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## SingaPlural 2015 achieves highest number of participants in its history

**Singapore, 2 April 2015** – SingaPlural concluded its fourth edition on a high note on 15 March 2015 with a party attended by VIPs from both the local and international design fraternity. The party celebrated the success of SingaPlural 2015, which had spanned six days. Organised by the Singapore Furniture Industries Council (SFIC), in partnership with DesignS, and proudly supported by local government agencies, festival partners, sponsors and event partners, the festival featured a total of 168 installations from 377 local and international participants, a 19% increase when compared to the previous edition. The design event also recorded an attendance of 28,262.

Officially opened by Mr Ted Tan, the Deputy Chief Executive of SPRING Singapore on 9 March 2015, SingaPlural 2015 is the anchor event of the Singapore Design Week. It is a platform for talents across the creative industries to engage visitors through installations, exclusively curated design spaces, symposiums and many other activities.

“SingaPlural has grown tremendously since its inception in 2012. The week-long event was an exciting opportunity to see the innovative showcases from local designers from different fields. I believe SingaPlural will grow to be an important international platform, not only for our local designers to showcase their works, but also to facilitate collaborations between businesses and designers,” said Mr Tan. “Design is a key driver of differentiation in today’s competitive markets. We encourage businesses to tap this ready pool of local design talents at SingaPlural and explore partnerships for growth.”

A consolidated showcase of the best design elements from the multi-faceted creative spectrum, SingaPlural 2015 was curated by PLUS Collaboratives and GOVT and was held from 10 – 15 March 2015 at the iconic former Beach Road Police Station, at 99 Beach Road. Featuring SingaPlural’s first-ever overarching festival theme of ‘Process’, this was displayed across the six festival pillars: Project X, Design Installations, Talks and Symposiums, Tours, Partnering Events and Recognition.

One of the most talked about pillars this year was Project X, which brought together Lamitak, a brand of laminates, and four designers to push the boundaries of design and explore the process of transition and transformation of the brand’s signature product beyond its perceived form. The process of creation started months before SingaPlural 2015 and it was closely documented.

Mr Jansen Tan, Director of Product and Brand at Lamitak, shared: “This is the first year of our participation in SingaPlural and I am very pleased that our involvement in Project X has enabled us to achieve the results and targets we set. It has been a fruitful journey of discovery and learning and we are really glad to have had the opportunity to work with four wonderful designers/artists – In Merry Motion, Tiffany Loy, Miun and wynk;Collaborative. Project X has opened up many different and exciting possibilities of what Lamitak laminates can achieve and personally, I am relishing the task of working on expanding these ideas further.”

Design institutions including Nanyang Academy of Fine Arts, LaSalle College of the Arts, Raffles Design Institute and Singapore Polytechnic were also invited to participate in the festival to showcase the works of their students so as to provide more exposure for students in design disciplines, symbolising the organising committee’s desire to nurture future talents for the local design scene.

“With each edition of SingaPlural, we have met our immediate goals and have grown from an event that was focused on the furniture industry to one that now encompasses a more holistic design experience across the creative spectrum,” commented Mr Mark Yong, Chairman of SingaPlural 2015. “Beyond just being a platform

# SingaPlural Celebrating Design 2015

10·MAR ——— 15·MAR



that allows designers to showcase and profile their works, SingaPlural has also provided them with opportunities to create and form strategic collaborations with companies. From the recent edition, we have obtained encouraging enquiries on further collaboration opportunities with several of the participating designers. In time to come, SingaPlural will be a regional platform within Asia that bridges design and the various businesses together. With this in mind, we look forward to the next edition of SingaPlural, to a bigger and better festival at a new iconic location. I take this opportunity to invite the public to share with us and suggest any potential locations that may be suitable for our next edition of SingaPlural.”

SingaPlural 2015 is proudly organised by Singapore Furniture Industries Council and hosted together with eight other network partners of DesignS. It is also supported by Agency for Science, Technology and Research (A\*STAR), DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore and Singapore Workforce Development Agency. It is also the anchor event of the Singapore Design Week, which is organised by the DesignSingapore Council, a part of the Ministry of Communications and Information.

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# SingaPlural Celebrating Design 2015

10·MAR ——— 15·MAR



## **About SingaPlural**

SingaPlural returned for a fourth edition from 10 – 15 March at 99 Beach Road 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 (SFIC) since 2012, the name ‘SingaPlural’ is derived from a combination of the terms ‘Singular’ and ‘Plural’; and was conceived from the need to create a common platform to bridge designers with the industry. SingaPlural 2015 was the anchor event of the Singapore Design Week and was held in conjunction with International Furniture Fair Singapore 2015/32<sup>nd</sup> ASEAN Furniture Show, The Décor Show 2015 and Hospitality 360°.

Together with eight other network partners of DesignS, this week-long design celebration is an international platform for talents across the creative industries to engage and evoke the design senses of visitors; through installations, exclusively curated design spaces, symposiums and many other activities.

SingaPlural 2015 is supported by the Agency for Science, Technology and Research (A\*STAR), DesignSingapore Council, International Enterprise (IE) Singapore, Singapore Tourism Board, SPRING Singapore and Singapore Workforce Development Agency. It is also the anchor event of the Singapore Design Week, which is organised 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](http://www.facebook.com/SingaPlural). Find us on Twitter ([@SingaPlural](https://twitter.com/SingaPlural)) and Instagram ([#singaplural](https://www.instagram.com/singaplural)).

## **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, a week-long design celebration, held in conjunction with the annual International Furniture Fair Singapore/ASEAN Furniture Show, The Décor Show and Hospitality 360°.

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 the Festival Director**

Fronting the curatorial team is festival director, Mervin Tan, co-founder and creative director of PLUS Collaboratives. With a background in architecture and interior design, he leads his studio alongside several partners. Incepted in 2012, PLUS Collaboratives is a young design thinking studio which focuses on a user centred approach in design projects. Mervin's holds strongly to his studio's ideology of creating designs through messaging and collaboration. His design focus and approach in particular is about system thinking, and he believes in creating a framework for design to thrive and bloom organically. The studio has also completed curation for another design festival, Archifest 2014.

## **About the Curatorial Team (GOVT and PLUS Collaboratives)**

GOVT is a creative communications agency that grew its roots in Singapore. Branching out into multi-channel mediums, GOVT's core lies in its strong strategic thinking and courageous creative approach. By bringing brands and communities together to create meaningful media-neutral experiences, GOVT has initiated and developed new product categories, music videos and has even curated two exhibitions.

PLUS Collaboratives is a young design thinking studio whose focus is on a user centred approach in design projects. Through research, they seek for methods to bring out the voice behind the design and showcase the intended messages. They believe that the understanding of the 'environment' of a project which includes physical built components as well as a cultural, social, habitual context is extremely important to the success of a brand's vision. Much care is taken to understand and create relevance for acceptance of the project through an understanding of context, target audience and objectives. It creates a 'glocal' understanding of the project where the message remains universal, yet with a local flavour or immediate relevance in relating to its market or environment.

## **About DesignS**

DesignS, a network of design-centric institutes and associations in Singapore, was officially launched on 29 June 2010 by Mr Lui Tuck Yew, then Acting Minister for Information, Communication and the Arts. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises of nine member institutes from the multifaceted creative spectrum ranging from Advertising, Architecture, Urban Planning, Landscape Architecture, as well as Interior, Furniture, Graphic and Fashion Design. DesignS' primary goals are to foster a sense of community and network amongst design fields, to work in concert on joint educational and continual professional development and to jointly promote and advance the 'Singapore Brand' of design.

The nine members of DesignS are:

1. Association of Accredited Advertising Agents Singapore (4As)
2. Design Business Chamber Singapore (DBCS)
3. Interior Design Confederation (Singapore) (IDCS)
4. Singapore Furniture Industries Council (SFIC)
5. Singapore Institute of Architects (SIA)
6. Singapore Institute of Landscape Architects (SILA)
7. Singapore Institute of Planners (SIP)
8. Textile and Fashion Federation of Singapore (TaFf)
9. The Design Society (TDS)

# SingaPlural Celebrating Design 2015

10·MAR ——— 15·MAR



## **About Singapore Design Week (SDW)**

The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. Held annually, the SDW is organised 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.

SDW features 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 2015, 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 2015, Maison&Objet Asia 2015 and Design Trails.

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