

Press Release

AWARD-WINNING LIGHTING DESIGNER SPARKLES IN MIFF FURNITURE DESIGN COMPETITION 2015

KUALA LUMPUR, Mar 5: An award-winning interior lighting specialist was today named overall winner of the MIFF Furniture Design Competition (FDC), a coveted honour at the annual Malaysian International Furniture Fair (MIFF).

Stephanie Ng Hui Sien was selected from a shortlist of 10 finalists, whittled down from 220 entries by an international jury in her first shot at the prestigious furniture young talent award.

The 30-year old won the judges over with “Mick’s Deck Chair” to walk away with the RM10,000 cash prize presented by Deputy International Trade and Industry Minister Dato’ Lee Chee Leong.

The prizes for MIFF FDC this year are sponsored by Malaysian Timber Council.

Working with manufacturer, Supreme Tropical Furniture to produce a prototype, Ng juggled with different species of wood and fabric and finally submitted her winning piece made of Malaysian Red Balau hardwood with grooves alongside the frame to allow upholstery to be easily switched for a lazy afternoon or a formal sit-down.

Taking second place was Alice Lee Pei Ying with “Back To Basics”, a versatile cuboid that can be transformed into a seat, coffee table or rack while Wan Nurhanis Farisa Azaiman emerged third with a curvy “Infinity Lounge Chair” modeled after the human body.

The Best Prototype Maker award was presented to Supreme Tropical Furniture and Elk Furniture Industries for their joint effort in producing “Infinity Lounge Chair”.

In 2013, Ng won the Best Concept Award at The Edge, an emerging furniture design competition at the Australian International Furniture Fair, with a modular lighting system called Halo Light.

The works of the 10 finalists are showcased at Hall A of the Matrade Exhibition and Convention Centre during MIFF 2015 which began Tuesday, Mar 3, to Saturday, Mar 7.

Organised by UBM Malaysia, the organiser of MIFF, this year’s MIFF FDC carried the theme “Living Furniture, Global Perspective” with timber as the main material.

MIFF FDC was launched in 2010 to attract more young designers to the industry and showcase their creativity on the MIFF platform before a global audience of exhibitors, buyers and media.



The seven-member judging panel was headed by China-based Malaysian designer Philip Yap (PYD Associates) for a second year, with Marico Mulders (Boma Development B.V Netherlands), Eiri Iwakura (Rockstone Co Ltd, Japan), Helmut Merkel (Editor, Mobelmarkt, Germany), Lim Wei Hong (Arkitek WHL, Malaysia), Suria Zainal (Malaysian Timber Council) and Hamidah Abdullah (Malaysian Timber Council).

For the Furniture Excellence Award, the Platinum Award for Household Furniture went to Sung Yong Co Ltd of South Korea for “Daebak Chair” while the Platinum Award in the Office Furniture category was presented to Malaysia’s Jemaramas Jaya Sdn Bhd.

Celebrating the first prizes in Best Presentation Award categories were Malaysia’s Euro Chairs Manufacturer (Bare Space Booth), Mamorim Sdn Bhd (Shell Scheme Booth) and Premier Woodprofile Sdn Bhd (Non-Furniture Booth).

Download photographs of the prize presentation on MIFF website:

Link: <http://2015.miff.com.my/media/media-downloads/>

Access password: miff2015mediafiles

Dato’ Dr Tan Chin Huat, MIFF Chairman: “Malaysia is one of the top furniture producers in the world that is well-known for its high quality wooden furniture. Yet, not many manufacturers have ventured into producing design-based furniture. It is hoped that through the support from agencies like the Malaysian Timber Council, we can catalyse further efforts for design to be given its due attention.”

Datuk Wee Jeck Seng, Malaysian Timber Council Chairman: “At MTC, good design is not just about aesthetics, but equally important are the sustainability and eco-friendliness of the raw materialized. Malaysian timber also come in beautiful shades and grains that will suit every designer’s palette.”

Philip Yap, Chief Judge of MIFF Furniture Design Competition: “This year’s competition sets a new benchmark with timber which highlights Malaysia’s sustainable forest practices and reduces carbon footprint. The finalists were chosen not only because of their creative ideas but also the manufacturability of each design.”

Roberta Mutti, Chief Judge of Furniture Excellence Award: “We really would like to encourage the Malaysian companies to start to work on medium/long term programmes, working with professional designers, professional consultants, to understand the real meaning of “design”, and how the companies could take advantage from this new state of mind. It’s time that the Malaysian companies start to look for their identity, a new identity based on Original Brand, that actually has not to be confused with positioning, allow the young, good designers they

have, to work with the companies to develop new products, really original, made by local materials.

Iko In, Chief Judge of Best Presentation Award: “Design is not just what it looks like and feels like. Design is how it works. After all these years, I can see that the overall booth presentation or design is getting more mature and more globalised.”

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

Notes to Editors

About MIFF (www.miff.com.my)

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

MEDIA CONTACT

Ms Kelie Lim

Tel: +603-2176 8788

Fax: +603-2164 8786

Email: Kelie.Lim@ubm.com