



CHALLENGERS GAIN TIPS AT 2012 IDEATION AWARD

WORKSHOP

Theme “My Favourite Chair”

KUALA LUMPUR, Sept 21: Over 300 young designers took part in a workshop here today to ready themselves for the 2012 Ideation Award and shoot for a chance to showcase their work at the Malaysian International Furniture Fair (MIFF) next March.

There was plenty to learn about the art of furniture design and construction, and the participants also gained an insight into the experience of Ideation Award 2011 top three winners at the half-day workshop held at Putra World Trade Centre.

Datuk Tan Chin Huat, Managing Director of MIFF Sdn Bhd, believes the Ideation Award will be the driving force to sustain the future of the Malaysian furniture industry.

“Malaysia is well-acknowledged as a quality furniture maker, especially in wooden products. But we can enhance ourselves further, by combining good craftsmanship with innovative designs,” he said in his welcome speech at the workshop.

“For that, we need to tap the inventive spirit of young designers like you to come up with unique and distinctive furniture that can capture global attention and one day, develop an identity for Malaysian-made furniture.”

MIFF Sdn Bhd, a MICE-award winning event organiser, started the MIFF in 1995 which has since grown into a global industry trade show. It conceived the Ideation Award in 2010 in conjunction with the annual fair and to provide a springboard for young furniture talent.

Ideation Award 2012 is co-organised with Arcradius Consulting Sdn Bhd, a well-known company which specialises in design, building and project management, while Poh Huat



Furniture Industries (M) Sdn Bhd, a noted pioneer in high-tech eco-friendly manufacturing, is the diamond sponsor.

The workshop was an exciting affair as participants were given hands-on lessons by industry experts and expose to the various types of furniture materials such as wood, leather, chipboard, fittings and hardware.

On hand to share their knowledge were world-renowned furniture industry expert Dr Jegathewasran Ratnasingam, Associate Professor from the Faculty of Forestry of Universiti Putra Malaysia and Ideation Award 2011 winner, Bernadette Quah and runners-up, Yong Chen Choong and Angie Ng.

The theme for Ideation Award 2012 is “My Favourite Chair” and entries must be submitted to MIFF Sdn Bhd by Oct 3 this year. The registration form and more information are available at www.ideationaward.com

For the first time since, the Ideation Award is opened to Malaysians and foreigners-based in Malaysia below 30 years old. Total prize money has been increased to RM10,000 with RM5,000 going to the winner when the results are announced on Mar 8 next year during MIFF 2012.

Previously, it was for design students from selected education institutions.

The designs of the finalists will be transformed into prototypes which will be displayed at MIFF 2012 and presented to the judges to determine the winner.

In another first, the judges panel will include four international designers:

- i) P.C Ee, Malaysian-born founder of Singapore-based Exit Design which fuses art and design
- ii) Tsutomu Suda, concept design and marketing specialist and founder of Infist Design of Japan



- iii) Cheng Neng Xin, general manager of Ason Design Studio, China and deputy secretary general of design committee of China National Furniture Association
- iv) Klaus Kummer, owner of upmarket design company KDT International based in Thailand and Germany.

Ideation Award 2012 Design Workshop Furniture Materials Showcased by:

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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)

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

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