

## PRESS RELEASE

### MIFF FURNITURE DESIGN COMPETITION 2013 ANNOUNCES TWO WINNERS

**KUALA LUMPUR, Mar 7:** The MIFF Furniture Design Competition (MIFF FDC) today declared two winners who impressed judges with their stunning blend of Malaysian tradition and minimalist works.

The unprecedented outcome reflected the high standard of this year's competition with the local theme "A Tribute to the Shapes and Colours of Malaysia" for the first time.

MIFF FDC is held in conjunction with the annual Malaysian International Furniture Fair (MIFF) organised by UBM Malaysia. It started in 2010 as the Ideation Award and was upgraded and rebranded this year.

Emmy Kong Pek Kei, 22, a product design student of Universiti Sains Malaysia (USM) from Subang Jaya, captured the judges' eye with *Unity Table* that was inspired by the elegant shape of the traditional gasing and gendang.

Her stylish minimalist design was constructed with the rare combination of a glass top surface, dark stained rattan base and steel tripod legs.

Kok Wen Yee, 21, an interior design student at Taylor's University from Petaling Jaya, too struck a winner with an out-of-the-box concept in *Jemore Board*, turning her idea of an outdoor clothes line into an indoor wall-mounted decorative multi storage panel with mirrors and hangers.

Priscilla Lok Ai Fang, 22, a product design student also at USM from Melaka, took third place with *Ketupat Table* and her sponsor, Len Cheong Furniture Sdn Bhd clinched the honour as the Best Prototype Maker for producing the interlocking low wood table.

Datuk Dr Tan Chin Huat, Chairman of MIFF, said: "The final entries were an eye opener to the quality of our young designers. Some of the designs were a real challenge for the sponsor manufacturers.

"This is good because manufacturers too must continue to be innovative in their construction skills to produce outstanding furniture. The two winners fully

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**KUALA LUMPUR  
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deserved to each receive the top prize of RM10,000 each instead of sharing it.”

Ten finalists were shortlisted from 198 entries by a seven-member international panel led by German chief judge Klaus Kummer of design company, KDT International.

Malaysia’s leading furniture exporter, Poh Huat Furniture Industries (M) Sdn Bhd is a key sponsor of the competition that spanned six months and three rounds of judging.

All the prototypes are being showcased in the ongoing MIFF 2013 at the Matrade Exhibition & Convention Centre (MECC), one of the two venues for the fair.

At the same ceremony, SJY Furniture (M) Sdn Bhd (Bare Spare Booth), Gaoya Furniture Industries Sdn Bhd (Shell Scheme Booth), Premier Weavers Sdn Bhd (Non-Furniture Booth) took home the Best Presentation Award for best booth creativity and product display.

The Furniture Excellence Award for production innovation and quality went to Resinas Olot SL (Household Furniture ), Oasis Furniture Industries Sdn bhd (Office Furniture), Sin Lian Lee Manufacturing Sdn Bhd (Judges’ Commendation Award) .

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## **Notes to Editors**

### **1. About MIFF ([www.miff.com.my](http://www.miff.com.my))**

Malaysian International Furniture Fair (MIFF) is an export-oriented furniture trade show held annually in Kuala Lumpur, Malaysia. It is also a global leading trade show approved by UFI, The Global Association for Exhibition Industry. Since 1995, MIFF has nurtured invaluable partnerships between thousands of buyers and furniture makers across the globe.

### **2. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and

Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across Asia. Our 150 events, 24 publications and 16 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,100 staff in 21 major cities across Asia, stretching from Japan to Turkey.

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