



MEDIA RELEASE

AIR DIVISION introduces new 2010/11 collection from
PLANKLIVING at the International Furniture Fair
Singapore, March 2010

SINGAPORE, 2 February 2010 – After its successful debut of its 2010 Plank Living collection at the imm Koln in Germany, AIR DIVISION is carrying on where its left off in its pursuit of going global.

In what will be the company's fifth presentation at the international renowned International Furniture Fair Singapore (IFFS) 2010, it aims to garner even more interest and exposure in its products.

It will be situated in a specially developed design area called D'space. This is the first time that the IFFS has put together such a showcase that will bring together some of the world's best furniture design companies and AIR DIVISION is proud to be one of the very first participant in this area.

The stand will be proudly displaying its 2010/11 collection that is derived and focused on using thematic technical attributes, namely, Construction, Shape and Pattern as its main catalyst.



Construction

The basis of this collection is the aim to bring in the design element to structural formations that would normally look out of place in a livable environment. Attention to ensure that the finished product would not only maintain its basic structural inspiration but provide create comfort to the user and its environment.

Shape

With reference to symbolic shapes, the appreciation of the primary design appearance is rejuvenated and transformed into a piece of modern classic piece of furniture worthy of its place in any abode.

Pattern

Be it a distinctive style fashioned by Mother Nature or man-made, patterns rule this collection of furniture pieces that aims to reproduce the intricacies of these dynamic phenomenon created out for all to admire in one's personal surrounding.

Here are just some items making its debut under the above inspirational attributes:



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Ark Table – A shortlisted recipient of the Furniture Design Award (FDA), Singapore, this archetype influenced table that brings highlights the hardness of angles but infused with a touch of finesse to the overall concept of it being utilitarian at the end. This table can be totally knocked down and flat packed for transportation.





Solo Chair – A normal looking seating apparatus from afar but on closer inspection, one will be able to admire and appreciate the minute detailing that has gone into the shaping of this chair. Carefully measured angles provide an added dimension to an otherwise quotidian piece of furniture.





Ernest Writing Table – Simplicity makes this piece of furniture the main conversation with its elegant lines and well thought out structure. The gap in between allows cables and wires to flow naturally down to the floor. Slit-like drawers is almost unnoticeable but yet hold a modest amount of stationery.

The new collection is once again in line with Air Division's raison d'être of Design, Craftsmanship and Quality. Caring for the environment, the materials used are harvested from sustainable resources from USA. American Black Walnut and White Oak are painstakingly selected for its durability and exceptionally attractive finishes.

AIR DIVISION will be located in Hall 3, stand 3H-31 at the International Furniture Fair Singapore (IFFS) that will run from 9-12 March 2010.

Drop us an email (info@airdivision.com) to meet us at the International Furniture Fair Singapore (IFFS) this coming March.



More about AIR DIVISION:

AIR DIVISION was established in 1999 in Singapore. Apart from its headquarters and three 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 business models that it 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.



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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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