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## **SingaPlural's fifth anniversary opens doors to new business opportunities and breathtaking installations to tantalise senses**

- Increased participation from designers and product brands
- Theme of '*Senses: the art and science of experiences*' shows how design can touch daily lives and bring added value to businesses

*Singapore, March 7, 2016* – Swimming among fishes. Travelling back in time. Walking through doors from your favourite Mediacorp dramas or movies.

These are the kind of experiences visitors can look forward to at SingaPlural 2016 to be held at 99 Beach Road from 7 – 13 March featuring 71 design installations from all creative fields who will wow visitors with unique concepts that push the limits of imagination!

Guest-of-Honour - Mr Poon Hong Yuen, Chief Executive of SPRING Singapore was on hand to kick off the fifth edition of the annual design festival, which is the anchor event of the Singapore Design Week (SDW). Mr Poon was accompanied by the heads of nine leading design-focused associations in Singapore – including

- Association of Accredited Advertising Agents Singapore (4As)
- Design Business Chamber Singapore (DBCS)
- Interior Design Confederation Singapore (IDCS)
- Singapore Furniture Industries Council (SFIC)
- Singapore Institute of Architects (SIA)
- Singapore Institute of Landscape Architects (SILA)
- Singapore Institute of Planners (SIP)
- Textile and Fashion Federation Singapore (TAFF)
- The Design Society (TDS)

More than 500 guests from the design industry, associations, government agencies, business partners, design institutions as well as local and international media, attended the opening event.

Noted Mr Poon, “SingaPlural has grown significantly over the past 5 years, with novel content and design concepts. I am heartened to see strong partnerships formed through this event to drive product and business innovation. Such innovation is crucial for our SMEs as they pursue new opportunities in an increasingly competitive business environment.”

The installations are on display to tantalize visitors including those from collaborations between designers and Singapore companies, as well as students from Singapore's leading design institutions such as NAFA (Nanyang Academy of Fine Arts).

It takes almost 12 months to put up this annual design festival, which is a collaborative effort between the SFIC's Design Development team and curators led by PLUS Collaboratives and GOVT, who also curated the festival in 2015.



Mr Mark Yong, Chairman of SingaPlural noted, “SingaPlural 2016 is an excellent showcase to highlight the nexus between design and business. This year, we are honored to have over 20 local and international brands supporting our efforts.”

“Design not only sits at the core of amazing brand experiences but is the root of business innovation. Smart organisations are realising that embedding design into business practices is now a necessity in order to create a deeper loyalty among customers, and ultimately sharpen their business edge. According to the DMI Design Value Index built by Motiv, design-led companies, have in the last 10 years, maintained significant stock market advantage, outperforming the S&P by an astounding 228%! As such, we believe that SingaPlural will remain the event of choice for more brands to showcase their product innovations and for designers to titillate audiences with their creative flair. SingaPlural 2016 has therefore not just attracted record installations but we also expect visitor levels to reach a new peak this year.”

Several installations at SingaPlural represent breakthroughs in design perspectives and material innovation.

SingaPlural’s mainstay Project X, for instance, is made possible this year through the collaboration between manufacturing company Luxx Newhouse and four local design studios who will re-define new uses for “LG Hausys HI-MACS” solid surface material traditionally used for kitchen tops.

A maze-like outdoor installation *Doors* will be one of the highlights for this year’s festival. It is the brainchild of a first-time collaboration between four organisations: Mediacorp, IDCS, SILA and SFIC. Visitors are allowed to walk through the structure and experience the different curated spaces within it.

Unveiling the sprawling 360m<sup>2</sup> installation, the largest one in terms of size at SingaPlural 2016, Mr Barry See, Head Production Resource, Mediacorp said, “We are really pleased at how the installation has turned out, and how the designers can transform 100 recycled doors into something meaningful and impactful for visitors. Imagination and sustainability are brought together in this innovative installation which we believe will leave a lasting impression of how recycled materials can be reused with new creative purpose.”

Other notable installations at the festival site include Evangelione’s *The Fish Tank*, which allows visitors to ‘swim’ with fishes in a fish tank. For today’s gadget-addicted generation, installations like *YOUKNOWJS* and *Lumos* welcome visitors to use their handphones to participate in these interactive displays.

Visitors can also attend talks or participate in various workshops by international design luminaries, and there are also organized tours to discover design gems around the city state.



## About SingaPlural

SingaPlural showcases the best design elements from the multi-faceted creative spectrum – Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design.

Organised by the Singapore Furniture Industries Council (SFIC) since 2012, the name ‘SingaPlural’ is derived from a combination of the terms ‘Singular’ and ‘Plural’; and was conceived from the need to create a common platform to bridge designers with the industry. SingaPlural 2016 is the anchor event of the Singapore Design Week and is held in conjunction with International Furniture Fair Singapore 2016, ASEAN Furniture Show, The Décor Show and furniPRO Asia.

Together with eight other network partners of DesignS, this week-long design celebration is an international platform for talents across the creative industries to engage and evoke the design senses of visitors; through installations, exclusively curated design spaces, symposiums and many other activities.

SingaPlural is supported by DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore and Singapore Workforce Development Agency. 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.

For more information, please refer to [www.SingaPlural.com](http://www.SingaPlural.com); [www.facebook.com/SingaPlural](https://www.facebook.com/SingaPlural). Find us on Twitter (**@SingaPlural**) and Instagram (**#singaplural**).

## About Singapore Furniture Industries Council (SFIC)

Singapore Furniture Industries Council 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 35 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.

Visit [www.singaporefurniture.com](http://www.singaporefurniture.com) for more information



## **About DesignS**

DesignS, a network of design-centric institutes and associations in Singapore, was officially launched on 29 June 2010 by Mr Lui Tuck Yew, then Acting Minister for Information, Communication and the Arts. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises of nine member institutes from the multifaceted creative spectrum ranging from Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. DesignS' primary goals are to foster a sense of community and network amongst design fields, to work in concert on joint educational and continual professional development and to jointly promote and advance the 'Singapore Brand' of design.

The nine members of DesignS are:

1. Association of Accredited Advertising Agents Singapore (4As)
2. Design Business Chamber Singapore (DBCS)
3. Interior Design Confederation (Singapore) (IDCS)
4. Singapore Furniture Industries Council (SFIC)
5. Singapore Institute of Architects (SIA)
6. Singapore Institute of Landscape Architects (SILA)
7. Singapore Institute of Planners (SIP)
8. Textile and Fashion Federation of Singapore (TaFf)
9. The Design Society (TDS)



## **About Singapore Design Week (SDW)**

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. Organised by the DesignSingapore Council, the SDW is open to the design community, businesses, design students and the general public. It 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 our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design.

Into its third edition, SDW 2016 will be held from 8 to 20 March this year. SDW will feature local and international design trade shows, conferences, showcases, exhibitions and workshops that span various design disciplines. Many of the activities will take place at the National Design Centre, the hub of SDW.

SDW 2016 is both inclusive and international in its outlook, with a focus on bringing together partners and audiences to explore design issues, exchange ideas, develop capability and increase knowledge, generate business, encourage enterprises to use design, as well as establish contacts for partnership and collaboration.

Please visit [www.designsingapore.org/SDW](http://www.designsingapore.org/SDW) for more information.

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