



**MALAYSIAN  
INTERNATIONAL  
FURNITURE  
FAIR 2025**

**1-4 March**  
**MITEC & WTCKL**

By Informa Markets

**Informa Markets Malaysia Sdn Bhd**

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## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **MIFF 2025 AWARDS: A CELEBRATION OF CREATIVITY AND INNOVATION IN DESIGN**

*MIFF FDC, BPA, and FEA Awards Set the Benchmark for Design Excellence*

**KUALA LUMPUR, 3 March 2025** – The Malaysian International Furniture Fair (MIFF) transformed its prestigious 2025 Awards Ceremony into an inspiring showcase of design ingenuity and craftsmanship today at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur. Graced by distinguished guest-of-honour, **YBhg Dato' Razali Bin Mohammad, Deputy Secretary-General (Plantation & Commodities) of the Ministry of Plantation and Commodities**, representing YBhg Dato' Yusran Shah, Secretary-General of the Ministry, the event honoured the exceptional talents shaping Southeast Asia's global influence in furniture design.

Amidst an atmosphere charged with anticipation and energy, the ceremony spotlighted three coveted award categories: the **MIFF Furniture Design Competition (MIFF FDC)** for emerging designers, alongside the **Best Presentation Award (BPA)** and **Furniture Excellence Award (FEA)** recognising established exhibitors who consistently push the boundaries of design, sustainability, and craftsmanship.

The **MIFF FDC 2025** competition, themed "**The Fashion Inspired Furniture**," captured a heightened level of interest from the design community, attracting an impressive **335 entries from 30 design institutions and private firms** across Malaysia. Young designers embraced the challenge of merging fashion aesthetics with functional furniture concepts, resulting in distinctive designs that seamlessly blend artistry with practicality.

**Wong Lilie from Universiti Sains Malaysia (USM)** claimed the champion title with her breathtaking **Leviosa Chair**, a masterpiece that reimagines rattan craftsmanship through the lens of contemporary fashion. Its fluid curves and open structure, inspired by flowing fabric, captivated the panel of international judges with elegance and an innovative approach to design.

**Ong Jing Rou from Asia Pacific University of Technology & Innovation** secured second place with **Loome**, an evolutionary cabinet design that embodies constant change through adaptable components and transformative elements.

The **Monroe Breeze Chair**, a stunning tribute to Marilyn Monroe's iconic flowing dress moment, earned **Putera Muhammad Afiq Bin Maizurin from Universiti Teknologi MARA (UiTM)** third place. This piece brilliantly captured movement in static form, translating fashion's most memorable moments into functional art.



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In recognition of mentorship excellence, **Ts Dr. Siti Suhaily Binti Surip** from **USM** received the **Best Mentor Award**, while **Asia Pacific University of Technology & Innovation** was named **Best Institution**, underscoring the crucial role of education in shaping tomorrow's design visionaries.

The trading floor buzzed with excitement as **Chuanheng Furniture Products** captured the **Best Presentation Award** for their impressive booth design. **Zhejiang Runda Kehong Furniture** secured second, and **Taizhou Framer Office Furniture** earned third for their striking setups.

Meanwhile, the **Furniture Excellence Award (FEA)** honoured the industry's finest in furniture craftsmanship and innovation. **Inspiwood Furniture** took home the **Platinum Award**, while **Yun Ming Wood Industries** and **Sundesk Venture** secured **Gold and Silver**, respectively, for their cutting-edge designs that redefine modern living spaces.

The **Judges' Commendation Award** further recognised outstanding contributions, with **Sin Lian Lee Manufacturing** excelling in **Household Furniture** and **Guangdong BSUC Smart Home** leading in **Office Furniture Innovation**.

"Congratulations to all the winners! Today's celebration is more than just about recognition – it's about investing in the future of global furniture design. By supporting both emerging and established talents, MIFF continues to bridge Asian design ingenuity with international markets. The creativity we've seen reaffirms our commitment to fostering designs that enhance the way people live, work, and connect with their environments," remarked Ms. Kelie Lim, General Manager of MIFF.

As the largest and most influential furniture trade exhibition in Southeast Asia, MIFF continues to cement its position as the premier platform where creativity meets commerce, shaping the future of global furniture design one inspired piece at a time.

For more information about the MIFF Awards and MIFF FDC, visit <https://miff.com.my/miff-awards/> and <https://www.miffcdc.com/> respectively.

Industry professionals and design enthusiasts can visit [www.miff.com.my](http://www.miff.com.my) for event details, follow Furnish Now by MIFF on Facebook for ongoing insights, and contact the MIFF team directly at [info@miff.com.my](mailto:info@miff.com.my) with specific inquiries.



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### **Notes to Editors**

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

MIFF is Southeast Asia's largest and leading export-oriented furniture trade show, showcasing the widest selection of Malaysian-made wooden, home, and office furniture. Since 1995, MIFF has been a one-stop platform connecting a wider community of 20,000+ buyers from 140 countries and regions. MIFF is organised by Informa Markets which is a part of Informa PLC, a leading B2B information services group and the largest B2B event organiser in the world.

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