

**FOR IMMEDIATE RELEASE**

**Call for Submissions:  
Furniture Design Award 2014 allows designers to explore their  
imagination and demonstrate their originality**

**Singapore, 13 June 2013** – The highly anticipated annual Furniture Design Award (FDA), organised by the Singapore Furniture Industries Council (SFIC), is seeking for submission entries for FDA 2014. The registration opens today, 13 June 2013 at [www.furnituredesigndna.com](http://www.furnituredesigndna.com)

The FDA 2014 is a project of **SingaPlural** – an annual design showcase which celebrates the best design elements from a multi-faceted creative spectrum. This year, in a bid to take the challenge up a notch, the organisers have introduced a free style theme where designers are welcome to explore their imagination and demonstrate their originality through this open call for submissions.

The FDA is an annual furniture design competition which seeks to uncover the best design talents, both locally and internationally. Apart from providing an avenue for designers to express their creativity, the FDA can also act as a springboard for future career opportunities within the design industry. Winning entries will be showcased and presented at SingaPlural 2014, held in conjunction with International Furniture Fair Singapore (IFFS) 2014/ 31<sup>st</sup> ASEAN Furniture Show, The Décor Show 2014 and The Hospitality 360°.

Mr Simon Ong, Chairman of Design Development, SFIC said, "Over the years, we have received many creative and unique entries from a wide spectrum of designers of various ages and nationalities. The Furniture Design Award has served as a platform to propel designers in their careers as well as maintain the dynamism and vibrancy of the furniture design industry. This year, SFIC has decided to do without a theme for the Furniture Design Award and we look forward to even more innovative ideas from aspiring designers across the globe."

At the 21<sup>st</sup> edition of the FDA, the organisers have decided to encourage an open call for submissions so as to provide designers with the freedom to explore their imagination to create furniture that not only appeals aesthetically, but also represents the designers as unique individuals. Mr. Piotr Saladra, FDA 2013 Grand Award Winner from Poland, said, "Apart from being able to showcase my works to a larger audience, the Award gave me the opportunity to compete with other designers from all over the world, an experience that encouraged me to challenge myself further. I am honoured to have emerged as Grand Award Winner at the FDA 2013, amongst other talented and distinctive designers. Through an open call for submissions this year, I believe that FDA 2014 will see even more creative entries from a growing number of designers."

The FDA 2014 will consist of two categories; Students and Designers. The Students category is open to any student studying in local or international arts and design institutions and the Designers category welcomes participants worldwide. In addition, the FDA 2014's panel of judges will comprise of prominent industry personalities and international designers. Entries will be judged based on several criteria including creativity, functionality, environmental and most importantly, originality.

"The Furniture Design Award will see designers pushing the standards of the competition to greater heights, bridging design, users and environment in their works", said renowned Japanese designer and previous judge of FDA, Mr. Naoto Fukasawa. "I especially look forward to seeing designs that are functionally-valuable and have the longevity to be consistently appreciated."

Mr. Tai Lee Siang, Group Managing Director, Ong & Ong Pte Ltd and Chief Judge of FDA 2013 added, "It is important that our young designers are given opportunities and exposure for the development of the design industry and the Furniture Design Award is one of the best platforms for them to gain experience. The number of designers who went on to achieve local and international fame is testimony to the vision of SFIC."

Since its inaugural launch in 1993, the FDA has been regarded by industry experts as one of the most premier platforms for furniture manufacturers and designers to network and learn from each other. In 2013, FDA celebrated its 20<sup>th</sup> anniversary and saw winners from countries such as Poland, China, Indonesia, Thailand and Singapore. FDA 2014 is supported

by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, and DesignS.

Registration for FDA 2014 opens on 13 June 2013 and closes on 1 September 2013. Entries can be entered online at [www.furnituredesigndna.com](http://www.furnituredesigndna.com). More information, including a full list of categories, deadlines and award criteria, will be available at the website.

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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 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)

#### **About Furniture Design Award (FDA)**

To develop design talents, Singapore Furniture Industries Council (SFIC) organises the annual Furniture Design Award to provide an expedient avenue for designers to express their creativity and gain recognition in the industry, providing them with opportunities to launch their careers. It also serves to maintain the dynamism and vibrancy of the regional furniture design trade.

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