

Media Release**SFIC unveils the URBAN LIVING SHOWCASE –
the nexus of tomorrow’s work-life integration**

Featuring innovative designs for urban lifestyles from 9 exhibitors under the Design Innovation Programme (DIP)

Singapore, 22 September 2022 The Singapore Furniture Industries Council (SFIC) unveiled the URBAN LIVING SHOWCASE this morning at FIND – Design Fair Asia. The occasion was graced by the presence of Guest-of-Honour Ms Low Yen Ling, Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth.

The URBAN LIVING SHOWCASE exemplifies the Singapore Furniture Industries Council's (SFIC) vision for the local furniture industry 'to be the nexus of tomorrow's work-life integration for sustainable urban living'.

The showcase is a realisation of SFIC's Design Innovation Programme (DIP), supported by Enterprise Singapore (EnterpriseSG), which was created to foster partnerships between furniture brands/manufacturers and designers to design, produce and launch commercially viable urban living products and solutions. The products and solutions aim to enhance the design capabilities of Singapore-based furniture and furnishings manufacturers and brands through collaborations with Singapore-based or overseas-based designers and partners, harnessing design as an enabler for differentiation and creation.

The idea for the showcase arose from the industry's transformation roadmap and also insights gathered. SFIC has identified three key focal pillars over the next three years – Market Agility, Urbanite Centricity and Enterprise Adeptness.

According to Mr Mark Yong, Chairman, Design Innovation Programme (DIP) and Immediate Past President, SFIC; "We are proud to present our first batch of DIP collections at the URBAN LIVING SHOWCASE - creative solutions that breathe life into

Urban Living at FIND – Design Fair Asia. With Singapore being a microcosm of Urban Living, our furniture companies possess the market intelligence and capability to design and provide the relevant products and solutions for urban dwellers in this region.”

Mr Yong added, “The demand for design is stronger than ever and Singapore is not the only country that is feeling it. The DIP opens doors for international and regional collaborations and cross-cultural exchanges in the hope of generating fresh perspectives on the world that we live in.”

In line with SFIC's key pillar of Urbanite Centricity – expanding the role of design beyond aesthetics to enable the creation of customer-centric, urban living solutions; the inaugural DIP batch seeded 30 collaborations between companies/brands and designers.

Mr Alan Yeo, Director for Retail & Design, EnterpriseSG said, “The changing preferences of consumers is creating a demand for products and solutions that are not only functional, but also novel. This means that innovation and design will play an increasingly important role for product owners. By providing a platform for Singapore-based furniture and/or furnishings manufacturers or brands to tap on local and global design capabilities, the DIP drives the transfer of such design expertise and bridges the knowledge gap for our companies. This will also help further nurture and retain design talent in the ecosystem.”

About the Design Innovation Programme (DIP)

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.

The DIP is a pilot programme supported by EnterpriseSG and Singapore Furniture Industries Council (SFIC) with the primary objective of incentivising Singapore-based furniture and furnishings manufacturers/brands to partner with Singapore-based or overseas-based designers or partners to design, produce and launch commercially viable products for URBAN LIVING.

Overview and background on Singapore's furniture industry

From being the first few industries to venture into overseas manufacturing facilities in the 1980s to embracing design in renowned international platforms, the Singapore furniture industry has come a long way and is today at the forefront of creating holistic living spaces within high-density urban environments.

According to the *Furniture Global Market Report 2021: COVID-19 Impact and Recovery to 2030*, the global industry is expected to grow at a compound annual rate of 6% over five years to reach US\$850 billion in 2025.

This presents great potential and global opportunities for Singapore furniture industry players to chart the next phase of more resilient and sustainable growth across its diversified value chain, comprising Manufacturers, Interior fit-out specialists, Retailers,

Designers and Materials/Components/Service providers.

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Refer to the URBAN LIVING SHOWCASE Fact Sheet for the list of the 9 exhibitors.

SFIC Urban Living Showcase Media Kit, Photos, and Video Download Link:

<https://www.dropbox.com/sh/q0oyjwnj2kbich5/AAB6VWGUNvYCU58-OudmRagxa?dl=0>

Photos and Video Credit: [Singapore Furniture Industries Council \(SFIC\)](#)

About the Singapore Furniture Industries Council (SFIC)

The Singapore Furniture Industries Council (SFIC) is established since 1981 as the official representative body of Singapore's furniture and furnishings industry. It has a membership of over 360 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers, as well as materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries todate.

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.

As an aggregator and multiplier in the furniture eco-system, the SFIC's vision is to position the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living. In essence, the industry aims to pursue the three key pillars of market agility, urbanite-centricity and enterprise adeptness to drive the industry further.

SFIC's priority initiatives include internationalisation, design development, business innovation, digitalisation and sustainability to enable members to stay future ready and competitive, while upgrading enterprise and human capital capabilities within the industry.

The SFIC also helms as the Chairman of the ASEAN Furniture Industries Council (AFIC), with the aim of further strengthening intra-ASEAN trade and its competitive advantage in the global market.

Visit www.singaporefurniture.com for more information.

About Enterprise Singapore (EnterpriseSG)

Enterprise Singapore is the government agency championing enterprise development. EnterpriseSG works with committed companies to build capabilities, innovate and internationalise, as well as supporting the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, EnterpriseSG continues to build trust in Singapore's products and services



through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

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