

PRESS RELEASE

MTC TAKES CUSTOMISED TIMBER STRUCTURE TO THE US

The Malaysian Timber Council (MTC) makes grand debut at the prestigious American Institute of Architect Conference on Architecture in Florida.

KUALA LUMPUR (21 April 2017): For the first time, the Malaysian Timber Council (MTC) will participate in the prestigious American Institute of Architect (AIA) Conference on Architecture 2017 at the Orange County Convention Centre in Orlando, Florida, from 27 - 29 April 2017.

The AIA Conference on Architecture 2017 is considered as one of the largest gathering of architects and design professionals in the United States. The event is organized to enable exhibitors to showcase the latest in architecture, interior design and the construction industry on the whole.

The United States is an important market for Malaysia. Export of Malaysian timber products to the US was RM3.3 billion last year which was an increase of 6.5 percent compared to 2015. The top three exports were wooden furniture (RM2.6 billion), plywood (RM204.5 million) and Builders Joinery and Carpentry (RM106.9 million).

In an effort to boost trade between the two countries and to raise awareness of the qualities of Malaysian timbers, the Malaysian Timber Council called on renowned architect Eleena Jamil to design a structure that showcased the strength and beauty of the wood.

“This is the first time MTC is designing a booth that will be transported overseas to be used at an international exhibition. It is an excellent way to allow architects and those in the construction industry to see and feel a structure that has been made entirely of Malaysian timbers,” said MTC Chief Executive Officer Datuk Dr Abdul Rahim Nik.

“Design is the driving force of a project and architects have the power to inspire great designs. Therefore it is important for us to ensure that these professionals have a thorough understanding of what Malaysian timbers can do,” added Abdul Rahim.

The rectangular booth, which is called the Meranti Pavilion, is a lattice-like structure measuring 6m x 6m x 3.4m. Designed with a repeating motif of overlapping squares and protruding rectangular sections in a three-dimensional arrangement, the pavilion can be assembled within four hours by two persons.

“MTC’s brief was simple. Design a structure that can be assembled and disassembled easily to facilitate the reuse of the structure in any part of the world,” said Ar Eleena.

“We came up with six options and finally settled for this design where the geometrical pattern of the wood in its natural colour of reddish brown gives a warm feel and depict the intricacy of traditional Malaysian woodwork,” she said.



There are no vertical columns or beams that hold up the pavilion, instead the modular elements work together in a lock system to provide stability to the structure. The corners are held together by special butterfly metal angles which link the pavilion walls by the pointed corners of each module. There are 232 identical modules in total that will be stacked, slotted and screwed together to form the Meranti Pavilion.

The timber structure was built by Supreme Fame Sdn Bhd in collaboration with Supreme Tropical Furniture Sdn Bhd. The pavilion is made of four types of Meranti species under the Dark Red Meranti family, namely Meranti Bukit, Meranti Nemesu, Meranti Seraya and Meranti Tembaga.

“It is not as easy as you think to manufacture a structure such as this. You need to get the calculations right otherwise we will not be able to put it together,” said Supreme Tropical Furniture Director Choo Ghee Kien.

Meanwhile, MTC organized a Marketing Mission to the United States in conjunction with the International Wood Products Association’s (IWPA) 61st World of Wood Convention in San Francisco, California, from 5 - 7 April 2017.

More than 300 leading US timber importers, manufacturers as well as suppliers from over 30 countries met at the IWPA. MTC led a delegation of 16 Malaysian timber-based companies to the convention which included a special business matching session with the US timber exporters.

MTC hopes to raise the RM9.02 million sales mark that it generated at last year’s IWPA Convention. -End-

About the Malaysian Timber Council

The Malaysian Timber Council (MTC) was established in January 1992 to promote the development and growth of the Malaysian timber industry globally. MTC's main objectives are to promote the Malaysian timber trade and develop the market for timber products globally, to promote the development of the industry by upgrading the industry's manufacturing technology base, to augment the supply of raw materials, to provide information services and to protect and improve the Malaysian timber industry's global image. Further information on the Council's activities can be obtained from www.mtc.com.my.

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For details, contact:

Alexis Chang
Corporate Communications Division
Tel: 03-92811999 ext 800
E-mail : alexis@mtc.com.my

Vijaya Kasinathan
Corporate Communications Division
Mobile: 03-92811999 ext 805
E-mail : vijaya@mtc.com.my