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## **Cultivating Design Excellence with SingaPlural 2014**

*SingaPlural 2014 ends on a high note with robust engagement amongst business owners and designers, as well as a closer collaboration between and across different design disciplines.*

**Singapore, 28 March 2014 – SingaPlural 2014 – Celebrating Design**, the third edition of a multi-faceted design event, has successfully concluded, following an extensive showcase of the best design elements from the creative spectrum in Singapore from Wednesday, 12 March 2014 to Sunday, 16 March 2014. Organised by the Singapore Furniture Industries Council (SFIC) in partnership with eight other network partners from DesignS, this week-long series expanded to multiple locations around the city from Robinsons Orchard, Park Mall, Dhoby Ghaut Green, the new National Design Centre, LASALLE College of the Arts, The Joyden Hall @ Bugis+, to the Singapore EXPO; and is held in conjunction with the International Furniture Fair Singapore 2014 / 31<sup>st</sup> ASEAN Furniture Show (IFFS/AFS 2014), The Décor Show 2014 and Hospitality 360°, Asia's most established design-centric trade show. As the anchor event of Singapore Design Week (SDW), this mega design celebration has spawned new ideas and concepts from in the fields of Advertising, Architecture, Urban Planning, Landscape Architecture as well as Interior, Furniture, Graphic and Fashion Design; further channeling the growth of the burgeoning Singapore design industry.

“The scale of SingaPlural this year is larger than that of our previous year with 317 local and international participants, a 21% increase, as well as collaborations.” says Mr Simon Ong, Chairman of SingaPlural 2014 and Design Development of SFIC. “We’ve seen an excellent display of 270 design installations and exhibits across multiple industries as well as a robust exchange of knowledge and best practices amongst business owners and designers throughout the week. I believe that we are on the road of enhancing the synergy among our design fraternities, which will continue to boost Singapore’s advancement as a global city for design.”

A notable highlight this year is the reputable **Furniture Design Award (FDA)**, an annual competition that celebrates the best achievements in furniture design. Receiving a total of 325 submissions from 39 countries, the 21<sup>st</sup> edition of the Award saw two outstanding Singaporeans clinching the prestigious Grand Award for both the Designers and Students category. Clement Zheng, from the Designers category, won the jury over with his intricate concept of the *Torus Lamp* – a series of digitally fabricated pendant lights assembled from paper modules. Under the Students category, Jexter Lim from the National University of Singapore (NUS) sought to impress with his work *Nishikigo* – a polished, statement stool inspired by the symbolic meanings of a Koi fish.

Recipients of the Honourable Mention Award include Francesca Lanzavecchia (Italy) from the Designers Category, with her room divider Bilik; as well as Angel Chow Ka Yi (Hong Kong) from the Students Category, with the PoochFam set – that also won the Award for the Best Design Narrative. Xaveria Mo Xiaofei and Koh Min Xiang from Singapore, Klaudia Kuhn and Agnieszka Klimowicz from Poland, Ben Cheng from Canada, and Trygve Faste from USA were recipients of the Merit Award for FDA 2014.

The panel of judges for this year's competition comprises a combination of local and international professionals from the furniture, architectural as well as interior and industrial design industries. Local design personalities form the panel include Hans Tan from Hans Tan Studio, Ash Yeo from NUS, Song Kee Hong from Design Exchange and Colin Seah from Ministry of Design, while the international jury members consist of Switzerland's high-flying designer Claudio Colucci, Sweden's design thought leader David Carlson as well as USA's leading architect, Timothy Power.

Selected pieces from FDA 2014 will be displayed in Robinsons Orchard between April and June 2014 and made available for pre-order by Robinsons' customers.

SingaPlural 2014 also featured key tie-ups with corporate partners including Robinsons and Park Mall, to present the **SingaPlural 2014 – 48 Hours Challenge**. This exhilarating competition engaged retailers, professional design teams and students from local design institutions to transform in-house display spaces into a sensorial and creative visual merchandising display within the span of 48 hours.

The **SingaPlural 2014 - 48 Hours Challenge @ Robinsons Orchard** in collaboration with Robinsons, Swarovski and The Textile and Fashion Federation (Singapore) (TaF.f) challenged two teams of talented professional visual merchandisers to transform an outdoor showcase at Robinsons Orchard in just 48 hours. The teams from TaF.f were invited to design their Outer Space – Venus based on the creative theme “Welcome to the Jungle: In collaboration with Swarovski”, by integrating home and fashion merchandise with ready-made and loose Swarovski crystals. The judging and results announcement of the competition took place on 27 March 2014 at Robinsons Orchard.

The *SingaPlural 2014 – 48 Hours Challenge @ Robinsons Orchard* was won by the “**Retail Glamour**” team. Comprising Ms Chee Sau Fen, Ms Nikki Chua and Mr Cary Cheng, the display was based on the three key concepts of “expedition, exploration and discovery”. The visual merchandising space featured a multi-faceted display inspired by an explorer and featured items, sourced from Robinsons and Swarovski that were reminiscent of mementoes from his journeys. Handmade embellishments and decorations complete the intricate setup, with members of the public invited to participate as well, by posing with a series of tribal masks embedded with Swarovski crystals.

The designs that make up *SingaPlural 2014 – 48 Hours Challenge @ Robinsons Orchard* will be showcased at Robinsons Orchard until 31 March 2014, and the winning team will be rewarded with a cash prize of S\$4,800, sponsored by Robinsons.

As part of the **SingaPlural 2014 - 48 Hours Challenge @ Park Mall**, five retailers collaborated with students from local design institutions to innovate and reinvent showrooms at Park Mall. Following a grueling race against time, the team from Temasek Polytechnic emerged as the grand winner by beautifully transforming the showroom windows of Hugo Kitchen with an impressive and sophisticated collage made from 6000 plastic forks and spoons. The team from Nanyang Academy of Fine Arts also walked away with the title for the “Best Sensorial Experience”, as they revamped the ceiling of Jespirit with delicate fixtures of cloth.

Given the humble success of the third consecutive edition, SingaPlural is set to be the dedicated platform for nurturing, developing and promoting local design talents as well as capabilities. On top of offering both aspiring and established designers with a reputable avenue to showcase their works and opportunities to engage in design issues, SingaPlural represents a long-term approach for business, international collaboration and knowledge exchange, where design fraternities in Singapore can come together as one voice to work towards a more holistic growth and advancement of our design ambitions.

*High-resolution images are available for download via: <https://www.dropbox.com/sh/dwxgrfmkz67v1er/OuUR6bU3yl>. Kindly credit all images to 'SingaPlural 2014 – Organised by Singapore Furniture Industries Council'.*

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## **About SingaPlural 2014**

SingaPlural 2014 returned for a 3<sup>rd</sup> edition from March 12 – 16 to showcase 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, SingaPlural 2014 was the anchor event of the Singapore Design Week and was held in conjunction with International Furniture Fair Singapore 2014/31st ASEAN Furniture Show, The Décor Show 2014 and Hospitality 360<sup>o</sup>.

Together with eight other network partners of DesignS, this week-long design celebration featured Singapore's very own home-grown talents across the creative industries. From Singapore EXPO to the new National Design Centre and the streets of downtown, local audiences and international visitors were in for a visual treat in March 2014 with installations and exclusively curated design spaces, symposiums, competitions and many other activities to engage and evoke their design senses.

SingaPlural 2014 is supported by the DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore, the National Parks Board and the American Hardwood Export Council. The Singapore Design Week is presented 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 the 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 Hospitality 360<sup>o</sup>.

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.

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

## **About International Furniture Fair Singapore 2014/31st ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°**

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show (IFFS/AFS), The Décor Show and Hospitality 360°, is regarded by industry experts as Asia's premier sourcing platform and design-led exhibition. With three decades of experience since its inaugural event in 1981, IFFS/AFS remains the most distinctive channel for regional and international companies to penetrate the global market.

The [IFFS/AFS](#), [The Décor Show](#) and [Hospitality 360°](#) feature a comprehensive range of furniture, furnishing, decorative accessories, interiors & design, and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. To make it a holistic trade event, the various design initiatives (*SingaPlural*, *Furniture Design Platform* and *Furniture Design Award*) offer added depth and dimension to this Singapore-anchored trade event, raising its profile as a show not-to-be-missed in the industry calendar.

For more information, please visit:

[www.IFFS.com.sg](http://www.IFFS.com.sg) | [www.TheDecorShow.com.sg](http://www.TheDecorShow.com.sg) | [www.Hospitality360.com.sg](http://www.Hospitality360.com.sg)

## **About the Singapore Design Week**

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. To be held from 10 to 16 March 2014, the SDW is presented by the DesignSingapore Council.

Open to the design community, businesses, design students and the general public, the SDW 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.

The Singapore Design Week 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. These activities will also provide opportunities for business, international collaboration and knowledge exchange.

The anchor event of SDW is SingaPlural 2014, a dedicated platform to celebrate Singapore's design talents across creative industries which includes the Singapore Design Business Summit and the Singapore Good Design Mark Exhibition. Other design events that are part of the SDW include the International Furniture Fair Singapore 2014, Maison&Objet Asia 2014, Value of Design Forums, Design Thinking and Innovation Workshops, Design Trails and Design Films.

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

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