

## PRESS RELEASE

### COLLEGE GIRL WINS IDEATION AWARD 2012 WITH 'BERSILA' STUNNER

**KUALA LUMPUR, Mar 8:** College student Sim Chia Yi who went the extra mile to construct her dream piece wowed judges with a giant wok-shaped seat to win the young furniture designer Ideation Award at the Malaysian International Furniture Fair (MIFF) 2012 here today.

Inspired by the local habit of *bersila* (sitting cross-legged), something she recalls doing during morning school assemblies, the 23-year-old was unsatisfied with her first prototype and she scouted for rattan weavers who could help realise her winning creation dubbed "Just Like Old Times".

"Just like Old Times" is made of woven rattan with a curved metal plate base, the only entry using the eco-friendly vine. The prototype was sponsored by Kluang-based Oasis Furniture Industries Sdn Bhd.

A jury of international designers and top local furniture makers was unanimous in picking Sim the winner from among the 10 finalists shortlisted from 178 entries for the challenge "My Favourite Chair".

"Her entry has all the elements we are looking for. It is a product that has the past and future, this is how furniture design evolves like in Europe. It bears a local image, it has a striking Malaysian identity," said Klaus Kummer, speaking on behalf of the judges.

This was the first time international experts were included in the judges' panel to vet the entries right from the start and picked the 10 finalists whose designs were transformed into prototypes for the final round of judging and display at MIFF.

The Ideation Award was started three years ago and it is held in conjunction with MIFF

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to discover young talent for the future of the Malaysian furniture industry. The contest is co-organised by MIFF and Arcradius Consulting Sdn Bhd.

The second and third prizes went to the aesthetically pleasing and functional timber creations by Thipan Raj Chandran, 21, for “Easy Chair” and Ching Eu Wayne, 21, for “A-Fusion Chair” respectively.

“I am thrilled with the outcome of Ideation Award 2012. I think the past three years has shown that there is a lot of talent out there and what we need is to continue to provide them with the opportunity to bring out that creativity and to encourage Malaysian manufacturers to be more open to new ideas and concepts,” said MIFF Chairman Datuk Tan Chin Huat.

“Several of the final entries have caught the attention of the market because they are quite appealing and commercially-viable.”

International Trade and Industry Ministry Secretary-General Datuk Dr Rebecca Fatima Sta Maria presented the prizes to the winning designers and also to MIFF exhibitors for creative display and innovative products at the trade show.

Sim received the RM5,000 top prize while Thipan and Ching received RM3,000 and RM2,000 accordingly.

Gamma Wood Sdn Bhd from Muar, which produced the second prize winner “Easy Chair” was judged the Best Prototype Maker.

For the exhibitors, the Best Presentation Award for best booth creativity and product display went to:

#### **Bare Space Booth**

1<sup>st</sup> prize: Laval Furniture Sdn Bhd

2<sup>nd</sup> prize: BJ Cabinet Enterprise Sdn Bhd

3<sup>rd</sup> prize: Artmatrix Technology Sdn Bhd

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### **Shell Scheme Booth**

- 1<sup>st</sup> Prize: Hen Hin Furniture Manufacturing Sdn Bhd
- 2<sup>nd</sup> Prize: Wintech Worldwide Sdn Bhd
- 3<sup>rd</sup> Prize: Gozzo Direction (M) Sdn Bhd

### **Non-Furniture Category**

- 1<sup>st</sup> Prize: Green Panel Products (M) Sdn Bhd

The Furniture Excellence Award for production innovation and quality was garnered by:

### **Household Furniture Category:**

- Platinum Award: Tay Huah Furniture Corp (Comf-Pro)
- Gold Award: Timber Tone Industries Sdn Bhd
- Silver Award: (IGOAudio) Formosa Prosonic lind Bhd

### **Office Furniture Category:**

- Platinum Award: TAZ Corporation Sdn Bhd
- Gold Award: Benithem Sdn Bhd
- Silver Award: Euro Chairs Manufacturer (M) Sdn Bhd

### **Judges' Commendation Award:**

- Gauss Furniture (Tainan Seating)

Ideation Award 2012 was supported by Malaysia's largest furniture exporter, Poh Huat Furniture Industries (M) Sdn Bhd as a Diamond Sponsor. The furniture manufacturer was also among the nine manufacturers which built the prototypes.

All the prototypes are being showcased at a special gallery at the Matrade Exhibition & Convention Centre (MECC), one of the two venues for MIFF 2012. The other is the Putra World Trade Centre.

Ideation Award 2012 was opened to Malaysians and foreign residents aged below 30. Contestants are marked based on aesthetics, functionality, practicality, marketability and sustainability.

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**Local & International Panel:**

**Best Presentation Award 2012:**

Patrick Ledoux (Meubihome, Belgium), Francisco Barrera (Porte Magazine, Mexico), Ian Hughes (Home Goods Retailer, South Africa), Tony Neilson (Inwood Intl, Australia), Eric Leong (Designcity Sdn Bhd, Malaysia), Ahmad Asmadi Mohammad (Nucleus Architecture, Malaysia), Mazlan Tahir (UKM, Malaysia), Iko In Kong Wah (In Publishers Sdn Bhd, Malaysia), Ezlina Adnan (Re\_Place Studio Design Consultancy, Malaysia)

**Furniture Excellence Award 2012:**

Zilahi Imre (Mobila Furniture Magazine, Romania), Wang Zhou (Furniture & Interior Design Journal, China), Roberta Mutti (Federmobili, Italy), Mohamad Omar Bin Bidin (USM, Malaysia), Zaini Zainuddin (Berita Publishing Sdn Bhd, Malaysia), Helmut Merkel (Mobelmarkt, Germany), Jennifer Curtis (FB Magazine).

**Ideation Award 2012:**

Suda Tsutomu (Infist Design Co Ltd, Japan), Klaus Kummer (KDT International Co Ltd, Thailand), Chen Neng Xin (Ason Design, China), PC Ee (Exit Design, Singapore), Thomas HC Lim (Hin Lim Furniture, Malaysia), Hani Ali (LAIN Furniture & Object Event, Malaysia), Desmond Lee (Kinheng Furniture, Malaysia)

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**About Furniture Excellence Award:** the Furniture Excellence Award is presented to furniture manufacturers that produce uniquely designed and immaculately crafted furniture, giving recognition to designers working in Malaysia and across the region.

The objectives of this award are to:-

- Enhance furniture design standards
- To showcase innovative furniture designs through MIFF
- Strengthen the reputation of exhibitors for product creativity and innovation at the MIFF series
- Encourage the marketability of new designs and ideas

**About Best Presentation Award:** the Best Presentation Award is jointly organised with Malaysian Timber Council (MTC). This award is given to the exhibitors who **create the most eye-catching, well designed and decorated booth**. It aims to encourage the exhibitors to decorate their **booths to highlight their products, improving their corporate image and attract visitors' attention**. The contestants will be evaluated on **presentation, functionality and construction techniques**.

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**About Ideation Award 2012:** Launched in year 2010, organised by MIFF Sdn Bhd; Co-organised by Arcradius Consulting Sdn Bhd. Theme of Ideation 2012: My Favourite Chair.

Objective:

- Provide a platform for young talents to showcase their talent and innovativeness
  - Nurture new furniture designers and encourage newcomers to become involved in the furniture industry
  - Promote the development of the Malaysian furniture industry through well designed products
  - Encourage the creation of an identity for Malaysian furniture products
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