

## Nex-gen Urban Living Showcase

**Featuring at:**  
**International Furniture Fair Singapore, 9 – 12 March 2019**  
**Sands Expo and Convention Centre**  
**Hall D, Basement 2**  
**Booth D480**

With over 50% of the world's urban population living in Asian cities and accounting for 50% of global GDP growth, the next chapter of living will be largely written by Asia's burgeoning urban middle class. How are the work and leisure environments designed to suit the profile of nex-gen of urbanites?

Experience the hub of Singapore furniture brands that go beyond form and function to understand the needs of urbanites, their aspirations and desired lifestyles. Visitors can immerse into the different worlds of the nex-gen urbanites and experience design tailored to their lifestyles and challenges.



**Curator: Celine Ng, Fraction Design Studio**



Founder of Fraction Design Studio, Celine has collaborated with Swedish flooring company BOLON and Singapore furniture retailer XTRA for the annual anchor design event in Singapore Design Week – SingaPlural. Her work has also been featured alongside international design talents under “Design STARS” at the International Furniture Fair Singapore. Focusing on clients' needs, Fraction Design Studio aims to deliver honest, compelling designs through creative, offbeat explorations with its counterparts. Meandering across different design disciplines, the studio crafts its works focusing on timeless aesthetics over fleeting fads; adequacy and relevance over excess.

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## Work Smarter Live Better

By: 11H x Renovator Hub x Spaceweiss

The traditional process of work is evolving. 2 out of 3 companies begin in a spare bedroom, garage or basement. That is how companies as diverse as Microsoft, Apple, Baskin-Robbins and Purex began. With the internet, operating a virtual company from home is even more feasible and popular than ever.

Here, we imagine that the next generation of urban living space is adaptable for both work and living. Creative pockets of intuitive spaces easily transform focused work to relaxed gatherings. 3 sets of full height cabinets revealed can serve different office purposes and magically convert the dining area into a work space. The height-adjustable table adds comfort to functionality. The living area has a library with a concealed TV console, to be used as a presentation room by day and a cozy family space by night.

### Designer: Kenny Hong, 11H

Kenny Hong is the founder of 11H, a design studio that focuses on interior and product/furniture design. He holds a Master in Design (Distinction) at Domus in Milan, Italy and Master of Arts in Design (Distinction) at the University of Wales. Prior to 11H, he started the Home Furnishing Product Development department in Design Studio Furniture Manufacturer Ltd for retailing. He was a member of the Design Advisory Panel at Singapore Furniture Industries Council (2008 – 2011), and is currently active in the Asian design scene as keynote speaker for Chulalongkorn University in Thailand (20018), International Furniture Fair Singapore 2015, Shenzhen Design week 2017, Design Bootcamp Asia (2017) and Super Campus Yangon (2018). He is presently an adjunct lecturer at National Technological University, Nanyang Academy of Fine Arts and Singapore University of Social Sciences.



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### ANCHOR BRANDS



Renovator Hub (RH) is one of Singapore's top commercial interior design and renovation firms. Specialising in brand conceptualisation and design, RH provides their clients with dedicated service and professional consultancy. The company strives to be a reliable partner of businesses with its experience in branding, swift service, care and responsibility.

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An architectural masterpiece hinges on two factors: good design and good materials. At Spaceweiss, they help customers find the perfect furniture fittings for their designs. They enable their customers to build on what they do best – designing- while Spaceweiss helps to nail the best combination of furniture and accessories.

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## Live. Love. Grow.

By: Re-source x Enlighten x Konzept Kreation

Designed for interaction, personalisation and innovative storage solutions, it is a space for the family to LIVE to LOVE and to GROW together.

**LIVE** - A space for LIVING has a timeless design that is flexible to evolve with time. The communal dining features an adjustable-height dining table that is suitable for all users of the household and facilitates large group gatherings. Playing with fluid lines and linear volumes, an element of fun is added while keeping the interior child-friendly.

**LOVE** - A space for LOVE is a thoughtful design that provides the best to every user in the household. Love is shown through the care given to family members. The existence of communal spaces encourages interactions, challenging traditional seating standards.

**GROW** - A space for GROWTH considers the physical needs and mental well-being of the users. Child seats that can convert from a baby chair to a toddler seat; a cantilever shelving system that can be customized to change with time – help create longevity in the design. Educational elements are introduced through the creative play of the functional peg wall and pivoting boards to foster young children's development.

**Designer: Li Ziqi, Re-source Design**

An architect by training, Ziqi has been running his multidisciplinary design practice, Re-Source Design, for over 13 years, specialising in design and sourcing of innovative materials and fabrication processes. He is passionate about breaking down barriers of traditional design by allowing individuals and businesses to gain access to more sources and inspirations, in order to push the limits of design. He serves mainly hospitality and F&B clients and takes an experimental approach to unique materials, feasible ideas and new possibilities. A keen advocate of education, he hopes to impact lives through nurturing and design thinking.



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Established in 2014, Konzept Kreation (KKPL) focuses predominantly on industrial and furniture hardware products. With a team that has more than 16 years of experience, KKPL has grown steadily to be the prime provider for comprehensive interior fittings such as sliding door system, LED lighting and Aluminium profile handles. Konzept Kreation is always ready and committed to their clients with the best quality in both products and services. KKPL products are distributed across Singapore, posturing the business philosophy of bringing new ideas to add value to people's lives.

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 ENLIGHTEN

Enlighten Furniture Decoration Company is founded in 1976 and specialises in customized furniture and fitment for school and government projects. It has expanded its business into private and government housing projects e.g. condominium and HDB DBSS as well as completed two hotels at Zhong Shan Park.

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## The Bachelor's Pad

By: StudioNorm x OPSH

The Space is zoned into 3 functional areas; Rest (Bedroom), Entertainment (Living Room) and Dining (Kitchen). It is designed to be collectively amicable yet independently defined, to suit the lifestyle of The Bachelor.

### Rest

This area is designed to allow The Bachelor quality rest to recharge and prepare for the following day. The bachelor has a wide range of outfits for his various social functions and activities. His wardrobe will allow him ample storage space to organize effectively and to be able to pick out the right attire with minimal effort. The rest area is also convertible into a work space for the occasional need to work from home.

### Entertainment

The Bachelor is an occasional host for his friends and family. While he requires the space for his hosting duties; he often uses a cozy setting for binge watching or reading in his free time.

### Dining

The Bachelor is an avid cook. In the company of his close friends & family, he would whip up a few special dishes with culinary skills honed during his years of being abroad and the tips picked up during his travels.

### Designer: David Tham, StudioNorm

David founded StudioNorm Design Consultants in 2008 after returning from studies at the Design Academy Eindhoven in 2007. StudioNorm specialises in bespoke furniture, furnishings and interior architecture for the hospitality industry. With the launch of 'normform', the company's in-house label, StudioNorm has established itself in the international scene. David and StudioNorm are recognized by the industry through multiple awards such as 'Best Hospitality Design Firm' at the Singapore Business Awards (2017) and 'Leading Designer in the Hospitality sector' from London-based Lux Life Magazine (2018). He currently holds duties in adjunct lecturing at the Nanyang Academy of Fine Arts and Temasek Polytechnic Design School.



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Modern Art of Fine Living

Sungei Emas Pte Ltd has been in the manufacturing industry since 1999. Having their in-house R&D team, they have secured several trademarks over the years. Their leading brands, OPSH® and Auratac®, houses the products of pole system, optical glass kitchen, and magnetic glass panel. They have established their market presence in Singapore and Malaysia for the past decade and are looking to expand globally. Sungei Emas strongly believes in innovative, yet functional products.

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## Dreamer's Space

By: AK+ x Benel

Benel's ethos encourages the building of environments to make dreams come alive within the comfort of your doorstep. The silhouette intensive proposition is a result of the collaboration between Benel and AK+, challenging the norms to find the fertile ground between utility and creativity in our living spaces.

People and their ways of living evolve. Creatives must ensure that the forms they create are enduring in character and designed to maintain relevance. The space plays on the synergy of Dream, Work and Rest, highlighting the potential of Benel's furniture for the next generation of living and working. The Joie collection appeals to the senses through its design. Its silhouette, together with its smooth contours elicits the thought of connectivity - being connected to spaces with comfort.

### Designer: Alan Kueh, AK+

AK+ is an architecture and design firm operating across Singapore, Australia and Malaysia. Their brand is characterized by a mindful simplicity closely informed by nature, paired with an approach that is deeply rooted in tradition with a view to designing the future. What most clearly defines their practice is how they look to add lasting value through their work. AK+'s methods, with complete command of convention yet visions are unconventional; results, unique. AK+ is open, experimental, collaborative, and progressive. They exist to cultivate a meaningful culture for tomorrow.

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ANCHOR BRAND

# Benel

Benel Singapore Pte Ltd has been a maker of office furniture since 1988. Over the years, it has established itself as a specialist brand that is focused on making quality office furniture that serves its function and the well-being of the users. Benel products are built around what people do in the workplace every day so that a productive day is nothing less than a strain-free activity.

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## Supporting Brands

	<p><b>KompacPlus Pte Ltd</b> was set up in 2009 to provide interior designers and homeowners an innovative yet stylish material surface that serves as an alternative to the conventional kitchen countertop surfaces such as solid surface, granite and stones. KompacPlus' expertise lies in the supply and install of a full suite of surfacing solutions with fully customizable high-density non-porous composite panels that are made in Italy. Headquartered in Singapore, KompacPlus also has a presence in the growing Malaysia market.</p> <p>Ms Brenda Wong   Sales Manager   <a href="mailto:brenda@kompacplus.com">brenda@kompacplus.com</a>   +65 68420335 <a href="http://www.kompacplus.com">www.kompacplus.com</a></p>
	<p><b>Synergraphic</b> is a premier art+design studio and supplier for interior and architectural art glass solutions, bespoke lighting, installations, sculptures, features and murals for indoor and outdoor spaces. Striving to support ambitious architects, designers, brands and institutions globally to achieve breakthroughs in concept and design, Synergraphic seeks to use the fluidity of glass to create inviting features of all forms, functions, sizes and scales that are enduring and iconic to its clients' personalities and brands. Since 1986, Synergraphic has created hundreds of features in glass and mixed media for projects in more than 15 countries, with landmark locations including St Regis Singapore, Partners Monument at Taipei 101 and the Crystal Pyramid in Brunei.</p> <p>Ms. Sara Ang   Director   <a href="mailto:sales@synergraphic.com.sg">sales@synergraphic.com.sg</a>   +65 6546 4133 <a href="http://www.synergraphic.com.sg">www.synergraphic.com.sg</a></p>

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## Organised by



**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 Asia. SFIC's primary role is to promote the interests of its members and of the Singapore furniture and furnishings industry. For more information, visit [www.singaporefurniture.com](http://www.singaporefurniture.com).