

**NEWS RELEASE**

**SINGAPLURAL 2013 CHARTS NEW DESIGN FRONTIER  
PIONEERING A MEGA INTER-DISCIPLINARY DESIGN SHOWCASE**

- The 8 day-long design festival cuts across multiple design disciplines to showcase over 350 design installations from 262 participants as well as 23 seminar sessions with internationally acclaimed local and overseas design professionals
- Exhibits and activities are spread across 5 locations on the island – from Singapore Expo to downtown Orchard Road

**Singapore, 4 March 2013** – Singapore is all set to make its mark on the global map as a design hotspot as **SingaPlural**, the multi-faceted design event organised by the Singapore Furniture Industries Council (SFIC), returns alongside International Furniture Fair Singapore (IFFS) 2013/30<sup>th</sup> ASEAN Furniture Show, The Décor Show 2013 and The Hospitality Show 2013. SFIC partners Singapore's other seven design-centric associations of DesignS network to curate an extravaganza of inter-disciplinary design works at **SingaPlural 2013 – Celebrating Design** from 8 to 15 March, 2013.

**SingaPlural 2013** will be more exciting, engaging and entertaining for all to enjoy and immerse in its creative design diversities. This uniquely inclusive design initiative is poised to become an annual international design event to put Singapore on the global design map. The eight-day celebration features 350 design installations from local and international design talents across diverse design disciplines including furniture, architecture, interior, graphic and landscape design. Design showcases and activities will take place in five different locations; from the Singapore Expo to the bustling streets of Orchard Road at \*SCAPE, Dhoby Ghaut Green, outside The Cathay, and Park Mall

*“We envision furniture in the 21st century to be driven by design innovations. This unique platform brings together a variety of industry players, design talents, both local and overseas, and a growing pool of partners, sponsors and well-wishers under the auspices of SingaPlural. We see this as a successful People, Private and Public collaborative programme.”* said Mr Ernie Koh, President of SFIC.

Added Mr. Simon Ong, Chairman of SingaPlural and Design Development, SFIC, *“Furniture has gone beyond its functional purposes to become a lifestyle choice to be enjoyed and celebrated. This year, SingaPlural will bring design out of the galleries and showrooms and into the heart of*

*Singapore – Orchard Road. There are also many seminars and forums where design professionals can share their knowledge and experiences with design enthusiasts from all walks of life.”*

*“With the 8 network partners of DesignS banding together to nurture and promote design capabilities on the dedicated platform of SingaPlural, both SFIC and the DesignS team are confident that this unprecedented alliance will further strengthen the Singapore brand in the international design sphere and be recognised as the Design Hub in Asia.”* said Mr Tai Lee Siang, Chairman of DesignS.

## **Beyond Galleries and Showrooms**

Local designers have placed Singapore on the international design circuit by way of award-winning designs, signature design platforms and cutting-edge showcases at exhibitions worldwide. To increase awareness and engagement among public audiences, *SingaPlural 2013 – Celebrating Design* will take design out of studios and showrooms, to specially curated spaces in the Orchard Road area.

Landscape architects and urban planners will be presenting interactive showcases, **Play Spots** and **Art in the Park**, turning public spaces into pockets of inspiration in an otherwise normal commute route. 10 oversized outdoor installations of **Design Larger Than Life** will invite the public to shift objects around, pluck a leaf, and charge their phones within the installation; furniture showrooms revamped within 48 hours is the **48 Hours Challenge** at Park Mall; 'Co-Exist' the theme for **Furniture Design Award (FDA) 2013** will present the astounding works of their 10 finalists at \*SCAPE; FDA will celebrate its **20<sup>th</sup> Anniversary** with a Special Showcase of some of its success design stories. Students and design enthusiasts should make it a point to attend **Design Conversations** and **Insights into Design** where acclaimed professionals share their insights, design trials and tribulations, and tongue-in-cheek tips about the multi-disciplinary industry. Renowned overseas speakers include Chris Lefteri, Ineke Hans and Luke Hughes.

For the first time, design meets heritage through **30 LifeStories – bench**. 30 breakthrough designs of benches using original seating planks from the old National Stadium will bring visitors down the path of nostalgia. 30 Singapore designers work in collaboration with 5 Singapore furniture manufacturers to invite the public to partake in shared memories of the national icon. These extraordinary benches will be on public display at Dhoby Ghaut Green, outside Park Mall, \*SCAPE, outside The Cathay, and the URA Centre.

**(Please refer to the attached Appendix for a complete list of activities under *SingaPlural 2013* and list of speakers and schedules)**

### **Designing for a Sustainable Future**

As environmental consciousness heightens, SingaPlural 2013 will see a stronger focus on the development of green products and the sustainability efforts from an array of initiatives by designers and companies. **The SFIC Green Pavilion** at the Expo this year will be curated by material expert, Chris Lefteri. Presenting some very creative green furniture designs as well as highlighting eco-friendly materials, the Pavilion will also host intimate discussions on sustainable materials and trends in the industry. Other green installations include **School Green Awards Showcase** – selected green projects by students; **Design Larger Than Life** and the **Furniture Design Awards** based on a sustainability theme.

### **A Global City for Design**

*“SingaPlural is a great meeting place for ideas exchange and certainly an excellent platform to consolidate Singapore’s design capabilities from furniture, architecture, landscaping and fashion to showcase to an international audience. The long-standing Furniture Design Award that celebrates its 20<sup>th</sup> anniversary this year is also a testament of our edge in innovation and our drive for design excellence. We are excited to see SFIC unlock the immense potential of its cross-sector collaboration with DesignS partners through SingaPlural. We are happy to continue to support SFIC in its quest to build a stronger and more sustainable SingaPlural profile and spearhead design in the furniture industry.”* said Mr Ted Tan, Deputy Chief Executive, SPRING Singapore.

*“A growing line up of quality design-led events like SingaPlural showcases the vibrancy of Singapore’s design industry and the transformation of our cityscape with award-winning and iconic design projects,”* commented Ms Jeannie Lim, Executive Director Exhibitions & Conferences and Conventions & Meetings, Singapore Tourism Board. *“Such collaborative initiatives complement our ongoing efforts to attract quality business events that build on growing industries such as design.”*

*“The DesignSingapore Council is proud to be supporting SingaPlural. This multi-disciplinary collaboration between SFIC and DesignS adds to the richness and vibrancy of our design ecosystem. The diversity of quality design activities and events is important to achieve our aim of developing Singapore into a global city for design. We are happy to see SingaPlural being used as a platform to leverage on the expertise and resources of the eight key design associations to present an exciting showcase of Singapore’s varied capabilities and offerings for different*

*audiences. We look forward to more of such collaborations that will take Singapore's design industry to greater heights,"* said Mr Jeffrey Ho, Executive Director of the DesignSingapore Council.

Mr Lee Yee Fung, Group Director, Lifestyle Business, IE Singapore added *"SingaPlural happens at an exciting period in the furniture industry's calendar. With the global marketplace becoming more cost-competitive, innovative designs are becoming key criteria for buyers from all over the world. IE Singapore is therefore, strongly supportive of initiatives like SingaPlural, that showcase Singapore's design talents to global businesses and consumers."*

*SingaPlural 2013 – Celebrating Design*, which is supported by the DesignSingapore Council, International Enterprise Singapore, SPRING Singapore and Singapore Tourism Board, promises something for everyone. This mega design event will have its official launch on the evening of 8 March 2013 at \*SCAPE Warehouse in Orchard and run till 15 March 2013. All media friends are invited to the Launch Party on March 8, at \*SCAPE at 7pm.

For more information, visit [www.SingaPlural.com](http://www.SingaPlural.com) and [www.facebook.com/SingaPlural](http://www.facebook.com/SingaPlural).

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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 organises the annual SingaPluralas well as 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)

### **About SingaPlural 2013 – Celebrating Design**

*SingaPlural 2013 – Celebrating Design* returns for a 2<sup>nd</sup> edition to showcase the best design elements from the multi-faceted creative spectrum - Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. Organised by the Singapore Furniture Industries Council, *SingaPlural 2013* is held in conjunction with International Furniture Fair Singapore 2013/30<sup>th</sup> ASEAN Furniture Show, The Décor Show 2013 and The Hospitality Show 2013.

Together with network partners of DesignS, this week-long design celebration features Singapore's very own home-grown talents across the creative industries. From Singapore Expo to the hustle of Orchard Road, local audiences and international visitors are in for a visual treat from 8 to 15 March 2013 with more than 350 installations and exclusively curated design spaces, symposiums, competitions and many other activities to engage and evoke their design senses.

For more information, please refer to [www.singaplural.com](http://www.singaplural.com); [www.facebook.com/SingaPlural](https://www.facebook.com/SingaPlural)

### **SINGAPLURAL 2013 EVENTS & ACTIVITIES**

- **Furniture Design Platform (FDP) & FutureCraft Showcase**  
9 – 12 March 2013  
Singapore Expo, Hall 4
  
- **Green Pavilion**  
9 – 12 March 2013  
Singapore Expo, Hall 4
  
- **Design\*SCAPE**  
8 – 12 March 2013  
\*SCAPE Warehouse
  - **DesignS PUSH Showcase**
  - **Design Conversations**
  - **Insights into Design**

- Furniture Design Award (FDA) 2013
- FDA 20<sup>th</sup> Anniversary Showcase
- Design Larger Than Life
- School Green Awards Showcase
- SingaPlural 2013 Launch Party
  
- **30 LifeStories - bench**  
8 – 15 March 2013  
\*SCAPE, Park Mall, Dhoby Ghaut Green, outside The Cathay, URA Centre
  
- **Design Larger Than Life**  
8 – 15 March 2013  
\*SCAPE, Park Mall, Dhoby Ghaut Green, outside The Cathay
  
- **48 Hours Challenge**  
8 – 15 March 2013  
Park Mall
  
- **Play Spots**  
By Singapore Institute of Landscape Architects  
8 – 15 March 2013  
Dhoby Ghaut Green
  
- **Art in the Park**  
By Singapore Institute of Planners  
8 – 15 March 2013  
Dhoby Ghaut Green
  
- **UNIT13**  
**Nanyang Polytechnic School of Design Graduation Show**  
8 – 10 March 2013  
National Library Building