



1-4 March  
MITEC & WTCKL

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By Informa Markets

*Press Release*

## MIFF ANNOUNCES 2024 AWARD WINNERS FOR YOUNG DESIGNERS AND EXHIBITORS

KUALA LUMPUR, Mar 3: The MIFF Awards which recognises creative excellence among exhibitors and emerging talent in Southeast Asia's most global furniture trade show announced its winners today.

Taking place on the third day of the annual Malaysian International Furniture Fair (MIFF), the awards comprised the MIFF Furniture Design Competition (FDC) and two exhibitor prizes -- Best Presentation Award for best booth and Furniture Excellence Award for outstanding product.

The prizes were presented by Ian Roberts, Vice President of Informa Markets Asia. Also present was MIFF Founder and Chairman, Dato' Dr Tan Chin Huat.

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 30<sup>th</sup> 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 Siti 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 was awarded. 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 picked 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



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presentations before the judges,” said Chief Judge 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.

“Congratulations to all the winners! MIFF has always been devoted to supporting creative excellence to inspire exhibitors to stay fresh in the design and innovation of their products. The awards will also raise the visibility and products of the winning companies to generate business prospects. MIFF FDC is also a big part of this because we are investing in the designers of tomorrow for the furniture industry,” said Ms Kelie Lim, General Manager of MIFF.

To keep up-to-date visit the MIFF website ([www.miff.com.my](http://www.miff.com.my)) and MIFF FDC website ([www.miffdc.com](http://www.miffdc.com)). For latest news and insights, follow Furnish Now by MIFF (FB).

To contact the MIFF Team, please email: [info@miff.com.my](mailto:info@miff.com.my).

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Notes to Editors

About MIFF ([www.miff.com.my](http://www.miff.com.my))

MIFF is the largest and leading export-oriented furniture trade show in Southeast Asia showcasing the widest collection of Made-in-Malaysia wooden furniture, home furniture and office furniture. Since 1995, MIFF is a one-stop platform connecting a wider community of 20,000+ buyers from 140 countries and regions. MIFF is organised by Informa Markets which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.

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