

PRESS RELEASE

Young Furniture Design Talent Quest Continues
MIFF Furniture Design Competition (FDC) 2020 themed 'Kids Wonderland' is now calling for entries

KUALA LUMPUR, Sep 26: The most awaited furniture design competition, MIFF Furniture Design Competition (FDC) is back with jovial theme for 2020 and kicks off with an exciting furniture design forum hosted by Informa Markets (UBM Malaysia), event organiser of Malaysian International Furniture Fair (MIFF) at Putra World Trade Centre (PWTC) here today.

Over 250 participants consist of students and lecturers from 17 design universities and working professionals attended the design forum and workshop. Participants get new insights on furniture market from the industry experts and gain more knowledge on how to produce design with market factors while getting a briefing on competition guidelines and winning tips from the MIFF FDC 2020 Chief Judge Dr Eric Leong.

Entering its 11th edition, MIFF FDC 2020 themed '**Kids Wonderland**', requires participants to design whimsical furniture set for children age between 4 – 10 years old designed for home and commercial space that allows kids' imagination soar, which give them a chance to learn and develop their personality in their own space. From the seminar, young designers will have a better understanding of the link between design, production and market appeal.

Mr Nick Wee, BSL Furniture Sdn Bhd Marketing Director, Ms Victoria Pamela Yap Wei, founder and chief designer of Zangtoria Design and Mr Walter Tan, design director of Element Furniture were present as the forum panelists to share their experiences working with young designers and the latest design trends in the market.

In her opening remarks, MIFF General Manager Karen Goi said Malaysia's export driven furniture industry required a lot of design talent and innovative products that would make winning difference among rising global competition.

MIFF FDC is a prestigious competition held in conjunction with MIFF to attract and nurture design talent to sustain the future of the furniture industry. Targeted at talent aged 40 and below, FDC offers total winnings of over RM10,000 and significant opportunity for 20 finalists to showcase their design artworks on a global platform at the 26th edition of MIFF from March 6 to 9, 2020.

MIFF is Southeast Asia's most global and largest industry trade show of its kind serving 20,000 furniture professionals from 140 countries and regions across the world.

MIFF launched the young designer contest back in 2010 to sustain the future of Malaysia's export-oriented furniture sector. FDC has discovered several promising talents who were allotted space to market their products under the **Millennials@Design** gallery in MIFF since 2018.

Special awards for institutions which was introduced in FDC 2019, namely **Best Institution Award** and **Best Mentor Award** will once again to be presented in 2020. The awards are aimed at encouraging more participation from institutions in Malaysia to increase more quality product design submission.

Dr Eric Leong, a Malaysian design celebrity with 29 years of experience in design and academic, heads the jury with fellow judges, Hamidah Abdullah (Malaysian Timber Council), Philip Yap (PYD Associates, China/ Malaysia), Shinichi Mitsuki (Mitsui Designtec Co Ltd, Japan), Tul Lekutai (Deco Moda Studio Ltd, Thailand), Walter Tan (Element Furniture, Hong Kong/ Malaysia) and Cui Li Li (Furniture & Interior Design Journal, China)

Entries and designs for MIFF FDC 2020 must be submitted by October 29 (Tuesday) 2019. The competition runs a structured and rigorous two-stage judging process; preliminary judging in November and participants will be shortlisted to 20 for the final judging round in January next year.

Visit MIFF FDC official website at www.miffdc.com for more information and download entry forms.

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 Informa Markets in Malaysia (known as UBM Malaysia), 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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