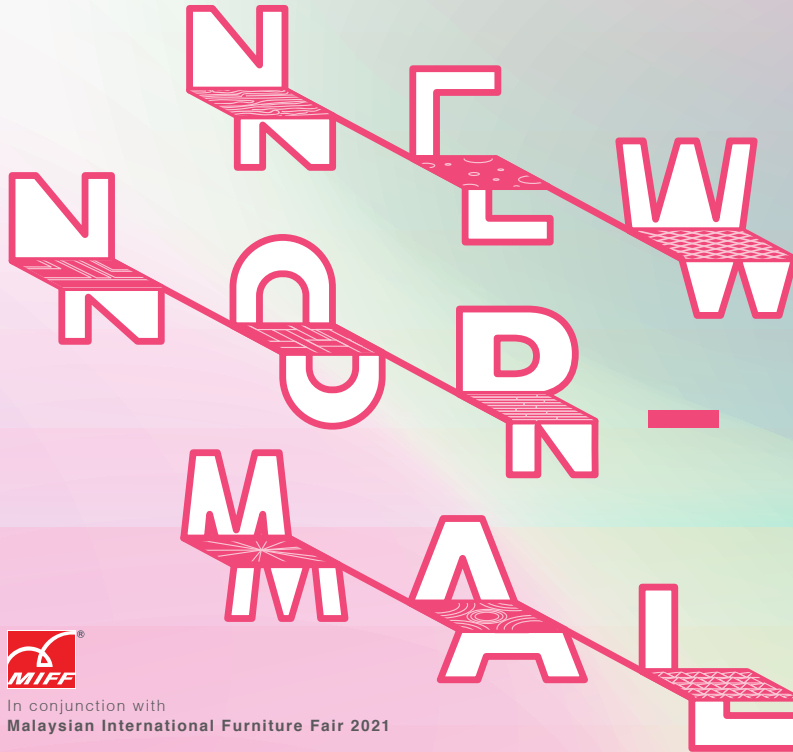


DESIGN FOR THE NEW NORMAL



CALL FOR ENTRIES

SUBMISSION DATE
24 DECEMBER 2020

FOR MORE INFORMATION, VISIT
www.miffdc.com



In conjunction with
Malaysian International Furniture Fair 2021

Let's design our life in the new normal & showcase your design talent in the 12th edition of MIFF FDC



What is it about?

MIFF FDC is for young creative minds to showcase their design talent and promote the development of the Malaysian furniture industry and to encourage the creation of a strong identity for Malaysian furniture.

Who is eligible?

Open to all Malaysians, and foreigners residing, working or studying in Malaysia with authorised permits and aged 40 or below leading up to 10 March 2021.

Why MIFF FDC?

The opportunity to show off your talent to over 600 manufacturers and 20,000 professional buyers from all corners of the globe.



THEME

DESIGN FOR THE NEW NORMAL



The impact of global pandemic has transformed our daily lives in the long run. Social distancing give significant shifts of consumer behaviour which can be seen nowadays. It has redefined the way we work, spend leisure time and socialising where most of it done at the comfort of our home.

- Design a furniture set that fits with the new social norm for residential or commercial such as home office, commercial office, restaurants, hospitals, institutions, public spaces and many more.
- Furniture is an integral part of life, a way of living. A global appeal and marketability of the product is what breathes life into your design.
- Participants are encouraged to use wood or a mix of materials.





PRIZES

1st Prize:
RM 5,000

+ Trophy + Certificate

2nd Prize:
RM 3,000

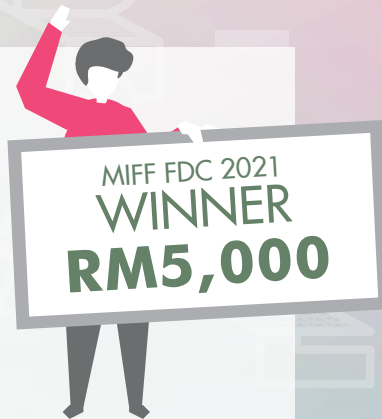
+ Trophy + Certificate

3rd Prize:
RM 2,000

+ Trophy + Certificate

Finalists: Certificate

*The artworks of all finalists' design will be showcased during MIFF 2021.



SPECIAL RECOGNITION AWARDS

Best Mentor Award
RM 2,000

+ Certificate

most dedicated lecturer in mentoring participant(s) to develop quality product design

Best Institution Award

Certificate

institution with the most active participation and quality submission





EVALUATION CRITERIA



50% Creative and aesthetic

Concept and creativity (20 marks)

- Idea or invention and its implementation
- Imaginative and original design

Aesthetics (15 marks)

Appearance, composition and aesthetic design

Technology and material usage (15 marks)

- Integration of technology into design
- Sustainability and practicality of material application



30% Functionality

- Ergonomics (10%) : Consideration of health, comfort and efficiency factors
- Safety (10%) : Free of dangerous substance and health/ injury risk
- Sustainability (10%) : Use of sustainable materials and environment-friendly



15% Marketability

Commercial viability in terms of market acceptance and production conveniency



5% Presentation

Quality of artwork and ability to present the idea



SUBMISSION REQUIREMENTS

NEW: MIFF FDC 2021 accepts electronic-only submissions

Participants are required to submit the following via online submission



1. High-Res (300dpi) JPEG/ PNG file, 7 pages of 16:9 format presentation pages (Landscape Orientation)

Each page must be labelled with a box of 4cm x 3cm on the bottom left corner of each page:

- Name of the Design - Name of Designer

Content: SCALE DRAWINGS ARE REQUIRED.

Page 1

3D overall view (take from the best angle) of the design



Page 2

Design Concept

- Concept influencing the design
- Singularity of the furniture piece (Why it is unique and special)
- Potential use and market appeal



Page 3

Top view and elevations from all 4 sides (with exact dimensions)



Page 4

Drawing/3D views with texts explaining the functions of furniture parts



Pages 5 & 6

Any other 3D views & Technical details (Materials, construction techniques etc)



Page 7

Drawing of furniture series/ collection





SUBMISSION REQUIREMENTS



2. Complete the online Registration Form

Step 1:

Login to

www.miffdc.com

Step 2:

Go to

To Participate page

Step 3:

**Fill in your details and
upload your entries**



3. Upload a photocopy of your identity card, foreign resident's permit/student card, whichever is applicable



RULES AND REGULATIONS:

- Only newly created and unpublished entries will be accepted.
 - Submission under a group of designers will not be accepted.
 - Entries that contravene intellectual or industrial property rights will be disqualified. Participants will be liable for claims by third parties resulting from the contravention. The Organiser shall not be held responsible for any contravention.
 - All submissions by participants are non-returnable and shall remain the property of the Organiser.
- Participants shall not use the same entry for other purposes unless with the permission of the Organiser.
- Shortlisted participants from the **Preliminary Judging** will be notified on **18 January 2021**. They are required to present their design ideas to the panel of judges at the **Final Round Judging** on **23 February 2021**.
 - Absentees will be automatically disqualified.
 - 10 best designs will be showcased during the Malaysian International Furniture Fair 2021.
- The judges' decision is final. No correspondence will be entertained.
 - The Organiser reserves the right to publicise any submitted entry.
 - The Organiser reserves the right to make any changes to the Award without any prior notice.
 - Any changes pertaining to the competition i.e. venue, date, time, terms and conditions or cancellation will be announced online at www.miffdc.com.



JUDGING SCHEDULE

Preliminary Judging :
11 - 15 January 2021

Final Round Judging :
23 February 2021



ANNOUNCEMENT WINNER

The winner will be announced at
the Prize Presentation Ceremony on
10 March 2021 during MIFF virtual exhibition - MIFF
Furniverse 2021



JOIN NOW

SUBMISSION DEADLINE

24 December 2020

www.mifffdc.com

Should you have any questions,
feel free to contact us at fdc@miff.com.my

ORGANISED BY



MEDIA PARTNER :



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MIFF Furniture Design
Competition (FDC)