

MIFF FDC 2021 Theme: Design for the New Normal

We are excited to announce the MIFF Furniture Design Competition (FDC) 2021 in conjunction with the Malaysian International Furniture Fair (MIFF) 2021, 8 – 11 March returns with a new theme and now calling for entries.

Entering its 12th edition, MIFF FDC 2021 themed ‘**Design for the New Normal**’.



OBJECTIVES

- A platform for design talents to showcase their creativity and innovativeness in furniture design
- To draw newcomers to furniture design
- To promote the development of the Malaysian furniture industry internationally through innovative, well-designed products
- To encourage the creation of an identity for Malaysian furniture products

DESIGN BRIEF

Theme: Design for the New Normal

The impact of the global pandemic has transformed our daily lives in the long run. Social distancing gives significant shifts in consumer behaviour can be seen nowadays. It has redefined the way we work, spend leisure time, and socialising where most of it done in the comfort of our home.

- Design a furniture set that fits with the new social norm for residential or commercial such as home office, commercial office, restaurants, hospitals, institutions, public spaces, and many more.
- Furniture is an integral part of life, a way of living. A global appeal and marketability of the product is what breathes life into your design.
- Participants are encouraged to use wood or a mix of materials.

ELIGIBILITY

The competition is open to Malaysians, and foreigners residing, working or studying in Malaysia with authorised permits. Participants must be aged 40 or below for the duration of the competition ending 08 March 2021.

PRIZES

1st Prize: RM 5,000 + Trophy + Certificate
2nd Prize: RM 3,000 + Trophy + Certificate
3rd Prize: RM 2,000 + Trophy + Certificate
Finalists: Certificate

Best Mentor Award: RM2,000 + Certificate
Best Institution Award: Certificate

**The artworks of all finalists' design will be showcased at a special exhibit during MIFF 2021, 8 - 11 March*

SPECIAL RECOGNITION AWARDS

Best Institution Award – an institution with the most active and quality participation
Best Mentor Award – most dedicated lecturer in the mentoring participant(s) to develop quality product design

For more information, visit www.miffdc.com