



HUNT KICKS OFF FOR HOTTEST YOUNG FURNITURE DESIGNER

KUALA LUMPUR, Sept 09: The hunt for the hottest young furniture designer is on again as the third season of Ideation Award gets underway with the 2012 theme “My Favourite Chair”.

Entries for Ideation Award 2012 must be submitted by Oct 3 this year and finalists will gain a coveted opportunity to display at Malaysian International Furniture Fair (MIFF) 2012 scheduled from March 6 to 10 next year in Kuala Lumpur.

“We have upped the stakes for Ideation Award 2012 to make it even more competitive for participants and to unleash the creative skills of furniture design in Malaysia,” said Datuk Tan Chin Huat, Managing Director of MIFF Sdn Bhd, the organiser of the award-winning annual trade fair and Ideation Award.

The Ideation Award is co-organised with Arcradius Consulting Sdn Bhd, a specialist firm in design, building and project management.

After spending the last two years to create awareness of the award, the time has come to raise it to a higher level by opening the competition to a bigger field of contestants and to draw designs that appeal to the market, Tan said.

While the last two competitions were opened to design students from selected institutions, Ideation 2012 welcomes entries from Malaysians and foreigners residing or studying locally.

They must be aged 30 and below during the duration of the contest until Mar 8, 2012. Designs using environment-friendly materials and preferably sourced from Malaysia are encouraged.

For the first time, the entire judging process of the two preliminary rounds and the final round will be done by a panel of local and international judges from China, Japan, Thailand and Singapore.

The total prize money has also been increased from RM6,000 to RM10,000. The first prize winner of Ideation Award 2012 will walk away with RM5,000.

“I believe these measures will significantly raise the standing and creative expressions of the Ideation Award. Since we started it in 2010, we have been asked constantly to open it to more young designers, namely, up-and-coming professionals who are already in the industry,” Tan explained.



“I am calling on all young designers to step up to the challenge to show off their innovative talent at the MIFF which is a globally recognised top industry show. The opportunity for them is right here, in Malaysia.”

The designs of finalists will be transformed into prototypes by sponsor manufacturers and showcased at the Matrade Exhibition & Convention Centre, one of the two venues for MIFF 2012. The other is the Putra World Trade Centre (PWTC).

The competition is decided over three rounds of judging after submissions closes on Oct 3.

The first round is on Oct 6 followed by the second on Oct 10. Those selected from the second round qualify for the final bout where the finalists will present their prototypes before the judges on Mar 5 next year during MIFF 2012.

The top three-placed designers will be announced on Mar 8.

Ideation Award registration form and competition guidelines are available at www.ideationaward.com

Aspiring participants are welcome to attend a free design workshop scheduled later this month, on Sept 21, at PWTC to gain more advice from industry experts and participating manufacturers. They can register online via **www.ideationaward.com**

Ideation Award 2011 drew 220 entries. It was won by Bernadette Quah, an interior architecture and design student, who wowed judges with a bright red modular mat which she named “Samarata”.

ABOUT MIFF SDN BHD MIFF Sdn Bhd is an award-winning MICE event organiser in Malaysia. In 1995, it conceived the annual Malaysian International Furniture Fair (MIFF) which is the country’s top trade show today and a leading global industry show recognized by UFI.

MIFF has won several awards including Best MICE Exhibition of the Year 2004/2005/2006 from the Malaysia’s Ministry of Tourism; Best Brands in Furniture Trade Exhibition 2007 from The Brand Laureate; The 8th Asia Pacific International Honesty Enterprise from Keris Award 2009; The 9th Asia Pacific International Entrepreneur Excellence Brand Award 2010; Corporate Partner Award 2010 from

Furniture Leadership Award; Industry Excellence Award 2011 from Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS)

For more information, visit www.miff.com.my

Media Contact

MIFF SDN BHD

TEL: +603-9282 2888

Fax: +603-9286 1551

Email: info@miff.com.my

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**FURNITURE
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**06-10 MARCH
0930 - 1800 hrs**

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