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The official show news of the Malaysian International Furniture Fair  
08 – 11 March, 0930 – 1800 hrs | MITEC & PWTC, KL, Malaysia

ISSUE 1 08 MAR 2019



## HIGHLIGHTS

**3** Young designers make their mark with FDC in Action



**5** It's fabulous, it's furniture! Don't miss designs from these top companies



**8** MIFF art exhibitions set to 'wow' both aficionados and novices alike



# Celebrating 25 Years of Excellence at MIFF

The Malaysian International Furniture Fair (MIFF) is consistently listed in the top 10 of the world's furniture fairs and is recognised as the finest in Southeast Asia.

by Khaw Chia Hui and Brooke Herron

This year, the Malaysian International Furniture Fair (or MIFF, as it's affectionately called) turns 25 years old. And as if this quadranscentennial milestone wasn't enough – there's even more to celebrate this year: Muar has been officially declared as the "Furniture City of Malaysia" by the federal government. So, what does that mean for MIFF exhibitors and attendees? Well, extra excitement of course – plus products from more than 200 Muar manufacturers, which make up half of the Malaysian exhibitors!

Obviously, this is a very big deal to the Malaysian furniture industry and to MIFF, as well. Ms Karen Goi, the MIFF general manager, says that MIFF and Muar have a longstanding history: "The Muar factor has been an integral part of MIFF from the very start . . . as we celebrate our 25th year, it's fitting to pay tribute to the vision and hard-earned reputation of the Muar furniture makers who are the trailblazers of Malaysia's

rise as a global furniture exporter."

In fact, Muar accounts for 70 percent of Malaysia's furniture exports to the world, making a significant contribution to the country's RM10 billion furniture export market.

Ms Goi says that the remarkable mix of innovation, high-quality craftsmanship and best in design from Muar will be showcased at MIFF 2019, providing visitors with yet another exceptional buying experience. MIFF attendees will find a main cluster of these exhibitors in the dedicated Muar Hall in MITEC (Level 1), while others are scattered through various prominent areas, including the designRena exhibit, the MIFF Office and the Sofa Hall.

"MIFF is the best platform to view the latest productions from Muar all under one roof. Whatever type of furniture buyers are looking for is produced in Muar. The bigger show means we are returning in 2019 with even more products and latest collections

**Don't miss these two important events on day one of MIFF 2019!**

What : MIFF 2019 Official Opening Ceremony  
Who : Guest of Honour: YB Madam Teresa Kok, the Minister of Primary Industries  
Date : 08 March 2019 (Friday)  
Time : 9:30 a.m.  
Venue : @MySpace Ballroom, Level 3 (MITEC)

What : "To Automate or Not – What Furniture Manufacturers Need to Know and the Coming of Industry 4.0" (Industry Seminar)  
Who : Professor Dr. Jegatheswaran Ratnasingam, University Putra Malaysia  
Date : 08 March 2019 (Friday)  
Time : 2:30 to 3:15 p.m.  
Venue : The Stage, Level 2 (MITEC)

cont. on next page >>

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to max out the display space," said Mr Keh Wee Kiet, Muar Furniture Association (MFA) president, noting that since 2013, this strategic partnership has benefitted both groups.

"The diversity of international buyers brings real business opportunities to existing and new companies, and this invariably boost Malaysia's furniture exports and expands its global network," he added.

This also creates an opportune time to reaffirm MIFF's strategic partnership with MFA.

"MFA will be looking to expand the Muar Hall at MIFF every year. Buyers can rest assured we will be improving booth designs and original exhibits to cater to market needs," said Mr Keh. Show organisers hope that Muar Hall will provide a collaborative platform between MIFF and MFA to introduce their products to the export market.

### And the Award Goes to...

MIFF wouldn't be complete without recognising the designers and exhibitors who are models for innovation and creativity in the industry. For example, the Furniture Excellence Award (FEA) encourages designers exhibiting at MIFF to produce furniture with creativity and originality, while maintaining marketability and sustainability. Exhibitors even have a chance to win with the Best Presentation

Award (BPA) for well-designed and attractive booths at the exhibition.

In addition, previously introduced awards and competitions are still going strong – this includes the Furniture Design Competition (FDC) for young Malaysian



furniture designers (which led to FDC in Action, where past winners have the incredible opportunity to collaborate with established manufacturers). Plus, last year, MIFF launched the new Millennials@ Design (MAD) gallery. This finely curated segment features work from the best young Malaysian designers – in particular, past FDC winners.

### From Then to Now

So, how did MIFF grow up to be the darling of the Southeast Asian furniture market? Well, it all began quite simply, with now MIFF Founder and Chairman Dato' Tan Chin Huat. His vision to transform Malaysia into a regional business hub for the furniture industry has been all but realised as his 'baby' celebrates its 25th year.

MIFF was born in 1995, with 152 exhibitors in 8,000-square-metres of space at the Putra World Trade Centre (PWTC). Fast forward to MIFF 2018, which exceeded all expectations with a 13 percent increase in exhibitors and a 25 percent increase in exhibition space at both PWTC and the Malaysia International Trade and Exhibition Centre (MITEC). This continued growth is made possible with the support from Ministry of Primary Industries, Ministry of International Trade and Industry, and its related agencies.

Of course, there have been some challenges in the last 25 years, but MIFF has managed to successfully overcome them. "A milestone anniversary is a good time to recollect achievements and successes, but more importantly, is determining what MIFF will be like in the coming years," said Dato' Tan. "The key



lesson from the last 25 years is that we must remain relevant to the needs of the market."

Now, MIFF 2019 is poised to outdo itself – again. Featuring over 600 exhibitors from Malaysia and beyond (including designs from first-time 'MIFFers' from Portugal, Romania and Sri Lanka), buyers will likely need to spend more time to explore the impressive range of new products, as well as for networking to develop new business opportunities.

All in all, it's been an exciting 25 years for MIFF – and with this momentum, show organisers are looking forward to marking more milestones, and continuing to connect furniture designers, manufacturers and buyers for many years to come.



**MIFF is the best platform to view the latest productions from Muar all under one roof. Whatever type of furniture buyers are looking for is produced in Muar. The bigger show means we are returning in 2019 with even more products and latest collections to max out the display space.**

**Mr Keh Wee Kiet**  
Muar Furniture  
Association  
(MFA) president



## Happy Birthday, MIFF!

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# Collaborations Abound with FDC in Action

by Chow Ee-Tan

Over the years, the FDC in Action programme has evolved. Now, with a focus on furniture design strategies and brand solutions, the Furniture Design Competition (FDC) finalists are working in market repositioning and providing marketing solutions.

A few of these designers are taking bold steps and collaborating with local manufacturers to develop new furniture collections for MIFF 2019 exhibitors. We speak to three young designers and two manufacturers on their partnerships at MIFF 2019.

## Lim Bo Qiang & Jasper Lee with OASIS Furniture



Lim Bo Qiang and Jasper Lee, who are first prize winner and finalist of FDC 2016 respectively, have been designing an entire office system solution for local furniture manufacturer OASIS. Named 'Habitué' (Habitat in French), it is a collection under the OASIS brand Perfect U, inspired by the habitats that we live in, like the land, sea and sky.

The collection is design-oriented, thus targeting architectural and design firms and covering spaces that are divided into three categories: private, semi-private and public spaces.

"We believe offices today should be a place where one can feel at home," said Bo Qiang. "We want to enhance OASIS' current existing collection by creating stronger statements and highlighting their specialities."

He says that currently, the office space trend is very open, so they tried to infuse privacy in open concept areas. The Habitué collection covers all areas in the office, including work-stations, panelling systems, collaborative pods, meeting pods, focus pods and public seating and lounge areas.

Their designs include personalised workstations, tables that liven up to the office meeting environment, and canopy lounge seating in various forms. One highlight is the Caveman Collaboration Pod, which is a hub for people to meet and is equipped with technology including television, HDMI, power and USB support.

Both Bo Qiang and Jasper said OASIS Managing Director Mr Ralph Ong was very open-minded and was always ready to accept new concepts and ideas. He didn't interfere with their work, but rather gave some references and comments.

"We would discuss with the two designers about our target market, target region as well as our needs and wants. From there, they derived on the company's value proposition for the set of collection with the right features," said Mr



Ong, adding that upon the brainstorming and strategic thinking session, he is confident that the designers' work would fit into the company positioning.

"Our company appreciates the talents that we have in this country," he said. "The furniture industry in Malaysia has many resources available. However, we need to go deeper into thinking and planning on building up a mid-to-long-term strategy on how we create value – that is, creativity and resources."

He says as a furniture manufacturer, it is important to provide the right customer with right solution. There is a need to combine all resources and talents to create abundant wealth to help build each other up.

As Bo Qiang and Jasper have backgrounds in both interior design and office furniture, they are able to create solutions – not just from a furniture perspective, but with interior design in mind as well.

"That is why we are strongly attracted to working with designers as we value their talents and their ideas," said Mr Ong. "We need to have the right target market, market propositions and positioning, while meeting market needs within the right channels. We provide these philosophies to our designers and they create the solutions."

The two designers are looking forward to responses from buyers and the public on their designs and approaches in office furniture. They also hope to gain more acceptance in originality and new ideas from Malaysian furniture designers.

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"Our aim is to create awareness that we are ready to work and collaborate with not just one, but many more manufacturers," said Jasper. "MIFF has offered us the platform. Now Malaysian designers have to take the initiative and utilise this platform to perform and go further."

Both Jasper and Bo Qiang reckon that Malaysian furniture manufacturers should use the talents of local designers who are compatible in design and thought and collaborate with them to take Malaysian talent onto an international stage.

"This is a transition period where manufacturers are beginning to accept us and work with us. We need to accelerate the process," said Jasper. "I believe as furniture designers, we can bring manufacturers of various categories together to form a brand of its own, to promote a Malaysian brand of furniture overseas."

Mr Ong says that with Malaysia's competitive advantage in resources, including natural resources, low labour cost and its talents, OASIS believes young designers have a bright future in the furniture industry.

"We hope the furniture players will incubate designers, leading the Malaysia furniture market to bloom. We urge all furniture players to be a part of this change and create an important supply in the region. Government related ministries can provide the furniture industry education, design and marketing a greater support," he added.



## Victoria Pamela Yap Wei with BSL Furniture



The collaboration between Victoria Pamela Yap Wei and BSL Furniture took root way back in 2016, when the young designer debuted in the FDC at MIFF 2017 and bagged the Gold Award.

"At that time, we had to work with a manufacturer. BSL Furniture was the first one who chose us!" said Victoria. "Collaboration with them was probably driven by a shared pride in the competition and a shared sense of joy in the result of the collaboration."

Mr Nick Wee, marketing manager of BSL Furniture, said after he joined the company five years ago, he decided to explore ways to collaborate with local designers to help diversify the company's products and gain new market expansion.

"Through the FDC in Action programme, we worked with young designers to prototype their designs. This in turn helped in our product and design diversification, especially in the product life cycle," he shared.

"I first met Victoria during the MIFF FDC competition in 2016 when BSL furniture assisted her in creating a prototyping of her design, 'The Able'. After Victoria won first prize of FDC 2017, we successfully marketed The Able to overseas markets such as China," he said.

Products by BSL Furniture focus mainly on bedroom collections targeted to children and youth. As Victoria's designs also lean towards children's bedroom sets, Mr Wee extended the company's collaboration with Victoria to create a new bedroom furniture concept for MIFF 2019. Themed COY, the bedroom collection is crafted with good quality, comfort and style, and aims to bring joy into the lives of little ones.

Victoria says that the inspiration behind COY was rather basic – and the question of 'what kids want for their room' had been on her mind. Her answer was a cute and comfortable bedroom sanctuary, where a child can have a perfect bed to have a good night's sleep.

She says the collection is intricately crafted from solid wood and is finished with non-toxic paint. Plus, there is a generous storage compartment for stowing away toys or clothes.

"This design could effectively enhance the layering of the product," said Victoria, adding that it is characterised by a chamfer edge design, whereby sharp edges are missing from furniture in square or rectangular shapes.

She says she enjoys the collaboration: "BSL Furniture is always supportive of my



ideas, and we share the same vision. We communicate well and we solve problems together to reach the goal."

Meanwhile, Mr Wee says BSL Furniture focuses on flexible systems that can be altered and extended to meet any need or stage in a one's life, namely furniture ranges for children (from loft beds to bunk beds) and young adults (high beds to double beds).

Victoria's company Zangtoria Designs is also devoted to kid's furniture, offering design experiences that are distinct, with a unique sense of individuality.

"Her designs mainly target millennial parents. In Malaysia, I would suggest that the industry capture the millennial parents' market. Whereas for overseas markets, such as China, we need to focus on the design's uniqueness as the market buys the story behind a product instead of the product design itself," he said.

Besides showcasing Victoria's designs in their exhibition booth, Mr Wee says BSL Furniture will introduce her to existing buyers in order to expand her marketability.

For Victoria, FDC in Action shows how collaborations can enhance individuals' practice, and MIFF is the proof of the fact that collaboration can be fun – and fun can drive collaboration.

"I believe that for FDC in Action, the only way to be successful in a hyper-connected world is to work together. FDC is a creative platform to show one's talents, an take part in the unexpected collaborations that pop up from time to time," she said.

She admits that collaboration between different organisations and individuals can be challenging, but the advantage of sharing resources and ideas and the merits of working together with creative designers is worth the investment.

The new furniture series will be showcased at the specially-curated gallery "Millennials @ Design" (MAD) – FDC in Action at Malaysia International Trade and Exhibition Centre (MITEC).



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Luxury Sleep – a fully owned subsidiary of Rossi Design Group – is duly recognised and certified as the mattress expert in Malaysia. With a workforce of 350, and a dedicated quality control and R&D division, the company's products are innovatively made in strict conformance to international specifications and test standards. Everything is manufactured in their 300,000-sq.-ft. production plant on 11.5 acres in Kampung Baru Sungai Buloh, using the most advanced automated machinery from Europe and Japan.

In addition to producing high-quality and sustainable products for consumers, Luxury Sleep also ensures steady growth for its business partners, including multiple stakeholders, suppliers and global distribution partners.

**Luxury Sleep**  
MITEC, Hall 10, Booth M1018  
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Located in the capital of furniture market in Foshan City, China, Foshan Golden Furniture, is a professional manufacturer and trading enterprise, specialising in leather and fabric sofas, beds, mattresses, electric beds and bedding. The company primarily exports its products to countries in Europe, the Americas, the Middle East, Southeast Asia and Africa, as well as Australia. Foshan Golden Furniture aims to cultivate harmonious development, abiding by the belief that customers come first, and focusing on top-notch service to promote trust and support.

**Foshan Golden Furniture**  
PWTC, Hall 2, Booth 218  
www.grdfurniture.com



Power Up to Power Down

Looking for versatile – yet relaxing – mattress? Then look no further than the Looper Move RP-1000DLX from France Bed, a manufacturer and wholesaler of beds, assistive products and health care apparatus. This powered mattress has an adjustable back and leg section, transforming it from a sofa (on the floor) to a mattress (on the bed). The back can be adjusted up to 60-degrees, while the leg section has a 30-degree range – and both movements are made smoothly using a hand controller. These products are ideal for an ageing population, to help them live a full life.

**France Bed**  
MITEC, Hall 11, Booth M1109B  
www.fbh-japan.com



A Memory Foam to Remember

With the aim to be a leading sleeping solutions provider in Malaysia, Fernex has been growing steadily. The company began its operations in 2005 as an exporter of compressed memory foam mattresses, under the brand name VISCO-PRO. Five years later in 2010, the company established a moulded pillow facility in China, and began producing, marketing and exporting pillows under the brand name AIR VISCO. Today, Fernex supplies its proprietary mattresses and pillow products to major retailers globally, exporting them to more than 40 nations worldwide in Europe, the Middle East, Asia-Pacific and South America.

**Fernex**  
MITEC, Hall 6, Booth M615  
www.visco-pro.com.my



Build a Comfy Nest

As a leading supplier of pillows and bedding products in more than 100 countries, Comfy Nest creates the world's finest sleep products to help consumers live comfortably. The company operates under several principles: To provide sleep sets manufactured with fine craftsmanship; to deliver outstanding customer service; to be an industry leader through innovation; to offer unique products; and to be a value leader in the bedding business. All of the company's bedding products are marketed under the brand name Comforcel™ and are designed to provide exceptional comfort.

**Comfy Nest International**  
PWTC, Hall 4A, Booth 4A22  
www.comforcel.com.my



The Natural Choice

Leading European mattress manufacturer Colmol creates sleep systems with the lowest environmental impact possible, including using organic materials to reducing waste through recycling and energy consumption. The latest technological advances, combined with the use of natural components, provides a restorative and comfortable night's sleep. Founded in 1972, this second generation, family owned company manufactures innovative products that offer the highest level of comfort, ergonomically designed for even weight distribution – and all at the best possible value. Each

mattress is created using the latest in fabric, foam and support coil systems to achieve the perfect balance and support. The company partners with retailers in the Americas, Asia and Europe who share their same eco-friendly vision.

**Colmol**  
PWTC, Hall 1, Booth 116A  
www.colmolbedding.com



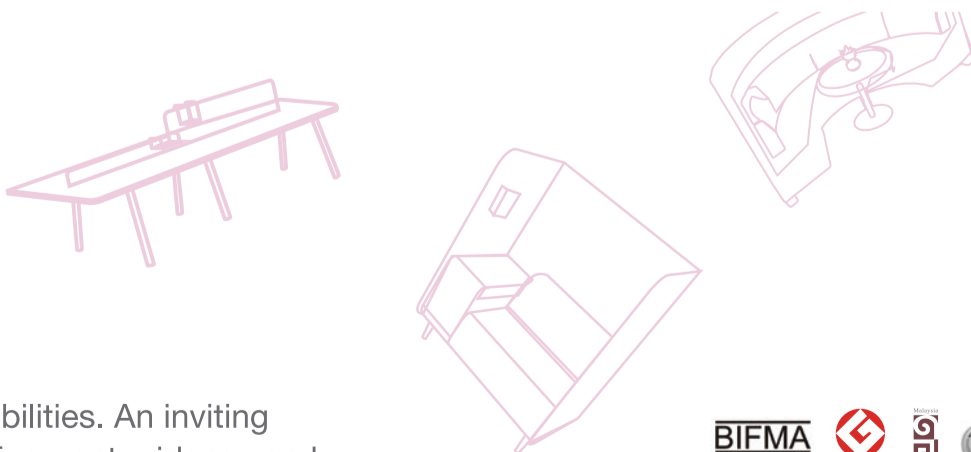
Strength in Quality, Quantity and Quickness

Specialising in mattresses, sofas, wooden beds and furniture materials, Jinbaoma Furniture (JBM), has been manufacturing high-quality furniture products since 1983. Originally know as the "spring expert" locally, the company has now reached the capacity of producing more than one million mattresses annually and is the world's leading mattress exporter to Japan. JBM operates under the fundamental business strategies of the 3Q's: Quality and Quickness – and within these elements lies the company's strength.

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## Master of Chairs

For more than 15 years, Chair Meister has manufactured and produced a variety of office furnishings, including chairs and tables. These products are exported to domestic and overseas markets in more than 40 countries in North America, Europe, Asia and the Middle East. Some of the company's latest innovations in office seating include the Ace White 300, which features lumbar support with an extra tension button toward the front; the Tulip 100 Wave type with swivel height adjust and 360-degree wave tilt movement; and the Tulip 200 Fixed type with swivel height adjust.

### Chair Meister

PWTC, Hall 2B, Booth 2B49  
[www.chairmeister.com](http://www.chairmeister.com)



**Samhongsu**  
PWTC, Booth 2B43B  
[www.samhongsu.co.kr](http://www.samhongsu.co.kr)



## With an Eagle Eye on Safety

As the company's name suggests, Sun Safes strives to provide products that encourage a comfortable and secure life. By introducing new-concept safes that offer ease-of-use in everyday life, Sun Safes' team members continually to enhance the industry's standards of quality. In addition, their win-win partnership philosophy enables them to see things from the customers' point of view, which has allowed the company to build a solid foundation to create products that satisfy their needs.

### Sun Safes Mfg

PWTC, Hall 2B, Booth 2B16  
<http://eng.eaglesafes.com>

## Leading with Innovation

With the goal of becoming a leading company for manufacturing chair components, Daehachairs focuses on innovation in three areas: in products, to maintain the best quality while reducing costs; in processing, to reduce delivery and logistics times; and in personnel, to conduct regular education seminar and hold conferences for workers. The stylish and ergonomically designed D7-100 office chair is a prime example of these ideals, with a luxurious smooth-curved-line design, making users feel comfortable, while improving their ability to complete tasks. Another recent design is the D1-100 which is geared toward growing children with vivid colours and curves to add extra comfort.

### Daehachairs

PWTC, Hall 2B, Booth 2B43D  
[www.daeha-chair.co.kr](http://www.daeha-chair.co.kr)

## Excellence at Work

With a commitment to delivering excellence, Stellar Limited creates office furniture with the finest scientific design. Each product in the company's contemporary range – including office chairs, desks more – exemplifies class and style. Stellar also provides customised solutions for customers to fulfill their extensive furnishing needs and desires, with direct manufacturing to lock in low prices every day. The company boasts thousands of items in its online catalog, and offers nearly every combination of wood, leather, fabric, vinyl, finishes and details imaginable.

### Stellar Limited

PWTC, Hall 2A, Booth 2A09  
[www.stellarglobal.com](http://www.stellarglobal.com)

## Eco-Friendly & Quality Products

Using an environmentally sustainable approach, Hi Wood produces high-end architectural moulding and picture frames. With more than 30 years of experience and accumulated technology, the company is confidently moving into the global market.

### Hi Wood

PWTC, Hall 2B, Booth 2B43A  
[www.hiwoodm.com](http://www.hiwoodm.com)



## Chat Freely with Chatty Booth

While open workspaces are currently in vogue, these creativity-inspiring collaborative workspaces often have one drawback – noise, especially when making important calls or when trying to concentrate on specific tasks. As a result, ArtMatrix has created Chatty Booth, a conducive space with noise reduction properties that allows users to work freely without distraction. Available in different sizes, from a personal phone booth to

a two-seater discussion room and a four-seater meeting room. In addition, these fully enclosed rooms are equipped with lighting, ventilation, power sockets and a table top . . . which begs the question: What more could you possibly need?

### ArtMatrix Technology

PWTC, Hall 2A, Booth 2A01  
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### Refined Design for the Modern Mind

Dedicated to designing and manufacturing high-quality solid wood (plus solid wood and veneer) bedroom furniture, Decortage blends complexity and simplicity into each of its products – resulting in a design that retains a distinctive romantic style that is classically stylish. The company's range is designed to suit buyers in export markets in the U.S., U.K., the Middle East, Europe and Australia. This coupled with high production standards and competitive pricing, ensures that Decortage always delivers.

**Decortage**  
PWTC, Hall 4A, Booth 4A06  
www.decortage.com



### Relax with Rilaxa

Take a load off with the Rilaxa recliner from Isella Sofa Design. Created with ergonomics in mind, the chair has adjustable neck support – meaning that users can read or watch TV while reclined, without straining their neck – and every single stitch is crafted to cradle the body. The recliner also comes with a sloped footstool, further providing support for the user's legs while balancing the body. This unique stability and timeless design is made from 100 percent rubber wood veneer in all its moulded components, while the hardness of the wood makes it extremely durable.

**Isella Sofa Design**  
MITEC, Hall 10, M1008  
www.isella.com.my



### Creating Luxury in Industrial Style

Focusing on dining and living room concepts that are 'mix and match', Deesse lets customers combine different ranges of furniture to personalise their home collections. One recent concept – the Stefano Dining Set – blends an industrial feel and luxurious style

with a walnut veneer table top and metal base, accompanied by soft velvet dining chairs. In each of its products, Deesse aspires to bring the best possible design, with functionality and reasonable pricing.

**Deesse Furniture**  
MITEC, Hall 4, M408  
www.deesse.com.my

### The 'Best' in World-Class Design

With the mission to be a world-class manufacturer of upholstered furniture, Best-Beteck is committed to providing high-quality designs at competitive prices to completely fulfill customers' needs. With a product range including bedroom, dining and sofa sets, the company's major export regions include the U.K., Europe, Australia, South Africa and the U.S. Best-Beteck maintains a high standard of product quality to meet quality requirements for international customers – which is reflected by their low rejection and defection rate.

**Best-Beteck Furniture**  
PWTC, Hall 2, Booth 218A  
www.bestbeteck.com



PROFESSIONAL DESIGNERS PROGRAMME

### Muar in Design – Evolving into the FUTURE

**Professional Designers Programme – Muar Edition (PDP Muar) 2019**  
Malaysian International Furniture Fair (MIFF) 2019  
Design@Hall9

#### The story so far...

In 2015, Malaysian Timber Industry Board (MTIB) initiated the Professional Designers Programme (PDP) in close collaboration with the Malaysian Furniture Promotion Council (MFPC) and with strong support from the Ministry of Primary Industries (MPI). International and Malaysian professional designers have been involved in PDP with the support of the TANGGAM initiative by MTIB, and an additional seven international designers have participated in the programme, coming from as far as Italy and Belgium, and as near as Australia.

There are a total of 68 prototypes and finished furniture products available in the PDP catalogue now, either for further development or immediate commercialisation.

### Wooden Living

Crafted by skilled artisans, this creation from Inception Design and Trading is ideal for vacation homes, meeting points and living halls. The end and coffee tables are made from teak, while the chairs are made from plantation teak wood, creating a cosy environment that brings users closer to nature. Plus, each piece is unique as the grain and texture of the teakwood are all different.

**Inception Design and Trading**  
MITEC, Hall 8, Booth M802  
www.idt.my



#### PDP and the Muar connection...

Muar has the largest cluster of furniture-based businesses, making it the main component of the Malaysian furniture industry. After more than 35 years since the first container of furniture was exported from this once sleepy fishing town, Muar has now become one of the largest OEM-based furniture production line in the world. Therefore, it is only natural for Muar to seek out PDP in its evolution to remain as one of the main players in the global furniture market.

A total of eight Muar furniture manufacturers and exporters braved this effort for change with the assistance of six committed designers from Malaysia, Italy and Belgium. A promise of 16 new and fresh furniture designs is to be presented by PDP Muar Showcase (Design@Hall9) at MIFF 2019.



www.kerfurniture.com www.kg-furniture.com www.kgresources.com  
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## MIFF 2019 Venue

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8th - 11th March 2019  
Hall 2 M220A, M220B & M220C





# Strokes of the Master

Chinese ink painting is the most representative of all Chinese painting styles. Through the simple use of water and black ink, it's able to depict a rich artistic conception of the world. This form of painting began in the Tang Dynasty, flourished throughout the Song, Yuan and Ming dynasties, and continues to develop into modern times.

This year, as a special highlight of the fair, MIFF presents an artistic showcase by globally renowned Malaysian artist Master Zhong Zheng Chen, who is especially skilled in Chinese traditional ink painting. Possessing a unique style and unrivalled artistry, Master Chong's paintings are very much sought after by Chinese art lovers worldwide. For the record, one of them was sold for RM400,000 in China.

As the founder of the Malaysian Ink Painting Association, Master Zhong has played a pivotal role in the development of ink and wash painting in Nanyang. Throughout his career as an artist, he has held hundreds of art exhibitions all over the world, including in Europe, the Americas, Japan, Korea and around the Mediterranean; owned galleries in Malaysia, China and Taiwan; and taught students from more than 30 countries.

Over his lifetime, he has travelled the world and produced many paintings, yet the theme of his paintings has never strayed too far away from his hometown of Malacca. Even though he left when he was 36 years old, his heart and emotions are still very much connected to his beloved hometown. Migratory birds such as the heron, the vast and unending ocean, as well as the dense mangrove forests of this historical town (which was an important port), are significant and recurring themes in his paintings and musings about life.

Master Zhong is exceptionally adept at depicting the mysteries of life through minimalism, using as few lines as possible, together with the clever use of space, to express the wonders of life and the diversity of our universe. His paintings are not only aesthetically pleasing, they have the magical quality of leading viewers to reminisce about their childhood, and to reflect on the true meaning of life.

Born in the year sharing the same name, the rooster is a prominent feature in many of his paintings – and his depictions of them are extremely vivid and elegant. To him, the rooster is an interesting and resilient animal and his paintings of them are extremely realistic – in fact, they look so real that the viewer may feel that he or she can almost grasp the chickens!

Besides the rooster, he is also an expert in painting cranes, flowers, trees and landscapes. To him, there is no shortcut when it comes to making art. In order to achieve success, one has to persevere and press on. According to him, talent is 30 percent and hard work is 70 percent. And thanks to years of hard work, he has mastered the art of ink painting in delicate and soft strokes, as well as rough and bold strokes. And even though he is already a master of his craft, he continues to strive for breakthroughs in every piece of art he creates.

The "Ink from the East" Showcase is a highlight of MIFF 2019 that is definitely not-to-be-missed. Make a date with us and delve into the mesmerising world of Chinese ink painting.

## INK FROM THE EAST

Chinese Traditional Ink  
Painting Showcase

Date : 8-11 Mar 2019

Venue : Level 1 Foyer, MITEC



# The Return of ArtEDecor

Following the huge success of ArtEDecor in 2018, this one-of-a-kind exhibition promoting Malaysian arts and artists is being held at MIFF 2019 for the second time.

This exhibition began with the idea to provide a platform to promote the work of emerging, along with well-known, Malaysian artists. This is a vital concept for the many Malaysian artists whose art is unique in terms of culture. In addition, this exhibition fuels investments of art by creating opportunity to reach both regional and global markets.

Thus, with the objective of supporting the growing visual arts and décor industry, ArtEDecor has become a place where talented artists, especially newcomers, are recognised and nurtured – and thereby, gradually building up the economy and tourism in art.

With this aim of developing the market for local art, ArtEDecor makes affordable art, paintings and other decorative items

available to discerning collectors, designers and homeowners. This is important, as many talented artists struggle to find opportunities to showcase their work. Plus, this event gives them access to a larger audience to better gain commercial value.

This second instalment of ArtEDecor features more than 80 local artists, with hundreds of pieces on display, from paintings, sculptures, crafts and collectibles, to unique furniture, including art deco. The four-day event is also accompanied by demonstrations, live-drawings, workshops, talks and seminars to bring together budding artists, visitors, art-collectors and art-lovers to share their perspectives on art and the industry.

With support from MOTAC/National Visual Art Gallery and other related bodies and associations, this showcase will not only introduce collectible products, but is also beneficial to buyers and visitors when deciding on which art collections to invest their funds.

# ARTEDECOR 2019

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# 7th-10th March MATRADE

Exhibition and Convention Centre



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