

MALAYSIAN
INTERNATIONAL



FURNITURE
FAIR 2024

30
YEARS OF
GLOBAL
FURNITURE
TRADE



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Issue
March
4

1-3 March, 9.30am - 6.00pm
4 March, 9.30am - 5.00pm
MITEC & WTCKL, Malaysia

The Official Show News of the Malaysian International Furniture Fair



Honouring ... *Achievement,* ... Inspiring *Success*

Every year, Malaysian International Furniture Fair (MIFF) recognises creative excellence among exhibitors and emerging talents in Southeast Asia's largest and most global furniture trade show.

Yesterday, MIFF's annual awards presentation ceremony took place in a packed Gallery at MITEC (Malaysian International Trade & Exhibition Centre) where individuals and companies were honoured with awards in three categories – The Furniture Excellence Award (FEA) for most outstanding products, the Best Presentation Award (BPA) for best booth design and the highly coveted Furniture Design Competition (FDC) for new designer talents.

The prizes were presented to the winners by the chief judge of the respective category, namely Zilahi Imre (FEA), Roberta Mutti (BPA) and Dr Eric Leong (FDC).

This year's MIFF FDC challenge was to reimagine the most essential piece of furniture of all time under the theme "Chair-Volution", in celebration of innovation and design marking MIFF's 30th anniversary.

Freelancer Toh Wei Hang, 26, scooped the RM5,000 top prize for Mu-shi (wood-stone in Chinese) with his Flintstone vibe statement piece, fitting together four slabs of smooth solid wood to resemble

a natural boulder seat. His concept to celebrate the idea of relaxation, resting and "to enjoy the luxury of leisure time in these busy days" won over the panel of international judges.

Coming in second for the RM3,000 prize was Sitti Mehran Yasmine of University of Malaysia Kelantan for "Kumbu Lounge Chair" while the third prize of RM2,000 was bagged by Muhammad Shafitri Aiman of UiTM Mela Campus Alor Gajah for "Ura Chair", a lounge piece with storage space.

For the first time, a Special Mention award was given out. It went to a whimsical upholstered sofa "Mifor" inspired by the MIFF logo and designed by Ong Chia Yong from Southern University College.

Siti Nurul Diana Sukri of University of Malaysia Kelantan was named the Best Mentor with a RM2,000 prize, while UiTM Melaka Campus Alor Gajah was announced the Best Institution.

The MIFF FDC received strong response again with 203 entries from over 30 design institutions and private design firms. Twenty were shortlisted by the judges for the final round and their works are exhibited at MIFF.

"The judges thoroughly enjoyed themselves, we were very surprised at the designs which were very contemporary and truly a celebration of creativity. I must thank the mentors for guiding their charges, they were more confident in making their presentations before the judges," said Dr Eric Leong who headed the seven-member jury.

On the trading floor, Johann & Joann Concept lifted the Best Presentation Award for their most creative and eye-catching booth and display. In second place was Florence Bed and third, Luxury Sleep Products.

For the Furniture Excellence Award for household furniture, the Platinum Award was bagged by Infab Classics Industries, the Gold Award recipient was Sinhuiwan Furniture and Silver Award to TMH Furniture Industries Sdn Bhd.

In the office furniture category, Oasis Furniture Industries was the proud winner of the Platinum Award while the Gold Award went to Zenith Projects Technology and Silver Award to Foshan Yizhong Furniture. The Judges' Commendation Award was presented to Yun Ming Wood Industries.

All the first prize winners received RM8,000 cash rebate vouchers.

In his speech, Zilahi Imre said while Malaysian furniture producers are continuously improving their production technologies, he encouraged them to take a more bold approach in adopting innovative materials, accessories and construction methods for their furniture.

"Living in our global digital village, the lifestyle models and design inspirations are more or less the same for clients living in around the globe. To achieve a higher level of functionality for the furniture, every producer must prioritise staying connected to the sources of new technologies," he said.

Roberta Mutti commended exhibitors with very interesting booths, paying attention to materials, lighting, and other details.

"They emphasise the products that are most prominent and, overall, convey a highly consistent message. In today's competitive world, a well-designed and attractive booth can make a difference," she said.

Ms Kelie Lim, General Manager of MIFF, congratulated all the winners and said MIFF has always been devoted to supporting creative excellence to inspire exhibitors to stay fresh in the design and innovation of their products. She added that MIFF FDC is also a big part of this because we are investing in the designers of tomorrow for the furniture industry.



MIFF Furniverse Official Event App

Discover, Navigate,
and Connect

Explore Now



MIFF furniverse

Congratulations to All Winners

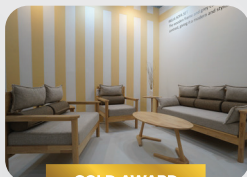
MIFF 2024 FURNITURE EXCELLENCE AWARD

Household Furniture



PLATINUM AWARD

INFAB CLASSIC INDUSTRIES SDN BHD
OAHU MODULAR SOFA



GOLD AWARD

SINHUIWAN FURNITURE SDN BHD
IRELIA SOFA SET



SILVER AWARD

TMH FURNITURE INDUSTRIES SDN BHD
TMH 583-1 + TMH2257SD

PLATINUM AWARD

RM 8,000 (cash rebate voucher)
+ Trophy + Certificate + 1 furniture test at FRIM

GOLD AWARD

RM 5,000 (cash rebate voucher)
+ Trophy + Certificate + 1 furniture test at FRIM

SILVER AWARD

RM 3,000 (cash rebate voucher)
+ Trophy + Certificate + 1 furniture test at FRIM

JUDGES' COMMENDATION AWARD

RM 4,000 (cash rebate voucher)
+ Trophy + Certificate

Office Furniture



JUDGES' COMMENDATION AWARD

YUN MING WOOD INDUSTRIES SDN BHD
CINDI COLLECTION



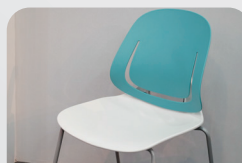
PLATINUM AWARD

OASIS FURNITURE INDUSTRIES SDN BHD
SENNIA



GOLD AWARD

ZENITH PROJECTS TECHNOLOGY SDN BHD
FLOW V2 WORKPOD



SILVER AWARD

FOSHAN YIZHONG FURNITURE CO LTD
SUNSHINE BOY

MIFF 2024 BEST PRESENTATION AWARD

1st Prize



JOHANN & JOANN CONCEPT SDN BHD
M602

2nd Prize



FLORENCE BED SDN BHD
M615A

3rd Prize



LUXURY SLEEP PRODUCTS SDN BHD
M515

1ST PRIZE

RM 8,000 (cash rebate voucher)
+ Trophy + Certificate

2ND PRIZE

RM 6,000 (cash rebate voucher)
+ Trophy + Certificate

3RD PRIZE

RM 4,000 (cash rebate voucher)
+ Trophy + Certificate

Merit Award



BSL FURNITURE SDN BHD
M201



INTER SOFA INDUSTRIES SDN BHD
4A32



IVORIE INTERNATIONAL SDN BHD
M210



TANGGAM DESIGN CENTRE (MTIB)
4A10

Merit Award

Certificate

Informa Better Stands

Certificate

Informa Better Stands



HEVEABOARD BERHAD (KANO)
2A01



TIMOTON TECHNOLOGY CO LTD
2B13



VISTAWOOD INDUSTRIES SDN BHD
M721



XINHE FURNITURE INDUSTRIES SDN BHD
M801



ZHIN SHENG FURNITURE SDN BHD
4B02



ZOLANO DESIGN SDN BHD
M208



1st Prize

TOH WEI HANG
MU-SHI



2nd Prize

SITTI MEHRAN YASMINE
KUMBU LOUNGE CHAIR



3rd Prize

MUHAMMAD SHAFITRI AIMA
URA CHAIR



Chair-Volution

Celebrating 30 Years of Innovation and Design



Special Mention

ONG CHIA YONG
MIFOR CHAIR



Best Mentor Award

SITI NURUL DIANA BINTI SUKRI
UNIVERSITY OF MALAYSIA KELANTAN



Best Institution Award

UITM CAWANGAN MELAKA
KAMPUS ALOR GAJAH

1ST PRIZE

RM 5,000 + Trophy + Certificate

2ND PRIZE

RM 3,000 + Trophy + Certificate

3RD PRIZE

RM 2,000 + Trophy + Certificate

Special Mention

Certificate

Best Mentor Award

RM 2,000 + Certificate

Best Institution Award

Certificate

Showing the Canadian Way



He then passed the time to the presentations by his fellow IDC members who discussed their design perspectives and their respective award-winning interior design projects from the culturally rich and diverse design landscape of Canada.

Abby Aiyeleye spoke on technology platform in interior design. Her company Clavis Studio has vast experience not only in project and product management and design, but also in generating AI and spatial computing to help create an ecosystem for the industry.

"We empower design professionals to design spaces using different types of technology, high quality regulators for client proposals and for client results," she said, adding that Clavis design spaces, render, source products and manage their business from design to marketing, all from within a platform.

The company is focused on collaborating and having an immersive experience for their clients, by having one cloud-based platform that is easily accessible anywhere in the world. She then showcased example of projects that the company created design render on cloud platform.

Meanwhile, Ann Squires Ferguson, who runs an all-women design and construction company, gave the audience an overview of what their company does - a fully integrated commercial interior design + build studio that provides solutions rooted in reality, that accommodate clients' budget and schedule constraints from the outset.

A believer in practising collaborative process, she has been mentoring her team in building a relationship with their clients first and in supporting every phase of the project and that includes immersing themselves in the industry and get to know what their client cares about.

"Unless the client trusts us and lets those ideas move into construction and actualisation, there is no future for design. So it is really about a trusting relationship with our clients," she stressed.

Daniel Meloché, whose company specialises in designing for the hospitality industry, presented to the audience an eclectic variety of interior design works of hotels and restaurants that they had designed.

As a closing remark, all of the speakers said they were impressed and inspired by the exhibitors at MIFF 2024, in particular the diversity and variety of materials that are featured in the exhibition, many which are not found back in Canada.

They were amazed by how Malaysian manufacturers are using their materials in very creative ways, by having modern takes on traditional materials such as wood. They believe that the uniqueness in these designs can inspire what Canadian designers and manufacturers can do with their own materials. They also praised how logistically prepared are the local manufacturers in shipping their products overseas.

An enlightening industry seminar entitled: **'Canadian Perspectives in Interior Design'** was held yesterday featuring a group of interior design professionals from Canada.

Presented by the Interior Designers of Canada (IDC), the seminar was moderated by Enrico Cleva, EC&CO (Italy) and he was joined by Trevor Kruse, CEO of Interior Designers of Canada (IDC), Abby Aiyeleye of Clavis Studio, Daniel Meloché of Daniel Meloché Design, and Ann Squires Ferguson from Western Design+Build.

IDC's CEO Trevor Kruse gave the audience some information about the association, which has been in existence since 1972 and represents over 5,000 interior designers and manufacturers in Canada who work in all sectors of hospitality, healthcare, institutional and residential around the world. He said Canadian interior designers are proud and fortunate to be working in one of the most open, welcoming and multicultural countries in the world.

Buyer's Testimonial

“

We've seen some really impressive things so far. It's my first time here, and it's been a great experience so far, very insightful. We're enjoying meeting many people, and the suppliers have been incredibly friendly, open, and welcoming.

Mathilde Le Villain
Lavillaine
United Kingdom



“

There are an enticing array of creative products that catch my eye at MIFF. From beds to dining tables, the variety is very impressive. I'll definitely return to explore more and to ensure access to fresh, market-ready products for my country.

Ayesha
SME Trading
India



“

MIFF is crucial for us, especially this year, with a stronger response than ever before. We've seen more visitors from the UK, Japan and India. Our growth has been closely linked with MIFF since day one, and we see it as a platform to showcase our international capabilities. We hope that MIFF can help us continue to grow and attract even more visitors.



Emily Wong
Zenith Projects Technology
Malaysia

“

MIFF continues to be an essential platform for our global business expansion. Year after year, we attract serious buyers who drive our business growth. MIFF remains our top choice for reaching new customer bases and advancing our business objectives.



Mathan Subramaniam
Royaloak Incorporation
India

Exhibitor's Testimonial


1-4 MARCH
MITEC & WTCKL

Together, We Plant a Tree for Our Future



MIFF TREE PLANTING CAMPAIGN

HOW?

1. Scan QR at partners' booth
2. Access AR
3. Plant 6 virtual trees
4. Yay, mission accomplished!
5. Get a gift at the VIP counter, WTCKL / MITEC after completing your journey

Bringing Sustainability to Life!

Be part of the community to contribute to real-world tree planting.

Hunt the TREE in our Sponsors' booth, plant the Virtual Tree and MIFF will plant a real tree when you have completed scanning all SIX (6) TREES located at both MITEC & WTCKL.

VISIT OUR TREE SPONSORS AT MIFF 2024, 1 - 4 MARCH

Our Tree Sponsors:



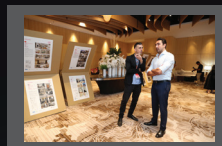
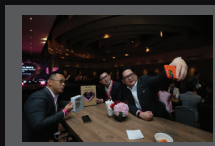
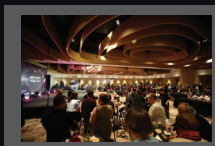
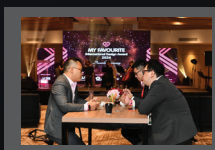
Our Partner:

All the trees will be planted on Animal Projects & Environmental Education (APE Malaysia) reforestation sites at the Lower Kinabatangan Wildlife Sanctuary, assigned by the Sabah Wildlife Department.


MY FAVOURITE
 iInternational Design Award

MIFF - MFID Designer Soirée

Taking place last evening at the Novel Ballroom of MITEC, the MIFF - MFID Designer Soirée was a celebration of innovation and excellence, uniting esteemed interior designers from across the globe.



PRESENTED BY

PLATINUM SPONSOR

ROBAM
 Enjoy Cooking

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SILVER SPONSOR




ORGANISER



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 In conjunction with
 Malaysian International Furniture Fair 2024,
 1-4 March

MIFF FDC 2024 Finalist Showcase

1-4 March 2024 | Hall 2 Foyer, MITEC

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Supported by:



Media Partners:



Chair-Volution
 Celebrating 30 Years of Innovation and Design



MU-SHI
 By Toh Wei Hang
 Freelancer



JUBILANCE CHAIR
 By Wong Jie Ming
 The One Academy



CHRONOCRAFT
 By Aric Neo Yong Yea
 Kawan Studio



KERUSI BUJANG
 By Nabil Bin Mustafa
 Parti Design Awangan



LIBERTA JOY
 By Norhazirah Binti Yusoff
 INTI International College Subang



AMBASSADOR CHAIR
 By Mostafa Marzouk
 Asia Pacific University



NORM CHAIR
 By Noorman Bin Jamal Din
 Sarawak Medical Innovation & Technology Hub



KUMBU LOUNGE CHAIR
 By Sitti Mehran Yasmine
 Binti Abd. Naddin
 University Of Malaysia Kelantan



MIFOR CHAIR
 By Ong Chia Yong
 Southern University College



THE BOY CHAIR
 By Wan Amirul Izat Bin Wan
 Mohamed Razali
 Ministry Of Design



RELIC CHAIR
 By Yaling Carr Kidd
 The One Academy



COCOVOGUE
 By Timothy Hugson Shonyin
 Sunway University



IRAMA
 By Adira Nazneen Binti Rezal
 UITM Puncak Alam



MERICOZY CHAIR
 By Loo En Yi
 Malaysian Institute of Art



URA CHAIR
 By Muhammad Shafitri
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 Kampus Alor Gajah



DUCKLING
 By Siti Mariam Zakirah Binti
 Mohamed Radzwan
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 Kampus Alor Gajah



RELAXUS CHAIR
 By Wong Lilie
 Universiti Sains Malaysia



KRAP
 By Muhammad Arif Hakimi
 Bin Mohd Zaidi
 UITM Cawangan Melaka
 Kampus Alor Gajah



TRIMOD
 By Mona Yoshii
 Universiti Sains Malaysia

SOUTHEAST ASIA'S LARGEST FURNITURE TRADE SHOW



1-4 MARCH

MITEC & WTCKL KUALA LUMPUR

www.miff.com.my

Join MIFF Community



Furnish Now by MIFF



MIFF Official

TRANSPORTATION

Daily Morning Hotel Transfer

Time: 0915 hrs - 0930 hrs (1-4 March)

Daily Evening Hotel Transfer

Time: 1815 hrs - 1830 hrs (1-3 March)
1715 hrs - 1730 hrs (4 March)

MITEC & WTCKL to Official Hotels

- Dorsett Hartamas Kuala Lumpur
- Seri Pacific Hotel Kuala Lumpur
- Sheraton Imperial Kuala Lumpur
- Sofitel Kuala Lumpur Damansara
- Sunway Putra Hotel Kuala Lumpur
- Wedgewood Residences

Shuttle Transfer WTCKL ↔ MITEC

Time: 0930hrs - 1800hrs (1-3 March 2024), 0930hrs - 1700hrs (4 March 2024)

Pick Up Point

WTCKL Main Entrance, Level 2 (Bus Bay)
MITEC South Entrance, Level 1

Taxi Stand

WTCKL Main Entrance, Level 2
MITEC Level 1 - South Entrance



Organiser:



Informa Markets Malaysia Sdn Bhd
Company no. 201101014009

Suite 5-01, Level 5, Sunway VISIO Tower,
Lingkaran SV, Sunway Velocity,
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