

"This is our first time exhibiting at IFFS and it was a great decision! The fair was well-organised and we definitely benefited from the quality trade visitors and the various networking activities." – *Scott Bower, Managing Director – Asia Pacific of Aerobed International Pty Ltd, Exhibitor from New Zealand*

EYE

ON DESIGN



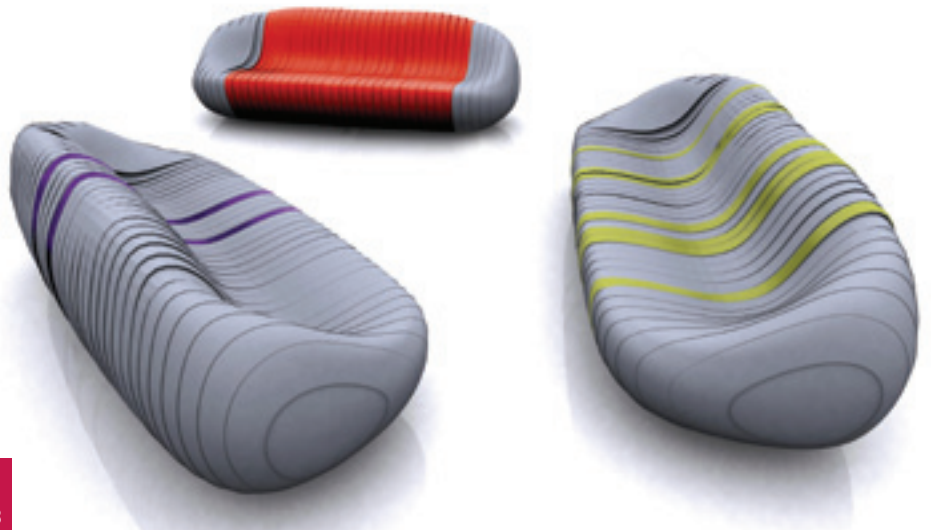
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Platform 2010 Where Design Meets Business

As a petri dish of trendsetting ideas, PLATFORM has nurtured many rising stars over the years, carving a name for itself in the furniture design arena. With applications coming from an international arena, PLATFORM 2010 aims to bring you even more stunning and exciting designs!



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"Cilicon Faytory has gained tremendous exposure in overseas markets and clients. PLATFORM provided us and our collaboration partners a great platform to showcase our new design collections. Thank you, SFIC, for organising such a great exhibition experience in PLATFORM 2009!" – *Cilicon Faytory, an exhibitor in PLATFORM 2009 and PLATFORM 2010*

The Singapore Furniture Industries Council (SFIC) is calling all budding design entrepreneurs to showcase their works to the international buyers and manufacturers at the PLATFORM 2010, held in conjunction with International Furniture Fair Singapore 2010 / 27th ASEAN Furniture Show (IFFS/AFS 2010).

For enquiry, please contact **Joyce Lee** at **(65) 6505 9165** or email platform@singaporefurniture.com

1. SOHK Ltd
2. Urban Object Creation Pte Ltd
3. Cilicon Faytory

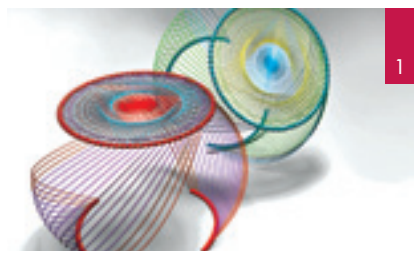
Where Design Talents Shine

Now in its 17th edition, participation in the Furniture Design Award (FDA) 2010 Young Designers category has been extended from the Asia Pacific region to worldwide for the very first time.

Entry submissions for FDA 2010's Students and Young Designers categories alone saw an awesome increment of more than **90%**. A total of 1,004 entries from 26 countries were received.

The finalists' masterpieces will be showcased at IFFS/AFS 2010.

SNEAK PREVIEW OF SOME OF THE FINALISTS' WORKS:



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FDA 2010 (OPEN CATEGORY) – CALLING FOR SUBMISSION!

Open to international companies for entries that have been manufactured and launched commercially in the market.

Closing date for entry submission:
21 December 2009, 1700hrs (Singapore time).

For enquiry, please contact:
Eric Teo at (65) 6505 9195
Joyce Lee at (65) 6505 9165
or email fda@singaporefurniture.com

PLATFORM 2010 & FDA 2010 are organised by the SFIC and supported by DesignSingapore Council, International Enterprise (IE) Singapore, SPRING Singapore, American Hardwood Export Council, Designers Association Singapore, Interior Design Confederation (Singapore), Singapore Institute of Architects, IFFS Pte Ltd and Transit Air Cargo Singapore Pte Ltd.

For more information, please visit www.singaporefurniture.com/design

1. AYATORI STOOL by Julyerna Koesmono, Lasalle College of the Arts, Singapore
2. TRANSIFLOW by Cheng Siew Ming, National University of Singapore, Singapore
3. SPIRAL by Lim Ruiwen, National University of Singapore, Singapore
4. FORMFROM? by Apirat Boonruangthaworn, Thailand
5. HANGING CHAIR by Yuri Kim, Philips Design, South Korea
6. WHITE WOODS by Chew Kor Han, Singapore