

## MEDIA RELEASE

### **SFIC DRIVES THE FUTURE OF URBAN LIVING WITH INNOVATIVE DESIGNS AT URBAN LIVING SHOWCASE 2024**

*Singapore, 16 August 2024* – The Singapore Furniture Industries Council (SFIC) is set to feature cutting-edge designs aimed at enhancing urban lifestyles during the Urban Living Showcase 2024. The exhibition, supported by Enterprise Singapore (EnterpriseSG), launched at the Asian Civilisations Museum, will highlight the importance of designing and building furniture that accommodates the increasing density of urban living environments.

Mr. Joshua Koh, SFIC's Vice President and Chair of the Design Committee, expressed, "With the majority of the world's population now residing in cities, it's important to design and furnish urban spaces to meet not just practical needs but also to enhance our quality of life. The Urban Living Showcase 2024 exemplifies SFIC's vision for the local furniture industry 'to be the nexus of tomorrow's work-life integration for sustainable urban living.'"

#### **About the Showcase**

The Urban Living Showcase 2024 will be open to public visitors at the Asian Civilisations Museum (ACM) from 16 August to 24 September. Following this, a dedicated 80 sqm Design Innovation Programme (DIP) showcase will be presented at FIND – Design Fair Asia (FIND) from 26-28 September at Marina Bay Sands.

The projects on display highlight collaborations between local brands and manufacturers with renowned designers who have a strong global portfolio of work. The showcase includes contributions from award-winning local designers such as Gabriel Tan, and Wendy Chua, alongside international design talents like Team 2 (France), Gustavo Maggio (Italy-Argentina), Norm Architects (Denmark), Hallgeir Homstvedt (Norway), Snøhetta (Norway), Claesson Koivisto Rune (Sweden), Pauline Deltour (France), Egidio Panzera (Italy), Jin Kuramoto (Japan) and Staffan Holm (Sweden).

### **Design Innovation Programme (DIP)**

Supported by Enterprise Singapore (EnterpriseSG), the Design Innovation Programme (DIP) aims to foster partnerships between furniture brands/manufacturers and designers. The goal is to design, produce, and launch commercially viable urban living products and solutions that enhance the design capabilities of Singapore-based furniture manufacturers and brands through collaborations with both local and international designers.

Ms. Sarah Ler, Director for Retail & Design at EnterpriseSG, emphasised, “The importance of crafting creative, user-centric designs has grown significantly for brand owners aiming to distinguish themselves in an increasingly competitive international furniture market. The DIP provides a platform for our retailers to collaborate with both local and international design innovators, and draw from global design philosophies and techniques. Through the Urban Living Showcase, which will feature the results of these collaborations, we hope that consumers will gain new insight into the vibrance of our local furniture sector, and experience

innovative and functional design that is tailored to the needs of increased density of urban living spaces.”

## Featured Projects

These projects demonstrate how local businesses have collaborated with internationally renowned designers to exemplify urban living:

- **Turn x Gabriel Tan**

*Turn* is a brand of door levers by Verotec Pte Ltd based on a patented soft-rebound mechanism. With creative direction from Gabriel Tan Studio, *Turn* collaborated with eight internationally renowned architects and designers from Denmark, France, Italy, Japan, Norway, Singapore, and Sweden.

- **Ivena International x Team 2**

Ivena International Pte Ltd partnered with Team 2, consisting of French-based designers Valerie and Lionel, to develop *Eco-Urban Elements*. This project is dedicated to providing sustainable and functional furniture solutions tailored for contemporary modern living.

- **Star Furniture x Jarrod Lim**

As urban living spaces continue to shrink, the demand for furniture that is both functional and aesthetically pleasing has never been greater. JotterGoods has partnered with Australian-trained designer Jarrod Lim to create the *Urban Living Collection* – a range of compact furniture that defies expectations.

- **Scanteak x Forest & Whale**

Helmed by design duo Gustavo Maggio and Wendy Chua under their practice Forest & Whale, Scanteak's new *Leika Collection* reimagines home living for diverse generations. Designed to cater to the evolving needs of Singaporean families, especially the growing "Grand Generation," the collection seamlessly blends style and functionality.

These projects not only exemplify urban living but have also gained significant commercial traction. Mark Yong, Executive Director of Verotec Pte Ltd, shared, "As the revolutionary mechanism behind the handles' movement had to be engineered from scratch, the Design Innovation Programme (DIP) gave Verotec and *Turn* the crucial shot in the arm to bring our innovation to reality. Further, the onboarding of established architects and designers allowed us to leverage their star-power to bring our brand to previously unexplored markets."

### **What's Next?**

The Urban Living Showcase 2024 is a significant step towards realising SFIC's vision for the future of urban living. With more collections targeted to be completed by mid-2025, the programme continues to support and nurture the development of innovative urban living solutions.

For more information and to explore the innovative designs, visit the Urban Living Showcase 2024 at the Asian Civilisations Museum and FIND – Design Fair Asia.

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*Annex A – Details about the projects showcased*

*Annex B – List of the 30 projects completed*

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## **About 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 350 companies, spanning across five key industry clusters: furniture manufacturers, interior fit-out specialists, retailers, designers and materials/components/services providers. Collectively, our industry players have a global footprint in over 80 countries to date.

As an aggregator and multiplier in the furniture ecosystem, the SFIC's vision is to position the Singapore furniture industry as the nexus of tomorrow's work-life integration for sustainable urban living.

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. Nurturing the NexGen industry leaders under the SFIC Young Leaders Chapter is also of paramount importance.

SFIC's talent and training development arm is the SFIC Institute, which conducts a holistic range of courses, masterclasses, manpower placement programmes and consultancy services for the furniture ecosystem and built environment.

The SFIC also represents Singapore in 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](http://www.singaporefurniture.com) for more information.

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## **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](http://www.enterprisesg.gov.sg) for more information.

## **DETAILS ABOUT THE PROJECTS SHOWCASED**

### **1. Turn x Gabriel Tan**



**Project Title:** “Turn”, The World’s First Soft Rebound handle

**Description:**

In today's fast-paced, noise-polluted urban environment, a quiet sanctuary is becoming increasingly sought after. Verotec, a pioneer in noise reduction technology, has partnered with globally-renowned Singaporean designer Gabriel Tan to redefine the concept of luxury living with the launch of *Turn*, the world's first soft-rebound handle.

Gabriel Tan, known for his ability to reinterpret tradition and technology, has brought his signature aesthetic to *Turn*. His collaboration with Verotec marks a groundbreaking fusion of design and engineering, resulting in a collection of door handles that are as visually striking as they are functional.

Turn is more than just a door handle; it's a statement piece that seamlessly blends cutting-edge engineering with exquisite design. Inspired by the growing demand for tranquil spaces, Verotec developed the innovative soft-rebound mechanism to eliminate the jarring noise of traditional door levers.

By prioritising user experience and addressing the often-overlooked issue of noise pollution, Verotec and Gabriel Tan have created a product that enhances the overall ambience of any space.

## 2. Ivena International x Team 2



**Project Title:** Eco-Urban Elements: Sustainable Furniture for Modern Living Environments

### **Description:**

Ivena International and French design duo Valerie and Lionel introduced Eco-Urban Elements, a collection of furniture that redefines sustainable living for urban spaces. Recognising the increasing demand for eco-friendly and space-efficient solutions, this collaboration features a range of pieces that harmonise style, functionality, and environmental responsibility.

The furniture seamlessly integrates into contemporary urban homes, offering versatile designs that maximise space without compromising on aesthetics. By utilising sustainable materials like FSC-certified Acacia wood and recycled wicker, this collection features crafted pieces that are not only durable but also contribute to a greener future.

What sets Eco-Urban Elements apart is its unique blend of sustainability, modern design, and practical functionality. Each piece is meticulously crafted to offer a harmonious balance of form and function, making it an ideal choice for environmentally conscious urban dwellers.



Valerie and Lionel, the creative force behind Team 2, brought over 30 years of combined experience in furniture design to the project. Their passion for creating functional and stylish spaces is evident in every piece. Based in France, the designers have a keen understanding of European design trends, which is skilfully incorporated into the Eco-Urban Elements collection.

Ivena International and Team 2 share a commitment to sustainable practices and an understanding of the evolving urban lifestyle. Together, they developed a furniture collection that embodies both aesthetic appeal and environmentally responsible.

### 3. JotterGoods x Jarrod Lim



**Project Title:** JotterGoods - Urban Living Collection

**Description:**

As urban living spaces continue to shrink, the demand for furniture that is both functional and aesthetically pleasing has never been greater. JotterGoods has partnered with renowned designer Jarrod Lim to create the Urban Living Collection – a range of compact furniture that defies expectations.

Jarrod Lim, celebrated for his intuitive and honest designs, has reimagined everyday objects to fit seamlessly into modern, space-constrained homes. The Urban Living Collection is a testament to his ability to extract beauty and functionality from even the most limited space. Each piece is meticulously crafted with a keen eye for detail and a deep understanding of how people interact with their surroundings.

By blending style, functionality, and space-saving ingenuity, JotterGoods and Jarrod Lim have created a collection that addresses the evolving needs of urban dwellers without compromising on design.

#### 4. Scantek x Forest & Whale



**Project Title:** Leika Collection

**Description:**

Scantek's new Leika Collection reimagines home living for diverse generations. Designed to cater to the evolving needs of Singaporean families, especially the growing "Grand Generation," the collection seamlessly blends style and functionality.

Extensive research into the modern Singaporean home unveiled a desire for spaces that are both aesthetically pleasing and practical. Leika responds to this demand with its sleek lines and rounded edges, a departure from Scantek's traditional, robust aesthetic. This contemporary design is perfectly suited to the space-constrained yet style-conscious urban dweller.

At the helm of this innovative project is the design duo of Wendy Chua and Gustavo Maggio, under their practice Forest & Whale. Renowned for their work with Scantek on the award-winning Prologue Collection, they bring a fresh perspective to furniture design. With a deep understanding of the challenges and opportunities presented by modern living, Forest & Whale has crafted pieces that resonate with the desire for stylish, efficient spaces.

Beyond their expertise in furniture design, Forest & Whale's multidisciplinary approach extends to spatial design, museum curation, and community engagement. This holistic perspective enriches their work, resulting in designs that are not only aesthetically pleasing but also deeply connected to the human experience.

The Leika Collection marks a new chapter for Scanteak, demonstrating the brand's commitment to evolving with the times while maintaining its core values of quality and craftsmanship.

**LIST OF THE 30 PROJECTS COMPLETED**

1. 4plus8 Pte Ltd
2. Acre Design Pte Ltd
3. Air Division Pte Ltd
4. Becheras Holdings Pte Ltd
5. Cellini Design Center Pte Ltd
6. Chng Woodworking Pte Ltd
7. Eilumina Resources Pte Ltd
8. Excel Hardware Pte Ltd
9. Falcon Incorporated Pte Ltd
10. Grafunkt Pte Ltd
11. House of Teak (Singapore) Pte Ltd
12. Hyphenate Holdings Pte Ltd
13. IM Space Pte Ltd
14. Ivena International Pte Ltd
15. JR & P Industries Pte Ltd
16. LD Studio Pte Ltd
17. Meisterform Pte Ltd
18. MM Galleri Pte Ltd
19. Mountain Teak Pte Ltd
20. Natuzz Ohme Pte Ltd
21. Nextofkin Creatives Pte Ltd
22. NS Trading Pte Ltd
23. Office Planner Pte Ltd
24. Sam & Sara Holdings Pte Ltd
25. Soundzipper LLP
26. Star Furniture Pte Ltd
27. Superstructure SG Pte Ltd
28. Synergraphic Design Pte Ltd
29. The Supergood Group Pte Ltd
30. Verotec Pte Ltd