

Press Release

MIFF 2016 ANNOUNCES YOUNG DESIGNER AND EXHIBITOR AWARD WINNERS

Batu Pahat challenger nails second try with Muk Sofa

KUALA LUMPUR, Mar 3: The Malaysian International furniture Fair (MIFF) crowned a new design talent in 27-year-old Lim Bo Qiang with his entry *Muk Sofa* impressing an international jury for the RM10,000 top prize in the 2016 MIFF Furniture Design Competition (FDC).

Rebung Shelves by industrial design student, Izyan Syamimi Zainol of Melaka came in second while third place went to *Cheng Ho Chair* by young architect Kaylynn Low Kah Ling of Klang, with each receiving RM5,000 and RM2,500 respectively.

Taking part in the annual contest for the second time, Lim was chosen from 10 finalists who were shortlisted from 100 entries. His second entry *Dudoo* which also qualified for the final round, earned BSL Furniture Sdn Bhd and Fella Design Sdn Bhd the honour of being the Best Prototype Maker for collaborating on the rubber wood and foam fabric cushion chair.

For the exhibitor prizes, Asahi Co Ltd of Japan clinched the Platinum Award for best product for household furniture with *Pulito* sofa and table set while Jemaramas Jaya Sdn Bhd picked up the similar award for its *Platz+* series for best office furniture in the Furniture Excellence Award category. The Best Presentation Award for most attractive booth went to Euro Chairs Manufacturing (M) Sdn Bhd for bare space booth and Seow Buck Sen Furniture (M) Sdn Bhd for shell scheme booth. Chapas Selectas S.L of Spain was awarded first prize for the non-furniture booth category.

Malaysia External Trade Development Corporation CEO Dato' Dzulkifli Mahmud was represented by his deputy Dato' Susila Devi, as the guest-of-honour at the Prize Presentation Ceremony of MIFF being held at Putra World Trade Centre and Matrade Exhibition and Convention Centre (MECC).

The FDC competition into its seventh year with the theme "Living Furniture, Global Perspective" challenges contestants to create for the current lifestyles of global consumers and products that can be expanded into a collection range.

The Batu Pahat-born Lim returned this time with just the lifestyle design the judges were looking for. The modular *Muk Sofa* comes with attached drawer and side table. With a rubber wood frame and fabric cushion, it was named after the Chinese word for wood



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Izyan Syamimi from Universiti Putra Malaysia also used Malaysia's popular rubber wood to create a free standing frame with metal joints and sturdy slanted shelves, patterned after the bamboo shoot or *rebung* in Malay.

Low chose Merpauh wood for *Cheng Ho Chair*, to realise her design inspired by the giant masted vessels of China's famed mariner, Admiral Zheng He.

The cash prizes for the competition open to aspiring designers below 30 with wood as the main material are sponsored by the Malaysian Timber Council including RM500 each for the remaining finalists.

The prototypes are showcased in MECC and will remain open for viewing until MIFF 2016 closes on Saturday evening.

All the awards are judged by international juries with China-based Malaysian designer Philip Yap as Chief Judge of FDC, Zeki Yucel of Turkey for Best Presentation Award and Zilahi Imre of Romania for the Furniture Excellence Award.

Download photographs of the prize presentation on MIFF website:

Link: <http://2016.miff.com.my/media/media-downloads/>

Access password: *miff2015mediafiles*

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

Karen Goi, MIFF General Manager: "The outcome and quality of entries received for FDC this year is very satisfying and rewarding for our efforts over the past seven years to nurture young talent. The market exposure provided by MIFF and the vast experience of international judges are casting a positive change in the mindsets of aspiring designers, this is showing up very well in FDC."

Philip Yap, Chief Judge, MIFF Furniture Design Competition: "Our effort to scout for talents has been reciprocated with favourable responses. Out of our top 10 finalists, we have at least half of the participants are from various industry practitioners, meaning we are attracting designers of other disciplines to also taking part in the competition. Their participation fast tracks the formation of the collaborative platform between the design industry and the furniture industry."

Zilahi Imre, Chief Judge, Furniture Excellence Award: "The jury had the general impression that in the past couple of years, the furniture industry of Malaysia is improving constantly the quality of design. Now those who want to be international exporters have more furniture with contemporary design and this can grow their chances not only to neighbouring countries but also to Europe, CIS countries and also the United States."

Zeki Yucel, Chief Judge, Best Presentation Award: “Miff’s vision has contributed a lot to the achievement of Malaysian furniture trade not only in terms of the development of the market but also in gaining vision and learning to how promote and present products in international events. This year, we are happy to see the best of the best companies booths were even better.”

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.

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