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MEDIA RELEASE

AIR DIVISION introduces new 2011/12 solid wood collection at IFFS, Singapore 2011

SINGAPORE, February 2011 – Air Division is proud to be back to one of the most talked about event in South East Asia, the International Furniture Fair Singapore (IFFS). This will be the second year that the company will be participating under the specially demarcated area called D'space.

Reserved for only design focused companies, Air Division will debut its latest 2011/2012 collection of solid wood furniture derived directly from the company's own award winning in-house design team. This edition of IFFS will also mark Air Division participation in this exhibition for the eighth time.

This year's collection is a compilation of each individual designer's inspiration. While it may be derived from different themes and ideas, the amalgamation of these different designs under the brand is seamless and will aim to provide a varied selection of exquisite furniture for the most discerning clientele.

The new collection consists of fifteen designs. A sample of the collection comprises of:



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Wind Shelf

This shelf cum partition pays homage to detailing and meticulous craftsmanship that showcases design at its best. Made from solid wood coupled with smoked glass shelvings, the design is sturdy but emits an airy feel to the furniture that provides an added dimension to any domain.

The shelf is part of a collection comprising of a coffee table and stool using the same language.

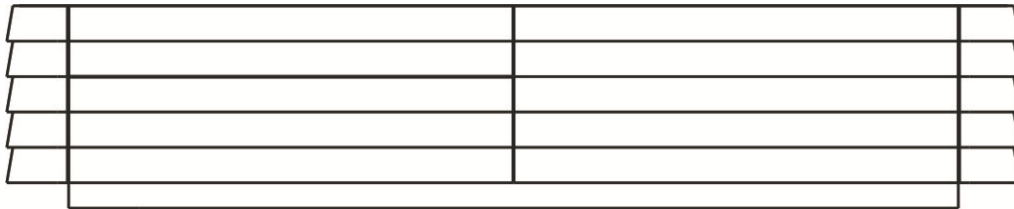




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Terrace TV Console

This typical design comes out of the doors of the Air Division design team. It uses inspiration from yester years when kampung (rural) housing was the order of the day, but yet given an updated and contemporary look and feel. The angled slates are definitely a distinct part of such housing that would surely bring back good memories to anyone who has experienced such environment while giving a sense of yearning for those that have not experienced it before.



Axis Coffee Table

The mystery of the orient continues with this Japanese puzzle inspired piece of furniture. Interlocking planes form a strong and rigid frame to be used as a centre piece to any living environment. Different colour variations are applied to play up on the quirkness of the form and shape.





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Barrel Coffee/Side Tables

This is a collection of a varied configuration of coffee and side tables to cater to different living environments. Although looking mundane, one will learn to appreciate and understand that the subtle curves that shape the exterior of the solid wooden frame are the work of skilled craftsmanship coupled with modern manufacturing techniques.



AIR DIVISION will be located in the D'Space area in Hall 3, booth 3A-41 at the International Furniture Fair Singapore held at the Singapore Expo that will run from 9-12 March 2011.

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

The 2011 solid wood collection will also be showcased in the prestigious Salone del Mobile in Milan as well as the established ICFF in New York, USA in April and May respectively.



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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 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, Europe and the 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.

On the retail front:

[AIR Flagship Showroom, Singapore](#)

AIR Flagship Showroom offers existing collections of all brands under AIR DIVISION. It will also showcase AIR DIVISION's up-and-coming collection as well.

28 Wilkie Road #01-01 Sophia Flats t: +65 6336 0662.

Opens daily: 11:30am-8:30pm



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AIR Boutique, Singapore

AIR Boutique is located at Park Mall #01-18 where it will showcase AIR DIVISION's up-and-coming collections. Park Mall 9 Penang Road #01-18 t: +65 6352 7307

Opens daily: 11:30am-8:30pm



FRIVEN & CO, Singapore

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



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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.



For more information, please contact:

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