

Press Release

MIFF FURNITURE DESIGN COMPETITION 2015 OFFICIALLY OPEN FOR ENTRIES

KUALA LUMPUR, AUGUST 7: MIFF Furniture Design Competition (FDC) 2015 has officially opened for entries, and looks forward to crowning its sixth champion early next year.

Themed 'Living Furniture, Global Perspective', the competition looks to cultivate talented youth to design pieces with a global appeal. As an added requisite this year, MIFF FDC has made it mandatory for designs to be made of wood as a way to promote the uniqueness of Malaysian wooden furniture.

This latest initiative has garnered the attention of Malaysian Timber Council (MTC), who recognises MIFF FDC's efforts in promoting the use of timber in furniture making. Hence, the MTC has joint forces as "Event Partner" for the 2015 series.

MIFF FDC has grown from strength to strength with constant increase in entries year after year. The competition drew a record 244 entries for the recent 2014 edition and produced a deserved winner in Francis Lye Aik Theng, 26. With its growing reputation and significance, MIFF FDC 2015 promises to be the best yet.

As a curtain raiser, the MIFF FDC '*Behind-the-Design*' workshop will be held on 28 August 2014.

This workshop is a particularly important occasion especially for potential participants. The workshop is the ideal meeting place to be attended by all parties, from aspiring designers, members of academia to established household names of the industry to network and learn from each other.

Ms Karen Goi, General Manager of MIFF, said: "We are committed to bridge the divide between the present and future players of the industry. Through the MIFF FDC and such workshops, closer unity can be fostered. Furthermore, with the collaboration of MTC this year, we are confident that the impact of the competition will reach greater heights."

A constant pillar of the MIFF FDC series, chief judge Mr Philip Yap will be attending the upcoming workshop alongside speakers from the MTC to shed light on the fundamentals of furniture design and the competition requirements.

MIFF FDC is open to all young talents under the age of 30. The workshop can be seen as a crucial stepping stone for entrants. With limited seats available, registration will be on a first-come-first-served basis.

**MALAYSIAN
INTERNATIONAL**



**FURNITURE
FAIR 2015**

**03-07 MARCH
0930 - 1800 hrs**

Putra World Trade Centre
MATRADE Exhibition
& Convention Centre

**KUALA LUMPUR
MALAYSIA**



UBM

The closing date for artwork submissions is Oct 10, 2014. Judging will be a three-stage process involving esteemed invited judges from around the world.

The top 10 finalists will showcase their prototypes during MIFF 2015, 3-7 March taking place at Putra World Trade Centre (PWTC) and Matrade Exhibition & Convention Centre (MECC). Winners will be announced and awarded at the MIFF prize presentation ceremony on March 5. The top prize is RM10,000 followed by RM5,000 for second prize, RM2,500 for third prize and RM 500 for each finalist.

For more information on the competition or the workshop, please visit www.miffdc.com .

Notes to Editors

1. 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.

2. About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and over 1,400 staff in 25 major cities. We operate in 21 market sectors with 160 exhibitions, 75 conferences, 28 trade publications, 18 vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

MEDIA CONTACT

Ms Kelie Lim

Marketing Department

Furniture & Interiors Division, UBM Malaysia

Tel: +603-2176 8788 Fax: +603-2164 8786 Email: Kelie.Lim@ubm.com