

STUDENT FURNITURE DESIGN COMPETITION

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Five Finalists Selected to Compete Live at the First Annual F3 Awards - Student Furniture Design Competition

ALL-STAR JURY TO JUDGE FINAL FIVE IN LIVE COMPETITION ON MAY 21

BURBANK, Calif., April 29, 2010 – The first annual F3 Awards - Student Furniture Design Competition today announced its selection of five finalists who will compete live for cash scholarships of \$1,000, \$2,000 and \$3,500 on May 21, 2010. The main sponsor of the competition, F3 Foundation, also announced today the addition of the Audience Challenge Award. That winner will receive an all-expenses paid trip to the 2011 International Contemporary Furniture Fair in New York City.

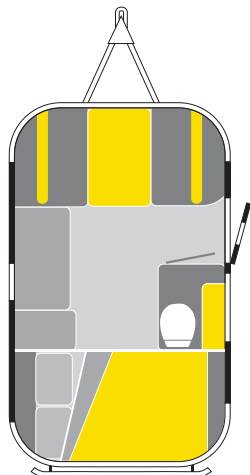
F3 Foundation – for “Form, Function and Furniture” – is a private foundation created by Reto Eberle, CEO of dTank, with the aim of bringing furniture design back into the realm of interior designers and architects, and inspiring architecture and interior design programs to incorporate furniture design as part of their core curricula. The F3 Student Furniture Design Competition provides a launching pad for college undergraduates to explore furniture design as an integral part of design practice.

The five finalists in the F3 Awards competition, selected by a preliminary jury from among 126 registrants representing 17 schools, 17 cities, and five states, are: Jamison Hammers, California State University, Long Beach; James Hanley, California State University, Long Beach; Lauren Montgomery, California State University, Long Beach; Alexander Nevarez, Art Center College of Design; and Minh Nguyen, Art Center College of Design.

“The caliber of work demonstrated by all five of the finalists is truly exceptional,” said Reto Eberle, founder of the F3 Foundation. “Each of these students displayed a level of creativity, design and presentation on a par with many professionals in the industry. It’s very exciting to see that the future of furniture design is alive and well, and we look forward to seeing their live presentations.”

The five finalists will compete for first, second and third place prizes, as well as the Audience Challenge Award, at the F3 Awards Live Competition on May 21 at 7:00pm

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at dTank Headquarters in Burbank, Calif. The finalists will give a live presentation of their concept in front of an audience and an “All Star Jury” of relevant business leaders, including branding and marketing guru, industrial/furniture designer, interior designer, architect, CEO of a major corporation, and the F3 Awards founder.

Members of this year’s jury include: Bob Wheeler, CEO, Airstream; David Hertz, Founder, Studio of Environmental Architecture; Mark Scheider, VP, Executive Creative Director, E! Style Network and G4; Stanley Felderman, founder of the architecture and design firm Felderman + Keatinge Associates; Nancy Keatinge, Principal, Felderman + Keatinge Associates; Alexander Purcell, founder of furniture design studio Aproo; and Reto Eberle, founder, F3 Foundation.

The F3 Awards Live Competition is an invitation only event. For more information or to request an invitation, visit www.F3Awards.com.

All entries – including the winner and the other finalists – will be posted in a web exhibition on the F3 Awards website on May 23.

F3 Foundation is proud to present the inaugural F3 Awards with the support of its key sponsors: Airstream, dTank, the Swiss Consulate and Arcadia Contract. F3 Foundation also enjoys active support from a number of major architecture and interior design programs, including: Art Center College of Design, UCLA Extension Arc_ID, Woodbury, California State University Long Beach, California State University Fresno, Orange Coast Community College, and Moorpark College.

MEDIA NOTE: Renderings of the five finalists’ designs are available upon request.

About F3 Foundation:

The F3 Foundation is a private foundation created by Reto Eberle, CEO of dTank. The F3 Foundation aims to bring furniture design back into the realm of interior designers and architects. F3 Foundation promotes innovation in furniture design within the context of interior environments that engage human interaction. F3 Foundation wants to inspire architecture and interior design programs to incorporate furniture design as part of their core curricula.

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