**THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED**

The IDA Juries have finalized this year's annual Design Awards winners selections

Apr 10 2015

LOS ANGELES, Mar 26 2015 Los Angeles, Muhamad Zulkifie of Singapore was awarded: Third Prize in Home Interior Products Competition for the Fokus Desk Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included **Alice Blackwood** Editor, Design Quarterly, **Kahi Lee** - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", **Melissa Sterry** - Interdisciplinary Design Scientist, Founder, Societas,**Josh Rubin** - Editor-in-Chief, Founder, and Publisher, Cool Hunting, **Martin Venzky** - Stalling, Senior Advisor, CMU STeP, **Jeffrey Nemeroff** - Co-Founder, Creative Director, Entra Magazine, **Jordan Landes-Brenman** CEO, Haute House PR & Marketing, **Raj Nandan** - Managing Director, Indesign Group, **William Menking** - Founder, Editor-in-Chief, The Architects' Newspaper, **Nicole Lloyd** - Senior Art Buyer, Deutsch, Inc., **Rebecca Epstein Kong** - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, **Geraldine Grisey** - Editor, Punky B Fashion Diary.

The Muhamad Zulkifie of Singapore, was awarded: Third Prize prize in Home Interior Products competition for the Fokus Desk project

**PROJECT DESCRIPTION**  
The Fokus Desk helps home office users keep focused in their work with organizational, storage features and space for the user. It is ergonomically designed, light for mobility and distribution. Its unique features consists of a T shaped slot to hold cables, super slim drawer, storage for power bars, insets for pens, 6 compartments under the desk. A flap that raises laptop height for video calls. A catch holds the table top in place. A support legs allows the table top to rest on it. The Main Frame extends to become a shelving feature. How it works? For set up, the table top is pulled up in a rotational direction. Insert the C-catch on both sides. Pull out the support leg which swings out. The table top's weight is distributed through the rotational pivot points and the support leg. For packing up, remove both the C-catch and the table top drops down. Pull the main frame vertically and the support legs will fold-in automatically. Dupont Corian will be used for the table top, drawer, storage, catch and cable compartments. It can be produced in many colors, patterns, translucency and organic shapes. It is very durable and customized to user design specifications. The Main frame and support legs are to built with Birch ply wood. Basically consisting of carpentry and joinery works. I have used only 2 materials so that disposing or recycling of materials can also be easily managed. Size: 1450 mm (Length) X 750 mm (Breadth) X 1200 mm (Height)

**ABOUT** Muhamad Zulkifie:  
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**About IDA**

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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