



**ASMINDO**

Indonesia Furniture Industry  
and Handicraft Association

**SURAT MANDAT**  
**Nomor: 002/DPP/MANDAT/KU-SJ/II/2025**

Sehubungan dengan kegiatan 43rd AFIC Working Committee Meeting yang diadakan di Bangkok, Thailand, maka bersama ini Ketua Umum ASMINDO memberikan mandat kepada:

1. Nama : Dr. Maitri Widya Mutiara. S.Ds, M.M  
Jabatan : Wakil Ketua Umum Bidang Pendidikan dan Pelatihan
2. Nama : Dr(c). Boike Janus Anshory, S.Sn., M.Ds.  
Jabatan : Ketua Bidang Penelitian

Untuk menghadiri acara dimaksud mewakili ASMINDO, yang akan dilaksanakan pada:

Hari/Tanggal : **Selasa, 1 April 2025**  
Waktu : **Pukul 09.00–14.00 Waktu Thailand**  
Lokasi : **AVANI Ratchada Bangkok, Thailand**

Demikian Surat Mandat ini dibuat untuk dapat dipertanggungjawabkan dan melaporkan hasilnya kepada Ketua Umum ASMINDO.

Jakarta, 27 Februari 2025

**Dewan Pengurus Pusat ASMINDO**

**Dr. Ir. DEDY ROCHIMAT, M.M.**  
Ketua umum

**Prof. Dr. Ir. AGUSTINUS PURNA IRAWAN,**  
**M.T., M.M., IPU., ASEAN Eng.**  
Sekretaris Jenderal



# ASEAN FURNITURE INDUSTRIES COUNCIL

## Official Agenda for the 43rd ASEAN Furniture Industries Council (AFIC) Working Committee Meeting and the ASEAN Furniture Design Award 2025

Dear AFIC Members,

Please note that this is an updated agenda for our meeting, replacing the previously circulated version. Kindly review the revised schedule below:

---

### Event Schedule

#### Monday, March 31, 2025

- Delegates arrive in Thailand and check in at AVANI Ratchada Bangkok.
- **18:00** – Welcome Dinner at One Ratchada Restaurant.

#### Tuesday, April 1, 2025: the 43rd ASEAN Furniture Industries Council Working Committee Meeting

- **09:00** – Registration
- **09:30** – Opening remarks by the Chairman
  - Approval of Meeting Minutes from the Last Meeting
  - Approval of Financial Statement
  - Country Reports
  - PEFC Introduction
  - ASEAN Furniture Design Award 2025
  - Other Matters
  - Closing remarks by the Chairman
  - Next meeting date confirmation
- **12:00** – Lunch.
- **14:00** – Golf or alternative leisure activity.
- **19:00** – Gala Dinner at AVANI Ratchada Bangkok.

#### ASEAN Furniture Industries Council

Secretariat - The Federation of Thai Industries

No. 2, Creative Technology Bldg., 11th Fl, Nang Linchi Rd., Thung Maha Mek, Sathon, Bangkok 10120 Thailand  
Tel:+66 2345 1269 Email: furniture@fti.or.th Website: aficfurn.com



# ASEAN FURNITURE INDUSTRIES COUNCIL

## Wednesday, April 2, 2025: the ASEAN Furniture Design Award 2025

- **08:00** – Transfer to Queen Sirikit National Convention Center.
- **08:30** – Registration & Exhibition Viewing, the judging panels review the finalists' works and score them at the AFIC Booth.
- **09:30** – Snack break.
- **10:00** – Official Opening Speech by **Mr. Pichai Nariphaphan, Minister of Commerce**
  - Prime Minister's Trophy Presentation to the Grand Winner
  - Popular Vote Award Presentation
  - Group Photo Session
- **12:00** – Lunch.
- **13:00** – Event Report by **Mr. Dhanakorn Kasetrsuwan, Chairman, ASEAN Furniture Industries Council (AFIC)**
  - Presentation of Tokens of Appreciation to the Judges
  - Group Photo Session
- **13:30** – Talk Session with Young Designer Participants.
  - Talk with the Winner of the ASEAN Furniture Design Award 2025
  - Talk with the Participants Representing Each Country
  - Group Photo Session
- **14:00** – Introduction of Guest Speaker from PEFC.
  - PEFC Talk Session by **Ms. Wikkie Netten, APAC Marketing Manager, PEFC**
- **14:45** – Presentation of Token of Appreciation to PEFC by **Mr. Thananun Uunkomol, Vice Chairman, Furniture Industry Group & Chairman, ASEAN Furniture Design Competition 2025**
- **14:50** – Closing Speech by Mr. Thananun Uunkomol
- **15:00** – Return to AVANI Ratchada Bangkok.

---

## Accommodation & Expenses

AFIC will cover two nights of accommodation (March 31 and April 1, 2025) for **two delegates per country**, as well as dinners, meeting-related expenses (venue rental and facilities), and the golf activity on April 1, 2025.

- Additional nights will be at the delegate's expense at a rate of **THB 3,300 per room per night**.
- International airfare and extra accommodation for additional persons will be at the delegate's own expense.

AFIC will also cover two nights of accommodation (March 31 and April 1, 2025) for **one young designer per country**.

- Additional nights will be at the young designer's expense at a rate of **THB 3,300 per room per night**.

### ASEAN Furniture Industries Council

Secretariat - The Federation of Thai Industries

No. 2, Creative Technology Bldg., 11th Fl, Nang Linchi Rd., Thung Maha Mek, Sathon, Bangkok 10120 Thailand  
Tel:+66 2345 1269 Email: furniture@fti.or.th Website: aficfurn.com



## ASEAN FURNITURE INDUSTRIES COUNCIL

---

### Confirmation & RSVP

To facilitate hotel reservations, we kindly request you to complete the **Participation Confirmation Form** for both the delegates and young designer along with the **AFIC Membership Information Update Form** and return them no later than **March 21, 2025**, to [furniture@fti.or.th](mailto:furniture@fti.or.th).

We look forward to your participation and a successful meeting.

**Best regards,**

**Chinthep Angkhumsub**  
**Secretary General**  
**ASEAN Furniture Industries Council (AFIC)**

---

## Laporan Kegiatan dan Penjurian

### ASEAN Furniture Design Award 2025: Merayakan Keunggulan Desain Furnitur Asia Tenggara

**Thailand, 2 April 2025**

ASEAN Furniture Design Award 2025 merupakan perhelatan kompetisi perdana bagi desainer furnitur di kawasan negara ASEAN. Kompetisi ini diselenggarakan oleh ASEAN Furniture Industries Council (AFIC) yang menaungi asosiasi furnitur pada negara-negara anggota.

Peserta kompetisi merupakan pemenang dari masing-masing negara, yakni perwakilan dari Indonesia, Singapura, Filipina, Malaysia, dan Thailand sebagai tuan rumah dan penyelenggara.

Penjurian dilaksanakan pada Senin, 1 April 2025, berlokasi di Queen Sirikit National Convention Centre, Ruang MR 103, pada pukul 13.30 waktu setempat.

Acara dimulai dengan penayangan video dari masing-masing peserta kemudian dilanjutkan dengan sesi tanya jawab. Kompetisi ini dihadiri oleh 11 juri dari berbagai perwakilan negara anggota AFIC, perwakilan Asosiasi Furnitur Thailand, Asosiasi Desain Interior Thailand, serta pemerintah Thailand. Selain itu, perhelatan ini disaksikan oleh sekitar 50 anggota peserta rapat AFIC ke-43 tahun ini.

Setiap peserta telah mempersembahkan karya terbaik mereka, membagikan cerita dan pengalaman di balik karya desain yang dihasilkan:

#### **Indonesia**

**Vonny Kornellya**, mahasiswa tingkat akhir dari Program Studi Desain Interior Universitas Tarumanagara, mempersembahkan karya kursi dengan menggunakan rotan sebagai material berkelanjutan. Kursi 'Sulur Renjana' terinspirasi dari cerita Keong Mas dari Jawa Timur, dengan filosofi cangkang yang melambangkan keterikatan, kasih sayang, dan perlindungan. Desainnya merepresentasikan kekuatan emosi yang tumbuh dari keterhubungan.

Strukturnya menggunakan rotan sebagai material sustainable yang kuat dan tahan lama, dikombinasikan dengan cushion berbahan kulit untuk kesan modern. Para juri mengapresiasi konsep berkesinambungan yang berhasil mentransformasikan cerita rakyat menjadi bentuk tiga dimensi bermakna.



## Singapura

**Raihan Syahmi** mempresentasikan desain yang terinspirasi dari kursi plastik/kursi bakso yang umum dijumpai di Asia Tenggara. Desain ini menginterpretasikan ulang konsep desain Singapura yang berusia 60 tahun melalui pendekatan berkelanjutan menggunakan kayu. Narasi di balik desain ini sangat menarik: mengeksplorasi bagaimana kursi plastik tersebut memiliki beragam fungsi—sebagai tempat duduk, meja dadakan, dan bahkan tempat tanaman—yang semuanya menginspirasi interpretasi baru berbahan kayu ini. Selain itu, kursi ini dirancang knock-down sehingga mudah untuk dibawa.



### Filipina

**Deya Tsyna Saco** mempresentasikan kursi dengan rangka besi. Nilai keberlanjutannya berasal dari pemberdayaan penenun tradisional di Bohol, Filipina. Desain tempat duduk terinspirasi dari alat tenun tradisional, dengan elemen kepangan digunakan sebagai pengganti upholstery kain. Teknik kepangan ini memiliki makna emosional bagi desainer, yang dibesarkan oleh ibu tunggal dan mengingat kenangan masa kecil saat ibunya mengepang rambutnya.



### Thailand

**Supakorn Charorun** menciptakan kursi yang dirancang terutama untuk pelaku meditasi, meskipun juga mengakomodasi fungsi relaksasi lainnya. Bantalan kursi menggunakan tekstil tenun tangan yang fashionable.



### **Vietnam**

**Thanh Huyen** mempresentasikan kursi minimalis yang mencerminkan pengalamannya selama bertahun-tahun sebagai desainer interior. Dengan menambahkan sentuhan dari penenun tradisional untuk upholstery dudukan dan sandaran, kursi ini menonjolkan keberlanjutan melalui pelestarian kerajinan tenun tradisional.



Kriteria penjurian meliputi lima kategori: keberlanjutan lingkungan, kreativitas dan inovasi, visibilitas pasar, kekuatan dan keamanan produk, serta presentasi prototipe.

Setelah proses deliberasi, kompetisi memberikan dua penghargaan:

- **Juara Utama:** Karya dari Singapura menerima nilai tertinggi dalam lima kategori penilaian
- **Penghargaan Pilihan Publik:** Karya dari Filipina memperoleh jumlah suara terbanyak

Perhelatan luar biasa ini merupakan upaya signifikan untuk menumbuhkan kreativitas di kalangan desainer muda yang akan membentuk masa depan desain furnitur. Kompetisi ini berfungsi sebagai platform pembelajaran bagi peserta dan masyarakat luas untuk mengeksplorasi tren desain dan kekuatan desain khas dari setiap negara. Lebih jauh lagi, acara ini menciptakan kesempatan jejaring bagi para peserta, mengawali keterlibatan generasi muda dalam meningkatkan keunggulan desain di seluruh Asia Tenggara.

## Penjurian



# Indonesia



Vonny Kornellya  
*Creator*



# Sular Renjana

*Name of the Work*



## Pemberian Token of Judges



2 APRIL 2025



**ASMINDO**

Indonesia Furniture Industry  
& Handicraft Association

**Ms. Maitri Widya M**

Chairman of Educa  
ASMINDO (Indone



**Mr. Kongsu Duang**

President, Lao Furr

**Mr. Win Htein, Pre**

Forest Products an  
Merchants Associa

**Ms. Evangeline L.**

National President  
Furniture Industrie  
Philippines, Inc. (C

ntation of  
ken of  
reciation  
e judges



[asmindo.or.id](http://asmindo.or.id)



[asmindo.official](https://www.instagram.com/asmindo.official)



(62) 811 1000 2610

2 APRIL 2025



**ASMINDO**  
Indonesia Furniture Industry  
& Handicraft Association



[asmindo.or.id](http://asmindo.or.id)



[asmindo.official](https://www.instagram.com/asmindo.official)



(62) 811 1000 2610





**ASEAN FURNITURE  
INDUSTRIES COUNCIL**

(<https://www.aseanfurniture.org>)



# ASEAN Furniture Design Award 2025 – Judging Process

📅 April 3, 2025(<https://www.aseanfurniture.org/2025/04/03/>)



## ASEAN Furniture Design Award 2025

On April 1st, 2025, AFIC hosted the judging process for the ASEAN Furniture Design Award 2025 (AFDA) in the afternoon at Queen Sirikit National Convention Center, Bangkok Thailand. This year's theme, "Seat for the Future," challenges young designers to create innovative seating solutions using ESG renewable materials. The competition provides a platform for emerging talents across ASEAN to showcase their creativity and vision.

### Meet the Finalists

Five outstanding design students from Indonesia, the Philippines, Singapore, Thailand, and Vietnam earned their spot in this ASEAN-level competition after winning their respective National Furniture Design Award 2025. Each design reflected exceptional craftsmanship and forward-thinking sustainability.

### The Judging Process

The evaluation was divided into two stages:

– Stage 1: Selecting the ASEAN Furniture Design Award Winner

Judges assessed each entry based on:

- ✓ Sustainability & Community Responsibility (ESG: Environment, Sustainability, Governance)
- ✓ Creativity & Innovation
- ✓ Market Feasibility
- ✓ Durability & Safety
- ✓ Prototype Presentation

We were honored to have 11 esteemed judges, including industry leaders, design experts, and sustainability advocates from across ASEAN:

1. Ms. Nisabudh Virabutr, Director of Office of Lifestyle Trade Promotion, Department of International Trade Promotion (DITP)
2. Mr. Asa Piwkhum, Director of Business and Innovation Development, Creative Economy Agency (CEA)
3. Ms. Wikkie Netten, Marketing Manager, Programme for the Endorsement of Forest Certification (PEFC)
4. Mrs. Korakoth Kunalungkarn, President, Thailand Interior Designers Association (TIDA)
5. Ms. Maitri Widya Mutiara, Vice Chairman of Education and Training, ASMINDO (Indonesia)

6. Mr. Kongsu Duangmala, Vice President, Lao Furniture Association, LFA (Laos)
7. Mr. Win Htein, President, Myanmar Forest Products and Timber Merchants Association, MFPTMA (Myanmar)
8. Ms. Evangeline L. Fernandez, National President, Chamber of Furniture Industries of the Philippines, Inc., CFIP (Philippines)
9. Mr. Joshua Koh, President, Singapore Furniture Industries Council, SFIC (Singapore)
10. Mr. Pham Chan Quang, Vice Chairman, Handicraft and Wood Industry Association of HCMC (HAWA)
11. Mr. Tanatat Chawaldit, Chairman, Thai Furniture Industry Club, TFIC (Thailand)

– Stage 2: Popular Vote Winner

AFIC delegates participated in an exciting Popular Vote segment, selecting their favorite design based on personal impact—no criteria, just pure admiration!

The two winners—ASEAN Furniture Design Award Winner & Popular Vote Winner—will be officially announced on April 2, 2025, at STYLE Bangkok 2025. They will receive a prestigious trophy presented by the Minister of Commerce.



**Facebook**



**LinkedIn**

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

[Back](https://www.aseanfurniture.org/news-and-events/)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

### Latest Posts

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://www.aseanfurniture.org/content/uploads/2025/04/1.jpg)

(https://v

n-unity/)



Highlights from ASEAN Furniture Design Award (AYFE) 2025, Bangkok Thailand

(https://www.aseanfurniture.org/highlights-from-asean-furniture-design-award-ayfe-2025-bangkok-thailand/)



ASEAN Furniture Design Award 2025 Booth at STYLE Bangkok 2025

(<https://www.aseanfurniture.org/asean-furniture-design-award-2025-booth-at-style-bangkok-2025/>)



ASEAN Furniture Design Award 2025 – A Day of Inspiration & Recognition

(<https://www.aseanfurniture.org/asean-furniture-design-award-2025-a-day-of-inspiration-recognition/>)



HOME ([HTTPS://WWW.ASEANFURNITURE.ORG](https://www.aseanfurniture.org))

LEADERSHIP ([HTTPS://WWW.ASEANFURNITURE.ORG/LEADERSHIP/](https://www.aseanfurniture.org/leadership/))

CONSTITUENT MEMBERS  
([HTTPS://WWW.ASEANFURNITURE.ORG/CONSTITUENT-MEMBER/](https://www.aseanfurniture.org/constituent-member/))

(<https://www.aseanfurniture.org/asean-furniture-design-award-2025-winners/>)

### Announcement of the ASEAN Furniture Design Award 2025 Winners!

([HTTPS://WWW.ASEANFURNITURE.ORG/BUSINESS-MATCHING/](https://www.aseanfurniture.org/business-matching/))

SUSTAINABILITY  
([HTTPS://WWW.ASEANFURNITURE.ORG/SUSTAINABILITY/](https://www.aseanfurniture.org/sustainability/))

NEWS AND EVENTS ([HTTPS://WWW.ASEANFURNITURE.ORG/NEWS-AND-EVENTS/](https://www.aseanfurniture.org/news-and-events/))

Facebook icon: [ASEAN Furniture Industry](https://www.facebook.com/ASEANFurnitureIndustry)

YouTube icon: [ASEAN Furniture Industry](https://www.youtube.com/ASEANFurnitureIndustry)

LinkedIn icon: [ASEAN Furniture Industry](https://www.linkedin.com/company/ASEANFurnitureIndustry)

Copyright © 2025 Powered by Endsofttech Web Solutions (<https://endsofttech.com>)& Hosted by Ewshosting.net (<https://ewshosting.net>)