



For immediate release

MEDIA RELEASE

AIR DIVISION is Singapore's very first local furniture company to garner the Red Dot Design Award 2010 in Product Design

SINGAPORE, April 2009 – AIR DIVISION has once again proved its mettle to be one of Singapore most successful designer furniture companies that is recognised for its high level of design discernment and achievement.

Our recent success on the local front as well as on the international arena is further endorsement of our commitment in the pursuit of design excellence in our products and business.

Two products from our Plank Living Collection have garnered commendation and admiration from two renowned events is truly an indication of the global appeal that our designs have brought attention to Singapore as an increasingly design conscious society.



RED DOT DESIGN AWARD (Product Design 2010) for Liner Sofa

The Red Dot Award is certainly one of the most prestigious and recognisable mark of an international design award in the world today. A total of 4,252 entries from 1,636 companies from 57 countries do certainly make this accolade so much more significant. The international jury of experts awarded our submission of the Liner Sofa for high design quality.

We are also elated to know that AIR DIVISION is the very first furniture company in Singapore to have gotten this award since its inception this award.

The Liner Sofa has been part of the Planking Living collection since 2009 and it has seen the introduction of several new seating configurations and even a coffee table to compliment the collection.

Taking inspiration derived from herculean-sized luxury shipping liners back in the early 19th century. The safety that the ship's railings provide is the rationale behind the Liner Sofa strong, sleek and fluid structure. Married with goose down cushions, it bestows upon this piece of furniture, a sense of warmth and security.

The solid and rigid structure of the Liner sofa is made from American Black Walnut and White Oak harvested from sustainable resources. This also gives rise to the company's efforts in playing its part in preserving its environment.



The Liner collection is available in armchair, three-seater, L-shaped configuration along with an identical semantic coffee table to complete the collection.





Furniture Design Award (FDA) 2010, Honourable mention for Ark Table

Into its 17th year, FDA 2010 saw an impressive increment of more than 72% in the entries submission with a total of 1,096 entries from over 31 countries. No stranger to the awards, AIR DIVISION has garnered several awards from this competition back in 2006 and 2007 respectively. Once again, we have proved our design worthiness in this competition by achieving an honourable mention in the Open category with our entry, Ark Table.

Inspired by a carpenter's traditional makeshift support for a work top, this archetype influenced table highlights the hardness of angles but infused with a touch of finesse to the overall concept of it being utilitarian at the end.

Once again, using American Black Walnut or White Oak for their exceptional qualities, this table can be totally knocked down and flat packed for transportation.





More about AIR DIVISION:

AIR DIVISION was established in 1999 in Singapore. Apart from its headquarters and two retail outlets in Singapore, it now supplies its designs and offerings to 10 countries around the world with its clean, simple and contemporary designs of Living, Dining, Bedroom and occasional furniture. From North & South America to North Africa to Europe and Asia Pacific, the company is constantly supplying to specialty shops and boutiques that share its like-mindedness in providing consumers with clean and well designed furniture to savour and enjoy.

The company also has several strategic business models that it has built around its retail entity. Along with a fast developing Franchise business model, a Projects and Contract department that works with both local international interior designers and developers has just been set up as well.



On the retail front:

AIR Flagship Showroom, Singapore

AIR Flagship Showroom which will offer up-and-coming as well as existing collections of all brands under AIR DIVISION. 28 Wilkie Road #01-01 Sophia Flats t: +65 6336 0662. daily 11:30am-8:30pm



AIR Boutique, Singapore

AIR Boutique located at Park Mall #01-18 will be where up-and-coming collections will be showcased. Park Mall 9 Penang Road #01-18 t: +65 6352 7307. daily 11.30am-8.30pm



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FRIVEN & CO, Singapore

One of Singapore leading lifestyle retailer, Friven & Co also carries a good selection of AIR DIVISION's PlankLiving collection.



GUDANG STUDIO, Malaysia

Gudang Studio is a concept store that represents lifestyle furniture that stocks a good range of AIR's offering from its Plank Living range. Gudang Studio is located at S212 Second Floor, The Gardens, Mid Valley City, Lingkaran Syed Putra 59200 Kuala Lumpur, Tel: +603 2287 7020.



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