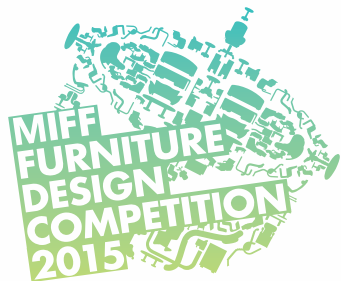




| LIVING FURNITURE
GLOBAL PERSPECTIVE



THE COMPETITION

MIFF Furniture Design Competition (FDC) was first established in 2010 with an aim to cultivate young designers in the country and serve as a platform for them to showcase their talents. It has been held annually since, with the 10 finalists of each edition pairing up with a local furniture manufacturer to turn their sketches into reality.

Over the years, the competition has drawn over a thousand entries and has grown to be one of the most reputable furniture design competition of the nation.

THEME:
LIVING FURNITURE, GLOBAL PERSPECTIVE

MAIN MATERIAL | WOOD

The theme encourages young designers to understand the relation between furniture and a user's lifestyle in order to promote better living. It is not so much of designing a piece you admire for your own but a piece that breaks down geographic barriers appealing to a larger group of people, especially in this modern connected world.

EXCLUSIVE SHOWCASE

Witness all 10 prototypes at **HALL A** of **MATRADE Exhibition & Convention Centre (MECC)** during MIFF 2015 from **3 to 7 March**.

FDC Design Showcase
3 – 6 March | 9.30am – 6.00pm
7 March | 9.30am – 5.00pm

EVENT PARTNER



2015 FINALISTS

Stephanie Ng Hui Sien
Lim Bo Qiang
Muhammad Izzuddin Bin Zolkalpli
Wan Nurhanis Farisa Binti Aziman
Daniel Chua Yong Ho
Alice Lee Pei Ying
Tan Hui Yee
Itsareeya Sittirat
Hooi Yean Yee
Lim Shinn Shan

Mick's Deck Chair
Kyte
Brilliant Hibiscus
Infinity Lounge Chair
BESCH
BACK TO BASICS
VOLKABELLA
MY Star Side Table
ex nihilo
MANCALA

PRIZE MONEY

Sponsored by Malaysian Timber Council (MTC)

1st Prize RM10,000 + Trophy + Certificate
2nd Prize RM 5,000 + Trophy + Certificate
3rd Prize RM 2,500 + Trophy + Certificate
Finalist RM 500 + Certificate



PANEL OF JUDGES



PHILIP YAP
PYD Associates
Malaysia/China

“

Where is furniture without good design? In today's day and age, furniture is fast becoming a tool for expressing individuality and uniqueness. Changing dynamics of the family life and job mobility, particularly in Asia, also means that more and more young people establish homes earlier. Many consumers have also developed discerning tastes due to exposure, either through the internet, or through their travels.

Expensive real estate in many global cities means smaller spaces: this demands furniture that is more hardworking and multi-functional, which is a subset of design. For the well-endowed, good design is the primary factor in choosing furniture. In short, demand for design is everywhere, whether people realise it or not.

This year's competition sets a new benchmark: the main material must be timber. By specifying this, the Malaysian Timber Council has also helped educate the participants on Malaysia's sustainable forestry practices, and the technical properties of timbers. Using timber also reduces the prototypes' carbon footprint.

The finalists of the MIFF-MTC FDC 2015 were chosen not only because of their creative ideas, but also because of the manufacturability of each design. I am happy to see how some of them pushed the boundaries of design to elevate this competition onto a higher level. Kudos to them, and to the manufacturers who have overcome various challenges to materialise what was once an ideation sketch.

In my mind, every finalist is already a winner in his/her own right, and I wish them every success in their future design endeavours.



MARICO MULDER
Boma Development B.V.
Netherlands



EIRI IWAKURA
Rockstone C/L
Japan



HELMUT MERKEL
Mobelmarkt
Germany



AR LIM WEI HONG
Arkitek WHL
Malaysia



SURIA ZAINAL
Malaysian Timber Council
Malaysia



HAMIDAH ABDULLAH
Malaysian Timber Council
Malaysia

“

**Started in the hundreds and now down to ten
The most coveted design competition is upon us yet again**

**Design furniture from a global Perspective
Furniture and lifestyle were always one to begin with**

**The much awaited designs are now complete
Displayed at Southeast Asia's number one exhibit**

**A mountain of dedication, how much they've strived
to bright youngsters from all walks of life**

**But sharing a common passion, a common dream
Whose design will reign supreme?**

MICK'S DECK CHAIR

Designed by **STEPHANIE NG HUI SIEN**



Hometown Bangsar, Kuala Lumpur
Currently Stephanie Ng Design
 - Product Design Studio,
 Kuala Lumpur Malaysia
Likes Travelling, Extreme Sports

Prototyped by Supreme Tropical Furniture Sdn Bhd



The Design...

Stephanie Ng's Mick's Deck Chair is both beautiful and sturdy, with a classic geometry and an elegant natural wood-grain finish. Grooves alongside the frame allow the upholstery to be easily changed, offering excellent customization potential for different customers, or different moods: black leather for a more formal feel, or canvas with fun pastel hues for an alfresco theme. The choice is endless.



The Making Of...

Supreme Tropical is the prototype maker for this chair. They tried different species of wood with different fabric and colours, resulting in at least four prototypes of the chair. The final prototype submitted for judging is made of Malaysian Red Balau, a Malaysian heavy hardwood. Supreme Tropical's Choo Ghee Kien's accommodative nature is a reflection of his belief in nurturing potential designers through guidance and hands-on knowledge in honing their talent.

Judges' Comment

Practical and marketable. The concept of interchangeable canvas in various colors and materials make it an interesting piece.



KYTE

Designed by **LIM BO QIANG**

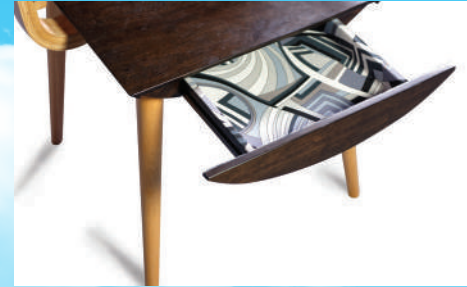


Hometown Batu Pahat, Johor
Currently Interior Designer
Likes Sports, Arts and Sitting at a place overlooking a nice view

Prototyped by Gamma Wood Sdn Bhd

The Design...

Lim Bo Qiang is an interior designer trying his hand at designing furniture. In conceptualising Kyte, he wanted a piece of furniture that is both beautiful and practical. In this design, Bo has successfully incorporated the 'wau' (Malaysian traditional kite)



into the chair design, which exudes a sense of lightness and ease. The chair seat contains a clever solution: a hidden compartment for storing gadgets and small items.



The Making Of...

Gamma Wood's bold initiative in taking on this piece is a reflection of the company's dynamism. Owner Chong Soon Keat himself is passionate about well-designed furniture. The use of heveawood and stained veneer in Bo's Kyte has resulted in a visually arresting contrast. Chong himself then went wild and, with Bo's blessings, adapted the design to produce his own prototype!

Judges' Comment

The concept is played well, as shown at the back rest of the chair, easily making it an eye catcher.

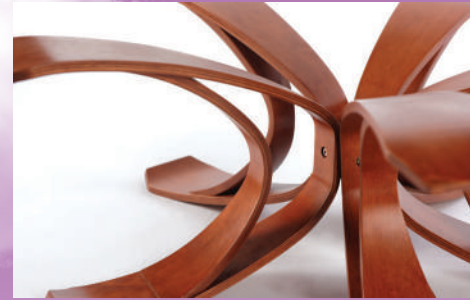
BRILLIANT HIBISCUS

Designed by
**MUHAMMAD IZZUDDIN
BIN ZOLKALPLI**



Hometown Dungun, Terengganu
Currently Product Design Student,
University Sains Malaysia
Likes Drawing, Painting,
Designing Furniture,
Designing Transport, 3d Modeler

Prototyped by Mau Sin Bentwood Industry Sdn Bhd



The Design...

It was not easy to find a prototype maker for Muhammad Izzuddin Zolkapli's hibiscus coffee table, but Mau Sin was the solution. The original design was tweaked slightly for stability enhancement. Discussions with Mau Sin resulted in the use of bentwood (Rubberwood) for the base. The glass top facilitates appreciation of the artistic flower-shaped base.



The Making Of...

Mau Sin, well known for their ability to bend wood, rose to the challenge of prototyping the Hibiscus coffee table. Both parties agreed on a few modifications, whilst maintaining the integrity and visual impact of the design. The project is an excellent showcase of collaborative efforts in overcoming technical challenges, and of Mau Sin's well-known wood-bending ability.

Judges' Comment

The organic form of the hibiscus is beautifully executed into the design. It could be a statement piece in any form of interior spaces.



INFINITY LOUNGE CHAIR

Designed by
WAN NURHANIS FARISA BINTI AZIMAN



Hometown Bandar Baru Bangi, Selangor
Currently Industrial Design Student,
International Islamic
University Malaysia
Likes Foodhunting, Travelling, Playing
Basketball, Painting, Poetry

Prototyped by Supreme Tropical Furniture Sdn Bhd
ELK Furniture Industries Sdn Bhd



The Design...

Through the Infinity Lounge Chair, Wan Nurhanis Farisa Binti Aziman wanted to push the design boundaries by modelling stunning curves after the human anatomy for the ultimate lounging experience. It is a challenging project, given that the wooden members needed to be securely connected for safety and stability. The result, however, is a statement piece that creates quite an impact visually.



The Making Of...

Supreme Tropical's Choo Ghee Kien's commitment to the FDC is outstanding, given that this is their third year of participating in the competition. Choo recommended Merpauh, a Malaysian medium hardwood for the chair frame. The prototype is also an excellent showcase of Supreme Tropical's craftsmanship in wood. ELK Furniture provided the fabric for the chair.

Judges' Comment

Aesthetics and comfort stands out as the main elements of this design. Good craftsmanship realises the curves that dominates the design.

BESCH

Designed by **DANIEL CHUA YONG HO**



Hometown Bintulu, Sarawak
Currently Final year of BA (Hons)
Furniture and Product Design,
KBU International College
Likes Design, Reading,
Social Volunteer Work

Prototyped by BSL Furniture Sdn Bhd

The Design...

Daniel Chua Yong Ho wanted a practical solution for the small apartment. In working on the prototype, Daniel and BSL discussed various species options and finally settled on Heveawood,

a Malaysian light hardwood known for its workability and durability, combined with some MDF and upholstery. Simple, clean lines provide a fuss-free practical piece of furniture for everyday use.



The Making Of...

BSL suggested making the design flat-packed for convenient carriage and logistical cost-effectiveness. As BSL had never ventured into flat packing before, the father and son team grabbed the opportunity to work with Daniel to challenge their manufacturing capabilities. The result? BSL came up with fresh ideas to breathe new life into their production lines to keep up with market trends.

Judges' Comment

Multi-functional and personalized. A great solution for the hallway. By producing it in knock-down method, it eases logistics and is suitable for the export market.

BACK TO BASIC

Designed by ALICE LEE PEI YING



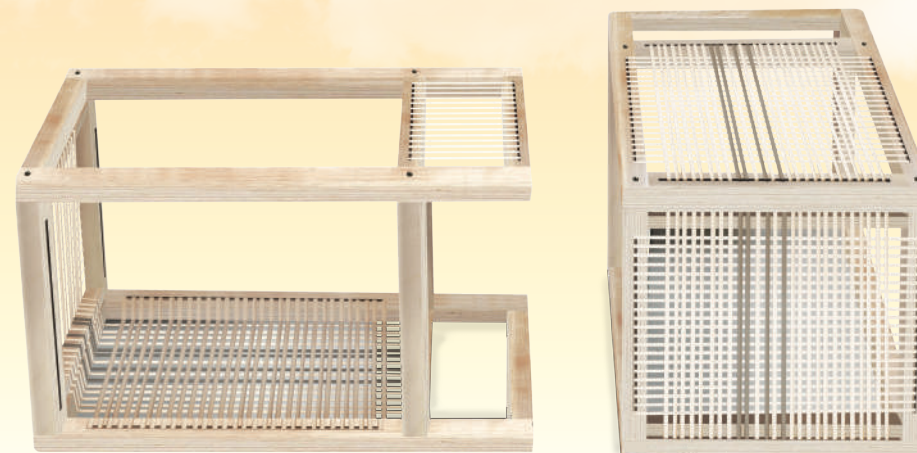
Hometown Klang, Selangor
Currently Interior Designer
Likes Sci-fi, History,
Photography and Design

Prototyped by Lencasa Sdn Bhd

The Design...

Alice Lee Pei Ying wanted a piece of furniture that could be a stool, a coffee table or a rack. This design holds plenty of promise for its versatility and customisation-ability. A hint of weave-craft inspired by vintage rattan chairs adds visual

interest and provides customisation potential. In prototyping the design with Lencasa, Alice learned a lot on the finer details of joining timber for making furniture.



“

The Making Of...

Lencasa specialises in making beds, using both solid and Laminated Veneer Lumber for their production. Their guidance included advising the designer on the choice of materials to enhance the product's value and marketability. LVL was utilised to make the frame. Due to some technical issues, the design was slightly modified to ensure that the final prototype can safely seat a regular-sized adult.

Judges' Comment

Good idea of using a cuboid to develop the designs. It's simplicity and versatility which allows it to transform into furniture with varied functions create endless possibilities for a living space.

VODKABELLA

Designed by TAN HUI YEE



Hometown Kulaijaya, Johor
Currently Product Design Student,
University Sains Malaysia
Likes Playing Piano, Swimming, Playing
Table Tennis, Painting, Traveling

Prototyped by Fella Design Sdn Bhd
Mau Sin Bentwood Industry Sdn Bhd



The Design...

Tan Hui Yee thought beyond the stool and actually designed a whole collection. The beauty of the Volkabella is its versatility, through both upholstery and choice of wood, to suit various tastes for different ID themes. This provides numerous customisation options. In the process, Tan learned to work with bentwood (Rubberwood) as a highly versatile raw material for furniture-making.



The Making Of...

It was not easy to match Tan to a single manufacturer. It required a collaboration between Fella Design and Mau Sin to produce a prototype that matched the designer's ideation. Fella Design, specialising in upholstery, made the seat cushion in various different fabrics. Mau Sin, well-known for its wood-bending craft, made the stool base from bentwood (Rubberwood).



Judges' Comment

Visually playful and stylish, it has the potential to develop into a wider range of products.

MY STAR SIDE TABLE

Designed by *ITSAREEYA SITTIRAT*



Hometown Bangkok, Thailand
Currently Graduated Student In Interior and Product Design, Chanapatana International Design Institute, Thailand
Likes Designing Furniture and Photographing

Prototyped by Inception Design & Trading Sdn Bhd



The Design...

Itsareeya Sittirat was inspired by the beauty and subtle complexity of Islamic geometry in designing MY Star Side Table. The multi-layer shelves provide ample space for placing things and yet the side table is space-saving. When viewed from the side, the legs and base form a distinctive shape of a star, creating aesthetic interest. The solid wooden shelves promote warmth and provide a nice contrast to the lighter-painted base.



The Making Of...

The manufacturer (Philip – Inception Design) and Itsareeya had extensive discussions on the base, including the possible use of steel so that it could be flat packed. They finally decided to use Acacia wood, a plantation tree species, even though it was a more challenging option than steel. As a result, the prototype showcases Inception Design's ability to join wood. Using timber has also made the product lighter.



Judges' Comment

Minimal and interesting concept. The simple lines combined with gentle angles give a light, open and uncluttered feel to any room.

EX NIHILO

Designed by **HOOI YEAN YEE**



Hometown Kuala Lumpur
Currently Interior Designer
(Work at S.O.D Concept Studio)
Likes Drawing, Zumba and
Designing Furniture

Prototyped by ELK Furniture Industries Sdn Bhd

The Design...

Hooi Yeon Yee was inspired by the shape of three-leaf clovers forming a “puzzle” table, which comes with matching stools that could nest neatly under the table. Solid heveawood,

a Malaysian light hardwood, has been used to bring the design to life. Light upholstery provides endless customisation options for the youth furniture market.



The Making Of...

ELK Furniture assisted by suggesting solutions to overcome some technical challenges of the original design. ELK also prototyped it to enable it to be flat-packed for logistical efficiency. The use of eco-friendly heveawood combined and the product's flat-pack feature have significantly reduced its carbon footprint.

Judges' Comment

Stackable and flat-packable. It's convenient and a great shape for export market.

MANCALA

Designed by LIM SHINN SHAN



Hometown Butterworth, Penang
Currently Interior Designer,
Fuka Interior Sdn Bhd
Likes Design, Travel

Prototyped by Seow Buck Sen Furniture
(M) Sdn Bhd

The Design...

Lim Shinn Shan is an interior designer who is trying her hand at furniture designing. Inspired by the Malay traditional game of congkak (MANCALA), the dresser/table top has pre-bored holes for accessories and small items. In terms of versatility,

it can be used either as a dresser or a console table. The round 'tray' has been conceptualised as a detachable part, with options for customisation through carvings or a fabric wrap.



“

The Making Of...

Seow Buck Sen Furniture, a household and office furniture manufacturer, had never dealt with solidwood before, but agreed to the challenge of prototyping the MANCALA as they were considering the expansion of their product line. They recommended the use of Merbau timber, a Malaysian heavy hardwood, which the designer agreed on. The parts have been beautifully joined, and the prototype speaks volumes of Seow Buck Sen's craftsmanship.

Judges' Comment

Unique with a traditional touch. Visually, it looks like an art piece that strongly reflects personality and lifestyle.



“

The MIFF Furniture Design Competition is upon us again. This year, we are honoured to have the Malaysian Timber Council (MTC) as a partner for the competition, whose focus this year is on wood-based designs. Malaysia, being one of the Top 10 furniture producers in the world, is well-known for its high quality wooden furniture. And yet, there have not been that many manufacturers who have ventured into producing design-focused furniture.

It is hoped that through support from agencies like the MTC, we are able to catalyse further efforts for design to be given its due attention, perhaps through a proper young designers' programme where budding talents can be systematically nurtured and continuously developed.

Congratulations to all winners and the finalists, who were rigorously selected from more than 200 entries. My deepest gratitude goes out to the Malaysian manufacturers who committed their valuable time and resources in assisting the finalists to prototype their designs for the final judging.

A bouquet of thanks to MTC and the judges for their valuable time and resources in ensuring the success of this competition. I am sure sustained efforts like this will go a long way towards uplifting the Malaysian furniture industry, especially from the design perspective.

—DATO' DR TAN CHIN HUAT, MIFF CHAIRMAN



“

On behalf of the Malaysian Timber Council (MTC), I would like to congratulate MIFF for organising the MIFF Furniture Design Competition (FDC) 2015, in an effort to discover fresh talents in wooden furniture designing. MTC is proud to be part of this effort and looks forward to more such collaborations in the future.

We cannot stress enough the importance of design in adding value to our timber-based raw materials. And furniture, through design, is one of the strongest sub-sectors that can easily achieve higher export earnings targeted by Malaysia. We again commend MIFF on contribution to this effort through the FDC.

Good design used to be highly subjective from marketplace to marketplace, but digitization and the growth of numerous e-media platforms have seen an explosion of choices on what constitutes good design today.

For us at MTC, good design is not just about aesthetics, but equally important are the sustainability and eco-friendliness of the raw material used. On these scores, timber is tough to beat, considering that it originates from a resource that can be perpetually re-grown, and it has an inherent carbon-locking ability. Malaysian timbers also come in beautiful shades and grains that will suit every designer's palette.

I wish all the winners and finalists the very best in continuing their design journey, especially with Malaysian timbers.

—DATUK WEE JECK SENG, MTC CHAIRMAN

PROTOTYPE MANUFACTURERS



BSL Furniture Sdn Bhd
www.bslfurniture.com
Booth: A17, MECC



ELK Furniture Industries Sdn Bhd
www.elkfurniture.com.my
Booth: 116, PWTC



Fella Design Sdn Bhd
www.fella.com.my
Booth: C08, MECC



Gamma Wood Sdn Bhd
www.gammawood.com
Booth: 229, PWTC



Inception Design & Trading Sdn Bhd
www.idt.my
Booth: 329, PWTC



Lencasa Sdn Bhd
www.lencasa.com
Booth: 4A01, PWTC



Mau Sin Bentwood Industry Sdn Bhd
www.mausin.com.my
Booth: 4B11, PWTC



Seow Buck Sen Furniture (M) Sdn Bhd
www.seowexport.com.my
Booth: 2C15 & 2C15A, PWTC



Supreme Tropical Furniture Sdn Bhd
www.timber.com.my
Booth: 303, PWTC



www.mifffdc.com

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