOfkin Creatives, Studiorigins.**

The fusion of the best Asian crafting with local industrial abilities, the sparkling lifestyle rocking between East and West, an unpublished way to cultivate new habits, new boundaries to read up overused materials, enhance functions and the research to satisfy the more sophisticated home, office and outdoor needs. Above all, by entering **Singapore Lah! - The Design Showcase** distributed on more than **400 squared meters**, visitors and design professionals will be inspired by an entirely new interiors philosophy on an exceptionally wide range of home furniture and complements in any material, including experimental textures.

On world premiere **60 pieces of furniture**, the made in Singapore design on show and sell is including lighting for any surface; sitting elements; tables and tableware; cabinets; advanced shelving systems; modular furniture for exterior, office&communities, interior uses; uncommon pet furniture; technology and related accessories; toys to be collected by youngsters and adults.

**Acidstudio** mixes **wood, steel and pvc** for an **innovative collection, ASAP**, composed by **six elements: Wings, Butterfly Table, Tangible Shadows, Tang's and Kopitian chairs, Fortune Five.**

**Wings** - a contemporary oriental concept driven furniture - is a

foldable table made of mild steel sheet laser cut that can be powdered coated into customizable colors. Stackable, simple, light and ready to take flight, its personification of lightness juxtaposed with its intricate pattern created a very distinctive contrast.

The foldable and stackable **Butterfly Table** has also the added value to be flat packed for minimum storage. This furniture is designed for the lower and middle class target group.

Shadows are intangible but in this furniture they appear as touchable, visible and, so, tangible. **Tangible Shadows** combines 3 pieces together: a decorative amenity, a room partition and a chair, a clothes hanger for jackets and hats. The shadow cast on the furniture is being laser -cut out from the powder-coated mild steel and given a usage and a purpose to it. The tangible shadow silhouette acts also as a back/shoulder rest.

The sittings like **Tang's** and **Kopitian** explore and revitalize traditional Asian furniture design with a clever material exploration: the first is privileging mirroring stainless steel in order to embody into the furniture the surrounding environment; the second is rewriting the old style coffee shop chairs and both can be highly customized in colors.

"Wu Fu Lin Men" is a Chinese set of characters meaning "the five good fortunes have arrived at the door." The set of **five pendant dining rooms lighting Fortune Five** echoes the lintels that are placed out of the doors in traditional housing and also embodies the traditional Chinese philosophy of dining as the wealth of families.

**Creativeans** will present new pieces of the **Artifeq Collection** and the brand new **Nuuzo**.

**Artifeq** is a collection of lighting, furniture and tableware initiated by Creativeans on 2011 for a parent brand. Its philosophy is marked by accents on cultural relevance, materiality and detail qualities. By utilizing both craft and industrial production techniques and by adopting an **unpublished combination between textile and metals** carved in unusual stretched forms, the collection has been shortlisted in the year of its presentation in the final awards of Salone Satellite. The Singapore designers will introduce **eight new lighting models** at Singapore Lah! The Design Showcase: from ceiling to wall to desk lightings, the Artifeq collection will be also enriched by a **new tableware**. A set of spice boxes in glazed ceramics will catch the visitors' attention with a brilliant color palette ranging from blue, to green, yellow and white.

**Nuuzo is the new 2013 brainchild by Creativeans in world premiere:** a collection of **soft furnishings and accessories** that explores the intertwining relationship between space and mobility in our digital workspace. **Eleven new accessories** - from Ipad and stationery holders, to mats, from laptop and other devices small to big bags -will be presented in smooth colors starting from white to various tones of black and also cyan, olive and pink.

**Desinere**, design studio focusing on design through quiet reflection of relationships between items, people and experiences; enhances the experimentation on materials, form and also combined functions in **five world premiere furniture**.

**Itty Bitty, rocking chair** with feet designed as arcs permitting a slow and gentle motion, will pair with **Monolith**, in which form and function start to take shape: a **lounge side table** created from a reflection on subdivision and folding. **Rok** is a **paperweight** available in two sizes (small, large) taking the connotations of weight and hefting the industrial and raw nature that concrete has, by presenting this unsung, dull material in a decorative, ornamental manner. **Mappa** is a **tableware** inspired by the traditional hand folding

of leaves into serving plates and bowls in Asia: each plate/bowl is meticulously hand-folded and pleated introducing a fresh approach to paper tableware. **A'konkret, stool and lamp**, explores the synergy between the hydraulic properties of making concrete and fabric forming techniques to create a new archetype for this material. In this new archetype the user can carry the dry-concrete in a stool-shaped bag and later immerse it with water to create a functional stool. The result is a unique stool with all the qualities of concrete but with the visual softness of fabric.

**Jarrold Lim Design** will introduce a new collection of furniture, **Hinika** that he signs as artistic director. Part of **Hinika** and in **world premiere** at Singapore Lah! The Design Showcase, there is a **complete set for interiors**. The **chair Torii Lounge** (available in oak and white leather for interiors and in teak with quick-dry and removable cushion for *dehors*) is accompanied by its indoor and outdoor **dining version**: the furniture is inspired by the clear simplicity the Japanese and the Scandinavian lifestyle have in common. Both the chairs can be used with the **Torii table**, available in two models. The **Logg Cabinet**, available in oak and teak with powder coated steel legs, is inspired by the log cabins found in the mountains. The simple and elegant design has hidden the handles at the bottom of each of the four drawers the cabinet is composed of. **Kikari Coffee Table** can be used as a single piece or in a cluster: the geometric patterns of the top allow different combinations of two or more low tables (also to be juxtaposed). Easy to set, the legs are removable with a simple screw off. **Central Park Lounge Chair, Logg Dining Table**, then **coffee tables** inspired by the mathematic **Bezier curve in stainless steel and wood**, will complement **Hinika** collection together with the **Tree Ring Birdhouse**, a wood decorative and also functional shelter for small birds.

Young and awarded designer **Kelvin Teo** will show in world premiere his **brand new collection Kapsule** whose philosophy is to start a new family of strikingly iconic and touching furniture. On show at Singapore Lah! The Design Showcase, five new pieces: from the **SuperKross bookshelve** in wild wood ash complemented by the **Superkross table** in red passion or black finishing, to the **Paperfold chair** that rocks; from the **Doggy Heart** (fiberglass magazine racks in form of dog made in bright color palettes), to the **Directional Sign Coat Rack**.

**NextOfkin Creatives**, will present in **world premiere** seven new lifestyle **pieces** under the motto "**habits x forms**". Their habitual way of sketching and thinking when they design electronics devices can be translated in forms and ideas for lifestyle objects: chairs, tables and toys. They worked on observing how daily habits influence the shape and details of the furniture. **The Wing Chair** uses simple sheet metal bending techniques to create a modern "home industrial" look. **Stub** is either a side small table or a stool. **Stub** uses simple sheet metal technique and modern industrial details to bring out the usability at the home environment; slots could be used as magazine rack and newspaper holder. With **Loveseat**, a **double bench**, they are finding location to place important things - a habit for many. The loveseat shares the idea of placing your reading glasses (with a special glass holder embodied in the wooden seat) and your love ones on the same spot. **Landscape** is a **table** treating the top like a vast plain, whilst fitting into the habits of user during the course of usage for smoker. The table contains a designated spot for the fire. Among the toys - designed to be collected by young and old customers - there is the **Play series**, comprising a **rocking horse** and a **rocking**

**moto**, designed to bring back childhood memories.

**W.words** is a special **bluetooth speaker** and **book holder** helping to provide a place to hold the readings of the day. A **stepped up version** includes a **stereo sound bass** with a **clock widget**.

**Studiorigins** releases a new sitting philosophy through a wide range of chairs and benches creating also new concepts of "environmental furniture" to be endless personalized according to the changing and challenging spatial configurations the areas in which they are destined will assume time by time.

**BEN** is a **fiberglass modular seating system** for communities and perfect to wait, relax or interact: legs are standard of with planters. **Same Same** is a double chair, conversational piece with planters to enjoy a green spot at the end as back layers or in the between of the users. **Nong** is a low seat to change the shoes or to change the height at which sit. **Linex** is a wood sit for dining. **Lullaby** is an **innovative rocking chair** in rattan and stainless steel with two color finishings: it rocks gently **left/right** if sit on the side or **forwards/backwards** if you straddle it. **Bro Stool** works on the form and the function to provide a multipurpose function: it can be placed anywhere in domestic spaces or used as side storage beside the desk in the offices. When the stool has stacked it become a capable and stable shelving space or storage: it is able to stack up to 4. **Bro Chair** is a dining chair which applied a stripe of contrasting color to give it a graphical effect on the chair. **Rebro Chair** emphasized the wood grain and quotes a retro style with its lacquered structure: it is created in the between of the size of easy chair and dining chair. **Pebble Tea Table** and the **lighting set Blomst'**, inspired from the bell flower in the morning, complete the Studiorigins proposals. Two are the different types of lamp they produced: a **pendant** type called 'Blomst Air', a **floor lamp** type called 'Blomst ground'.

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**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 organises SingaPlural, the annual design week, held in conjunction with International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show 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](http://www.singaporefurniture.com)



**DesignSingapore Council**

The mission of the DesignSingapore Council is to develop Singapore into a global city for design where design innovation drives economic growth and enhances the quality of life. DesignSingapore promotes and develops the design industries as a creative cluster, encourages the adoption of design by enterprises and nurtures a climate of co-creation and innovation through design. The DesignSingapore Council is the national agency for design and is a part of Ministry of Communications and Information.

[www.designsingapore.org](http://www.designsingapore.org)



**International Enterprise (IE) Singapore** is the government agency driving Singapore's external economy. It spearheads the overseas growth of Singapore-based companies and promotes international trade. Trade has always been the backbone of Singapore's economy. In addition to promoting export of goods and services, IE Singapore also attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Renowned worldwide for their dedication to quality and innovation, Singapore based companies make ideal business partners. With its global network in over 35 locations spanning many developed and emerging markets, the agency connects businesses with relevant Singapore-based companies for their business expansion by:

- helping to identify and cultivate relationships with Singapore-based partners that have a pan Asian or global presence
- keeping companies abreast of the latest business trends and opportunities in Asia

In Europe, IE Singapore is present in Frankfurt and London. Further East, they are present in Istanbul and Moscow.

<http://www.iesingapore.com>

**Information**

**Show title:** *Singapore Lah! - The Design Showcase*

**Where:** Carrozzeria Via Tortona 32 (inner court), Milan IT

**Transports:** Metro/Subway Line 2/Green stop Porta Genova, tram 14

**When:** 9-14 April 2013, from 10 am to 8 pm

**Curator/Organizer:** Singapore Furniture Industries Council (SFIC)

**Address:** 62 Sungei Kadut Loop #04-19 International Furniture Centre  
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**Email:** [sfic@singaporefurniture.com](mailto:sfic@singaporefurniture.com)

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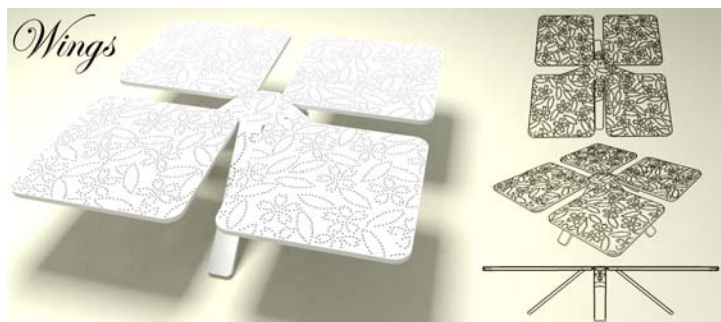
**Note to the editors:**

**Extended press release** with full captions of pieces on show; **biographies; videos, print and web resolution full image bank** are **available here:**

<https://docs.google.com/folder/d/0B25Igevrj46VY0kwcFpCRjBjVms/edit?usp=sharing>

## Who's who: Acidstudio

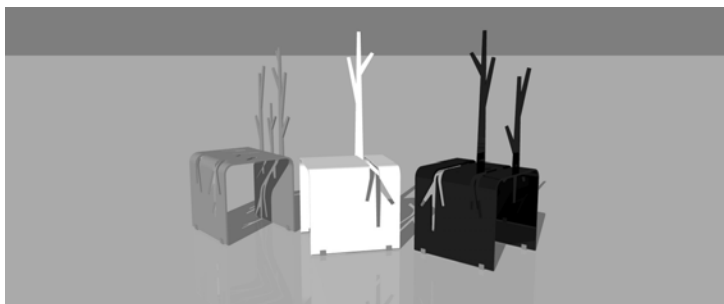
**Acidstudio** is a creative factory who produce interesting ideas and design solution for product, furniture, interior. Founded by a group of young and energetic designers who enjoying explore new generation of technologies and innovative way of material usage. "Every good design must begin at the beginning, like a great piece of art; it must start from a blank canvas from where we contemplate the environment and its impact to it. Only then do we know how to initiate the vision and be relevant.



**Wings** derives from a flat piece of mild steel sheet laser cut using a punch hole method to skilfully carve out the intended shape, this method set to achieve both function and form. Mild steel can be powder coated into any color.



The **Butterfly table**, foldable and stackable has its added values in the flat package for minimum storage. Lower and middle class target group. With a wooden structure, legs are flipping.



The shadow cast on the furniture is laser-cut out from the powder-coated mild steel. The **Tangible Shadow** silhouette acts as a back rest, a clothes hanger and a decorative piece.. **Tangible Shadows**, with a twist of design and a simple gesture injects new life and meaning to its original piece.





Inspired by a form from oriental furniture, **Tang's Chair** explore it with the simplicity of the material properties. The quality of using the stainless steel to reflect the environment, involving our natural landscape as you view the design in 3 dimensionally. It is available in various colours.



**Kopitian Chair** is inspired by the form of dining chair of the old style coffee shops. It is available in various colours with a piece of cane.



This set of Chinese characters is "Wu Fu Lin Men" which means "the five good fortunes have arrived at the door." is commonly seen pasted or hung above the lintel of the front door frame of the house. Inspired by an oriental red lantern, It transform into a set of five dining lamp. In Chinese culture, dine represent the wealth for the family. **Fortune Five** fly on top of dining table hope can bring the good fortune to the family. It is made in steel wire with powder coated finish.

## Who's who: Creativeans

**Creativeans** Pte Ltd is an award-winning design firm based in Singapore and Milan. They help their partners orchestrate design, brand and business. They believe in challenging status quos to create innovative and meaningful solutions, and mixing the right blend of art and pragmatism to concoct great experiences. Their working methodologies revolve around understanding needs, behaviours and cultures to create tangible values that are better for people, businesses, and the world. They are strategically located in Singapore and Milan, serving as a creative facilitator for clients and partners across the world. **They have been awarded at and for:** SaloneSatellite Award, Pod, Special Mention, 2012 TIFF, Tubily, Shortlisted, 2012 TIFF, Layang Layang, Shortlisted, 2012 Furniture Design Award, Tei, Shortlisted, 2012 Breil Design Time, New Class, Shortlisted, 2011 SaloneSatellite Award, Adapt, Shortlisted, 2011 Furniture Design Award, Sprout, Merit Award, 2011 Fujitsu Design Award, Mochitsu, Shortlisted, 2011 Tivoli Audio Design Challenge, Imagine, Winner (Singapore), 2010 Seoul International Design Competition, Monky, Shortlisted, 2010 Un Designer Per Le Imprese, Lugum, Special Mention, 2010 Sound Innovation Competition, Mini, 1st Prize, 2009 Furniture Design Award, Sqoosh, Shortlisted, 2007 Express IT! in 2015 Competition, System Doc, Merit, 2006 Young Asian Designers Award, Makan, Shortlisted, 2006.

**Among their recent exhibitions:** Home & Decor Fair, Kopitiamo, 2012 Musée d'Art Moderne de la Ville de Paris, Generation Design, 2012 MAAD, Red Dot Museum, Guest Exhibitor, 2012 SaloneSatellite, Treasures of the Little Red Dot, 2012 SingaPlural, Design Larger Than Life, 2012 SingaPlural, 30 Chairs Lifestories, 2012 Tent London, Treasures of the Little Red Dot, 2011 SaloneSatellite, Treasures of the Little Red Dot, 2011 Triennale Design Museum, Un Designer Per Le Imprese, 2010 Salone del Mobile, Un Designer Per Le Imprese, 2010.



Collection Artifeq  
**Digga**, tall ceiling light

Metal structure, neoprene lampshade, cord with bulb holder, ceiling cup.

Colours: Black, red, yellow



Collection Artifeq  
**Digga**, wide ceiling light

Metal structure, neoprene lampshade, cord with bulb holder, ceiling cup.

Colours: Black, red, yellow





Collection Artifeq  
**Digga**, floor ceiling  
light

Metal structure, neoprene  
lampshape, cord with bulb  
holder, ceiling cup.

Colours: Black, red,  
yellow



Collection Artifeq  
**Digga**, table ceiling  
light

Metal structure, neoprene  
lampshape, cord with bulb  
holder, ceiling cup.

Colours: Black, red,  
yellow



Collection Artifeq  
**JIAK** - SPICE BOX  
Hand glazed ceramic



Collection Artifeq  
**Adapt**  
- Magazine Rack R  
- Stationery  
Holder G  
- Bulletin Board B  
- Desk Light Y  
1.5mm Electro  
Galvanised Steel

Colour: Yellow, red,  
blue, green



Nuuzo **soft furnishings**  
and **accessories** that  
explores the intertwining  
relationship between  
space and mobility in our  
digital workspace. **Eleven**  
**new accessories** - from  
Ipad and stationery  
holders, to mats, from  
laptop and other devices  
small to big bags -will  
be presented in smooth  
colors starting from  
white to various tones of  
black and also cyan,  
olive and pink.

## **Whos'who: Desinere**

'The latin root of the word silence is desinere, meaning "stop". The type of stopping at the roots of silence is that which enables an individual to take the sensory measure of the world. DESINERE thus approaches design through quiet reflection of relationships between items, people & experiences, to create authentic objects that are sometimes unexpected, but always honest.



### **Itty Bitty: Rocking chair**

Reminiscent of a spider, **Itty Bitty** triggers a sense of playfulness based on the subconscious habitual need to fidget in our seats. The feet of Itty Bitty are designed in an arc, allowing a gentle and subtle rocking motion that satisfies the itch to fidget.

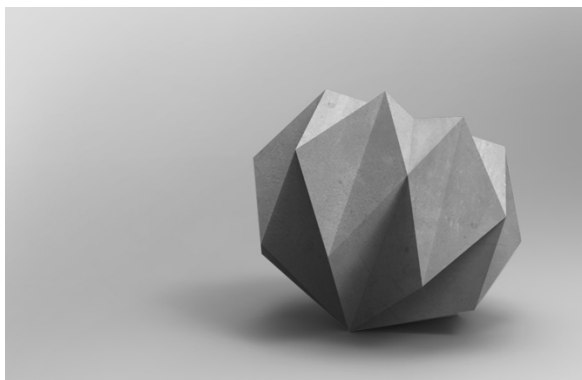
Price: 275 Euro



### **Monolith: Lounge Side Table**

The genesis of **Monolith** began with a square and through a series of subdivisions & exploratory folding; this process was allowed to reach a 'moment of serendipity' in which form and function start to take shape.

Price: 400 Euro



### **Rok: Paperweight**

Rok takes the connotations of weight and heft the industrial and raw nature that concrete has, and turns it on its head to present this unsung, dull material in a decorative/ornamental manner as a paperweight.

Price: 26 Euro (small) 30 Euro (Large)



#### **Mappa: Pleated Tableware**

Charmed and inspired by the traditional hand folding of leaves into serving plates and bowls in Asia, **Mappa** expands on this loosely through the means of origami. Each plate/bowl is meticulously hand-folded and pleated to cater for gorgeous canapés and treats, introducing a fresh approach to paper tableware.

Price: 22 Euro per plate



#### **A'konkret: Stool and Lamp**

The envisaged perception of concrete is commonly construed as one of heft, strength, immobility and dullness. **A'konkret** thus explores the synergy between the hydraulic properties of making concrete and fabric forming techniques to create a new archetype for this material.

In this new archetype the user can carry the dry-concrete in a stool-shaped bag and later immerse it with water to create a functional stool. The result is a unique stool with the all the qualities of concrete but with the visual softness of fabric.

Prices: 360 - 440 Euro (stool only)

## Who's who: Jarrod Lim Design presenting Hinika

Inspired by the Japanese term 'itsuno hinika', the studio approaches design with a feeling of restlessness. Hinika takes pride in creating objects that are fresh and full of character. Each one carries on with it, it's own personal story that continues to mature as you combine it with your own. Founded in Singapore, Hinika is a genuine fusion of East and West. Its creative director, the award winning designer Jarrod Lim, was able to produce some visually stunning and beautifully executed design products by discovering and managing the vast potential of the craftsmen in South East Asia.

**Jarrod Lim (1977)**, after graduating from RMIT university, Australia in Industrial Design and Furniture Design, began working for various small local furniture companies in Melbourne.

In late September 2004, after an experience at Patricia Urquiola's Studio, Jarrod moved from Milan to London and began working for the furniture company SCP as a product developer until mid 2005 when he moved back to Milan at **Studio Urquiola**. In 2006 Jarrod won the Singapore furniture design award although he was still living in Australia. He began meeting with several companies in Singapore and in Asia. In 2007 Jarrod moved to Singapore permanently, selected as one of 8 designers worldwide to be a part of the Beijing Original Design Workshop. In 2009 Jarrod first participated at Salone Satellite. His Koi chair was selected for production by the British company, Innermost. His Minuet tables were selected for production by the British company **Decode London**. In 2009 the Apex range of outdoor furniture wins the **Pinnacle Design Award** from the USA furniture association as the best outdoor furniture collection. In 2010 Jarrod exhibits at **Salone Satellite** again. The Hi Ho rocking horse is produced for the USA design company, **Design Within Reach**. With the overwhelming requests for the Hi Ho rocking horse, large scale production is taken over by the **Innermost** company. In 2012 Jarrod begins working on the idea of the **Hinika** brand and is also realizing products with the Italian company **Bonaldo** and the company curated by Kenneth Cobonue, **Hive Designs**.



The **chair Torii Lounge** (available in oak and white leather for interiors and in teak with quick-dry and removable cushion for *dehors*) is accompanied by its indoor and outdoor **dining version**: the furniture is inspired by the clear simplicity the Japanese and the Scandinavian lifestyle have in common.



**Logg Cabinet,** available in oak and teak with powder coated steel legs, is inspired by the log cabins found in the mountains. The simple and elegant design has hidden the handles at the bottom of each of the four drawers the cabinet is composed of.



**Kikari Coffee Table** can be used as a single piece or in a cluster: the geometric patterns of the top allow different combinations of two or more low tables (also to be juxtaposed). Easy to set, the legs are removable with a simple screw off.



**Central Park Lounge Chair** has an oversized back rest and a modern shape. The frame is in stainless steel with solid teak wood slats making the chair perfect for outdoor use and from all applications, from residential to commercial. It is stackable for easy transport and storage.



**Logg Dining Table**

**(outdoor)**





(indoor)



**Bezier coffee tables**  
inspired by the  
mathematic curve in  
stainless steel



**Tree Ring Birdhouse,**  
a teak wood  
decorative and also  
functional shelter  
for small birds.



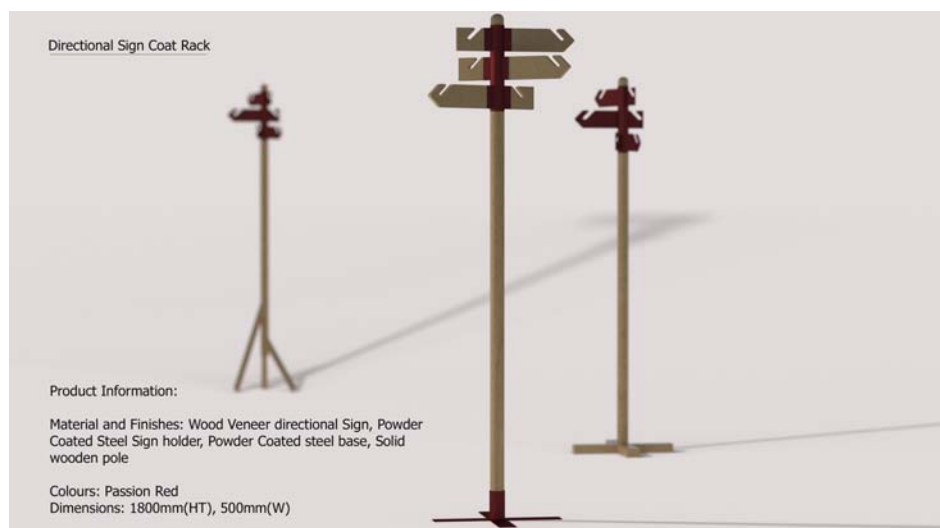
## Who's who: Kelvin Teo and Kapsule Collection

Driven by design, Kelvin Teo's aim is to evoke all emotional senses. The award-winning, international-exhibited interior and furniture designer passionately believes in the importance of design. Kelvin is inspired by everything around him and giving them his own special take. He especially enjoys approaching things from an abstract or unusual angle. Kapsule, his new design studio, aims to evoke all your senses and move you in ways you never expected - and in the process, entice you to move it home! In Kelvin's hand, a chair may not look like a chair anymore, it can be perceived as a piece of art or sculpture - as demonstrated by his Paper Fold chair - a rocker that was borne out of a piece of paper folded into an "X". The design won Kelvin a prestigious President's Design Award for Furniture in 2009. He believes that design has no boundaries, no rules and no restrictions. The product that he designs must be emotionally driven. His interiors blur the lines between themes and eras, blending multiple aspects to achieve a total design solution for each individual environment. While there are always practical constraints to creativity, Kelvin believes that the limits of space are not a concern; rather, it's always the creativity that matters. Teo, on 2005, took a Bachelor of Arts in Interior Architecture, Curtin University of Technology and among **awards** he received the Singapore President Design Award 2009 for Furniture of the Year (PaperFold chair).





Doggy Hart Magazine rack



## Who's who: NextOfkin Creatives

Established in 2007, NextOfKin Creatives is a product and industrial design studio founded in the twin spirits of creative thinking and building bonds, striving for designs that stir desire and enhance user experience! The studio has a particular focus on designing electronic devices.



The **Wing Chair** uses simple sheet metal bending techniques to create a modern "home industrial" look. The offset internal compartment provides ideas of space saving and fulfill the habits of the users.

Material: Metal  
Dimension:  
1010 X 810 X 830 mm  
Price: USD 3800



**Stub** uses simple sheet metal technique and modern industrial details to bring out the usability at the home environment; slots could be used as magazine rack and newspaper holder.

Material:  
Metal

Dimension:  
350 X 350 X 450 mm

Price: USD 550



Habitually finding location to place important things is a habit for many. The **loveseat** shares the idea of placing your reading glasses and your love ones on the same spot.

Material:  
Metal & Wood  
Dimension:  
1220 X 622 X 810 mm  
Price: USD 2200



**Landscape** treats table top like a vast plain, whilst fitting into the habits of user during the course of usage for smoker. The table contains a designated spot to extinguish the fire.

Material:  
Metal & Wood

Dimension:  
600 X 600 X 510 mm

Price: USD 850



The **rocking moto** is one of variants of the modular **rocking horse** concept. It aims to bring our childhood memories into the next level of object of desire. The rocking moto is a design collectible for the young and old.

Material:  
Metal & Wood  
Dimension:  
475 X 545 X 962 mm

Price: USD 7500, the horse USD 8000



#### **W. words**

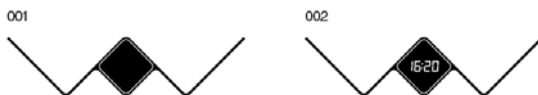
This simple Bluetooth speaker helps to provide a place to hold your book while you are away. A stepped up version includes a stereo sound bass with a clock widget.

Material: Metal  
Dimension: 440 X 100 X 135 mm

#### **Options:**

W.words 001  
- bluetooth speaker  
- mono sound  
W.words 002  
-bluetooth speaker  
-clock radio  
-stereo sound

Price: USD 299



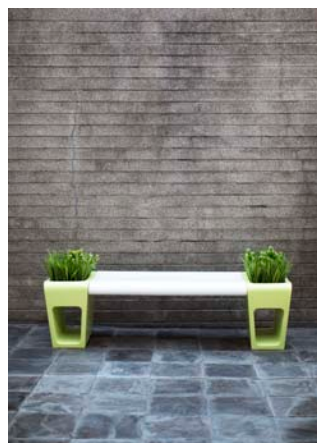
## **Who's who: Studiorigins**

An independent design studio, it provides product design services with a focus on furniture and interior accessories. In its minor capacity, it offers assistance to source within the Asian region for unique interior fittings on interior projects. Studiorigins creates design ideas that are inspired by living experiences either personally or through others in their stories of encounters in usage. It believes through collaborations with manufacturers and craftsmen to bring out the best in the products that are endearing and sustainable.

### **Scott. Lee Hae Seung (李海承)**

Born 1972 in Seoul, Korea, Lee Hae Seung studied various spectrums of design in Product, Furniture and Industrial design and has worked in Korea, Denmark and Italy. Currently he is teaching Product design in Singapore and has been participating in diverse design activities. He is constantly looking for new challenges and opportunities to develop both design products and a resourceful network of contacts that can help bring out the best in his work. He is able to present creative ideas and communicates the benefits of his suggestions.

**Yang Tah Ching** graduated from the College for Creative Studies in America in 1991. He joined Philips Design in The Netherlands as a product designer on graduation and since then, his working experience spanned from Europe to Hong Kong and parts of China. He was later transferred to the Singapore branch in 2007 as a product design consultant. Many of the products Tah Ching worked on won prestigious global design awards, which brought great commercial success to Philips. Tah Ching's experiences in Western and Asian environments opened his mind to the vast contrast in cultures. He participated with success showing furniture concepts at the Singapore Furniture Fair in 2008 and 2010. In the same fair in 2011, he exhibited a chair prototype from a design workshop with Naoto Fukasawa. Since beginning of 2011, Tah Ching set up Studiorigins to embark full time into furniture design and other design ideas and services. He travels regionally to source for interior accessories and works with cottage industry craftsmen in some of his current projects.



**BEN** is a modular seating system. Leg supports come in 2 combinations with planters or standard.

Material: Fiber glass

Dimension: W1578 X D450 X H445







**Same Same** comes in pairs; with the planters positioned to enjoy at the ends or in between.

Material: Plastic

Dimension: W400 X D640 X H695



### **Linex**

Light weight  
dining chairs,

Material: hardwood

Dimension:

No Arm: W480 X

D564 X H774

Arm: W600 X D564 X

H774



**Nong** is a low seat for putting on your shoes or just a change from the usual seat height. Storage or planter located in the back.

Material: Plastic

Dimension: W432 X D580 X H600



**Lullaby** rocks gently left/right if sit on the side or forwards/backwards if you straddle it.

Material:  
Rattan,  
Stainless steel  
(also black)





Dimension: W1380  
X D714 X H634



#### **Rebro Chair**

Emphasized wood grain and visually lighten retro style detail. In between the size of easy chair and dining chair.

Material:  
Laminated plywood, steel, Lacquer "nished"  
Dimension: W454  
X D604 X H752



#### **Bro Chair**

A dining chair which has chamfered edge and applied a stripe of contrasting color to give it a graphical thinedge-effect on the chair.

Material:  
Laminated plywood, Lacquer "nished"  
Dimension: W530  
X D570 X H756



#### **Pebble Tea Table**

Elegant style side / Tea table

Material: Fiber glass, Lacquer "nished"  
Dimension: W690  
X H455



Multipurpose function, **Bro Stool** can be placed around at domestic space or used as side storage beside working desk. When the stool has stacked it become a shelving space as storage. It is able to stack up to 4.

Material:  
Laminated plywood, Lacquer  
"nished

Dimension: W515  
X D300 X H480



The meaning of '**Blomst**' lamp; overall shape is inspired from nature, specifically from the bell flower in the morning.

Two different types of lamp; hanging from ceiling, pendant type called '**Blomst Air**', floor lamp type called '**Blomst ground**'.

Material:  
Fibreglass,  
Steel  
Dimension:  
Ø500 (Base) /  
Ø600 (Lamp shade)  
X H2000