

PRESS RELEASE

**10 YOUNG FURNITURE DESIGNERS HEAD FOR
IDEATION AWARD 2012 SHOWDOWN**

KUALA LUMPUR, FEB 13: Ten young furniture designers shortlisted to go head to head for The Ideation Award 2012 are in the final leg of preparing their prototypes for the finale of the furniture talent contest held in conjunction with the Malaysian International Furniture Fair (MIFF) 2012.

The theme for Ideation Award 2012 is "My Favourite Chair". Contestants are required to design a single piece or set for contemporary lifestyle that is eco-friendly

With entries sporting names such as Rock "N' Roll, Flip Chair, Just Like Old Times, Outgrown Love and Duet Chair, most of the finalists picked rubber wood as the main material for their multi-functional pieces. *(see attached finalists)*

The 10 finalists, selected from 178 entries, are being helped by nine top local manufacturers to construct their prototypes for the final judging round on March 5 and to be displayed during MIFF 2012 from March 6 to 10.

"I am very excited about the Ideation Award which is just into its third year. It has yielded several creative and market appealing designs which were vetted by a joint panel of international and local judges for the first time," said Datuk Tan Chin Huat, Managing Director of MIFF Sdn Bhd.

"We started the award to discover new talent because we believe this is vital to sustain the future of the Malaysian furniture industry. The finalists are given the fantastic opportunity to showcase their pieces at a special gallery during MIFF before an international audience of buyers, exhibitors and media."

MIFF Sdn Bhd is the founder and organiser of the annual MIFF since 1995. The trade show is considered one of the top 10 industry shows in the world..

Klaus Kummer, one of the judges from Thailand, lauded the Ideation Award as a "great beginning" to help designer and manufacturer communicate and gain more understanding of design ideas, material and production.

"It takes two parties to create a successful design. The one who has the idea and the one that can see the idea; only if these two parties connect, a new product is created," he said.

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2012**

**06-10 MARCH
0930 - 1800 hrs**

**KUALA LUMPUR
MALAYSIA**



Malaysia's largest furniture exporter, Poh Huat Furniture Industries (M) Sdn Bhd is supporting the Ideation Award as a Diamond Sponsor and is also among the nine manufacturers which are constructing the prototypes.

The finalists were selected after two preliminary rounds of judging held in October last year. They will appear before the judges again with their prototypes on March 5 with the winner to be announced on Mar 8.

For the first time, the award was opened to Malaysians and foreigners-based in Malaysia below 30 years old due to popular demand to expand the competition beyond design students from selected institutions. The total prize money was increased to RM10,000 with RM5,000 as the top prize.

The seven-member judges' panel comprised renowned furniture designers from Japan, Thailand, China, Singapore, and Malaysia.

All the prototypes will be showcased at a special gallery at the Matrade Exhibition & Convention Centre (MECC), one of the two venues for MIFF 2012. The other is the Putra World Trade Centre (PWTC).

IDEATION AWARD 2012 FINALISTS

No	NAME	DESIGN NAME
1.	CATHERINE FONG	ROCK 'N' ROLL
2.	CHING EU WAYNE	A-FUSION CHAIR
3	LIM KHAI CHEE	OUTGROWN LOVE
4.	LIM MIAW SHIN	APEX CHAIR
5.	MOHD SAZLI MOHD DAUD	FLIP CHAIR
6.	NOOR SUZIRA BT MD RASHID	CUBIX
7.	RUDY KWINOTO	TRANSFORMATION CHAIR
8.	SIM CHIA YI	JUST LIKE OLD TIMES
9.	SOH BING CHER	DUET CHAIR
10.	THIPAN RAJ A/L CHANDRAN	EASY CHAIR

ABOUT MIFF SDN BHD MIFF Sdn Bhd is an award-winning MICE event organiser in Malaysia. In 1995, it conceived the annual Malaysian International Furniture Fair (MIFF) which is the country's top trade show today and a leading global industry show recognized by UFI.

MIFF has won several awards including Best MICE Exhibition of the Year 2004/2005/2006 from the Malaysia's Ministry of Tourism; Best Brands in Furniture Trade Exhibition 2007 from The Brand Laureate; The 8th Asia Pacific International Honesty Enterprise from Keris Award 2009; The 9th Asia Pacific International Entrepreneur Excellence Brand Award 2010; Corporate Partner Award 2010 from Furniture Leadership Award; Industry Excellence Award 2011 from Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS); Outstanding Malaysian Brand, Silver Award from Star Outstanding Business Award (SOBA) 2011.

For more information, visit www.miff.com.my

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