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MEDIA RELEASE

AIR DIVISION introduces new 2011/12 solid wood collection at Salone del Mobile, Italy 2011

SINGAPORE, February 2011 – Air Division is proud to be back to the Salone del Mobile for its fourth consecutive year. This presentation proves to be the biggest for the company in its participation in the exhibition. Taking up an area of 40sqm, it will allow the company to introduce more creations to showcase during the week long event.

Air Division will be showcasing its latest 2011/2012 collection of solid wood furniture derived directly from the company's own award winning in-house design team.

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 couple 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 the shelf and coffee table using the same language and aesthetics.





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Terrace TV Console

A typical design coming out for the doors of the Air Division design team. Using 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

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



Apart from exhibiting its collection in the Design Hall, another milestone would be the presentation of one of the company's designer, Lim Kay Yong, displaying his works in the renowned Salone Satellite. This marks Kay Yong's first maiden foray into this segment. Although his forte is in interior design, his acute sense of design in furniture has given this interest to showcase his works to the world. Kay Yong can be found at the Salone Satellite, Halls 22-24, stand C1.



Air Division is participating under the umbrella of the Singapore Moazic, an initiative by the Singapore Furniture Industries Council (SFIC), International Enterprise Singapore (IE) and Spring Singapore.

AIR DIVISION will be located in the prestigious Design Hall 8, stand E47 at the Milan Furniture Fair held at the Rho Fairgrounds that will run from 12-17 April 2011.

Drop us an email (info@airdivision.com) to meet us at the Milan Furniture Fair this coming April.



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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 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.

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





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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



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.



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