

Press Release

CREATIVE FLAIR AT MIFF 2019 DESIGN AWARDS

Winning Divides in Young Talent Hunt

KUALA LUMPUR, Mar 10: From rethinking work space for millennials to innovation on the trade show floor, it was a busy time for three international panels of judges to pick the winners for the best creative works at Malaysian International Furniture Fair 2019.

At stake were the young talent MIFF Furniture Design Competition (FDC) and two creative honours for exhibitors – Best Presentation Award (BPA) and Furniture Excellence Award (FEA).

The list of winners was announced Sunday, Day 3 of MIFF, which is holding its 25th edition with 600 exhibitors from 14 countries and regions at Malaysia International Trade and Exhibition Centre (MITEC) and Putra World Trade Centre (PWTC) from March 8-11.

Datuk Wan Latiff Wan Musa, CEO of Malaysia External Trade Development Corporation (MATRADE), presented prizes to the winners. Datuk Dr Tan Chin Huat, MIFF Founder and Chairman, and Mr M.Gandhi, Group Managing Director, ASEAN Business, UBM Asia also congratulated the winners.

“I must thank the judges for all their hard work. The exhibitor awards are a much-anticipated highlight at MIFF every year. They reflect the product design and ideas which have materialised excitingly for our buyers who come from all over the world. This is very apt with our theme ‘Design Connects People’. The FDC has reached its 10th year and we are elated at the number of young people who are looking to the furniture industry as a future, this is the most compelling narrative of our efforts to groom talent. Already, many have begun showcasing in MIFF,” said Ms Karen Goi, General Manager of MIFF.

MIFF FURNITURE DESIGN COMPETITION

Since its launch in 2010, the award is coveted by design students because of the local and international visibility received at MIFF. This year’s field of 218 entries submitted by 20 design schools and private universities were trimmed to 19 finalists.

Two new awards were added this year for Best Institution and Best Mentor.

Partitions were the vogue in this year’s challenge themed *The Millennials Workspace Furniture* and made a clean sweep of the top three places.

Stealing the limelight was **HACXSTÁ** designed by Timothy Long Tianjie for the RM5,000 first prize. The 21-year-old student of Taylor’s University in Subang Jaya

came up with a partition with sound-absorbing panels that can be adjusted to provide privacy or a seamless work space and communication.

The second prize went to **Dele** by Noviaputri Wijaksana, an Indonesian student at The One Academy in Petaling Jaya while the third prize was **Treble & Divide** by Yeap Wei Ting of KDU Penang University College, George Town

Best Institution Award: Taylor's University Lakeside Campus, Subang Jaya

Best Mentor Award: Vanessa Serbastian, KDU Penang University College, George Town.

"HACXSTA is a unique and versatile piece of design, it's functional and yet doesn't lose its authenticity and can be easily commercialised. This year's entries were up to mark and more creative compared to the previous year in terms of usage and function. They also hit the right market segment. The designers were able to show they understand the market needs but green elements were lacking and none of the participants mentioned technology elements in their works," said Chief Judge Dr Eric Leong

FDC jury: Chief Judge Dr Eric Leong (The One Academy, Malaysia), Shinichi Mitsuki (Mitsui Designtec Co Ltd, Japan), Wang Zhou (F & ID Journal, China), Tul Lekutai (Deco Moda Studio, Thailand), Walter Tan (Element Furniture, Hong Kong/ Malaysia), Hamidah Abdullah (Malaysian Timber Council, Malaysia), Philip Yap (PYD Associates, China/Malaysia)

BEST PRESENTATION AWARD

Participating exhibitors are judged on booth design, creativity, construction and product presentation.

Johann & Joann Concept Sdn Bhd clinched the **Bare Space Booth** award while Wysen Industry Sdn Bhd eclipsed the competition in **Shell Scheme Booth**. Kintex (KL) Sdn Bhd was recognised as the **Non-Furniture Booth** winner.

BPA jury: Chief Judge Helmut Merkel (Mobelmarkt, Germany), Enis Tibet (Tasarism Publishing Group, Turkey), Mazlan Tahir (Universiti Kebangsaan Malaysia, Malaysia), Pedro Romero Olivera (Moblaje, Mexico), Patrick Ledoux (Meubihome, Belgium), Philippe Mechin (Mobilierum News, France), Abu Zarim Abu Bakar (Az Rekatelier, Malaysia)

FURNITURE EXCELLENCE AWARD

A hotly-contested coveted award that recognises product innovation and quality in household and office furniture by exhibitors.

In the **Household Furniture** segment, the three companies that stood out were 2017 gold award winner Kian Swee Seng Industries Sdn Bhd which claimed the Platinum Award this time with *Sarah* which serves as a daybed or sofa.

The Gold Award was lifted by aluminium specialist Alustil Sdn Bhd for *Alustil Kitchen /Storage System – HURACAN* and dining furniture specialist Inspiwood Furniture Sdn Bhd took the Silver Award for *EDT107A72/Curve 1+4*.

In the **Office Furniture** segment, Oasis Furniture Industries Sdn Bhd dominated with a double, scooping the Platinum Award with *Laborra* office sofa collection and the Gold Award for *Habitue Collection*. The Silver Award went to Sundesk Venture Sdn Bhd with its entry, *SD304-DM-H Sleeve/Ergo Workstation*.

The Able by BSL Furniture Sdn Bhd was the pick for the **Judges Commendation Award**.

FEA jury: Chief Judge Zilahi Imre (Magmob, Romania), Artem V Vasiliev (Mebelny Biznes, Russia), Franz Rivoira (Italian Consulting, Italy), Nesip Uzun (Mobilya Dergisi, Turkey), Wang Zhou (Furniture & Interior Design Journal, China), Ikon Kong Wah (In Publishers, Malaysia), Associate Professor Mohamad Omar Bidin (Universiti Sains Malaysia, Malaysia)

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Notes to Editors

About MIFF (www.miff.com.my)

MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries across the world. Held annually in March, the show offers a comprehensive selection of all kinds of home and commercial furniture including Malaysia's renowned top-quality wood furniture and the most extensive office solutions in the region. Since its inception in 1995, the show is an UFI-approved event by The Global Association for Exhibition Industry. MIFF is organised by UBM Malaysia, a member of UBM Asia, which is a part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world.

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