
Dsg-II

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Singapore “... is a culture which has an advantage over many many other cities, like Torino, like London, like New York. This is a society that is so compact... to make this a design-driven culture. But it is a chance not to be wasted...”

Mr. Christopher Bangle
Director of Design
BMW Group

CHAPTER 1

Designing Singapore

Why Design Matters to Singapore.

- Why Design Matters?
- Why Design Now?
- The Growing Global Competition
- The Value Proposition of Singapore

Design is about a style of life, and not merely lifestyle¹. It is the original idea in everything – driven by concepts, and generated by a process of transformation and representations – giving our material culture its value, meaning, and balance.

The importance of design is ever increasing as the world experiences an exponential rate of change and obsolesces. Singapore needs to constantly re-design itself to move up the value chain as we have no natural resources and hinterland to fall back on. Design will create new value propositions for Singapore to remain globally relevant and competitive in the midst of the growing regional and international competition.

For Singapore to stay ahead, we must develop a creative culture to attract and retain the best talent. Place remains a critical factor for hubbing and incubating creativity, innovation and talents – and design has an important role in creating outstanding facilities, architecture, places, systems and touch points to make Singapore one of the best places for creative people to live, work and play.

¹ Sir Terence Conran.

Why Design Matters?

Design is the Original Idea in Everything

Solutions to everyday functions do not happen by themselves or by chance; someone thought about them. For example, how would you fasten sheets of papers together? In the 13th through to the 19th Century, you would use waxed ribbons. In the early 19th Century straight pins similar to those used in tailoring were used. Almost 110 years ago in 1899, Johan Vaaler, a Norwegian inventor with a degree in electronics, science and mathematics, first patented the paperclip as we know it today. Who will design the next paper fastener?

Design goes beyond invention. Design is about the things we make, the places we shape, the illustrations we compose, the human interfaces we configure, and the processes and events we organise. It is material, visual, as well as a way of thinking. The design process brings together art, technology, business, and science, integrating a range of considerations that are crucial to human potential, environmental sustainability, wealth creation and innovation. Most of all, design is aspirational and visionary.

In an increasingly ideas-driven economy, design has become an important enabler for transformational change to solve problems, balance our priorities and interests, realise potential, create new value and markets, and improve the quality of life.

Design Improves Life and Creates Possibilities

Designers are creators, inventors, and innovators. It took a deliberate design decision to come up with an affordable \$100 laptop. Computing technology and the Internet have been around since the 80s. Social programmes to aid the underprivileged and poor have certainly been around for even longer. However, design is the process of reconciling and realising the vision to enable children in the third world to be on par with their counterparts in developed countries in the information age. The XO \$100 Laptop was conceived by architect Nicholas Negroponte of the MIT Media Lab and designed by Yves Behar of Fuseproject.

Good Design Simplifies Complexity

Ten years ago hand phones were a luxury. They were also bulky, and cumbersome to use. Today, they are not only affordable by even students; they are also loaded with many other applications such as music player, camera, web browser, and GPS navigation. Despite the many uses for the portable device, the design of user interfaces have vastly improved our ability to do more with less. The iPhone has already redefined the benchmark for the user interface.

Design Helps Us Overcome Challenges and Limitations

World-record runner Sarah Reinertsen says her high-tech “Flex-foot” changed my life. She used to wear a rudimentary prosthesis with a double-hinged rubber foot after losing her left leg above the knee at the age of seven. But when she was 12, Reinertsen got her first Flex-foot and a hydraulic knee and went on to be the first female amputee to complete the Ironman Triathlon World Championship in Kona, Hawaii.

Besides marathons and triathlons, Sarah has also competed in bicycle races. She broke the 100-meter world record for female above-the-knee amputees at the age of 13, and currently holds the world record in the half marathon (2:12) and the marathon (5:27) for her category.

Design Helps Businesses Compete from Higher Ground

In October 2005, Motorola, the world’s second-largest producer of wireless phones, posted a net profit of US\$1.75 billion, up sharply from US\$479 million a year earlier; moving its market share to 19% from 13.5% a year ago. Sales climbed 26% to US\$9.42 billion from US\$7.5 billion. The company shipped a record 38.7 million handsets, up from 23.3 million a year ago. This was attributed to Motorola’s design and innovation of the “Razr” range of hand phones. The company said it is the

biggest selling phone in the world with a foldout “clamshell” design. Motorola sold 6.5 million units in the third quarter of 2005, and it has sold more than 12 million units overall².

However, in February 2008, less than three years later, Motorola conceded its second place to Samsung, and announced major restructuring worldwide. It has not found a replacement ‘hit’ design since the Razr, whilst its competitors such as Samsung, LG and Apple have forged ahead with new designs, and interfaces such as the Armani, Prada and iPhone, respectively. In April 2008, in a cost-cutting move, it announced that it would close its Singapore manufacturing plant, putting 700 out of work³. Without design and innovation, it will surely be a bloody price war.

Design is the Principal Way to Build Sustainable and Livable Cities that Attract Creative Talent

In its July/August 2007 issue, Monocle rated its Top 20 Livable Cities for their “urban experience”. Munich came out on top; Singapore was a respectable 17th, ahead of Hamburg, Paris and Geneva, and only third to Tokyo (4th) and Kyoto (14th) for Asian cities. In Monocle’s second survey in August 2008, Singapore had dropped to 22nd place, in the wake of several new entrants to the list which had been extended to 25. Of course, it takes many complex aspects of politics, socio-economic policies, culture, and even things that are hard or impossible to change such as history and climate. But design would be high on the agenda of any transformational leadership. This is clearly because design touches virtually every aspect of the individual and community, the young and elderly, the private and public, personal and infrastructural. As one of its top five things to do if it was a mayor, Monocle would “appoint a creative director” with a strong vision. With the dramatic success of how the Guggenheim museum designed by architect Frank Gehry transformed the back-water industrial town of Bilbao into a highly-visible world-leading visitor destination, many cities are using major architectural, landscape and urban design projects to remake themselves. One such city is Seoul which will be the second World Design Capital in 2010, after Torino (see Case Studies).

² BusinessWeek, 19 October 2005.

³ Reuters, 2 April 2008.

Why Design Now?

We are Living in Exponential Times

The US Department of Labor estimated that 70% of jobs in 2020 do not exist today⁴. This is because, based on the rate of development, the new technologies that define these new jobs have yet to be invented. It is now commonly accepted, even in Singapore, that everyone can expect to have three to four significant career changes in a lifetime. This has a profound implication on education. But more importantly this rate of change will need to be matched with mindset and paradigm changes in order for us to maintain our ability to innovate, and to create new value.

It is no longer business as usual. We are already facing increasing global competition in the new ideas-driven creative economy, with nations and enterprises gaining easier access to resources, networks, and harnessing the potential of design as a competitive advantage to transform their economies and improve the quality of life.

Singapore's most lucrative resource is its people. So in order to compete and survive in this rapid-changing environment, we should tap into this resource and steer Singaporeans towards new levels of creativity, innovation, and ideas that are driven by design, and design thinking. We must look past design as a fundamental tool and instead view it as a means of continually improving Singapore's competitive edge so as to capture the opportunities that will unveil themselves in the next decade.

Design must become the critical strategic tool for "future-proofing⁵" Singapore from the uncertainties of the future. This is our perennial challenge, but also a fantastic opportunity.

⁴ Mr Arnold Wasserman's keynote address
3rd Meeting of the DesignSingapore
International Advisory Panel Meeting 2007.

⁵ http://en.wikipedia.org/wiki/Future_proof

For Effective Urban Planning and Sustainability

Being an extremely dense country, Singapore's urban design is planned to find smart solutions to meet all our needs in the most efficient and effective manner. The design of our city is planned to reduce congestion by making the most of the land we already have and to reclaim new land to use. Our city is also designed to facilitate racial harmony by providing accessibility to other races and cultures of Singapore, and at the same time improving the aesthetics, identity, and image of a place.

The importance of good design is crucial in the development of the city in the next few years, as Singapore is expecting a rise in the population to accommodate 6.5 million people within its limited land space. Housing, recreation, transportation, and the future economy needs to be well designed to ensure that there will be ample quality space and facilities for everyone, and for Singapore to remain as a bustling and cosmopolitan city.

For Driving Innovation and Economic Competitiveness

Design drives the innovation process, and hence sharpens industry competitiveness for Singapore. Due in part to effective global out-sourcing, cost and quality are no longer entry barriers or competitive advantages for most global enterprises. Past successes and established paradigms can no longer guarantee the survival of Singapore enterprises in the post-industrial economy. They now must compete on innovation and design, with creative propositions based on new value, new user experiences, and new markets; rather than simply value-add.

For Realising Creative Potential and Cultural Buzz

Talent can only realise the true potential of design, and the new currency of success for Singapore will be based on the creative capacity of its people. Singapore has achieved much in its past four decades of economic growth, and will continue to do so in the future based on strong fundamentals and drawing on the collective design creativity and potential of our people. In the spirit of remaking Singapore into an innovation-driven design-savvy nation, we need a new paradigm in investing and deploying our creative capital for our economic competitiveness, social well-being, cultural buzz and an improved quality of life.

Place Matters

Place remains a critical factor for the hubbing and incubation of creativity, innovation and talents. Creative centres such as London and New York thrive because creative talents want to live and work there. These cities provide opportunities for talents to validate their identities as creative people, and provide the integrated eco-system where all forms of creativity – artistic and cultural, technological and economic – can take root and flourish.

It is well known that talent attracts talent. Because it is so valuable, creative ideas such as design cannot be effectively communicated and created via long distance. Concentrating creative talents, companies and resources in a place with particular specialties and capabilities enables face to face interaction, to leverage on the richness of the eco-system. This dynamic synthesis of place, talent, and resources generate efficiencies that power economic growth in the knowledge-based economy.

Singapore is a place with a unique collection of specialties and capabilities that make it conducive for creativity and innovation to thrive.

Singapore must continue to enhance its capabilities and capacity by design – to improve the quality of the place and to attract global creative talents to drive innovation, enhance Singapore's competitive advantage and propel the city's economic growth.

The Growing Global Competition

The urgency for Singapore to ramp up its design strategies is prevalent in the past five years, with the adoption of design as a national agenda by leading as well as developing economies.

The United Kingdom has recently reviewed and ramped up its national design strategies in boosting economic performance with creativity, design, and education. In Asia, South Korea, Japan, Hong Kong, Taiwan, and more recently, China, have placed design as a national priority. Seoul won the international bid to be the second World Design Capital 2010, after Torino 2008; Taipei won the bid to host the first International Design Alliance Congress in 2011.

Governments and leading design institutions are increasingly establishing strategic international partnerships and expanding their global network of international partners to develop trade, promote knowledge exchange, and increase their visibility as global Design Cities. Denmark and the State of Victoria, Australia have both signed Design Memorandum of Understanding (MOU) with Singapore as they see Singapore as a key node in the international design network with great potential for design development, promotion and thought-leadership. Two of the world's leading design organisations, the Korea Institute of Design Promotion (KIDP) in South Korea and the VITRA Museum in Germany, have also signed MOUs with Singapore to develop design partnerships, trade and knowledge exchange between the organisation and Singapore.

The world is looking increasingly to Asia for new content and unique design capabilities. Signs of another global massive economic shift is evident. In the midst of this new cycle with both its complex pressures and uncharted possibilities, Singapore must continue to sharpen its competitive edge and be well positioned to tap into the windows of opportunity that the future may bring.

There is a huge potential for design to play a critical role in propelling the future economy, improving the standard of life, and harnessing Singapore's leadership position in the future world. It must be led by a vision that sets out to achieve extraordinary results, and realised by strategies that extract the most valuable assets of innovation, creativity, and design to propel Singapore to the next greater height.

Case Studies



United Kingdom (UK)

The British design industry is large and diverse, spanning disciplines from branding, graphics, and packaging; commercial interiors to product design, fashion, architecture, multimedia and crafts. The Design Industry is one of the industry sectors under the purview of the UK's Creative Industries Mapping 1999, the first comprehensive mapping document in the world for the Creative Industries.

In 2006, then Chancellor Gordon Brown commissioned The Cox Review, and backed all its recommendations aimed at raising business awareness of how creativity can boost performance and increase demand for creativity and design through business support services and government incentives. The UK Design Council is involved in turning the Cox Review recommendations into reality. This includes plans to expand design industry skills in higher education for multi-disciplinary courses combining management studies, engineering and technology, and creative disciplines. A national support programme called "Designing Demand" has also been introduced to help SMEs (small and medium enterprises) use design to sharpen their competitive edge.

Design is currently an important part of the UK's economy, and national strategies and policies plan to ramp up its contributions and significance even further in the future. The design industry has an annual turnover of £11.6 billion and employs 185,000 people in the UK⁶.

⁶ UK Department for Culture, Media and Sport (DCMS) website.



China

Alongside its rapid and vigorous economic growth, China is building impressive capabilities in scientific research and investing massively in education, technical skills, and creative capabilities. China has some 400 schools offering design classes that together graduate some 10,000 industrial designers annually, up from just 1,500 in year 2000⁷. In Shenzhen, about five to six design innovation hubs are being built to create the environment and infrastructure for its creative industries to thrive. The formation of city government initiatives such as the Shanghai Creative Industry Centre, the first International Creative Industry Week in China, the Shanghai International Creative Industry Expo, and the Shanghai International Creative Industry Design Competition are significant moves to promote and develop the design sector in Shanghai.

⁷ BusinessWeek October 9, 2006 Issue (Online).

⁸ Taiwan Government Information Office. (Online).

⁹ Taiwan Review, 2002 (Online)
<http://taiwanreview.nat.gov.tw>



Taiwan

Taiwan has been aggressively developing and promoting design through national policies. Recently, it won the honour of hosting the first International Design Alliance (IDA) Congress of the world bodies for Industrial Design (International Council of Societies of Industrial Design), Interior Design (International Federation of Interior Architects/Designers) and Graphics Design (International Council of Graphic Design Associations). As Taiwan's economy increasingly depends on specialised knowledge, the design profession has gained the attention of the Taiwanese Government as a sector with growth potential. In 2002, the Cabinet unveiled Challenge 2008, a six-year national economic development plan with a budget of NT\$2.6 trillion (US\$75 billion)⁸. The plan identified ten objectives to help improve the economy and the quality of life in Taiwan, which involves developing the island's creative industries and design sector. The plan hopes to elevate the value of Taiwan's design industry – namely industrial, visual, and fashion design – from NT\$14 billion (US\$405 million) in year 2002 to NT\$20 billion (US\$580 million) by year 2008⁹.



South Korea

South Korea is well advanced and established in its promotion of design. In the 1980's, the focus was on "Expanding Good Design"; in the 1990's, "Revitalising Design"; and in the 2000's, the concentration is on "Globalising Korean Design".

The "Third Comprehensive Plan for Industrial Design Promotion" was formulated in 2003. The third five-year plan aims at promoting the design industry to make South Korea an industry hub in the East Asian region. As of 2007, there are 38,000 design students and more than 1.1 million designers¹⁰. The number of registered design firms is 1,500 with about 1,000 unregistered firms¹¹. The design budget of manufacturers is estimated to be around US\$5.9 billion while the turnover for design firms is US\$1.4 billion¹².

Its capital, Seoul, won the bid to become the World Design Capital 2010, an initiative of the IDA by the International Council of Societies of Industrial Design. Seoul can boast an unusual dedication to design, with Mayor Oh Se-hoon declaring the integration of design into the city's economic development as a main priority. The city has already set up a design headquarters that provides new design guidelines for the redevelopment of urban structures such as streets, sidewalks, and bus stops. The Government is also planning to build a large "design plaza" designed by Pritzker laureate Zaha Hadid; construction of the over US\$246 million project to be completed by 2010¹³.



Victoria, Australia

With a workforce of around 67,000 people and more than 3,000 design firms, the design sector in the State of Victoria delivers services worth over A\$4.8 billion per year, and accounts for nearly A\$600 million in design-related exports¹⁴. At least 200 design-related courses are offered in Victorian universities, further education and technical institutions, and private colleges¹⁵.

Victoria's design sector is highly competitive in industries such as automotive, aerospace and software development. The sector also has strong capabilities in emerging industries including new media and digital design.

The Government of the State of Victoria has formulated a comprehensive strategy to grow Victoria's design sector with an A\$15 million funding over four years, from 2006 to 2009¹⁶. Called "DesignVictoria", its outcomes are to develop innovative Victorian industries, where design is a value driver underpinning competitiveness and export performance, and to create better economic opportunities for design sector.

¹⁰ KIDP Presentation to DesignSingapore Council 2007.

¹¹ *ibid.*

¹² *ibid.*

¹³ Seoul Metropolitan Government website. [Online]. http://english.seoul.go.kr/today/infocus/specialreport/1252626_5093.php

¹⁴ DesignVictoria website [Online].

¹⁵ *ibid.*

¹⁶ *ibid.*



Denmark

Denmark is internationally recognised for its design, from modern classics, such as Arne Jacobsen, Hans Wegner, and Poul Kjørholm, to Bang & Olufsen, Georg Jensen, Grundfos, and healthcare brands like GN Resound and Novo Nordisk.

Design issues have for quite some time topped the Danish political agenda. In 1997, Denmark was one of the first countries to adopt a national design policy. The policy focused on promoting design among smaller companies and the public sector. In September 2003, a new four-year national design policy was drafted in collaboration with the Danish Ministry of Culture and the Danish Ministry of Economic and Business Affairs. The national design policy is part of an overall policy called “Denmark in the Culture and Experience Economy”, which focuses on promoting design to Danish corporate businesses, enhancing the international branding of Danish design, developing a national knowledge center for design and innovation, and enhancing design research and education.

The Designium World Design Report 2006 cited Denmark and Singapore as the “real winners” in its report that looks at the design policies of countries with the objective of comparing the effects of national design programmes on national competitiveness in the design sector. In the report, Denmark has climbed up from ninth place to fifth place because of its heavy investment in heightening the visibility of design, the promotion of the Danish design brand, and in the development of co-operation between designers and businesses. Denmark sees design both as an economic and social driver. It is home to the INDEX: design award. At over D500,000, “INDEX: Design to Improve Life” is the largest design award in the world.

The Value Proposition of Singapore

Strong Government Support for the Creative Industries

For over four decades, Singapore has prospered through an investment-led economic strategy focused on traditional manufacturing and services industries. As we transit into an innovation-based economy, the driving force in the next phase of our development will be the imaginative and creative capacity of our people. The new architects of the global economic landscape are those who apply their imagination, creativity, and knowledge to generate new ideas and create new value. The Government has recognised the Creative Industries as a vital component in enhancing Singapore's value proposition and engine of economic and social progression. In 2002, the Singapore Government put in place the Creative Industries Development Strategy (addressing the Arts & Culture, Design and Media sectors), to develop Singapore into a Vibrant New Asia Creative Hub and to propel the economic contribution of the Creative Cluster.

World-Class R&D Infrastructure

R&D is essential for Singapore's economic and social development. It is a knowledge-intensive activity, with talent as its critical success factor. Singapore recognised the importance of R&D for our next stage of developing the industry, and the criticality of having quality manpower. The Singapore Government is putting in place schemes with the industry, universities, and polytechnics to train and develop the manpower necessary for the continued growth of R&D activities that would drive the creative economy. Excellent R&D infrastructure is being established in Singapore, such as OneNorth, a 200 ha research park. Fusionopolis in OneNorth will bring together businesses from the Information and Communication Technology (ICT) and creative sectors in an iconic new building occupying 1.2 million sq ft. It will foster knowledge transfer and provide a vibrant work-live-play environment.

Multi-cultural, Cosmopolitan and Well-educated Population

Singapore has a multi-cultural, cosmopolitan, and well-educated population that serves as a catalyst and test-bed for innovative ideas, products, and services. Singapore's doors are open to foreign talent, making it a buzzing place that fosters diversity in ideas and networking.

These value propositions make Singapore a conducive environment for the development of design and creativity, open up new opportunities and possibilities, and enhance its global standing in the creative economy.

“The real winners compared to the situation in 2002 are Denmark and Singapore... Singapore has climbed up from 22nd place to 16th. Singapore aims to become the design hub in Asia. Design excellence is a key factor for national competitiveness.”

Designium Global Design Watch 2006

Based on data from World Economic Forum 2005:

Design Competitiveness Ranking

CHAPTER 2

The DesignSingapore Initiative

Dsg-I: What has been Achieved in its Inaugural Phase (2004 – 2009).

- Design in the Creative Economy
- Holistic Development of Design in Singapore
- The Design Sector
- Dsg-I: Implementing the DesignSingapore Initiative in the First Five Years, FY04/05 – 08/09
- Dsg-I: DesignSingapore Phase 1 Strategies and Implementation for FY04/05 – 08/09
- Dsg-I: DesignSingapore Programmes and Projects for FY04/05 – 08/09

Design in the Creative Economy

In the Report of the Economic Review Committee (ERC) published in 2003, the ERC identified three new economic growth sectors for Singapore – Education, Healthcare, and the Creative Industries. The Economic Forum identified the Ministry of Information, Communications and the Arts (MICA) as the champion agency for the creative industries, which comprised Arts and Culture, Design, and Media. The DesignSingapore Council was founded in 2003 to spearhead the development of the design cluster.

As MICA is the parent body overseeing national agencies responsible for promoting and developing the arts, heritage, information, media and infocomm technology sectors, it would be able to draw upon the synergies of the various agencies and strategically deploy the cultural and intellectual capital to propel the design industry forward.

In an increasingly ideas-driven economy, the lead would go to those who can continually innovate and add value to or creatively move beyond existing paradigms. Singapore had to embark on a journey of reinvention to harness the multi-dimensional creativity of its people to develop a Creative Economy. This would require Singapore to look at how it could fuse the arts, business, and technology to become Singapore's new competitive advantage.

The design process brings together the arts, business and technology by integrating a range of considerations such as material, function, aesthetics, culture, engineering, human factors and lifestyle. From conceptualisation to development, and even through to manufacturing and marketing, design helps to solve problems, realise potential, and create new value and markets. Design is also critical for branding and can contribute significantly to national marketing and identity.

Holistic Development of Design in Singapore

Since the 1980's, the Economic Development Board (EDB) has been facilitating the development of industrial design in Singapore. International Enterprise Singapore (IE Singapore)¹ has also been promoting design as one of the strategic capabilities for the internationalisation of Singapore-based companies. While design had been promoted as part of Singapore's industrial and trade landscape and predominantly as a business tool, there was a need for a more comprehensive and integrated national strategy that adopted a total system approach.

This would mean promoting and developing the design industries as a creative cluster, building world-class design expertise and capabilities, fostering greater design consciousness and adoption especially in enterprises, as well as understanding design as an extension of creativity and culture.

¹ Formerly, the Trade Development Board (TDB)

The Design Sector

The Design sector is defined as four sub-sectors of design services industries. These are namely Placemaking (Environmental Design), Objectmaking (Industrial, Product and Fashion Design), Iagemaking (Advertising and Visual Communications Design) and Software Design. The composition of the sector by SSIC (Singapore Standard Industrial Classification) Codes is as follows²:

Design Services Industries	SSIC
PLACEMAKING – ENVIRONMENTAL DESIGN	
Architectural Services	74111
Landscape Design and Architecture	74112
Landscape Care and Maintenance Service Activities	78420
Interior Design Services	76221
Exhibition Stand Designing Service and Contractors	78924
Quantity Surveying and Building Appraisal Services	74113
OBJECTMAKING – INDUSTRIAL, PRODUCT AND FASHION DESIGN	
Electronic-related Industrial Design Services	74211
Transport-related Industrial Design Services	74212
Furniture Design Services	74213
General Industrial Design Activities	74219
Fashion Design Services	76223
IMAGEMAKING – ADVERTISING AND VISUAL COMMUNICATIONS DESIGN	
Advertising Activities	76110
Art and Graphic Design Services	76222
SOFTWARE DESIGN	
Development of other Software (including Web Design)	63129

² Source: Department of Statistics

Dsg-I: Implementing the DesignSingapore Initiative in the First Five Years, FY04/05 – 08/09³

The DesignSingapore Council was set up as a department in MICA in August 2003 to implement the DesignSingapore Initiative.

The vision of the DesignSingapore Initiative is to establish Singapore as “a global city for design creativity and excellence in Asia where design improves capability, enhances quality of life and drives national competitiveness”.

Dr Lee Boon Yang, MICA Minister, appointed a high-level DesignSingapore Council Board, chaired by Mr Edmund Cheng, to steer the DesignSingapore Initiative. The Board⁴ comprised leaders and individuals from the design community, design-driven businesses and government. To provide a global perspective and strategic guidance on design development in Singapore, MICA Minister also appointed an International Advisory Panel⁵ comprising eight distinguished experts and leaders in design. An Industry Development Panel⁶ comprising representatives from the key design and design-related industry and professional associations in Singapore was also appointed to provide the Council with valuable perspectives from practitioners in the respective design industries.

MOF approved a budget of S\$48 million from the Reinvestment Fund (RF), or S\$9.6 million per annum, for FY04/05 – 08/09, for Phase 1 of the DesignSingapore Initiative. This enabled a full-time team, including the executive director, to be hired to implement the Dsg Initiatives.

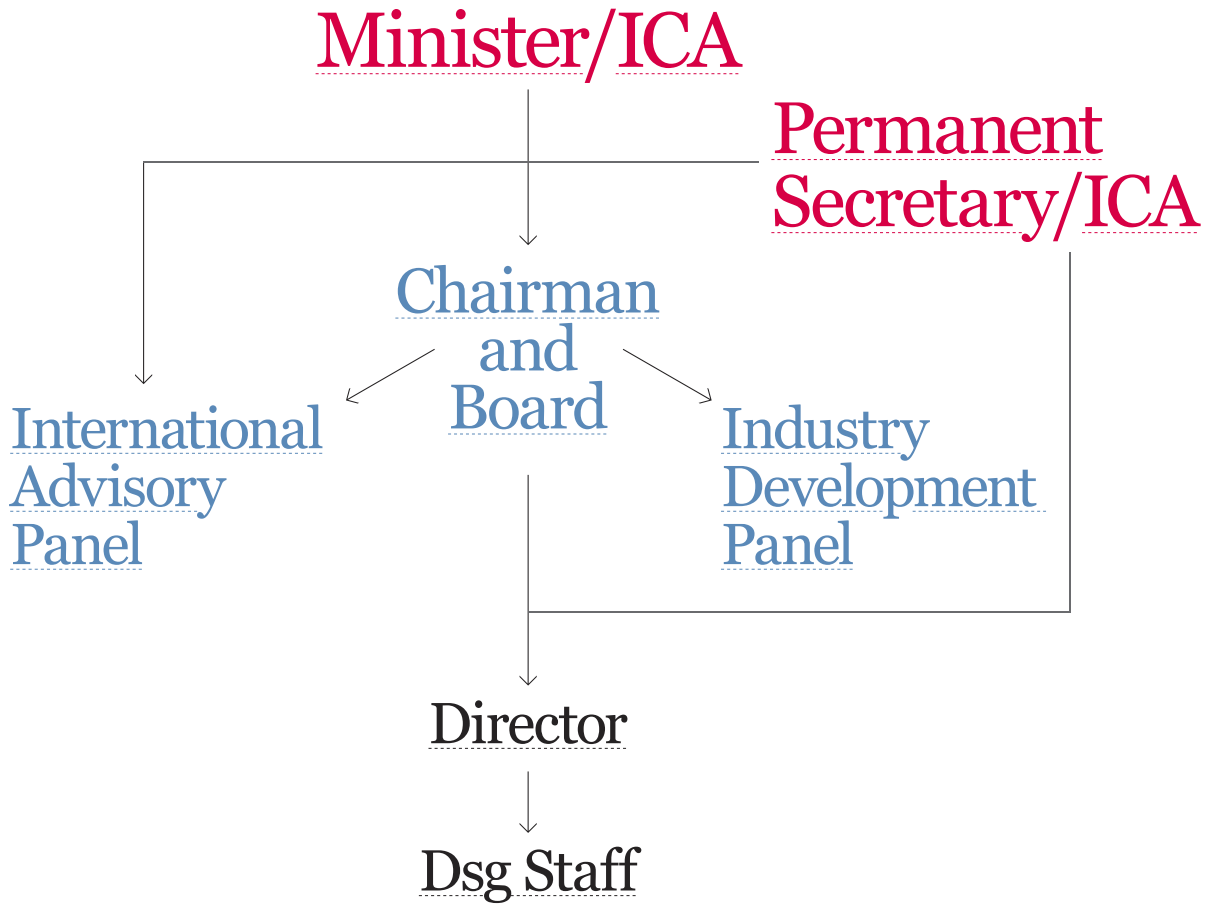
³ FY04/05 – FY08/09, 1 April 2004 to 31 March 2009.

⁴ DesignSingapore Board (2007-2009): Chairman (from 1 August 2003 to 31 August 2008) – Mr Edmund CHENG (Wing Tai Holdings); Deputy Chairman (from 10 April 2008 to 31 August 2008; Chairman from 1 September 2008) – Mr Robert TOMLIN (UBS Investment Bank); Mr BAN YJ (STIKFAS); Ms Elim CHEW (77th Street); Dr Christopher CHIA (Media Development Authority); Mr Richard HASSELL (WOHA Designs); Mr HUANG Cheng Eng (Singapore Airlines); Mr LOW Cheaw Hwei (Philips Design); Dr Milton TAN (Director, DesignSingapore).

⁵ DesignSingapore IAP (2004-2009): Chairman – Mr Edmund CHENG, Mr Christopher BANGLE (BMW Group, Germany), Mr Steve HAYDEN (Ogilvy & Mather Worldwide, USA), Mr Toyo ITO (Toyo Ito Architects, Japan), Mr Toshiyuki KITA (IDK Studio, Japan), Mr Dick POWELL (SeymourPowell, UK), Mr Richard SEYMOUR (SeymourPowell, UK); Sir Terence CONRAN (2004-2005).

⁶ DesignSingapore Industry Development Panel: Chairman – Mr THAM Khai Meng (2004-2007), Mr Robert TOMLIN (from 10 April 2008 to 31 August 2008; Chairman from 1 September 2008), Mr HUANG Cheng Eng (from 1 September 2008); Co-Chairman – Dr Milton TAN; Association of Accredited Advertising Agents Singapore (4AS); Designers Association Singapore (DAS); Singapore Furniture Industry Council (SFIC); Singapore Institute of Architects (SIA); Singapore Institute of Landscape Architects (SILA); Singapore Institute of Planners (SIP); Interior Design Confederation, Singapore (IDCS); Textile & Fashion Federation (TaFf).

Organisation Chart



Dsg-I: FY04/05 – 08/09

DesignSingapore Strategies and Implementation

The breadth of programmes undertaken in Dsg-I form the foundation of a long-term strategy to develop a sustainable design sector in Singapore. More than 12 new project models were piloted in the first five years to measure, experiment and uncover the unique strengths and potentials of Singapore’s design sector. This phase of initiation and exploration involved working closely with the design industry and other public sector agencies to identify areas, project models and the key tools needed to propel the design industries within the sector to achieve the vision of Singapore as “a global city for design creativity and excellence”. Dsg-I laid the foundation for Dsg-II.

The DesignSingapore strategies have been developed within the following three concepts:

- a. That Design is a culture, with both an economic and social agenda.
- b. That Design is in the knowledge and creative economy, valued in IP (Intellectual property) terms and pursued through creativity and research.
- c. That Design is within an inter-disciplinary eco-system and part of the Creative Industries with the arts, media, technology and business.

The five Dsg-I strategies were:

- a. **Design Development** to raise the capabilities of Singapore designers⁷.
- b. **Design Promotion** to create greater appreciation and demand for design.
- c. **Design Culture** to provide the context critical to decision-making in development and promotion of design through policies and strategies.
- d. **Design Futures** to inspire design creativity by engaging businesses and designers in upstream design activities and new IP creation.
- e. **Singapore Design Festival** as an integrator platform for Design Development and Design Promotion, and a highly inclusive downstream activity.

⁷ The definition of "Singapore Designers" includes international designers living and working in Singapore, and international design practices based in Singapore.

Dsg-I: FY04/05 – 08/09

DesignSingapore

Programmes and Projects

Each of the five Dsg-I Strategies were executed through a range of programmes and constituent projects.

Strategy 1: Design Development

The Design Development programmes and projects raised the capabilities of designers in Singapore to achieve design excellence, and contributed towards the following outcomes:

- An enhanced pool of design talents and design intellectual property.
- Enhanced professional standing for Singapore designers internationally.
- Increased exploitation of design intellectual property.
- Increased income revenue from overseas markets.
- Expanded the role of design associations.
- Contribution to a vibrant design culture.

The outputs for Dsg's Design Development strategy as at end FY07/08 were:

11,660
NUMBER OF
SINGAPORE DESIGNERS
TRAINED

98
NUMBER
OF NEW DESIGN
IP CREATED

17
NUMBER
OF SCHOLARSHIPS
GIVEN

> 8,000
NUMBER OF AWARDS
AND COMPETITION
SUBMISSIONS

80
NUMBER
OF AWARDS
RECEIVED IN 2007

The three Programmes under the Design Development Strategy were:

- Design Capability and Professional Development
- DesignSingapore Studios
- Awards and Competitions

Programme 1: Design Capability and Professional Development

The Programme groomed and supported Singapore designers and established international connections through the following projects:

- a. “Ships”: Includes Dsg scholarships, mentorships and internships to groom design leaders.
- b. Interdesign Development Scheme: A grant to encourage cross-disciplinary design collaboration.
- c. Overseas Promotion Partnership Programme (OPPP): A grant to enable Singapore designers to present at international design platforms.
- d. Industry Association Development Scheme: A grant to expand the role of industry associations.
- e. President’s Design Award Grant: Engages Designer of the Year recipients in community-focused design projects.

To date, 39 Singapore design firms have been supported through the **Overseas Promotion Partnership Programme (OPPP)**, a grant that enabled Singapore designers to present at top international design platforms. This strategic grant allowed Singapore designers to break into international platforms such as the Tokyo Design Week, Milan International Furniture Show, IMM Cologne Fair, Paris Fashion Week and 100% Design, London. The grant encouraged Singapore designers to internationalise and reduced their risks in the process. In April 2008, Singapore had its largest presence at the Milan International Furniture Show with nine designers and five design-led companies. For designers supported at trade platforms, the grant garnered them two new sponsors, 180 notable industry contacts, 160 new business opportunities and 21 international media contacts.

A total of 17 overseas and two local **Dsg Scholarships** have been awarded since its launch in 2005⁸. The Scholarship enabled the future leaders of Singapore’s design industry to study at top design institutions such as Architectural Association London, Central Saint Martins London, Design Academy Eindhoven, Rhode Island School of Design, Nanyang Technological University, and Yale University. Through quality design education and international exposure, two Dsg Scholars Mr Hans Tan and Mr Wai Yuh-Hunn who studied at Design Academy Eindhoven were showcased in platforms previously

⁸ 2005: Mr David Lee Siew Bing (University of the Arts, Central St Martins, London (UK)), Ms Wu Peirong (University of the Arts, Central St Martins, London(UK)), Mr Vince Ong Choon Hoe (Architectural Association, London(UK)), Mr Alvin Ho Kwok Leong (Design Academy Eindhoven(NE)), Mr Eugene Ng Wing Kin (King’s College London (UK)), Mr Hans Tan Yan Han (Design Academy Eindhoven(NE)), and Mr Wai Yuh-Hunn (Design Academy Eindhoven(NE)). 2006: Ms Melisa Chan Ching Sian (The Bartlett School of Architecture(UK)), Mr Yong Jieyu (Design Academy Eindhoven(NE)), Ms Olivia Lee Yunn Si (University of the Arts, Central Saint Martins, London (UK)), Ms Tan Zi Xi (University of the Arts, Central Saint Martins, London (UK)), Ms Wui Shu Xian (Nanyang Technological University, School of Art, Design & Media (SG)) and Ms Lia Chong Lih-Wen (London College of Fashion, London (UK)). 2007: Mr Yasser Suratman (Yale University (USA)), and Mr Aloysius Liew (University of the Arts, Central Saint Martins, London (UK)). 2008: Ms Lim Shu Min (Rhode Island School of Design (USA)).

only available to Dutch designers at the Milan International Furniture Show. Mr Eugene Ng received a Masters with Distinction (top 5%) in Culture and Creative Industries policy and management studies from King's College. Ms Wu Peirong, another scholar, secured a prestigious internship with Belgian fashion designer Raf Simons through her project at Central Saint Martins. This internship is only offered to three designers a year. Ms Olivia Lee topped the 2008 BA of Industrial Design class at Central St Martins with a first-class honours.

The **Industry Association Development Scheme (IADS)** was created in 2007 to enhance the role of Singapore design industry associations in developing and promoting their respective professions. It also encouraged industry associations to develop long-term business plans. The Institute of Advertising Singapore (IAS) was supported through IADS to present the World Effie Festival 2008, the first global gathering of world winners for communications effectiveness. The conference, awards and workshops attracted over 1,000 advertising professionals and featured Minister Mentor Lee Kuan Yew as the keynote speaker. The Singapore Institute of Architects is currently developing the first Singapore Architecture Biennale under this Scheme.

Programme 2: DesignSingapore Studios

The studio is where designers typically work. The Dsg Studios programme developed collaborative projects for Singapore and international designers to collaborate for knowledge exchange, capability development and content creation. The Dsg Studios completed were:

- a. Dsg-Kita Studio (2005): Four Singapore firms collaborated with Japanese designer Mr Toshiyuki Kita.
- b. Dsg-Ito Studio (2006): Renowned Japanese architect Mr Toyo Ito worked with Singapore designers on the redesigning of public amenities.
- c. Design & Disasters Studio (2006): A multi-country project focused on designing to sustain and protect life during disasters.
- d. NDP'07 Studio (2007): Professional designers were involved in designing the National Day Funpack for the first time.

- e. Dsg-IKEA Studio (2007): IKEA designer Ms Anna Efverlund and Fashion Producer Mr Daniel Boey worked with fashion students to create fashion pieces using IKEA products.
- f. Dsg-Beijing Studio (2007): Designers from different disciplines developed new design content for an exhibition that was showcased at the Singapore Season 2007 in Beijing.
- g. NDP'08 Studio (2008): Young Singapore designers were involved in creating design touchpoints for this national event.
- h. Dsg-Singapore Fashion Festival-Milan Studio (2008): Product and fashion designers collaborated to create new product lines that were launched at the Milan Fair 2008 and the Singapore Fashion Festival 2008.
- i. Dsg-Venice Biennale 2008 Studio (2008): A cross-disciplinary team developed new IP in the area of interactive digital media and design that was presented as the Singapore Pavilion at the 11th International Architecture Exhibition, La Biennale di Venezia.

In the **Dsg-Kita Studio**, Dsg-IAP member and renowned Japanese Product Designer Mr Toshiyuki Kita worked with four Singapore companies to develop new design concepts. They were STIKFAS, a toy design company; ENZER, a consumer electronics company; Aspial – Lee Hwa, a jeweller; and Air Division, a furniture retailer. Four new lines of products were developed and launched at the Milan International Furniture Show in 2006. Of these, the TWIST design created with Aspial-Lee Hwa gathered six-figured sales. Air Division has since collaborated with other designers including Singapore designer VoonWong&BensonSaw, and continues to showcase at the trade platform in Milan.

The **Dsg-Beijing Studio** was conceptualised as a cross-disciplinary studio and exhibition for the Singapore Season 2007 in Beijing⁹. A group of seven Singapore designers worked to create new designs to showcase in Beijing. They were: Mr Ashley Isham, fashion designer; Mr Darren Soh and Play Imaginative, toy designer; Ms Donna Ong, designer maker in mixed media; Ms Lee Ker Shing, jewellery designer; Ms Jessie Lim, designer maker in ceramics; Ms Lim Sau Hoong and 10AM Communications, advertising designer; and Mr Tan Kay Ngee, architect. New design content was developed in response to the



Dsg-Kita Studio (2005).

⁹ Singapore Season 2007 in Beijing was the second such multi-disciplinary cultural showcase of visual, performing arts and other cultural presentations; the inaugural being Singapore Season 2005 in London where DesignSingapore organised the gala dinner on behalf of partner agencies at the Old Truman Brewery for over 600 guests.

theme of “Hybricity”. The exhibition drew positive reviews from the Chinese and international press for the quality of design exhibits and insight into the Singapore design landscape. In total, seven new IP were created, the exhibition received 10,590 visitors over nine days and the designers gained five business leads.

In the **Dsg-IKEA Studio**, IKEA Senior Designer Ms Anna Efverlund worked with 13 fashion design students from Raffles Design Institute to adapt IKEA products to create new fashion and product concepts. A further five fashion management students worked with fashion producer Mr Daniel Boey, and learnt how to design and produce fashion shows. This culminated in two public fashion shows, a workshop and an exhibition that was attended by over 280,000 visitors. As a result of the studio, 18 designers were trained, four students were taken in as interns, and IKEA Singapore expressed that they would take in interns from Raffles Design Institution for Communications and Product Design.

In the **Dsg-Singapore Fashion Festival-Milan Studio**, fashion and product designers came together to create new collections inspired from a different design discipline. The collections were showcased at a Singapore fashion designers’ presentation at the Singapore Fashion Festival 2008 as well as the Milan Fair. A total of 16 Singapore designers were involved. The studio culminated in eight fashion contracts and two product design contracts, as well as 20 business leads. The Singapore presentation in Milan received 5,800 visitors. There were 29 media articles on the studio and the media value generated was over S\$400,000.

Programme 3: Awards and Competitions

This programme developed Singapore as a centre of design excellence and increased the professional standing of Singapore designers. To encourage Singapore designers to develop a portfolio of awards, Dsg co-funded Singapore participants in the first three years of the red dot award for design concept, an international award administered by the Singapore subsidiary of red dot Germany, one of the most established international awards for product and communications design. Attracting international awards to be based in Singapore also increased the international profile of Singapore as a design city.

Over the last four years, the following projects supported and/or organised by Dsg have attracted over 10,000 entries:

- a. Inclusive Design Competition: Organised by Singapore Polytechnic to encourage cross-disciplinary design.
- b. Lighttouch Competition: Co-organised with FLOS to develop lighting systems for the future.
- c. NDP Assembly Bag Design Competition: A design customisation competition to encourage public involvement in design.
- d. International Art Seats Competition: Co-organised with LTA to develop innovative seat designs for the MRT Circle Line.
- e. 10 TouchPoints Design Competition: Features 10 briefs to re-design 10 items in the public domain.
- f. red dot award: design concept: New category of the International red-dot award based in Singapore.
- g. Toy Design Competition: Organised by Singapore Polytechnic to nurture better design and innovation in Design & Technology students.
- h. Crowbars: Organised by the 4As, a competition open to regional students to develop emerging talents in Advertising.
- i. Art Furniture Student Design Competition: Organised by VivoCity to create innovative seat designs for the VivoCity shopping centre.
- j. MP3 Design Competition: Organised by Samsung to increase awareness and participation of the public in graphic design.
- k. Singapore Design Award 2004: Organised by the Designers Association of Singapore to profile exemplary designs in Asia.



Lighttouch Design Competition 2007.



Strategy 2: Design Promotion

Design Promotion Programmes and Projects served to increase the demand for Singapore designers and design through:

- a. Raising the international profile of Singapore designers and design,
- b. Creating greater public awareness and appreciation of design in Singapore, and
- c. Promoting the adoption of design by businesses.

The outputs for Dsg's Design Promotion Programmes as at end FY07/08 were:

1,483
SINGAPORE
DESIGNERS PROFILED

6,218,640
ATTENDEES/
PARTICIPANTS

78
CONTRACTS AND BUSINESS
LEADS ESTABLISHED

334
PARTNERS
INVOLVED

\$22,158,240
CO-INVESTMENT
BY PARTNERS

\$13.84m
MEDIA
VALUE

The three strategic Programmes under the Design Promotion Strategy were:

- a. Design Awareness & Perception Programme
- b. Design Business Programme
- c. Design Exhibitions and Media Multiplier Programme

Programme 1: Design Awareness & Perception

The Programme aimed to raise greater public awareness and appreciation of good design. Under this Programme, the **President's Design Award** was launched to establish the nation's highest honour for its designers and design. The Award recognises significant achievements and contribution of the nation's design talents from all disciplines. It is judged by an international jury panel, approved by a steering committee and conferred by the President of the Republic of Singapore. The award is jointly administered by Dsg and the Urban Redevelopment Authority. In 2006 and 2007, a total of 800 guests attended the Award ceremonies while the exhibitions received 42,700 visitors. Over the two years a total of 187 nominations were received, with 14 Designs of the Year and 9 Designers of the Year being conferred the Award.

President's Design Award

DESIGNER OF THE YEAR

- i. Chan Soo Khian, Architect, 2006
- ii. Theseus Chan, Multi-Disciplinary Designer, 2006
- iii. Ban Yinh Jheow, Toy Designer, 2007
- iv. Eng Siak Loy, Multi-Disciplinary Designer, 2007
- v. Casey Gan and Lim Swe Ting, Landscape Designers, 2007
- vi. Andrew Gn, Fashion Designer, 2007
- vii. Lim Sau Hoong, Advertising and Communications Designer, 2007
- viii. Mok Wei Wei, Architect, 2007
- ix. Jackson Tan, Alvin Tan, Melvin Chee and William Chan of :phunk Studio, Communications Designers, 2007

DESIGN OF THE YEAR

- i. Six Special Exhibitions at ACM, Exhibition Design, 2006
- ii. Church of St Mary of the Angels, Architecture + Urban Design, 2006
- iii. Esplanade – Theatres on the Bay, Architecture + Urban Design, 2006
- iv. Fullerton Hotel & One Fullerton, Architecture + Urban Design, 2006
- v. HP Deskjet 460 Mobile Printer, Product Design, 2006
- vi. MINI Habitat, Interior Design, 2006
- vii. New Majestic Hotel, Interior Design, 2006
- viii. 0501, Stage Design, 2007
- ix. 1 Moulmein Rise, Architecture + Urban Design, 2007
- x. Bishan Community Library, Architecture + Urban Design, 2007
- xi. Dell 966 All-in-One Photo Printer, Product Design, 2007
- xii. Page One Bookstore at Vivocity, Interior Design, 2007
- xiii. PediGuard, Product Design, 2007
- xiv. Philips Singapore Learning Centre, Interior Design, 2007



President's Design Award.





ManyWaysOfSeeing.

10TouchPoints (10TP) was a three-phase nationwide project to improve everyday living through better design. Phase 1 called for the public to nominate and vote for public amenities for redesign; Phase 2 called for designers to redesign top 10 voted items through an open competition; Phase 3 called for the owners of the public amenities to implement the new designs. The idea for 10TP was mooted by Dsg's International Advisory Panel members Dick Powell and Richard Seymour. Singapore was the first country to adopt this user-driven approach for the redesign of public amenities on a national scale. Phase 1 gathered more than 400 nominations and 17,000 votes on items that could be better designed. Three short films created to engage the public had over 4,000 viewers on YouTube. Phase 2 received 113 submissions from designers. Of these, eight winners were selected and their ideas were prototyped and exhibited at the National Library, which received 20,000 visitors. In Phase 3, the winning design for the recycling bin would be implemented at the Changi Airport.

ManyWaysOfSeeing (MWOS) was an educational workshop to train design conceptual thinking in primary and secondary schools. Over the last three years, Singapore Polytechnic's Experience Design Centre has run the workshop with 920 students from 22 schools. In particular, St Andrew's Secondary School has established an MWOS Centre and extended its use in the teaching of other subjects.

Other projects under Design Awareness & Perception included:

- a. NDP Funpack Media Multiplier (2007): A project to raise the awareness of design at the National Day Parade in 2007.
- b. DesignSingapore Lecture Series (2006): A premier lecture platform featuring top global designers to cultivate good design awareness.
- c. President's Design Award Forum (2006): A platform for Singapore designers to learn from the President's Design Award Jury Panel and award recipients.
- d. Design Activity Kit (2006): A compact exercise kit to raise design awareness in primary schools.
- e. Design Career Posters (2005): A set of four posters to inform junior college students on design career choices.

Programme 2: Design Business

The programme is aimed at increasing the strategic use of good design in businesses for economic competitiveness. This was implemented through a grant scheme, a publication and several conferences and workshops to educate businesses on using and commissioning design. The **Design Pioneer Programme** is a grant that co-funded businesses to use design as part of their business strategy. The business conferences and workshops engaged 1,400 business and design attendees and also served as a networking platform to connect designers to businesses:

- a. DMI International Singapore Conference
“Design Value” (2008): Organised by the Design Management Institute (Boston) to educate Singapore businesses on extracting value from design.
- b. ACE BlueSky Evening (2006): A publication outlining the value of design in business was produced and distributed to Singapore enterprises attending the event.
- c. “Maximising Your Return on Design” Conference (2006): Organised by Pasedena Art Centre and INSEAD for businesses and design consultancies.
- d. “Design 101” Workshops (2005): A series of workshops to educate SMEs in using design competitively for their businesses.
- e. “Design Alchemy” (2005): A dinner lecture by BMW Group, Design Director Mr Christopher Bangle for CEOs.
- f. “Design or Resign” (2005): A conference at Global Entrepolis 2005 to introduce SMEs to the use of design.

The **Design for Enterprises** Unit, a cross-ministry and multi-agency initiative by Dsg, IE Singapore and SPRING Singapore was formed on 1 August 2007. The Unit’s aim was to synergise the respective government efforts to drive design as a strategic differentiator and enabler for Singapore-based enterprises to be more competitive both in the domestic and international markets.



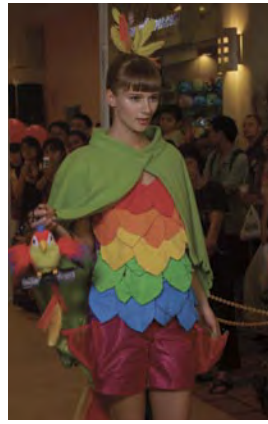
"SINGAPORE SUPERGARDEN" at the 11th International Architecture Exhibition, La Biennale di Venezia.



"Blueprint" at the Singapore Fashion Festival-Milan Studio (2008).



"Singapore Built and Unbuilt" at the 10th International Architecture Exhibition, La Biennale di Venezia.



"Me and My Pet", Dsg-IKEA Studio.



Singapore Design Festival 2007.



The Unit, reporting to a Steering Committee, co-chaired by 2PS/Trade & Industry and PS/ICA, and a Working Committee, was tasked to:

- a. Conduct fact-finding to understand current design levels and needs to address crucial assistance gaps, and
- b. Develop a comprehensive Integrated Design for Enterprises Programme (IDP) Framework to be adopted by various agencies.

The pilot phase would see the launch of a Design for Enterprises website and a one-stop Design for Enterprises Centre to be hosted by Dsg at the MICA Building. The website would serve as an information source covering programmes and grants available for enterprises, application forms, design case studies, designer directory, etc. The Design for Enterprises Centre would serve as a convenient location for face-to-face enquiries and consultations as well as a call centre.

Programme 3: Design Exhibitions and Media Multiplier

The Programme's three objectives were:

- a. To raise the public understanding of good design,
- b. To increase the international profile of Singapore design,
- c. To bring original Singapore design content to market.

The international presentations made during FY04/05 – 08/09 included:

- a. Singapore Presentation at Melbourne's State of Design Week (Australia 2008).
- b. 'BluePrint' (Italy 2008) presented as the Singapore Pavilion at the Milan International Furniture Show 2006.
- c. Venice Biennale International Architecture Exhibition (Italy 2008, 2006 and 2004), the most prestigious platform for architecture.
- d. Singapore Season (Beijing & Shanghai 2007, London 2005), a MICA effort to increase the awareness of Singapore's creative industries in the creative cities of the world.
- e. '20/20 Movement' (London 2006), presented as the Singapore Pavilion at the London Design Festival.
- f. '699.1' (Sao Paulo 2006), presented as the Singapore Pavilion at the Sao Paulo Design and Architecture Biennale.

- g. 'Design Happy Singapore' (Italy 2006), presented as the Singapore Pavilion at the Milan International Furniture Show 2006.
- h. 'Design Stories' (Japan 2005), presented as the Singapore Pavilion at the World Expo 2005.
- i. Presentation of Singapore design student works at Design Korea (Seoul 2005).

Each of the presentations above received good international media coverage and positive comments from international VIPs, industry leaders and visitors. A number of the international presentations were at trade platforms and contributed to the number of contracts and business leads secured. Exhibitions were coupled with design development projects to develop design capability and original content, and may also have included workshops and seminars. All international presentations had returning exhibitions to create awareness and appreciation of Singapore designers and design locally, with the ultimate goal of growing the demand for design in Singapore.

In developing the international presentations, Dsg made significant efforts to engage Singapore creative talents. Either as curators or designers for the various aspects, Singapore's creative talents oversaw the development of the presentation concepts to the design of the exhibition, the exhibition content and collaterals. To further develop Singapore's capability in this area, a significant MOU was signed between VITRA Museum, DesignSingapore Council and the National Museum of Singapore to co-create design exhibition content.

This Media Multiplier programme leveraged on all forms of media to raise awareness of Singapore design. The content developed also became a vehicle for evolving and debating Singapore design. In addition, each major Dsg-I project would have a media multiplier component to extend the reach and life of the project. This may be made through Public Relations strategies, Online and Conventional Broadcast, Viral Communications and Print. Significant projects under this programme included:

- a. Design TV Forum (2007): A MediaCorp Channel 5 production presenting an insightful discussion on the state of design in Singapore.



20/20 at London Design Festival.

- b. Vibrations (2007): A publication profiling 10 young Singapore designers below the age of 35.
- c. IDEAS (2007): A publication by the Institute of Advertising Singapore, highlighting the nation's top advertising talents.
- d. Design for Life! (2006): A 6-part TV series by Mediacorp TV12, highlighting the role of design in everyday life.
- e. SINGAPOREdge (2005): A publication featuring over 50 designers profiled at the SINGAPOREdge event in London.
- f. More Than Meets The Eye (2004): An 8-part TV series produced by Mediacorp Channel 5.
- g. Wallpaper* Advertorial (2005): A 9-page feature on Singapore design in this premier design publication.

Strategy 3: Design Culture

Design Culture Programmes and Projects served to establish the critical network, infrastructure, information and research required to support the development and promotion of the Singapore design sector.

The outputs for Dsg's Design Culture Programmes as at end FY07/08 were:

10
SURVEYS AND STUDIES
COMMISSIONED

14
CASE STUDIES
PUBLISHED

5
INTERNATIONAL MOUs
ESTABLISHED

52
INTERNATIONAL
PARTNERS ENGAGED

4
INTERNATIONAL ACTIVITIES
ATTRACTED TO SINGAPORE

3
INTERNATIONAL ORGANISATIONS
ATTRACTED TO SINGAPORE

950,000
HITS FOR
DSG WEBSITE

Design Culture is managed through the following Programmes:

- a. International Relations
- b. Design Sector Studies
- c. Study-Trips and Missions
- d. Knowledge Management, Web and Design Case Studies
- e. Design Policy

Programme 1: International Relations

International Relations focused on the anchoring of international design organisations and events in Singapore, and the development of key international partners.

In 2005, DesignSingapore and its industry partner Designers Association of Singapore won the bid to host the Congress of the International Council of Society of Industrial Design (Icsid), which is expected to draw a total attendance of 2,000 international design leaders. Icsid is the world body for industrial design and Singapore won the bid against Paris.

Dsg also aimed to attract key international organisations to Singapore, in particular, established design organisations with a vision for design education or capability development. Working with partners from EDB and the industry, Dsg helped to anchor the following international organisations in Singapore:

- a. IFI HQ (2005-2008), a world body for interior architects and designers, representing over 35,000 members.
- b. BMW Designworks, the design arm of BMW that is one of the top agencies providing full product design services. The Singapore office is the headquarters for Asia.
- c. Red Dot Singapore, whose parent organisation is the prestigious red dot award in Germany. The Singapore organisation is the only office outside of Germany and administers the new red dot award category for design concept.

Dsg also secured MOUs for design cooperation signed with countries that would serve as strategic design partners.

In addition to the MOU with VITRA Museum for content co-creation and exchange, the other MOUs were:

- a. Korea (November 2005), an MOU was signed with KIDP (Korea Institute for Design Promotion), Korea's government-funded national design organisation. The MOU facilitates G-to-G exchange on design policies, supports the design exchange between public and private sectors, co-develops a good design selection system, mutually promotes good design originating from the two countries, and facilitates an annual top-level management meeting to further the co-operative design relationship.

- b. Victoria, Australia (December 2007), an MOU was signed between MICA and the Victorian Government. This MOU establishes exchange programs to boost design capabilities and develops cooperation and collaborative platforms between design institutions and government agencies.
- c. Denmark (June 2008), an MOU was signed with the Danish Government for a broadbase design collaboration between the two countries and to anchor the international design awards and conference INDEX: in Singapore in 2009.

Programme 2: Design Sector Studies

Design Sector Studies Programme developed tools to measure the growth of Singapore design, in the form of surveys and studies. The key findings would then inform and mould Dsg-I and II design policies, strategies and programmes. The surveys and studies commissioned in Dsg-I were:

Title of Study/Survey	Strategic Function
DESIGN AWARENESS SURVEY 2005, 2006, 2007	Measures the Singapore public's awareness and understanding of design, therefore giving a gauge of the effectiveness of Dsg-I's programmes.
DESIGN INDUSTRY STUDY 2005, 2007	Measures the receptivity and uptake of design by businesses. It proxies for the health of the design industry.
DESIGN EDUCATION SURVEY 2007	Provides an overview of the design education landscape in Singapore, to identify potential areas for development.
DESIGN AWARDS SURVEY 2008	Tracks a portfolio of key international awards and the trend of Singapore winners.
ECONOMIC PROJECTION STUDY 2005, 2007	A study using NTU's economic model to project the design sector's contribution to GDP.
FESTIVAL EFFECTIVENESS STUDY AND FESTIVAL AWARENESS RESEARCH	Measures the effectiveness of the Festival for the design industry, companies and the public.

The value of media coverage on Singapore was tracked as a proxy for design awareness, international standing of Singapore designers and consumer confidence. The Media Value chart below shows a significant upward trend in the reporting of Singapore design in the media. From 2004-2006, only mainstream Singapore media was tracked. In 2007, this expanded to international media. In addition, Dsg-I established an international network of design media with 350 design and general media.

Programme 3: Study-Trips and Missions

Dsg maintains a list of Tier A, B and C design cities and design platforms. These cities and platforms are tracked through study-trips that establish relationships with key design organisations and companies.

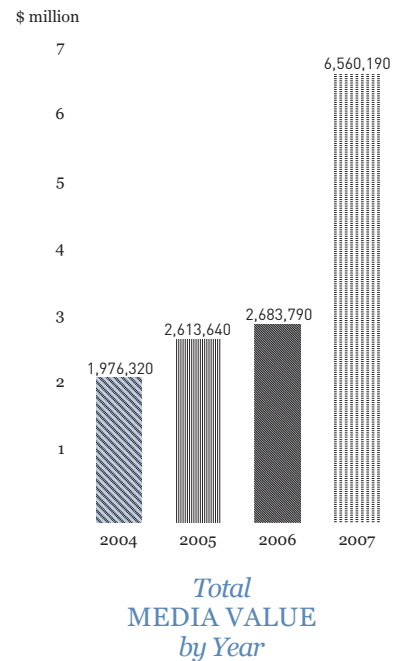
Through the establishing of international MOUs, Dsg has also formed strategic alliances with countries, cities and organisations that are design leaders. These include:

- MOU with Korea Institute of Design Promotion (2005).
- MOU with the International Federation of Interior Architects/Designers (2005).
- MOU with VITRA Design Museum and the National Museum of Singapore (2007).
- MOU with the State of Victoria, Australia (2007).
- “Design to Improve Life” MOU with Denmark (2008).

Programme 4: Knowledge Management, Web and Design Case Studies

To develop and promote Singapore design effectively, a robust virtual infrastructure and platforms are required. In the final stages of Dsg-I, Dsg is developing a framework for a knowledge management system that will allow multiple stakeholders in the design sector to access information and resources for design through a comprehensive web platform.

Currently, Dsg has developed some of these design knowledge resources, including 14 design case studies that have been distributed through the Dsg website.





DesignEdge 2005.

Programme 5: Design Policy

Through the commissioning of various surveys and studies, trends and key findings have continually shaped the positioning of Dsg's five strategies, its programmes as well as its projects.

During the IAP meeting in 2006, the panel identified Design Education, from cradle to grave, as a critical area of concern for the further development of the Singapore design sector. In response to panel recommendations, Dsg has commissioned a study on Design Education. Following the next IAP meeting in December 2008 which will focus on Design Education and will involve participation from the education sector, a policy for Design Education will be formed.

Strategy 4: Singapore Design Festival

The Singapore Design Festival was positioned as a platform that would bring together designers, design clients and consumers, and was the outward manifestation of Dsg's Design Development and Promotion initiatives.

The Festival brought the leading edge of design creativity from Asia to the world and the world to Asia. The first two festivals were held from 9-23 November 2005 and from 28 November-8 December 2007. The Festival was an umbrella platform presented by Dsg, with the design firms and clients organising the various exhibitions, workshops, talks, seminars and product launches. Dsg's own design development and promotion programmes also leveraged on the Festival to feature important milestones to gain international mindshare. The outputs for the Singapore Design Festival as at end FY07/08 were:

19,740

SINGAPORE
DESIGNERS TRAINED

221

PARTNERS
INVOLVED

77

INTERNATIONAL
MEDIA

277

SINGAPORE
DESIGNERS PROFILED

S\$18,943,450

CO-INVESTMENT BY PARTNERS
(OR FOR EVERY S\$1 SPENT,
PARTNERS CONTRIBUTED S\$3)

634,960

HITS FOR
FESTIVAL WEBSITE

774,360

AUDIENCE/ATTENDEES/
PARTICIPANTS

S\$5.87m

MEDIA
VALUE

105,553,950

IMPRESSIONS AND 124,490 CLICKS
FOR ONLINE ADVERTISING

The table below highlights key achievements at the two Singapore Design Festivals and how they tie in with Design Development and Design Promotion objectives:

Festival Programmes

Key Achievements

1. DESIGN DEVELOPMENT: RAISING CAPABILITIES OF SINGAPORE DESIGNERS

UTTERUBBISH

The anchor event in 2007, produced by Singapore designers Black Design.

To raise design capability.

This platform on sustainable design comprised of a conference, workshops, talks and an exhibition, presenting content developed by 15 international designers and 15 Singapore design firms. The Intellectual Property created will be leveraged as an international traveling exhibition. Training sessions and workshops were also held. Utterubbish attracted over 9,000 visitors.

DESIGNEDGE

The anchor event in 2005, produced by IdN.

To raise design capability.

DesignEDGE was an interactive presentation of the design process to inspire leading edge design thinking. Other than a stellar list of 38 international presenters, a group of seven Singapore designers presented on their design processes. It attracted over 3,500 delegates with 55% foreign delegates.

ADASIA

The key event in 2005, organised by 4As.

To raise design capability.

ADASIA is the premier event for the advertising and marketing community in Asia, and returned to Singapore after more than 25 years. The three-day event comprised of a conference, exhibition, networking events and creative awards. It attracted over 1,390 delegates, with 55% being foreign delegates, and over 60 exhibitors from 34 countries.

RED DOT AWARD: DESIGN CONCEPT

A key event in 2005 and 2007, organised by red dot Singapore.

To raise design excellence.

This annual competition culminated in a grand gala presentation during the Festivals. The international award based in Singapore encourages and spurs Singapore designers to higher levels of design excellence. Since its initiation 13 Singapore designers have won the award, including two best of shows.

MISCELLANEOUS

WORKSHOPS AND SEMINARS

Conducted by international and Singapore designers.

To equip Singapore designers with an expanded set of design skills and know-how.

Design workshops and seminars included:

- a. Lighting Furniture Design Innovation Workshop by Domus (2005)
- b. Lighting Installation by Mr Kaoru Mende (2005)
- c. Form exploration through rapid prototyping by French collaborative rar|e architecture (2005)
- d. Multiple workshops and talks at the Singapore ArchiFest by Singapore Institute of Architects (2007)
- e. [re]design, a workshop on sustainable design by Singapore Furniture Industries Council (2007)
- f. Beyond Metal, demonstration of metal casting by Ms Beatrice Schlabowsky

A total of 19,740 designers attended developmental activities at both Festivals.

Festival Programmes

Key Achievements

2. DESIGN PROMOTION: GROWING DESIGN DEMAND IN CLIENTS AND THE PUBLIC

INTERNATIONAL DESIGN FORUM 2005

Organised by IE Singapore.

To raise Design demand in clients by focusing on design as a business strategy.

The objectives of the conference were two-fold – firstly, to help Singapore businesses appreciate the use and strategic importance of design; and secondly, to equip Singapore designers with the necessary concepts with the aim of enhancing their ability to persuade companies to leverage design in their business.

DESIGNBUSINESS | BUSINESSDESIGN

Organised by branding expert Jorg Dietzel, conducted in both 2005 and 2007.

To raise design demand.

The talk attracted design clients and designers interested in finding out how design plays a role in building and positioning brands. Mr Jorg Dietzel used case studies to show how design could conquer new markets and target groups.

VIVOCITY STUDENT DESIGN CONTEST

Platform for Dsg to partner and cultivate a design client – VivoCity.

To develop design capability and promote design uptake.

The competition brief was to develop an installation for VivoCity that can be a piece of art, as well as furniture. The prototypes of the 20 best submissions from the competition were shown at the festival. The competition attracted 180 entries and VivoCity invested S\$290,000 in the exercise.

EUREKA: FROM DESIGN BRIEF TO SHOP WINDOW

Presented by UK Trade & Investment and Design-Nation.

To raise design demand from clients.

In Eureka, British retailers were invited to commission consumer products from British designers. Six designs were commercialised. Eureka provided case studies of the process of commissioning design and a platform from which retailers and manufacturers can discuss the benefits of using design. The presentation included a talk, networking session and exhibition.

EXHIBITIONS, PRODUCT PRESENTATIONS AND LAUNCHES

Part and parcel of the Festivals to raise public understanding and awareness of design.

Product Presentations included:

- Design showcase by the New Majestic Hotel (2005 and 2007)
- New product launches at X-tra (2005)
- Exhibitions at SPACE Furniture (2005 and 2007)
- Design appreciation at Doc Cheng (2005)

Multiple exhibitions were featured during the festivals, totaling over 90 exhibitions.

In 2007, a research and a study were commissioned to measure the effectiveness of the publicity campaign and the Festival respectively.

From the Festival Awareness Research conducted by Saffron Hill, an estimated 260,000 were Singaporeans reached through the campaign. The main messages received by the public were, “Encouraging creativity/thinking outside of the box”, “Promoting local designers/design industry” and “Encouraging greater attention to details”. The Festival Effectiveness Study undertaken by NUS included designers, businesses and the public. The key benefit for designers from the Festival was an increased appreciation of current design trends. From the design client’s point of view, the key benefit from the Festival was networking opportunities with new business partners, with 94.1% expressing that the Festival should continue in the years to come. Eighty per cent (80%) of the public surveyed felt that the Festival contributes towards the design culture in Singapore.



Singapore Design Festival 2007.

Strategy 5: Design Futures

After most of the foundation for Dsg-I was laid, Design Futures was launched in 2007. Its role was to engage businesses and designers in up-stream design research and development as well as new IP creations, to develop new design value for Singapore designers/design practices and design-led businesses. By cultivating a long-term focus on Design R&D, transformative strategies and content for design and other horizontal industries could be developed to create new competitive advantage for Singapore designers and businesses.

The targeted outputs for Dsg's Design Futures for FY08/09 were:

30
GRANT
APPLICATIONS

10
PROJECTS SUPPORTED
BY GRANTS/IP CREATED

10,000
SINGAPORE
DESIGNERS TRAINED

A S\$6 million Design R&D Grant was jointly launched by Dsg and the Media Development Authority's Interactive Digital Media Programme Office. Four calls would take place in 2008 for application for support in the following research areas:

- a. A Sustainable City
- b. The Greying Population – Inclusive Design
- c. Personal Mobile Cooling
- d. Urban Mobility – Alternative Transportation
- e. Interactive Digital Media User Interface

Under Design Futures, parallel research projects would be conducted in collaboration with foreign design universities such as ETHZ and MIT to identify and develop design issues, solutions and projects for future cities. Under Dsg-II, it is envisaged that the content development activity should be supported by hardware such as a materials library and a prototyping centre.

“DesignSingapore has done a terrific job thus far in accelerating design from near zero to 100 km/hr.

As witnessed, the increasing magnitude and intensity of Singapore design visibility, activity and discourse; i.e.: President’s Design Award, design conferences, design events, more design related consultancies and in-company studios moving in, more off-shore companies establishing design development labs in Singapore, more tertiary design schools, courses, departments – All these accrue towards the goal of Singapore world design hub 2012.

In an amazingly short time, you have brought Singapore parallel with nations that have centuries of design heritage.”

Mr Arnold Wasserman
Chairman
The Idea Factory (San Francisco & Singapore)

CHAPTER 3

The State of Design in Singapore

Where are we Today?

- Overall State of Design
- Performance of the Singapore Design Sector by Value-Added (VA) and Employment
- Other Key Indicators

Overall State of Design

The state of Design in Singapore is currently measured by economic indicators and other surveys comprising two key performance indicators — value-added and employment — and four other key indicators — international design ranking, design awards, design awareness and growth of the design sector.

The Design sector has been growing healthily over the past few years from an economic perspective, outperforming the overall economy. Internationally, Singapore design and designers have been gaining more recognition. Locally, the public is becoming more aware of design.

Performance of the Singapore Design sector by Value-Add (VA) and Employment

The Key Performance Indicators (KPI) for the DesignSingapore Initiative are value-added (VA) contribution to Singapore's Gross Domestic Product (GDP) and employment. VA/employee is derived from these two KPIs. Four other indicators are also used to provide a more comprehensive picture of the progress of the Design sector in Singapore.

VA Contribution

VA measures a sector's contribution to a country's economy, or more specifically GDP.

At the start of the DesignSingapore Initiative in 2004, the Design sector's VA was S\$2.15 billion¹ (or about 1.2% of Singapore's GDP). In 2005, it grew to S\$2.25 billion (also about 1.2%). The compounded annual growth rate (CAGR) of Design's VA from 2003-2005 is 7.5%, which is higher than Singapore's overall growth of 5%.

Employment

Employment measures the number of people employed within a sector. For the Design sector, this goes beyond the number of designers working within the sector.

In 2004, the Design sector employed 32,677 (about 1.4% of Singapore's labour force). In 2005, the sector employed 33,503 (also about 1.4% of Singapore's labour force). This represents a CAGR of 6.9% from 2003, higher than the national growth of 4.2%.

¹ Singapore Department of Statistics.

Based on these two KPIs, the design sector is growing faster than the general economy. The table below tracks the key economic indicators of the overall design sector from 2003 to 2005²:

Design Sector	2003	2004	2005	CAGR
VA (billion at current prices)	S\$1.94	S\$2.15	S\$2.25	7.5%
Employment	29,343	32,677	33,503	6.9%
VA/Employee	S\$66,100	S\$65,800	S\$67,200	0.8%
Number of Design practices	5,450	6,052	5,885	3.9%

Contribution of the Design Industries in 2005

The Design sector's VA and employment are contributed largely by Software Design and Environmental Design (Placemaking). For VA contribution, Software Design accounts for 44.2% and Placemaking 27.8%. For employment they are 31.4% and 39.9% respectively.

The table on the following page shows the detailed contribution of the Design industries by the Singapore Standard Industrial Classification (SSIC) codes and the sizes by VA, employment and VA/worker of the industries. While Industrial, Product, Fashion Design (Objectmaking) is small (4.1% of sector's VA), it has the highest VA/employer at \$102,000. Software design has the second highest VA/employee at \$94,000. At the SSIC five-digit level, the VA/employee ranges from \$3,000 (Fashion Design) to \$121,000 (Electronic-related Industrial Design).

² 2005 figures are the latest available as there is a 2-year lag. 2006 figures will be available end 2008.

Design Industries (2005)	SSIC	VA(\$m)	Employment	VA/ Employee (\$)
PLACEMAKING – ENVIRONMENTAL DESIGN		625 (27.8%)	13352 (39.9%)	47,000
Architectural services	74111	326	5,152	63,000
Landscape design and architecture	74112	10	177	55,000
Landscape care and maintenance service	78420	36	1,787	20,000
Interior design services	76221	152	4,252	36,000
Exhibition stand designing service and contractors	78924	44	966	46,000
Quantity surveying and building appraisal services	74113	58	1,018	57,000
OBJECTMAKING – INDUSTRIAL, PRODUCT, FASHION DESIGN		93 (4.1%)	911 (2.7%)	102,000
Electronic-related industrial design services	74211	68	566	121,000
Transport-related industrial design services	74212	25	249	99,000
Furniture design services	74213	25	249	99,000
General Industrial design activities	74219	25	249	99,000
Fashion design services	76223	0.3	96	3,000
IMAGEMAKING – VISUAL COMMUNICATIONS DESIGN		536 (23.8%)	8707 (26.0%)	62,000
Advertising activities	76110	439	6,499	68,000
Arts and graphic design services	76222	97	2,208	44,000
SOFTWARE DESIGN		994 (44.2%)	10,533 (31.4%)	94,000
Development of other software (including web design)	63129	994	10,533	94,000
DESIGN SECTOR TOTAL		2,248	33,503	67,000

Source: Singapore Department of Statistics.

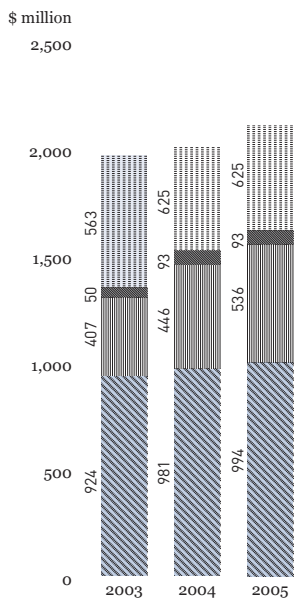
The following table shows how the Design sector compares to other Creative Industries sectors with regards to VA/Employee.

Services	VA/Employee
Arts	\$40K
Design	\$67K
Media	\$81K

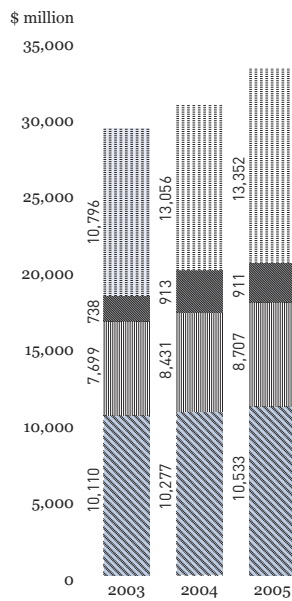
Source: Singapore Department of Statistics.

Objectmaking Sub-sector Registered the Fastest VA Growth

While small in absolute size by VA and employment, the Objectmaking sub-sector registered the fastest VA growth at 36% from 2003 to 2005. This is followed by Visual Communication Design (Imagemaking) at 14.8% and Placemaking at 5.4%. Software Design grew at 3.8%. With regards to employment growth, Placemaking and Objectmaking registered the fastest growth at 11.2% and 11.1% respectively.



VA GROWTH of the DESIGN SECTOR



EMPLOYMENT GROWTH of the DESIGN SECTOR



Source: Singapore Department of Statistics.

Other Key Indicators

Singapore's International Design Ranking

Singapore made a significant improvement in the international design ranking. The Design Competitiveness Report³, based on data from the World Economic Forum, showed that Singapore has made the best progress climbing from 22nd position in 2002 to 16th position in 2005. The report singled out Denmark and Singapore as the “real winners”.

The Asian countries and regions that are ahead of Singapore in ranking are Japan (1), South Korea (14) and Taiwan (15). The report also found that countries with a high design competitiveness ranking tend to have a high growth competitiveness ranking. (See Annex 2 for the full listing of design competitiveness ranking)

Country	Growth Competitiveness Index ranking 2005	Growth Competitiveness Index ranking 2002	Design Competitiveness ranking 2005	Design Competitiveness ranking 2002
Finland	1	1	7	1
United States	2	2	2	2
Sweden	3	6	8	8
Denmark	4	8	5	9
Taiwan	5	-	15	-
Singapore	6	10	16	22
Iceland	7	16	17	14
Switzerland	8	5	4	6
Norway	9	19	22	18
Australia	10	9	29	21
Netherlands	11	3	13	7
Japan	12	15	1	5
Great Britain	13	7	11	10
Canada	14	11	20	15
Germany	15	4	3	3

³ Report “Global Design Watch: April 2006”, by DESIGNIUM, the New Centre of Innovation in Design, at the University of Art and Design in Helsinki.

The table below shows the components or indexes⁴ of the Design Competitiveness Ranking and Singapore's ranking in each in 2005. While Singapore was in the top 10 for 'Production process sophistication' and 'Company spending on R&D', it lagged behind in 'Capacity for innovation'.

Indexes used in Design Competitiveness Ranking	2002	2005	Ranking 2005
DESIGN AVERAGE SCORE	4.8	5.3	16
Capacity for innovation	4.2	4.5	22
Production process sophistication	6.0	5.8	9
Extent of marketing	5.3	5.5	15
Company spending on R&D	NA	5.0	10
Nature of competitiveness advantage	NA	5.2	17
Value chain presence	NA	5.7	16
Degree of customer orientation	NA	5.6	16
Extent of branding	4.5	NA	-
Uniqueness of product designs	4.0	NA	-

International Awards Won by Singapore Designers and Companies

Economic numbers measured the health of the design sector, but not the level of design excellence or the quality of the work that the sector produced. Hence, the number of important international awards⁵ won by Singapore designers and companies were tracked to provide an indication of design excellence in Singapore (see the chart on next page for awards won from 2000-2007).

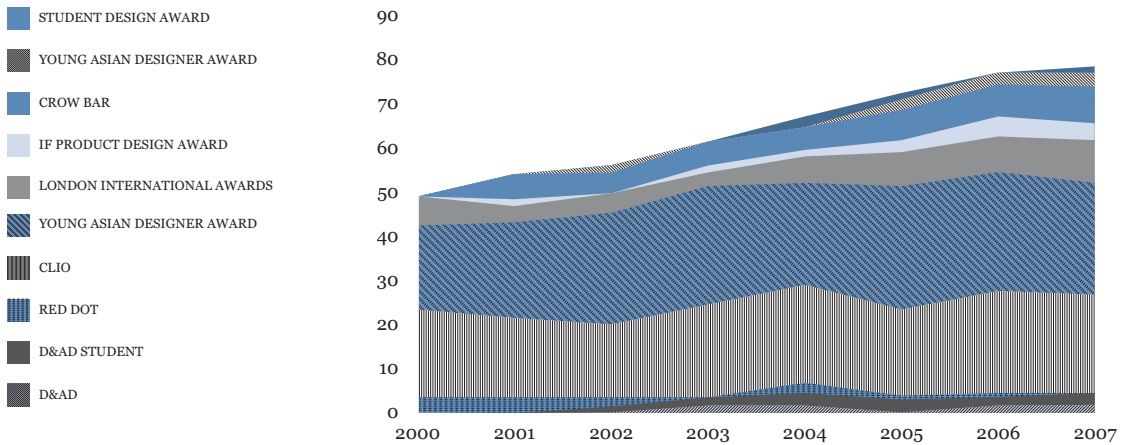
Singapore designers have been gaining international recognition. Eighty awards (based on the basket of 10 selected international awards) were garnered in 2007, compared to 51 in 2000 – almost 60% increase over seven years.

NUS Industrial Design graduate Donn Koh won one of the world's most coveted design prizes – the Braun Prize, with his design of a new type of walker for children suffering from cerebral polio; Ogilvy & Mather Singapore was placed 3rd in the Agency of the Year category of the Cannes Lions International Advertising Festival. The 1st and 2nd place were taken by headquarters of advertising giants from New York and London; architecture firm

⁴ The indexes are rated on a scale of 1 (minimum) to 7 (maximum).

⁵ The awards to be tracked are selected if they fulfill at least 5 out of the 6 following criteria – length of establishment, large number of entries, high international participation, renowned international judges, endorsement from leading creative associations and projects done for MNCs. In total, 10 awards are tracked.

WOHA received the prestigious Aga Khan Award for Architecture for their project at One Moulmein Rise. Also worth mentioning is the nomination of WOHA's Newton Suites for the International High-rise Award (offered by the City of Frankfurt/Main every two years), alongside three Pritzker Prize winners Rem Koolhaas, Sir Norman Foster and Renzo Piano. In addition, two students from Temasek Polytechnic, Jason Feng and Reinald Chee, took part in the D&AD Students Award 2008 and became the first based outside of the United Kingdom to win the coveted "D&AD Student of the Year".



Number of
INTERNATIONAL DESIGN AWARDS WON
by Singapore Designers

Design Awareness in Singapore

The level of public awareness in design affects the vibrancy of the design culture in Singapore and its global competitiveness. A Design Awareness Index was thus developed in collaboration with Ernst and Young to measure and track this awareness.

The public is becoming more aware of design, based on findings from the 2007 Design Awareness Index⁶ study. The study showed that the overall awareness index score⁷ of 5.13, aggregated from measures of attitude, interest, knowledge and involvement, has shown a significant improvement from 4.53 in 2006 and 4.63 in 2005.

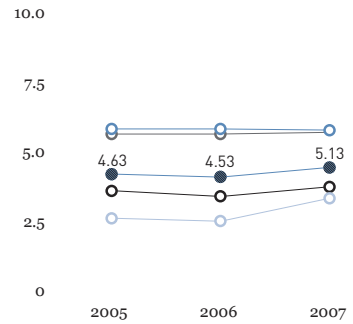
The Attitude and Interest dimensions were in the 'high' range, while Knowledge and Involvement were in the 'moderate'

⁶ In 2005, DesignSingapore Council commissioned Ernst and Young to develop a Design Awareness Index and conduct an annual Design Awareness survey.

⁷ The index score is on a scale of 0 to 10, where 0 is no awareness and 10 is full awareness.

range. Although scores improved across all four dimensions, the dimensions that experienced the greatest improvements are Knowledge and Involvement.

Findings from the Study suggested that the efforts by DesignSingapore Council have been effective in molding attitudes and interest of the public towards design and have achieved increased knowledge and involvement of Singaporeans in Design.



DESIGN AWARENESS index



Growth of the Design Sector

VA contribution

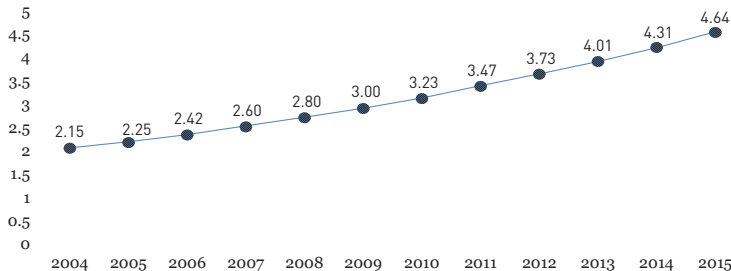
Since 2003, the VA of the Design sector has been growing at 7.5% per annum, which is higher than Singapore GDP's 5%. If the VA maintains this growth rate, the Design sector is estimated to contribute about S\$3.0 billion⁸ in 2009 and S\$4.6 billion in 2015 to Singapore's GDP.

Employment

Since 2003, employment by the Design sector has been growing at 6.9% per annum, which is higher than the national growth of 4.2%. Based on this growth, the sector is expected to reach the interim target of creating 10,000 additional jobs by 2009.

VA/employee

Currently, the growth of VA/employee is less than 1%, indicating that VA is growing only marginally faster than employment. While employment growth is important, it should not come at the expense of VA/employee. For the growth of VA/employee to increase, the VA growth must exceed employment growth.



PROJECTED VA GROWTH of the Design Sector

⁸ This is \$0.8 billion short of the interim target of \$3.8 billion in 2009, set in 2002.

START OF AT A GLANCE

(2004)

“You have to nourish design and make it function. Design needs to be a transformational activity beyond just materials, people and process... through DesignSingapore, the Singapore government can provide a climate for design to co-create and invent. The DesignSingapore Council should be there to nourish the industry by putting the key elements together.”

Dick Powell,
Product Designer,
Seymourpowell

CHAPTER 4

The Dsg-II Strategies

Accelerating the Transformation and Impact
of the Singapore Design Sector.

- From Design Sector to Design Cluster
- Vision and Desired Outcomes
- Dsg-II Strategies and Programmes
- Targets: Desired Outcomes and Indicators
- Integrated Approach and Convergence

From Design Sector to Design Cluster

In the first five years of the DesignSingapore initiative from 2004-2009 (Dsg-I), the general strategy is to level up both the 'supply' and the 'demand' for quality design. The initiative looks namely into: design capability and appreciation of design especially by enterprises, seeding of 'upstream' and 'downstream' activities, design R&D, and design festivals, and strengthening our professional standing locally and internationally. The KPI's are centered around the performance of the sector.

For Dsg-II, the DesignSingapore Initiative Phase 2: 2009-2015, in response to the global exponential rate of change and intense regional and international competition, a new set of strategies will be implemented to meet the VA contribution to GDP, targeted at S\$5.0 billion by 2015. The objective of these strategies is to accelerate the transformation and growth of the design cluster and for DesignSingapore Council to pursue joint activities with other economic agencies to fast-track the strategic exploitation of design by Singapore enterprises for economic growth, quality of life and the environment. The strategies are formulated in close consultation with the DesignSingapore Board, the DesignSingapore International Advisory Panel, the Industry Development Panel and focus groups comprising members of the design community.

Vision and Desired Outcomes

The vision of the DesignSingapore initiative is to develop Singapore as a **global city for design creativity** in Asia where design improves capability, enhances the quality of life, and drives competitiveness.

In Dsg-II, a three-prong strategic approach is taken. The first is to enhance capability development programmes from the first five years to strengthen the design cluster; secondly, to embed design into the other industry clusters to enlarge the impact of design economically, socially and environmentally; and thirdly, to accelerate the transformation of the design cluster and other economic clusters by leveraging on design innovation to be globally relevant and keep ahead of the competition in these challenging times of exponential rate of change.

The desired outcomes for Dsg-II will now address design both as a 'vibrant, integrated and competitive' cluster, as well as 'an enabler to enhance the performance of other economic clusters and the society as a whole'.

Dsg-II Strategies and Programmes

The three key strategies for Dsg-II are:

STRATEGY ONE

**Develop
Capability**
for a Globally
Competitive
Design Cluster

The first strategy is to develop excellent and globally competitive designers and a design cluster which is not only capable of servicing worldwide clients but are instrumental in enabling our enterprises to gain a competitive edge through design.

STRATEGY TWO

**Enable
Enterprises
to Leverage
Good Design**
for Economic
Growth, Quality
of Life, and the
Environment

The second strategy is to address the design clients in providing targeted assistance and incentives to enable enterprises to leverage on good design for competitive advantage, quality of life and the environment.

STRATEGY THREE

**Drive
Innovation
and Design
IP Creation**
to Stay Ahead
of the Curve

The third strategy is to provide an environment supportive of innovation and design IP creation that would be offered to both designers/design practices and design clients.

To achieve overall accelerated growth and transformation for the design cluster, all programmes must be highly integrative – to concurrently, instead of separately, address a) supply and demand for quality design, hence establishing the value and impact of design, b) the transformation of design practices and the required new enablers, and c) up-stream R&D and down-stream commercialisation of emerging designs.

Strategy One Programmes

Programme 1-1: Professional Development

The programme supports and enhances the professional capabilities of Singapore-based designers and practices to enable them to grow and compete in Singapore and internationally. Areas covered under this programme include Codes of Practice for the Professional Designer; Identification of new Codes of Practice; registration of designers; Continuing Professional Development; development of new talent types (eg, Chief Design Officer, Design Producer, Design Critique, etc); and the DesignSingapore Scholarship to continue to develop design leaders for the industry.

Programme 1-2: Design Learning

Design Learning is the exposure to and acquisition of skills that creative problem solvers and visionaries use to improve productivity, competitiveness and quality of life. Education institutions have a crucial role to play in delivering the quantity, quality and right type of professionals to support Singapore's aspirations to be a global city for design, and in nurturing the next generation of discerning design consumers who would understand and demand good design. DesignSingapore will work in collaboration with the DesignSingapore International Advisory Panel (IAP), and relevant Government agencies such as the Ministry of Education and the Workforce Development Agency to review policies and seed projects to redefine and introduce design learning. Some potential application areas to be covered include the Design and Architecture School in the 4th University, Design & Technology Curriculum in secondary schools, Design Studies in the new Science & Technology high school and Continuing Education and Training for the Singapore workforce. DesignSingapore will also continue to support the ManyWaysofSeeing programme for schools.

A new key initiative that DesignSingapore will be developing in collaboration with the DesignSingapore IAP is the creation of a design knowledge resource to act as an incubator and exchange platform for new thinking, ideas and concepts that will be accessible to all. Code-named "Mt Olympus", it will be an exchange platform for public dialogue allowing

creatives in Singapore to learn from and contribute to the best international practices available in the world. “Mt Olympus” can potentially become a national design engagement tool, acting as a catalyst for the development of a focused approach to enhance competitiveness and improve the quality of life.

Programme 1-3: International Market Development

For Singapore to be recognised as a global player for design, the importance of international presence through exhibitions, competitions and awards cannot be over emphasised for designers and design practices. Just as important, is the anchoring of leading international design companies and design operations of multi-national companies to help to create a more vibrant design cluster alongside activities that stimulate demand. This programme comprises initiatives to promote Singapore-based designers at premier exhibitions, trade shows, and leading thought-leadership platforms; to provide financial support for designers to develop high quality projects for high-profile international design competitions; and to support the attraction and anchoring of foreign direct investments for design, as well as the hubbing of prestigious international design awards and activities in Singapore.

Lead Indicators for Strategy One are:

The overall
growth of the
Design Industry

The composite
Design
Competitiveness
Index

The number
of International
Awards garnered
by Singapore-based
designers and
design practices

Strategy Two Programmes

Programme 2-1: Design in Clusters

Design thinking and design-based learning drive innovation processes to create new value propositions for the future. New opportunities will emerge especially in the area of delivering interactive and experiential outcomes whether in healthcare, education, habitat, transportation, tourism, entertainment, the environment, etc. DesignSingapore will work closely with other economic and Government agencies to jointly develop programmes to enable individual enterprises or a sectoral group to use design to develop competitive products and services to meet the growing global demand for good design. Activities under the programme include design value chain innovation, 10Touchpoints and DesignSingapore studio projects.

Programme 2-2: Design for Enterprises

The 'Design for Enterprises' programme is a joint initiative of DesignSingapore Council, SPRING Singapore and International Enterprise Singapore to enable small and medium-sized enterprises to create sustainable value and enhance their competitiveness through the use of design. Activities will take local enterprises through different levels – from learning about the value of design to skilful integration of design into business strategies. A Design for Enterprises Centre will be established as a one-stop resource and touch point for companies to learn more about design, and obtain advice on the resources and programmes they could tap on.

Programme 2-3: Design for Excellence

The programme promotes and recognises design excellence in Singapore through awards and the Singapore Design Festival. Through its activities, the programme serves to demonstrate and validate the importance of design in economic growth, improving quality of life and creating a sustainable environment. Established since 2006, the President's Design Award is the nation's level of recognition for significant achievements and contribution of Singapore's design talents from all disciplines. The biennial Singapore Design Festival, first held in 2005, serves to present the best of Singapore and prominent international designers and designs through trade events, country presentations, awards, exhibitions, conferences, workshops, open houses and product launches.

Lead Indicators for Strategy Two are:

The value of IP
commercialisation

The number
of IP created

The
percentage
of companies
using design

The Design
Awareness
Index

Strategy Three Programmes

Programme 3-1: Design Futures

Design research and development (R&D) is vital for longer term capability and capacity-building for Singapore design practices and business enterprises to level up and be able to offer innovative products and services for the global market. Design Futures provides an environment supportive of innovation and design IP creation to better position Singapore to take advantage of new opportunities from design R&D activities. The programme aims to establish early-mover advantage and leadership in upstream, high value design IP. The first initiative focuses on Interactive Digital Media and User Interface and is jointly administered by DesignSingapore Council and Media Development Authority. Other areas include developing a 'Design for Tomorrow' scenario-planning think-tank involving internationally renowned design strategists and futurists, Design R&D grants, competitions and platforms to facilitate commercialisation.

The National Design Centre will take in learning points from other established design centres including the Danish Design Centre, the London Design Business Centre, the Korean Industrial Design Promotion Centre, World Design Plaza in Seoul and the Cooper-Hewitt Design Museum.

It will include studying their funding models, annual expenditures, suites of assistance programmes and physical support facilities. Please refer to Annex 3 for more details.

Programme 3-2: National Design Centre

The National Design Centre serves as the one-stop shopfront for all of DesignSingapore programmes. The Centre will be the integrated design hub where both designers and businesses can gravitate to obtain assistance, use its facilities and do business. A materials library with a good collection of materials including polymers, glass, ceramics, natural materials, metals and multimedia will be established to provide a platform for designers, engineers, manufacturers, design clients to share, learn, experiment, inspire and be inspired to create new possibilities. Complementing the materials library will be a design library, prototyping lab and space for workshops, studios and seminars.

The Centre seeks to lower the barrier and cultivate the spirit of innovation and R&D among designers to originate new IP and value propositions that are cutting-edge. It will also provide business advisory services for design practices as well as incorporate the Design for Enterprises Centre.

The establishment of such a centre is considered timely and strongly supported by the design community and the

DesignSingapore Council Board, given the emergent design culture and prevailing global emphasis on design as a key economic differentiator. Some of the design associations expressed interest to hub their secretariat offices with the centre to build on the synergies. The centre will catalyse the growing design culture and be the place where creative minds meet and creative businesses are seeded.

Lead Indicators for Strategy Three are:

Yield of R&D
expenditure

The number of
new IP created

The overall
partners'
investment in
Design R&D

Targets: Desired Outcomes and Indicators

Outcome Indicators

Target (2004-2015)

OUTCOME 1: A VIBRANT, INTEGRATED AND COMPETITIVE DESIGN CLUSTER

VALUE-ADD OF THE DESIGN CLUSTER

Increase design's direct contribution to GDP from S\$2.15 billion to S\$5 billion. Please see chart below.

NEW JOBS CREATED

Create 14,000 more jobs in the design cluster, from 32,000 to 46,000.

VALUE-ADD PER WORKER

Raise VA/employee by S\$41,000, from S\$68,000 to S\$109,000.

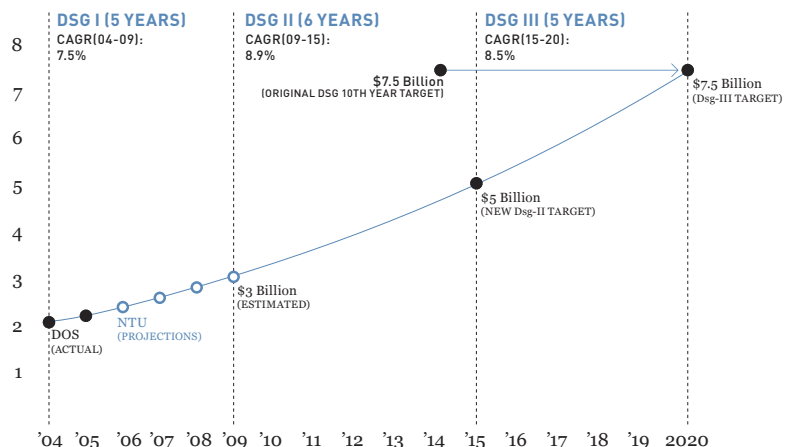
OUTCOME 2: ENHANCED PERFORMANCE OF KEY ECONOMIC SECTORS AND SOCIETY BY LEVERAGING DESIGN

COMPANIES USING DESIGN STRATEGICALLY

Increase from 10% to 25%.

DESIGN AWARENESS INDEX

Maintain overall awareness index score above 5.0.



VA GROWTH
of the
DESIGN SECTOR (2004-2020)

Integrated Approach and Convergence

The full impact of design is best realised through the integration and convergence of synergetic clusters and partners.

Design-Media-Infocomm Technology

Competition in today's world depends largely on the ability to integrate compelling content with high-tech high-touch delivery systems for a total experience. Case in point is Apple. Apple does not only deliver the iPhones and the iPods, they also deliver movies and music online, as well as compelling applications. The iPhone supports over 500 applications because of its ability to synchronise seamlessly with other desktop devices. In February 2008, iTunes download surpassed the largest US music store in sales. The Ministry of Information, Communications and the Arts is in a unique position to harness the power of culture, design, innovation and technology to nurture the development of a culture of creativity and innovation in Singapore.

Cross-disciplinary Design Cluster

In the pursuit of new design paradigms, the breakthroughs would be found in the mostly uncharted zones between design disciplines. Cross-disciplinary design approach leverage on the convergence of knowledge, resources and processes from various design and design-related disciplines. This has the ability to generate new services and products that creates new audiences and markets. It also allows processes and knowledge from other domain areas to be transferred into the workings of design development, allowing Singapore designers to offer unique propositions and advantages for their clients. DesignSingapore will work closely with the Industry Development Panel for an integrated design cluster approach.

Design Learning

Education institutions have a crucial role to play in nurturing the next generation of discerning design consumers who would understand and demand quality design.

DesignSingapore will be working through inter-agency collaborations to review policies for pre-tertiary education and seed projects to integrate design learning into school curriculum and infuse design-thinking as a way of life for all.

Whole-of-Government

Dsg-II supports the whole-of-government strategic outcome of 'Sustainable Economic Growth' through Dsg's collaboration with other key partner agencies to deliver both design 'vertical' and 'horizontal' outcomes in a coordinated and efficient manner. DesignSingapore is already collaborating with Economic Development Board, International Enterprise Singapore, SPRING Singapore on a 'Design for Enterprise' initiative driven by a Steering Committee that is jointly chaired by PS/MICA and PS/MTI. DesignSingapore and Media Development Authority also have a joint R&D Grant for design R&D on Interactive Digital Media User Interface. Dsg-II will build on our early-mover advantage and sharpen our competitive edge as a global design city.

“I sincerely applaud
Singapore’s
accomplishments in
the light of design
and its impact on
quality of life.”

Professor Carlos Hinrichsen

President, International Council of Societies of Industrial Design

CHAPTER 5

The Future State of Design in Singapore

A Vision of Design in Singapore in 2020.

- Exponential Rate of Change
- Singapore in 2020
- Singapore as a Gateway to the Future

Exponential Rate of Change

Ten years ago, these were not foreseeable: Google, Starbucks, Tate Modern, The Explanade, World Design Capital initiative, iPods, Facebook, \$100 Laptops, Harry Potter, Skype, YouTube, Guggenhiem Bilbao, and Carbon Footprint.

Whilst we may all accept that change is inevitable, it is the exponential rate of change that has reached a point when obsolescence which used to take several generations may now take less than one. The likelihood is high that some of us can lose the very job that we are schooled to do; not because we are not good at it, but rather because there is no need for it anymore.

The Internet accelerated the democratisation of information — enabling new ways of learning and accessing knowledge. More importantly, information and media technologies enabled new ways of creating and propagating social networks. The increased connectedness would have contributed to our awareness of global issues. Disasters, uprisings, scandals, business deals, breaking news, cool products, music videos, and, yes, American Idol, seem to happen in our backyard. At the same time, the network enabled us to do more to level the inequalities and opportunities in our world, including the distribution of food and aid; access to knowledge, healthcare, and jobs; tackling climate change and energy management.

We can expect the next 10 years to be at least as surprising as the last 10. It would be just as unpredictable. But many things do not come ready-made anyway, especially for Singapore.

The question before us is, “What can Singapore be, by design?” What is our potential? What is our capacity to be relevant and significant? How can we lead and make a difference?

More than being a proverbial crossroads of East and West, Singapore is the natural “gateway to the future”. Its strategic location is therefore both geographic and temporal — of space and time.

Singapore in 2020

By 2020, Asia is likely to be the dominant global economic power. Singapore has a chance to be a leading influence on Asian and International design. Singapore has the potential to be the base for strategic design research and development to complement the manufacturing prowess and immense market potential of the Asian markets, as well as the platform for international thought-leadership.

Design plays a crucial role in this evolution. Its implications for social, economic and environmental transformation can be profound. Not only is design important for economic development, it is a fundamental aspect of creativity – influencing, mediating and transforming practically all touch points of our daily lives.

The role of design will be increasingly important, as it integrates and balances all aspects of the things that continue to be important to us, such as practical function, limited resources, cultural symbolism, human relations, effective communications, and timeless beauty. Design can be the key catalyst to fuse the arts, cultural heritage, media, info-communications technologies to bring about new economic opportunities in this intersection, spur innovation, and enable new forms of creative expressions. In the emerging creative economy, design will move up the value chain to embody intellectual property and creative capital.

As much as Asia emerges, and new global opportunities open up for Singapore, Design will mean different things in different contexts and levels in 2020:

To the Individual

Through the synergistic integration of arts, enterprise, science and technology, design can develop individuals who can think creatively in convergent and divergent ways. Design empowers the individual to develop new concepts and paradigms, solve problems, and find innovative solutions for everyday living. It stimulates individual creativity, spurs innovation and enhances individual potential to seize opportunities of the future and be useful citizens to the society. The creative individual understands the value of good design and demand for good design in their day-to-day living in Singapore.

To Society

Design can be harnessed for its sensitivities and immense social potential that would benefit societies and the environment we live in. With an increasingly aging population, coupled with the growing diversity of people in our society, good design seeks to integrate individuals into the society by ensuring that mainstream products, services and environments are accessible to the largest number of people. Design can also improve the current environmental conditions to make Singapore a better place to live in. While it is important for design to ensure future environmental sustainability and social connectedness, it also presents a significant opportunity for business growth and social entrepreneurship.

To Enterprises and Businesses

Due in part to effective global out-sourcing, cost and quality are no longer entry barriers or competitive advantages for most global enterprises. Past successes and established paradigms can no longer guarantee the survival of enterprises in the post-industrial economy. Increasingly, enterprises have to compete on innovation and design, with creative propositions based on new value, new user experiences, and new markets – rather than simply value-add. Design and innovation can be placed at the core of enterprise strategy to drive new value creation, and to sharpen the competitive edge of Singapore enterprises and businesses in the global market.

To the Nation

As a result of design's multi-disciplinary and integrative function, it cuts across many areas of national concern and planning, such as urban development, housing, enterprise and business strategy, education and capability development, culture, heritage, transportation, healthcare, and trade development. Governments around the world have recognised the importance of design in driving the innovation process, hence industry and national competitiveness. Design is also important in strengthening the marketing and unique "branding" of a country, including its products and services to the world. On the social and cultural front, Design is an essential element in

developing the "biodiversity" of a vibrant creative culture, and contributes to the level of creativity, cultural buzz and attractiveness of a place for global talent to come together in Singapore to work, live and play.

By being a key node of design and creativity, Singapore can network with other design cities to develop design thought leadership, exchange ideas and talents, and be a key contributor of innovation and design creativity to the world.

To the World

Design is a propeller, and the byword of transformational leadership that would make the world a better place for mankind. Transformational leadership ultimately raises the level of human conduct and aspiration of both the leader and the led, thus having a transforming effect on both. It offers a purpose that transcends short-term goals and focuses on higher order intrinsic needs of mankind.

Because of its all encompassing nature and its power to affect human life, enterprises, organisations and nations are adopting a design perspective to their leadership. By leading with design and design thinking, leaders of the world acquire multi-dimensional perspectives garnered from the disciplined field of design to propel organisations, enterprises and nations beyond the realms of competition, attain the limits of the possible and bring about revolutionary transformations that would benefit individuals, societies and the world at large.

Singapore as a Gateway to the Future

Singapore will be a world city for design, with an increasing visibility for its role in harnessing design creativity and innovation for economic, social and cultural transformation in the new knowledge economy of the future.

Design will lead Singapore in its transformation, into a city that integrates design with business, urban planning, sustainability and public life. Singapore as a world design city will attract investors and creative people from all over the world, to live, work and play. With its well-connected international networks, Singapore will be a key node in the global creative eco-system and an active member of the global design community.

The competitive edge of Singapore's industries will be sharpened with the help of advanced design-led research and development. This will be research and development that is supported by a creative culture and a design-conscious cosmopolitan population that is "future-ready" and equipped with advanced knowledge, skills and responsibility to the development of our societies, economies and environments.

With its geographical location at the heart of Asia, where diverse cultures converge and multi-national enterprises gather to trade and think, Singapore serves as a gateway between Asia and the world, and a gateway to the future.

Acknowledgements

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Chairman, DesignSingapore Council
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Deputy Chairman, Wing Tai Holdings

Mr Robert TOMLIN

Deputy Chairman, DesignSingapore Council
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Chairman from 1 September 2008);
Vice Chairman – Asia, UBS Investment Bank

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Industrial and Product Designer/
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Chairman, Dsg IDP

(from 10 April to 31 August 2008)

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(from 1 September 2008)

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President, Association of Accredited Advertising Agents

Mr Perry NG

President, Interior Design Confederation (Singapore)

Mr Andrew NG

President, Singapore Furniture Industry Council

Mr Benny PUA

President, Textile and Fashion Federation (Singapore)

Mr Otto FUNG

(Until February 2008)

President, Singapore Institute of Landscape Architects

Mr Henry STEED

(From March 2008)

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Mr TAI Lee Siang

President, Singapore Institute of Architects

Mr Benny TAN

President, Designers Association Singapore

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Design Educator, The Serendipity Studio

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Landscape Designer, Cicada

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Mr SONG Kee Hong

Product Designer, Design Exchange

Mr Jeremy SUN

Product Designer, Orcadesign

Mr TAI Lee Siang

Architect, DP Architects

Mr TAN Beng Seng

Graphic Designer, Onion Design; Design Educator, NTU

Mr Gabriel TAN

Product Designer, Outofstock

Ms Grace TAN

Fashion Designer, Kwodrent

Mr Hans TAN

Product Designer, Hark

Mr Jackson TAN

Graphic Designer/Design Producer,
:phunk Studio/Black Design

Mr Kevin TAN

Architect, Akta-architects

Mr TAN Kok Hiang

Architect, Forum Architect

Ms Suzie TAY

Furniture Design Retailer, Lifeshop

Mr THAM Khai Meng

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Mr Edmund WEE

Graphic Designer/Publisher, Epigram

Mr Mark WEE

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(San Francisco and Singapore)**DesignSingapore Council****Dsg-II Project Team****Dr Milton TAN**

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Annex 1

Listing of 270 designers who were supported through Dsg-I programmes

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Product Designer
NDP'08 Studio

Afton Chen Sihan

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Agathe de Bailliencourt

Freelancer
Graphic Designer
20/20 Exhibition, 2nd Edition

Alex Tan

Stikfas
Product Designer
Dsg-Kita Studio '05

Alice Jiang Ying

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Alina Yeo

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Alok Marathe

Philips Design
Product Designer
President's Design Award '07

Aloysius Liew

Freelancer
Fashion Designer
SINGAPOREdge '05
Scholarship '07
Alvin Cai Jun Xiong
Nanyang Polytechnic
Product Designer
NDP'08 Studio

Alvin Ho

Freelancer
Product Designer
World Expo '05
Scholarship '05/20/20
Exhibition, 2nd Edition

Alvin Tan

:phunk Studio
Communications Designer
President's Design Award '07
IDS Grant
OPPP Grant
World Expo '05
SINGAPOREdge '05
Singapore Designer Award '04
20/20 Series, 1st edition

Amelyn Ong

Ameline
Fashion Designer
SINGAPOREdge '05

Amy Han

University of Melbourne
Architecture Student
Dsg-Ito Studio '06

Andrei Putra

National University of Singapore
Architecture Student
Sao Paulo '05

Andrew Gn

Andrew Gn
Fashion Designer
President's Design Award '07
Angelynn Tan
Logo
Fashion Designer
SINGAPOREdge '05

April Tong Yui Yui

SCRIBE
Broadcast Designer
ManyWaysOfSeeing '04

Ashley Isham

Ashley Isham
Fashion Designer
Dsg-Beijing Studio '07

Audrey Tan

Philips Design
Product Designer
President's Design Award '07

Ban Y J

Stikfas
Dsg-KITA Studio
President's Design Award '07
20/20 Exhibition, 1st Edition
Design or Resign '05

Baylene Li

Baylene
Fashion Designer
SINGAPOREdge '05

Belinda Huang

Arc10 Studio
Architect
Singapore Design Festival '05

Ben Wu

Tian
Fashion Designer
Dsg-SFF-Milan Studio '08

Benny Tan

Temasek Polytechnic
Product Design Lecturer
Design TV Forum '07

Benson Saw

VW&BS
Product Designer
Singapore Design Festival '07
Singapore Design Festival '05
SINGAPOREdge '05
World Expo '05

Bobby Wong

National University of Singapore
Architecture Professor
Design TV Forum '07

Brenda Ng

Weave Interior
Interior Designer
20/20 Exhibition, 1st Edition
SINGAPOREdge '05
World Expo '05

Brett Cameron

Kingsmen Exhibits
Interior Designer
Design TV Forum '07
President's Design Award '06

Brian Law

CRISP Design
Product Designer
Dsg-SFF-Milan Studio '08
OPPP Grant

Brian Ling

Nakamichi
Product Designer
20/20 Exhibition, Award Series
World Expo '05
Design or Resign '05

Cai Zhixiang

Ngee Ann Polytechnic
Product Designer
NDP'08 Studio

Casey Gan

Cicada
Landscape Designer
President's Design Award '07

Cecil Chee

Wallflower Architecture
Interior Designer
20/20 Exhibition, 2nd Edition
SINGAPOREdge '05

Cedric Tay

National University of Singapore
Product Design Student
SINGAPOREdge '05

Celia Loe

Celia Loe
Fashion Designer
SINGAPOREdge '05

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Architect
President's Design Award '06
20/20 Exhibition, Award Series
SINGAPOREdge '05
World Expo '05
Singapore Design Festival '05

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President's Design Award '07

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20/20, 2nd Edition

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OPPP Grant
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, 1st Edition

Katherine Ong

Raffles Design Institute
Fashion Management Student
Dsg-IKEA Studio '07

Kavya Bagamane

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Kelley Cheng

Hypersummer Matters/ Page One
Design Editor
Design TV Forum '07
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, 1st Series

Kelvin Tan

Akta-Rchitects
Architect
Venice Biennale '06

Kelvin Tan Hsien Loon

Freelancer
Graphic Designer
ManyWaysOf Seeing '07

Ken Ding Dell

Experience Design Group
Product Designer
President's Design Award '07
Design TV Forum '07

Ken Koo

Dry Run
Design Producer
OPPP Grant

Ken Musgrave

Dell Experience Design Group
Product Designer
President's Design Award '07

Kenneth Cheong

Design Student
Product Design Student
World Expo '05

Kenneth Li

Crush Advertising
Advertising Creative
SINGAPOREdge '05

Khoo Peng Peng

ARC10 Studio
Architect
Sao Paulo '05
SINGAPOREdge '05
Venice Biennale '06

Koh Seow Chuan

DP Architects
President's Design Award '06
20/20 Exhibition, Award Series

Kuoyong Huang

Dell Experience Design Group
Product Designer
President's Design Award '07

Lai Chu, Miao-En

Kay Ngee Tan Architects
Architect
President's Design Award '07

Lee Leong Chye

Dell Experience Design Group
Product Designer
President's Design Award '07

Lee Li Leng

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Lee Wai Leng

Fleecircus
Illustrator
NDP'07 Studio
20/20, 2nd Edition

Lia Cheong

Design Student
Fashion Designer
Dsg Scholarship '05

Lim Swe Ting

Cicada
Landscape Designer
President's Design Award '07
Design TV Forum '07

Lee Tze Ming

National University of Singapore
Product Designer
SINGAPOREdge '05
OPPP Grant

Leng Soh

Kinetic
Advertising
SINGAPOREdge '05
Singapore Design Award '04
20/20, 1st Edition

Lim Chow Weng

Architects 61
Architect
President's Design Award '06
Venice Biennale '06
Singapore Design Festival '05

Lim Eng Kwee

Look Architects
Architect
President's Design Award '07

Lim Li Jia

Temasek Polytechnic
Interactive Design Student
NDP'08 Studio

Lim Sau Hoong

10AM Communications
Advertising
President's Design Award '07
Dsg-Beijing Studio '07
20/20 Exhibition, 3rd Series
SINGAPOREdge '05
World Expo '05

Lim Wei Ling

ECNAD
Venice Biennale '04
Sao Paulo '05
President's Design Award '07

Lionel Wong Zhen Jie

National University of Singapore
Product Design Student
NDP'08 Studio

Lisa Yun

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Little Ong

fFurious
Creative Media Designer
ManyWaysOf Seeing '07
SINGAPOREdge '05

Look Boon Gee

Look Architects
Architect
President's Design Award '07
Design TV Forum '07

Louis Koh

Raffles Design Institute
Fashion Management Student
Dsg-IKEA Studio '07

Low Cheaw Hwei

Philips Design
Product Designer
President's Design Award '07

Liu Thai Ker

RSP Architects Planners
& Engineers
Architect
Venice Biennale '06

Macson Ashley Tan

Temasek Polytechnic
Interactive Design Student
NDP'08 Studio

Madeleine Wong

POSSE
Fashion Designer
Dsg-SFF-Milan Studio '08
SINGAPOREdge '05

Marcus Ting

Sumajin
Product Designer
20/20 Exhibition, 2nd Series

Maria Gavrilla Hernicka

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Mark John Wee

Kennel
Architect
ManyWaysOfSeeing '07

Mark Ong

SBTG
Sneaker Designer
20/20 Exhibition, 1st Series
SINGAPOREdge '05
World Expo '05

Markus Cheng

Addp Architects
Architect
Venice Biennale '06

Marsella Liando

Raffles Design Institute
Fashion Management Student
Dsg-IKEA Studio '07

Melisa Chan

Design Student
Environment Designer
Dsg Scholarship '06

Melvin Chee

:phunk Studio
Communications Designer
President's Design Award '07
IDS Grant
OPPP Grant
World Expo '05
SINGAPOREdge '05
Singapore Designer Award '04
20/20 Series, 1st Edition

Michael Lim

Aspial-Lee Hwa Jewellery
Jewellery Designer
Dsg-Kita Studio '05
SINGAPOREdge '05

Michael Ellis Smith

Dell Experience Design Group
Product Designer
President's Design Award '07

Michael Wilford

Michael Wilford & Partners
Architect
President's Design Award '06

Micheal Ngu

Architects 61
Architect
Venice Biennale '04

Moshe Safdie

Moshe Safdie and Assoc.
Architect
Venice Biennale '06

Mok Wei Wei

W Architects
Architect
President's Design Award '07
Venice Biennale '06
Singapore Design Festival '05
Venice Biennale '04

Mustafa Hj M Kamaludeen

Freelancer
Industrial Designer
ManyWaysOfSeeing '07

Mylene A.K/ Tjin Wong Joe

Hewlett-Packard Singapore
Product Designer
President's Design Award '06

Nathan Yong

Air Division
Furniture Designer
Dsg-SFF-Milan Studio '08
OPPP Grant
Dsg-Kita Studio '05
20/20 Exhibition, 2nd Edition
SINGAPOREdge '05

Ng Jia Hui

Look Architects
Architect
President's Design Award '07

Ng Pei Kie

Asian Civilisations Museum
Exhibition Designer
President's Design Award '06

Ng Sor Hiang

Look Architects
Architect
President's Design Award '07

Nic Ng

Philips Design
Product Designer
President's Design Award '07

Nic Wong

Fashion Designer
Fashion Designer
Dsg-SFF-Milan Studio '08

Nickson Fong

Egg Story Creative Production
Animator
SINGAPOREdge '05

Nicole Proulx

Dell Experience Design Group
Product Designer
President's Design Award '07

Olivia Lee Yunn Si

Design Student
Product Designer
Scholarship '06

Ong Teong Sim

Freelancer
Ceramic Artist
ManyWaysOfSeeing '07

Or Beng Hua

Design Student
Fashion Designer
Scholarship '06

Annex 1

Listing of 270 designers who were supported through Dsg-I programmes

Dsg-II

STRATEGIC BLUEPRINT OF THE DESIGNSINGAPORE INITIATIVE

Patrick Chia

Squeeze Design
Product Designer
SINGAPOREEdge '05
World Expo '05
20/20 Exhibition, 1st Edition

Patrick Gan

Black Design
Communications Designer
Utterubbish '07
Singapore Design Festival '05
SINGAPOREEdge '05
World Expo '05

Patrick Tan

CPG Consultants
Architect
Singapore Design Festival '05
SINGAPOREEdge '05
Venice Biennale '04

Patrick Tan

Rebel One
Communications Designer
SINGAPOREEdge '05
World Expo '05
20/20 Exhibition, 1st Edition

PC Ee

EXIT Design
Product Designer
Dsg-SFF-Milan Studio '08
OPPP Grant

Peer Sathikh

Inovasia
Product Designer
Bid for Icsid '09 World Congress
20/20 Exhibition, Industrial
Design Series
SINGAPOREEdge '05
World Expo '05

Perry Ng

IDC(S)
Interior Designer
Bid for IFI '09 World Congress
Design TV Forum '07

Peter Tay

P THREE
Architect
20/20 Exhibition, 2nd Edition
SINGAPOREEdge '05

Phan Pit Li

CPG Consultants
Architect
Venice Biennale '04

Phyllis Chua

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Por Khay Ti

HTL International
Product Designer
Design or Resign '05

PuiPhai Khunawat

WOHA Designs
Architect
President's Design Award '06

Punpong Wiwatkul

WOHA Designs
Architect
President's Design Award '06

Qin Yao

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Rahul Pradhan

Philips Design
Product Designer
President's Design Award '07

Randy Chan

Designact
World Expo '05
SINGAPOREEdge '05

Reiko Kasai

Lighting Planners Associates
Lighting Designer
Singapore Design Festival '05

Richard Hassell

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05
SINGAPOREEdge '05
World Expo '05
Venice Biennale '04
20/20 Exhibition, 1st Edition

Riston Foo

WHIZ Concept
Interior Designer
20/20 Exhibition, 2nd Edition

Rita Soh

RDC/Singapore Institute
of Architects
Architect
Venice Biennale '06

Robin Tan Chai Chong

Wallflower Architecture
Interior Designer
20/20 Exhibition, 2nd Edition
SINGAPOREEdge '05

Roger Yeo

fFurious
Creative Media Designer
ManyWaysOfSeeing '07
SINGAPOREEdge '05

Ron Sim

OSIM
Product Designer
SINGAPOREEdge '05
World Expo '05
20/20 Exhibition, Award Series

Russell Bevington

Michael Wilford & Partners
Architect
President's Design Award '06

Ruth Amerina Marbun

Raffles Design Institute
Fashion Designer
NDP'08 Studio

Sabrina Foong

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Samantha Chiang Siew Ting

Republic Polytechnic
Interactive Design Student
NDP'08 Studio

Seah Chee Huang

DP Architects/RSP Architects
Planners & Engineers
Architect
Sao Paulo '05

Sean Tan Teh Liang

Temasek Polytechnic
Interactive Design Student
NDP'08 Studio

Sebastian Chun

Asian Civilisations Museum
Exhibition Designer
President's Design Award '06

Sharon Goh

Design Student
Product Designer
Kita Internships '06

Shi Lina

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Shing

Argentum
Fashion Designer
Dsg-Beijing Studio '07
OPPP Grant
20/20 Exhibition, 2nd Edition

Sim Boon Yang

Eco-id Architects
Architect
Venice Biennale '06
SINGAPOREdge '05

Sim Choon Heok

WOHA Designs
Architect
Singapore Design Festival '07
Utterubish '07
President's Design Award '06
Singapore Design Festival '05

Sim Wei Xiang Jeremy

Temasek Polytechnic
Product Designer
NDP'08 Studio

Song Kee Hong

Design Exchange
Product Designer
NDP'08 Studio
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, Industrial
Design Series

Sonny Chionh

DP Architects & RSP Architects
Planners & Engineers
Architect
Sao Paulo '05

Sonny Liew

Freelancer
Illustrator
20/20 Exhibition, 1st Edition
SINGAPOREdge '05
World Expo '05

Stanley Lau

Paprika/ Imaginary Friends Studios
Communications designer
20/20 Exhibition, 2nd Edition

Stephen Black

Freelancer
Communications designer
ManyWaysOfSeeing '07

Stephen Coates

aCTa International
Architect
Venice Biennale '06

Steve Gluskoter

Dell Experience Design Group
Product Designer
President's Design Award '07

Steven Gan

DP Architects
Architect

Susan Tan

WOHA Designs
Architect
Singapore Design Festival '07
Utterubish '07
President's Design Award '06
Singapore Design Festival '05

Susie Tay

Lifeshop
Product Designer
Design or Resign '05
SINGAPOREdge '05
20/20 Exhibition, Industrial
Design Series

Suwan Kongkhunthian

The Lifeshop
Product Designer
20/20 Exhibition, Award Series
SINGAPOREdge '05

Sven Tan

The Link Group
Fashion Designer
SINGAPOREdge '05

Tai Lee Siang

DP Architects
Architect
Design TV Forum '07
Venice Biennale '06
Sao Paulo '05

Tan Beng Seng

Onion Design
Communications Designer
NDP'07 Studio
SINGAPOREdge '05
World Expo '05

Tan Hock Bang

MAPS Design Studio
Architect
SINGAPOREdge '05
Venice Biennale '04

Tan Kay Ngee

Kay Ngee Tan Architects
Architect
President's Design Award '07
Dsg-Beijing Studio '07
Singapore Design Festival '05
SINGAPOREdge '05

Tan Keng Khoon

National University of Singapore
Product Design Student
NDP'08 Studio

Tan Kok Hiang

Forum Architects
Architect
Venice Biennale '06
Singapore Design Festival '05
SINGAPOREdge '05
Venice Biennale '04

Tan Lun Cheak

Dell Experience Design Group
Product Designer
President's Design Award '07

Tan Ming Ken

Ngee Ann Polytechnic
Product Designer
NDP'08 Studio

Tan Sixiu

CRISP Design
Product Designer
NDP'08 Studio
Dsg-SFF-Milan Studio '08

Annex 1

Listing of 270 designers who were supported through Dsg-I programmes

Dsg-II

STRATEGIC BLUEPRINT OF THE DESIGNSINGAPORE INITIATIVE

Tan Teck Kiam

Knta Architects
Architect
Singapore Design Festival '05
SINGAPOREdge '05
Venice Biennale '04

Tan Yi Jun

University of Melbourne
Architecture Student
Dsg-Ito Studio

Tan Zi Xi

Design Student
Graphic Designer
Scholarship '06

Tao YiLing

Raffles Design Institute
Fashion Management Student
Dsg-IKEA Studio '07

Tay Kheng Soon

Akitek Tenggara
Architect
Singapore Design Festival '05
SINGAPOREdge '05
Venice Biennale '04

Teng Yoke Kim

Asian Civilisations Museum
Exhibition Designer
President's Design Award '06

Terence Chan

Tree Studio
Architect
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, 1st Edition

Terence Woon

AStar
Product Designer
NDP'08 Studio
Lighttouch '07

Theseus Chan

Work Advertising
Communications Designer
President's Design Award '06

Ti Lian Seng

DP Architects
Architect
President's Design Award '06

Timothy Tan

WOHA Designs
Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05

Ting Choon Meng

HealthStats
Product Designer
20/20 Exhibition, Industrial Design Series

Torrance

FARM.Sg
Multi-disciplinary Designer
Singapore Design Festival '07

Ulrich Schraudolph

PSB Technology
Product Designer
NDP'08 Studio
President's Design Award '07
Design TV Forum '07
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, Industrial Design Series

Valerie Sim Yun Ci

Republic Polytechnic
Interactive Design Student
NDP'08 Studio

Victor Lee

RSP Architects Planners & Engineers
Architect
Singapore Design Festival '05
Sao Paulo '05

Vikas Gore

DP Architects
Architect
President's Design Award '06

Vince Ong Choon Hoe

Design Student
Architecture Student
Scholarship '05

Vincent Koh

Tree Studio
Architect
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, 1st Edition

Vincent Song

DP Architects/RSP Architects
Planners & Engineers
Architect
Sao Paulo '05

Vivian Xie Jun

Raffles Design Institute
Fashion Designer
Dsg-IKEA Studio '07

Voon Wong

VW&BS
Product Designer
Singapore Design Festival '07
Singapore Design Festival '05
SINGAPOREdge '05
World Expo '05

Wai Yuh-Hunn

Design Student
Product Designer
Scholarship '05

Wendy Chua

OUTOFSTOCK
Product Designer
Dsg-SFF-Milan Studio '08
OPPP Grant

William Chan

:phunk Studio
President's Design Award '07
IDS Grant
OPPP Grant
World Expo '05
SINGAPOREdge '05
Singapore Designer Award '04
20/20 Series, 1st edition

Winston Chai Shian Jenn

Design Student
Product Design
Kita Internships '06

Wong Hui Xin

University of Melbourne
Architecture Student
Dsg-Ito Studio '06

Wong Mun Summ

WOHA Designs
 Architect
Singapore Design Festival '07
Utterubbish '07
President's Design Award '06
Singapore Design Festival '05
SINGAPOREdge '05
World Expo '05
Venice Biennale '04
20/20 Exhibition, 1st Edition

Wong Yunn Chii

National University of Singapore
 Architecture Professor
Design TV Forum '07
SINGAPOREdge '05
Venice Biennale '04

Wu Peirong

Design Student
 Fashion Designer
Dsg Scholarship '05

Wu Yi Xiu

Design Student
 Product Designer
Kita Internships '06

Wui Shu Xian

Nanyang Technological University
 Design Student
Dsg Scholarship '06

Wykidd Song

Song + Kelly 21
 Fashion Designer
SINGAPOREdge '05
World Expo '05
20/20 Exhibition, 1st Edition

Xue Lishan

Design Student
 Product Designer
Kita Internships '06

Yap Mong Lin

RSP Architects Planners
 & Engineers
 Architect
Sao Paulo '05
Venice Biennale '04

Ye Fuxing

Freelancer
 Product Designer
NDP'08 Studio

Yong Jie Yu

Design Student
 Product Designer
Scholarship '06

Yong Ying Xuan

Freelancer
 Product Designer
NDP'08 Studio

Yuniza Bte Djohan Khoo

Ngee Ann Polytechnic
 Product Design Student
NDP'08 Studio

Zaki

Play Imaginative
 Toy Designer
Dsg-Beijing Studio '07
OPPP Grant
Singapore Design Festival '05
20/20 Exhibition, 2nd Series
20/20 Exhibition, Industrial Design

Zheng Xian Bin, Jed

Nanyang Polytechnic
 Interactive Design Student
NDP'08 Studio

Annex 2

Top 50 List of Design Competitiveness Ranking 2005

Country	Design Competitiveness Ranking 2005
Japan	1
United States	2
Germany	3
Switzerland	4
Denmark	5
France	6
Finland	7
Sweden	8
Belgium	9
Austria	10
Great Britain	11
Israel	12
Netherlands	13
South Korea	14
Taiwan	15
Singapore	16
Iceland	17
Luxembourg	18
Ireland	19
Canada	20
Hong Kong	21
Norway	22
Italy	23
New Zealand	24
Spain	25

Country	Design Competitiveness Ranking 2005
Slovenia	26
Czech Republic	27
Malaysia	28
Australia	29
India	30
Cyprus	31
Estonia	32
South Africa	33
Chile	34
Lithuania	35
United Arab Emirates	36
Greece	37
Hungary	38
Portugal	39
Tunisia	40
Thailand	41
Latvia	42
China	43
Malta	44
Slovakia	45
Jordan	46
Qatar	47
Botswana	48
Kuwait	49
Bahrain	50

Annex 3

Key Design Centres in the World

Danish Design Centre

The Danish Design Centre (DDC) is an independent institution. His Royal Highness the Crown Prince is Patron of the Danish Design Centre.

The DDC's strategic focus areas are to build awareness of design and the economic effects of design among businesses, with a particular emphasis on small and medium-sized enterprises, and to develop the competencies of Danish design firms. The DDC also brands Danish design on a national and international level.

In 2008, the DDC merged with INDEX:, a global non-profit network organisation based in Copenhagen that sponsors the INDEX: Award for Design to Improve Life. The merger will allow for a stronger international branding of Denmark as one of the world's leading design nations. With more integrated resources, the new structure of DDC is better positioned to be a key player in carrying out the Danish Government's design policy.

www.ddc.dk

London Design Museum

The Design Museum is one of the world's leading museums devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. It is working to place design at the centre of contemporary culture. Since its establishment, the museum has emerged as an institution with international status and significance, playing a vital role in making design and architecture a part of the cultural agenda.

The museum attracts more than 200,000 people a year through its doors, has a vibrant schools programme, a strong critical reputation and a commitment to academic excellence, demonstrated by its master's degree in curating design run in conjunction with Kingston University. The museum is an independent registered charity.

www.designmuseum.org

Cooper-Hewitt National Design Museum

The Cooper-Hewitt National Design Museum, a subsidiary of the Smithsonian Institution, is the United States' national museum of design history and contemporary design and the only museum in the United States whose collection is solely focused on design.

The museum is located in the former Andrew Carnegie Mansion at Fifth Avenue and East 91st Street, part of Manhattan's famed Museum Mile. In addition to its permanent collection and regular exhibits, the museum presents the annual National Design Awards in more than ten categories, "celebrating the best in American design."

The Museum also offers a Master of Arts program in the History of Decorative Arts and Design in cooperation with Parsons School of Design.

www.cooperhewitt.org

Seoul World Design Plaza

In October 2007, Seoul was appointed the world design capital 2010 by the international council of societies of industrial design. The Seoul metropolitan government held an international design competition in April 2007 to redesign a central area of Seoul, 'the design plaza and park'. The competition winner is Zaha Hadid.

The World Design Plaza will be a mega-sized complex which will provide the Korean Design Industry with support facilities, while at the same time reaching out to the general public and tourists through various cultural programs. It will act as a test-bed platform for various corporate design products as well a place for international cultural exchange and cooperation.

At A Glance

These pull-outs highlights DesignSingapore's initiatives and developments from 2004 to 2008.

2004

→ DESIGN PROMOTION

MANYWAYSOFSEEING

Pilot design appreciation project: Bukit Batok Sec School, Bukit View Sec School and St Andrews Sec School exhibited at Singapore Art Museum

20/20 EXHIBITION SYSTEM

Shown at IdN Conference and Global Entrepolis Singapore (GES), curated by Jackson Tan, :phunk studio. The exhibition system won a Creative Circle Award

Co-presented

IDN MY FAVOURITE CONFERENCE AND EXHIBITION

5000 participants
Abäke – London
Alan Chan – HK
Bless Berlin – Paris
Brothersfree – HK
Delaware – Tokyo
Devilrobots – Tokyo
Fabrica – Treviso
Industrial Light & Magic – San Francisco
James Jarvis – London
Leslie Kee Singapore – New York
Mother – London
Resfest – New York
The Studio – London
Weta Digital – New Zealand
Work in Progress
Paris – New York

ON-LINE Dsg CASE STUDIES

Compiled by National University Singapore (NUS) and Nanyang Technological University (NTU) business schools: Eu Yan Sang, Banyan Tree Hotels & Resorts, Enzer, Hyflux and Kingsmen

"MORE THAN MEETS THE EYE"

TV series and DVD on Singapore Design commissioned by Media Development Authority, produced by Scribe and aired on Channel 5 and Channel News Asia

SINGAPORE@VENICE BIENNALE INTERNATIONAL ARCHITECTURE EXHIBITION

"Second Nature" – an exhibition on Singapore Architecture, co-organised with NAC, NHB and Arte Communications. It was opened by Dr Lee Boon Yang, Minister of Information, Communications and the Arts and curated by Dr Wong Yunn Chii, NUS Arc10 Studio

Architecture + Urbanism
RSP Architects Planners & Engineers (Pte) Ltd

W Architects Pte
MAPS Design Studio

SCDA Architects Pte Ltd
Kay Ngee Tan Architects

CPG Consultants Pte Ltd
WOHA Designs Pte Ltd

Forum Architects
DP Architects Pte Ltd with

Michael Wilford & Partners
Architects 61 Pte Ltd with

Kohn Pedersen Fox
Akitek Tenggara

Surbana Consultants Pte Ltd
National Parks Board, Singapore

"DESIGN OR RESIGN"

Forum with Toshiyuki Kita
Mildred Tan – Ernst and Young

Michael Lim – Aspiat
Por Khay Ti – HTL International

Brian Ling – Nakamichi Design
Ban Y J – Stikfas

Susie Tay – The Lifeshop

"DESIGN ALCHEMY"

A dinner talk by Chris Bangle, Director of Design, BMW Group for corporate leaders

→ DESIGN DEVELOPMENT

OVERSEAS PROMOTION PARTNERSHIP PROGRAMME

DryRun at the New York International Furniture Fair
Woods & Woods at the Paris Fashion Week and MittelMODA
Jo Soh at the ASEM Summit
ANT at Tokyo Designers Block
NUS Industrial Design students at the St Etienne Biennale
Jason Ong for SaloneSatellite at Milan Furniture Fair

Support to

DESIGNER ASSOCIATION OF SINGAPORE

Designer Magazine, Young Asian Designers Award, Singapore Design Awards

ASSOCIATION OF ACCREDITED ADVERTISING AGENTS SINGAPORE (4AS)

Creative Circle Awards, AdAsia

SINGAPORE INSTITUTE OF ARCHITECTS (SIA)

UIA Regional Forum

DESIGN PIONEER PROGRAMME

Launched at the Global Entrepolis Singapore 2004 to assist local SMEs in adopting design

"ON DESIGN"

A forum by Chris Bangle, Director of Design, BMW Group, for student and professional designers

APPOINTMENT OF DESIGN SINGAPORE'S INTERNATIONAL ADVISORY PANEL (IAP)

LOCATION OF INTERNATIONAL FEDERATION OF INTERIOR DESIGNERS/ ARCHITECTS (IFI) HQ IN SINGAPORE

OFFICIAL VISITS

Japan, Korea, UK, Ireland, Netherlands, Sweden

CONFERENCE PARTICIPATION

Gwangju Design PreBiennale – Korea

Asia Design Network – Manila
Business of Design Week

– Hong Kong
World Creative Forum – London

→ PARTNERS, SPONSORS, SUPPORTERS AND COLLABORATORS

Apple Computers, Adobe Systems, Alias, ANT, Asia Pacific Brewery, Arte Communications
Italy, The Arts House at the Old Parliament, BMW Asia, Brazen Design, British Council, CAAS, Dekko Singapore, Hewlett Packard, HTL International, IdN, Media Development Authority, NTU Nanyang Business School, NUS Business School, NUS Dept of Architecture, Singapore Airlines, Singapore Art Museum, Singapore Tourism Board, Tan Kay Ngee Architects, Xpress Print and X-treme Productions

2005

→ DESIGN PROMOTION

SINGAPORE EDGE LONDON EVENT AND BOOK

March 2005

Unique 'multi-sensory' event designed by Imagination Limited
Featuring over 100 Singapore designers
Venue: Old Truman Brewery in 'edgy' East end London
Music consultant: Iskandar Ismail
Story telling by Beatrice Chia
Performance by Tang Quartet and Arts Fission
Cuisine consultant: Peter Knipp
Fashion show by Daniel Boey
Over 650 guests from UK business, creative and media communities
Book and DVD of the evening by IdN
Book was crowned Champion in the 'Packaging: Other' category at the 17th Hong Kong Print Awards 2005

"SECOND NATURE" ARCHITECTURE EXHIBITION AT CHANGI AIRPORT TERMINAL 2

June-July 2005

Works from Singapore's inaugural presentation at the Venice Biennale International Architecture Exhibition 2004

"DESIGN STORIES" AT SINGAPORE PAVILION

August 2005

A month-long showcase of 53 Singapore designers and design institutions. The pavilion was designed by DesignAct and the program directed by Glen Goei

DESIGN PIONEER PROGRAMME September and November 2005

Five Design 101 Workshops on specific design topics conducted for local enterprises

20/20 EXHIBITION SERIES

October and November 2005

Dsg's first presentation of the second series of 20/20 exhibition which featured twenty new Singapore talents, from across different forms of practice. They were nominated by designers featured in the first exhibition



"Second Nature" at the 9th International Architecture Exhibition, La Biennale di Venezia.

Shown at Global Entrepolis Summit 2005 with the second edition at Singapore Design Festival
Designed and curated by Jackson Tan of Black Design

6TH SAO PAULO INTERNATIONAL BIENNIAL OF ARCHITECTURE AND DESIGN

October 2005
Singapore Pavilion featured a filmic experience of "Living in the City" and Dream Forest
Film by Kenneth Liang
Co-presented with the Urban Redevelopment Authority (URA)
Organised by Singapore Institute of Architects

PENS & PIXELS EXHIBITION

November 2005
A showcase of 20 Singapore illustrators shown at ADASIA 2005
Dsg's first presentation of Singapore illustrators whose works have graced the billboards, newspapers, magazines, CD covers, product packaging and comic books

MOU WITH KOREA

November 2005
Dsg signs its first bi-lateral cooperation MOU with the Korea Institute for Design Promotion (KIDP)
KIDP exhibited a selection of award-winning Korean Designs at the Singapore Design Festival 2005
Dsg-sponsored exhibition of Singapore Design Award and works by Singapore design students at Design Korea 05

DESIGN DEVELOPMENT RED DOT AWARD: DESIGN CONCEPT SET UP IN SINGAPORE

February 2005
Inaugural Red Dot award: design concept attracted more than 600 submissions from 24 countries
Awards Night at Red Dot Traffic Design Centre on 17 November 2005
Opening of Red Dot Museum, Singapore

"GET NOTICED" WORKSHOP AND FORUM

March and October 2005
A series of seminars and talks with UK fashion designers and critics involving 200 designers and students
Colin McDowell, Senior Fashion Writer for The Sunday Times Style
Claudia Croft, UK Sunday Times Fashion Director
Nikki Rowntree, UK Fashion PR and Business Development
Consultant for Wall-paper magazine
Christopher Brooke – Basso & Brooke
Bruno Basso, Basso & Brooke
Manny Silvermann, UK Co-chairman of the Singapore British Business Council, Retail Sector
Mark Eley, Eley Kishimoto

THE DESIGNSINGAPORE SCHOLARSHIP

August 2005
First four post-graduate and three undergraduate overseas scholarships
David Lee Siew Bing, at University of the Arts, Central St Martins
Wu Peirong at University of the Arts, Central St Martins
Vince Ong Choon Hoe, at Architectural Association, London
Alvin Ho Kwok Leong, at Design Academy Eindhoven
Eugene Ng Wing Kin, at King's College London

Hans Tan Yan Han, at Design Academy Eindhoven
Wai Yuh-Hunn, at Design Academy Eindhoven

BMW-DESIGNWORKS ASIA SETS UP IN SINGAPORE

August 2005
BMW Group DesignworksUSA, the California-based strategic design consultancy, opened its Asian studio in Singapore in early 2006 to leverage on Asia's rapidly expanding market and work with local design institutions to identify talent for training

DESIGNSINGAPORE-KITA STUDIO

August 2005
ENZER for home electronics, Lee Hwa for jewellery, STIKFAS for kitchen tools, Air Division for furniture

INTERNSHIP PROGRAMME WITH TOSHIYUKI KITA

August–November 2005
Eight young Singapore industrial designers selected by Toshiyuki Kita spent a week in Japan learning about Japanese design and culture. At the Singapore Design Festival 2005, they showcased eight original lamps made of Japanese paper and gave a presentation on the internship programme

SINGAPORE WINS BIDS TO HOST IFI & ICSID 2009 WORLD DESIGN CONGRESSES

At the General Assemblies of the International Federation of Interior Architects/Designers (IFI) and International Council of Society of Industrial Design (Icsid) in Copenhagen, Dsg in partnership with IDCs, Designers Association Singapore (DAS) and Temasek Polytechnic won the bids to host IFI and Icsid World Design Congresses in 2009

DESIGN COMMUNITY PROJECT

November 2005
Collaboration with Interior Designers Confederation, Singapore (IDC(S))
Supported by IFI
Benefactor: Pathlight School for autistic children
Project: Designing special furniture for the school

OVERSEAS PROMOTION PARTNERSHIP PROGRAMME

Woods & Woods – Prix de Jeunes Presentation
Woods & Woods – Paris Fashion Week
Baylene Li – Mercedes Australian Fashion Week 2005
SCISKEW – Index 2005, Copenhagen
:punk Studio – Gwangju Design Biennale
Singapore Designers – Design Korea 2005
Students and Singapore Designers Award winners – Design Korea 2005

AWARDS AND COMPETITIONS

Launch of President's Design Award

SUPPORT FOR

Young Asian Designers Award
Samsung MP3 Design Competition
Red Dot Award for Design Concept
Vivocity Student Design Contest
Crowbar Awards
Doll me Up! Bridal Fashion in Miniature Competition
Flip! Design Award
Singapore Express (design kits to decorate taxis, buses and trains)
Heritage Watch Fest Design Competition
Bombay Sapphire Glass Design Competition
Singapore Fashion Designers Contest



20/20 Exhibition Series.



Flip Challenge.

INAUGURAL SINGAPORE DESIGN FESTIVAL

9-23 November 2005

Total Events: 134
 Total Partners: 88 from the local design practices, design and design-related industry and professional associations, the Singapore design institutions, retail outlets and malls, public organisations, as well as representatives from seven countries
 Total Sponsors: 12
 Total Supporters: 15

Total Participants: 93,750
 International Media in Town: 50
 Strong involvement from the local design community – three out of four activities featured local designers or designs
 The official launch of the President's Design Award was by President S R Nathan at a reception at the Istana
 The presentation of the inaugural Red Dot Design Concept Award
 The opening of the Red Dot design museum

The return of ADASIA congress after 25 years saw strong participation of more than 1,300 delegates and visitors to the exhibition
 The first presentation of the new interactive DesignEDGE, which blurred the boundaries between conference and an exhibition, attracted 3,500 participants, many of whom were young designers from Singapore and the region
 International Design Forum, first established in Singapore in 1988

- Ninja Light up by Lighting Planners Associates
- Open Houses by designers
- Design Product Presentations
- Home Swedish Home
- Japan G Mark selection
- Korea Good Design exhibition
- Design Workshops

→ DESIGN CULTURE

DESIGN INDUSTRY SURVEY AND DESIGN AWARENESS INDEX 2005

A survey commissioned by the DesignSingapore Council showed that Design Service Providers forecasted an annualised growth of 24% over the next three years. Industrial and Product Design firms in particular, forecasted growth to be as high as 34%. Similarly, Design Service Clients forecasted growth at 18%. Within this group, retailers were the most optimistic, expecting growth of 23%. Although businesses appeared to be positive about design, three out of four companies did not have in-house designers. The survey also showed that many companies saw design to be a necessity rather than as a competitive edge. Thirty-three per cent (33%) respondents indicated that they saw the current role of design in their businesses as being a necessary component. This contrasts with the 14% of the respondents who thought that design could help them become market leaders. Most of the Design Service Clients polled responded positively. About 80% of them reported seeing better sales through design and 60% managed to grow the overall size of the market because of new customers or because existing customers were purchasing more. Only 16% of the respondents reported seeing no impact from the use of better design in their products and service. The positive experience of companies hence validates the value of design

INAUGURAL MEETING OF THE INTERNATIONAL ADVISORY PANEL November 2005

The inaugural meeting of the first Dsg International Advisory Panel (IAP) and their insightful dialogue session at DesignEDGE

PARTICIPATION

Design Korea 2005, Seoul
 ERA-05 World Design Congress, Copenhagen
 IFI General Assembly
 Icsid General Assembly

At A Glance – 2005 →

INDEX-05, Copenhagen
London Design Festival
6th Sao Paulo International
Biennial of Architecture
and Design
Italian Chamber of
Commerce Conference
International Design
Forum, Singapore
Asian Design Network, Osaka
World Expo, Aichi, Japan

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fFurious, Fleishman-Hillard
Pte Ltd, Gallery Hotel, Global
Brand Forum, Haworth, Hooked
Clothings, IdN, IE Singapore,
Interior Design Confederation of
Singapore, International Centre
for Asian Art, International
Federation of Interior Architects/
Designers IFI, iSh Magazine,
Italian Cultural Institute, Japan
Industrial Design Promotion
Organisation, G-Mark Division,
Jorg Dietzel Brand Consultants,
Kieh'l's, Korean Institute of Design
Promotion, Land Transport
Authority, LASALLE-SIA College
of the Arts, Lighting Planners
Associates Pte Ltd, Mod Living,
Nanyang Academy of Fine Arts
School of Visual Arts, Nanyang
Technological University,
National Heritage Board, National
Institute of Design (Ahmedabad,
India), National University
of Singapore Department of
Architecture School of Design and
Environment, New Hotel Majestic,
Ngee Ann Polytechnic, OMD, Orca
Innovation Sdn Bhd, OrcaDesign,
:phunk Studio, Pro Helvetia Arts
Council of Switzerland, Profero
Pte Ltd, r_arle architecture,
Raffles Design Institute, Raffles
Hotel, Rapp Collins Pte Ltd, Red
Dot Singapore, Reed Exhibitions
Pte Ltd, Resfest Singapore
(Readymade Projects), Richard
Ho Architects, Rustic Empire
Pte Ltd, Singapore Advertisers
Association, Singapore Arts

School, Singapore Furniture
Industries Council (SFIC),
Singapore Institute of Architects,
Singapore Institute of Planners,
Singapore Science Centre,
Singapore Tourism Board, Spoon,
Stereotype, Stikfas Pte Ltd, TAXI
Design Network, TEG Worldwide,
Temasek Polytechnic, Textile and
Fashion Federation (Singapore),
The Culture Society, The IDEA
Centre, Singapore Polytechnic,
The John Erdos Gallery, THE
LIFE SHOP, TheatreWorks
ICAA, UK Trade and Investment,
British High Commission, Urban
Redevelopment Authority,
UrbaneSpaces, van der Architects
Japan K.K., Vanilla Home, Victor
Lee + Jacqueline Yeo, VivoCity,
Voon Wong & Benson Saw, WOHA
Architects Pte Ltd, WORK, X-tra
Designs Pte Ltd, Zwiesel 1872

SPONSORS

Asian Civilisations Museum,
eWorkz Information, Hotel 1929,
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Holdings Pte Ltd, Metadesign for
Lavazza, National Library Board,
Park Mall, Play Imaginative,
Singapore Art Museum,
Singapore History Museum, Taksu
Gallery, Architectural
Association School of
Architecture, Hewlett Packard,
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Defrag, Encore, Juice, Klue,
Lounge Seventy- Two, Magwerk,
NothingLastsForever Magazine,
Scene 360, Shift-JP, Urban
Collective, Cocolatte, Singapore,
Galeriizu, Kuala Lumpur

SUPPORTERS

3S Technology International
Pte Ltd, 77th Street, BAYLENE
Fashion Gallery, Cityscoops,
Esplanade – Theatres on the
Bay, Far East Organisation,
Fling, Iyna Haava Wearable Art
Jewellery, Jolie, Les Charity Arts,
nicholas, Nzod, Page One Group,
Prints, Star Furniture Group



Pens & Pixels at AdAsia 2005.



Aichi World Expo.



At A Glance

2006

→ DESIGN PROMOTION

DESIGN AWARENESS & PERCEPTION PROJECTS

DESIGNSINGAPORE LECTURE WITH FRANK GEHRY

October

Renowned architect and designer Frank Gehry presented the inaugural DesignSingapore Lecture at National University Cultural Centre. Turn-out was 1,650, comprising 355 architects, 500 students, 795 designers and general public.

MANYWAYSOFSEEING

July

Participating schools: Choa Chu Kang Secondary School, Commonwealth Secondary School, Fairfield Methodist Secondary School, Fuhua Secondary School, Henderson Secondary School, Kent Ridge Secondary School and Punggol Secondary School. Experience Design Centre of Singapore Polytechnic to run MWOS design appreciation programme for three years. 200 students participated in the first year. Workshops started in July. Exhibition of projects in December.

10TOUCHPOINTS

November

Three-phased national redesign effort that got the public to vote, designers to compete and item owners to remake through better design for better living. Nomination closed 14 February 2007 voting closed 28 February 2007. www.10touchpoints.com.sg

PRESIDENT'S DESIGN AWARD

November

Designers of the Year: Chan Soo Khian and Theseus Chan. Designs of the Year: six special exhibitions at the Asian Civilisations Museum [Empress Place] – Sebastian Chun & Team; Church of St. Mary of the Angels – Wong Mun Summ and Richard Hassell & Team, WOHA Architects Pte. Ltd.; Esplanade – Theatres on the Bay – Koh Seow Chuan & Team, DP Architects Pte. Ltd. in association with Michael Wilford & Partners (London); Fullerton Hotel and One Fullerton –

Tay Lee Soon & Team, Architects 61 Pte. Ltd.; New Majestic Hotel- Colin Seah, Ministry of Design Pte. Ltd., in association with DP Architects Pte. Ltd.; HP Deskjet 460 Mobile Printer – Mylene Tjin, Hewlett Packard (Singapore) in association with Philips Design; MINI Habitat/Brett Cameron & Team, Kingsmen Exhibits Pte. Ltd. Award ceremony & launch of award publication on 23 November Asian Civilisations Museum. DesignSingapore Council and Urban Redevelopment Authority (URA) presented the President's Design Forum on the same day, featuring the Jury as speakers, with the support of Republic Polytechnic. Jury members: Architecture & Urban Design – Chair: Cheong-Chua Koon Hean, CEO, Urban Redevelopment Authority; Shozo Baba, President, Architectural Communication Consultant Ltd., Japan; Alan Choe, Consultant Architect/Planner, Alan F C Choe Consultant; Rita Soh, President, Singapore Institute of Architects & Board Member, Board of Architects; Interior Design – Chair: Madeline Lester, President, Intl Federation of Interior Architects/Designers (IFI) and Managing Director, Madeline Lester + Associates (Sydney, Australia); Shashi Caan, Principal, Shashi Caan Collective (New York); Kerry Hill, Principal, Kerry Hill Architects; Product and Industrial Design – Chair: Professor Dr. Peter Zec, President, Intl Council of Societies of Industrial Design (Icsid), President Red Dot GmbH & CoKG, President, Design Zentrum Nordrhein Westfalen, and Professor for Business Communication, University of Applied Sciences Berlin (Essen, Germany); Verena Kloos, President, BMW Group DesignworksUSA (Los Angeles, USA); Jae-Jin Shim, Vice-President, Digital Display & Media Design Lab, Corporate Design Center, LG Electronics Inc. (Seoul, Korea); Visual Communications – Chair: Don Ryun Chang, President-Elect, Intl Council of Graphic Design Associations (ICOGRADA), and Dept Chair of Visual Communications Design, Hongik University (Seoul); Lim Sau Hoong, CEO & Exec Creative Director, 10AM Communications, Dr. Milton Tan, Director, DesignSingapore Council.

Exhibition at ACM seen by over 13,000.

DESIGN BUSINESS PROJECTS

DESIGN PIONEER PROGRAMME/ 36 DESIGN ACTIONS

July

Published and distributed "36 Design Actions" at BlueSky Evening at the Istana. Event was organised by Action Community for Entrepreneurship (ACE).

MAXIMIZING YOUR RETURN ON DESIGN

October

Keynote speech dinner and one-day workshop. Partnered Art Centre College of Design to present 'Maximising Your Return on Design' in conjunction with Global Entropolis Singapore and in association with Asia Design Network Conference. Programme included guest presentations by global business school INSEAD, Johnson Controls, PARK, Bates Singapore and Singapore Studio BMW Group DesignworksUSA.

DESIGN EXHIBITIONS & CONFERENCES PROJECTS

6TH SAO PAULO BIENNALE OF ARCHITECTURE AND DESIGN

May-September

The Singapore Presentation, 699.1 km², returned from the Sao Paulo Biennial 2005 opened for public viewing at the URA Centre, Presented by DesignSingapore Council, co-presented by Urban Redevelopment Authority, curated and organised by the Singapore Institute of Architects (SIA). The film is produced by Dreamforest Productions, with the support of Keppel Offshore & Marine and Surbana.

20/20 MOVEMENT AT THE LONDON DESIGN FESTIVAL

September

Featured: Air Design Group, Argentum, Fleecircus, Fling, H55, Hansel, Jienshu, Kinetic Design, Kwodrent, Leslie Kee, :phunk Studio, Play Imaginative, SBTG, Sonny Liew, Stikfas, Sumajin, WOHA, Woods & Woods, WORK, Zing '20/20 Movement – Singapore Design Tour' at Old Truman Brewery.

Estimated more than 5,000 UK and international visitors, and 64 design media personnel over three days. Also supported Singapore Creative Network UK's (SCNUK) installation exhibition 'In Case of Fire'. Presented return exhibition at National Library from 29 October-8 November. 6,802 visitors. Extended exhibition from 10 November-9 December at MICA building. Second edition (October and November 05) of 20/20 and 20/20 font, designed by Jackson Tan of Black Design, won Best of Show Gong (Design) Award at Creative Circle Awards 2006.

ASIA DESIGN NETWORK CONFERENCE

October

For the first time, Singapore hosted the Asia Design Network (ADN) Conference. Annual conference brings together design councils from 10 countries – Thailand, Malaysia, Indonesia, China, Hong Kong, Taiwan, Philippines, India, Japan & Singapore.

'SINGAPORE BUILT AND UNBUILT' AT THE VENICE BIENNALE, 10TH INTERNATIONAL ARCHITECTURE EXHIBITION

September

New Singapore architecture from winning works and finalist entries of recent competitions: Marina Line – Museum Station: WOHA Architects Pte Ltd, H.U.A.Y Architects, Geoff Malone International (Singapore) in association with Ian Ritchie Architects (London), Kovac Malone (Australia) and Unit 18 (Singapore/UK); Singapore Management University: KNTA Architects, Edward Cullinan Architects (UK); Singapore Arts School: WOHA Architects Pte Ltd, Architects 61 Pte Ltd with FJMT (Australia), DP Architects Pte Ltd, Forum Architects; Gardens by the Bay organised by National Parks Board; Marina Bay Bridge: Cox Group Pte Ltd (Australia) with ARUP Pte Ltd (Australia) and Architects 61 Pte Ltd; Marina Bay Integrated Resort: Moshe Safdie and Associates (USA) with Las Vegas Sands Corp.; one-north Master Plan: Zaha Hadid Architects (UK), Richard Rogers Partnership (UK), Toyo Ito & Associates, Architects (Japan) with RSP Architects, Planners & Engineers Pte Ltd;



20/20 at London Design Festival.

Ellerbe Beckett Architects (USA) (Competition finalist, not featured in exhibition), Gensler (UA) (Competition finalist, not featured in exhibition); Condominium @ one-north: P & T Consultants Pte Ltd, aCTa International Pte Ltd and aKTa Architects with Centrepoint, ADDP Architects with CDL, Architects Team 3 with Centrepoint, Axis Architects Planners with Centrepoint, DP Architects Pte Ltd with Centrepoint, Toyo Ito & Associates, Architects (Japan) with Wing Tai & NTUC; Republic Polytechnic Woodlands Campus: DP Architects Pte Ltd (Singapore) and Maki and Associates (Japan), Alfred Wong Partnership Pte Ltd and RMJM(S) Pte Ltd, CPG Consultants Pte Ltd and Perkins & Wills (U.S.A.); Duxton Plain Public Housing: ARC Studio Architecture + Urbanism with RSP Architects, Planners and Engineers Pte Ltd, WOHA Architects Pte Ltd, RSP Architects, Planners & Engineers with BBBSA (Argentina); Fusionopolis I @ one-north: Kisho Kurokawa Associates, Architects (Japan), Foster and Partner (UK), Kohn Pederson Fox Associates (U.S.A) Production team: Sim Boon Yang, Pavilion Architect, ECO. ID; Mr Kenneth Liang, Film Producer, Dream Forest Productions; Hanson Ho,

Graphic Designer, H55; Terence Yeung, Installation Artist; Lim Siew Hui, Space Designer, Designation Pte Ltd; Pico Art International, Exhibition Builder Singapore's second presentation at this premier international platform for profiling of Architecture & Urbanism Project advised by International Advisory Panel member Toyo Ito Also the platform for launching LTA Art Seats International Design Competition, and international announcement of the NParks Gardens by the Bay design competition

→ DESIGN DEVELOPMENT

DESIGN CAPABILITY & PROFESSIONAL DEVELOPMENT PROJECTS

LITTLE KASHGAR BAZAAR WORKSHOP

February
Fashion design mentorship and workshop component of Little Kashgar Bazaar, part of "Power Dressing: Textiles for Rulers and Priests from the Chris Hall Collection" exhibition Organised by the Asian Civilisations Museum

FASHION SHOWS AT SINGAPORE FASHION FESTIVAL

March
Sponsored the BAYLENE and nicholas Fashion Show and "show & tell" workshop at the 6th Singapore Fashion Festival (SFF) SFF is the signature consumer fashion event, spearheaded by the Singapore Tourism Board and organized by AFI-Pico

ENGAGE 2006: CONNECTING WITH TODAY'S EMPOWERED CONSUMERS

April
Sponsored 20 students to attend the two-day conference organized and presented by Leo Burnett Asia Pacific, ARC and Contagious Magazine

DESIGNSINGAPORE MENTORSHIP PROGRAMME/ STUDIOPRIVÉ_001

May
Conceptualised by Jonathan Seow Provided fashion design students with an insight to how a real-life fashion designer works through the realisation of projects Culminated in a final presentation of Woods & Woods A/W 06/07 collection and exhibition featuring fashion photography, graphics and video-works at Red Dot Museum Professionally supported by: Ivanho Harlim (photographer, Par Avion), Melvyn Lim (2manydesigners) and Ann Lim (fashion designer, Woods & Woods)

DESIGNSINGAPORE SCHOLARSHIPS

August
Melisa Chan Ching Sian (The Bartlett School of Architecture), Yong Jieyu (Design Academy Eindhoven), Olivia Lee Yunn Si and Tan Zi Xi (Central Saint Martins), Wui Shu Xian (NTU School of Art, Design & Media), Lia Chong Lih-Wen (London College of Fashion) Scholars are also Associates

**NISSAN DESIGN FORUM
– ‘IMAGINATION FACTORY’
AT MICA ARTRIUM**

August

Three senior designers: Tsunehiro Kunimoto, Project Design Director, Nissan Motor Co., Ltd; Takashi Nakajima, Product Chief Designer, Nissan Motor Co., Ltd and Alfonso Albaisa, Associate Director, Nissan Design America began Asian tour in Singapore. One workshop and a forum were held separately with students and professionals discussing topics ranging from the future automobile and Asian design identity. A weekend public exhibition followed. The events attracted about 400 attendees.

**SINGAPORE ARCHITECTURE
FORUM AT VENICE BIENNALE**

September

Jointly organized by SIA. Panel members: Toyo Ito, Zaha Hadid, Rita Soh, Richard Hassell, Tai Lee Siang. 160 attendees, and approximately 75% were international media, including Wall Street Journal (Europe).

SINGAPORE FASHION WEEK 2006

November

Winners: Asian Young Fashion Designers Contest – Harry Halim; Singapore Fashion Designers Contest – Or Beng Hua; Fresh! The Graduate Showcase – Cao Ling (Top Degree Student), Sha Lu Lan (Top Diploma Student). Support for SFW, specifically: Singapore Fashion Designer’s Contest and Fresh! The Graduate Showcase. SFW is the annual flagship event of Textiles and Fashion Federation Singapore (TaFF). Positioned as the premier trade show for regional apparel industry.

**INTERDESIGN
DEVELOPMENT SCHEME**

Supports new design platforms that involve cross-design disciplinary innovations. Public and gallery installations at onedotzero Digital Media Festival in June. Summer Visiting Design Workshop: Breeding Design by Architectural Association (AA) and Centre of Innovation and Enterprise of Singapore Polytechnic, in July. ‘Asian Architects Symposium’ by Architectural Association Asia in December.

**OVERSEAS PROMOTION
PARTNERSHIP PROGRAMME**

Supports emerging Singapore designers at international design platforms. Supported POSSE Studios (fashion designers Madeleine Wong and Jay Quek) at Mercedes Australian Fashion Week – Ready-to-Wear Group Collection in April. Supported Sharon Goh in presenting winning project, ECOL, at 13th Intl Conference in Life Cycle Engineering and ‘Designing a Sustainable Future’ at Leuven, Belgium in May. Co-funded silnt (multidisciplinary design studio) at the 13th Tokyo Bok Fair – Art Book Square in July. Co-funded Exit Design to show furniture collection at 100% Design, Tokyo, in November. Awarded grant to Edwin Law to present paper at Wonderground International Design Research Conference in Lisbon, in October. Co-funded Woods + Woods’ presentation at Rendez-Vous Femme Women’s Wear and Accessory tradeshow in Paris, in October. Supported :phunk Studio exhibition “Decade of Decadence”, “Visual Rocks!” Design Workshop and an

outdoor installation, “Arena Rock Box”, at Shanghai Xin Tian Di in September. Awarded grant to Scisew Collaborative for participation at Asia Graduate School of Design Lecture & Exhibition at Harvard Design School in November.

**OTHER CAPABILITY
DEVELOPMENT PROJECTS**

Creative Circle Awards, Adasia, presented by 4As Creative Business Exchange, organised by Altsu and held in conjunction with Global Entrepolis Singapore.

**DESIGNSINGAPORE
STUDIOS PROJECTS**

**DESIGNSINGAPORE
STUDIO WITH TOYO ITO**

March 06-April 07

Led by Toyo Ito, managed by Chan Hui Min. Theme is ‘Urban Simplicity’, with aim to rejuvenate the city experience. Presented at Venice Biennale 10th International Architecture Exhibition; to present at the return of Venice exhibition in Singapore, and at the Milan Fair in April 07.

**DESIGNSINGAPORE-KITA
STUDIO EXHIBITION AT THE
SALONE INTERNAZIONALE**

DEL MOBILE IN MILAN

April

Air Division, Enzer, Lee Hwa Jewelry & Stikfas. Produced by Toshiyuki Kita, the six-day exhibition showcased working prototypes of products by the four home-grown companies, the result of a year’s mentorship under Toshiyuki Kita. Attended by 600 guests, 100 journalists from magazines, newspapers & web (on-line magazine). Fair itself attracted 260,000 visitors from 150 countries. Some 3,100 of the world’s most dynamic design firms were

displaying wares to 260,000 visitors from 150 countries. Ten photos from Photography Edge! Exhibition (2005) by Professional Photographers’ Association Singapore (PPAS) were showcased.

DESIGN&DISASTERS

May

Multi-disciplinary project to demonstrate that ‘Design Makes a Critical Difference’. International participation from countries like Japan, Thailand and China. Aimed at developing products that can be manufactured and deployed before, during and after the occurrence of disasters.

**DESIGN COMPETITIONS
& AWARDS PROJECTS**

**VIVOCITY STUDENT
DESIGN COMPETITION**

March

Winner: Rony Chan, final year student from Hong Kong’s Polytechnic University, selected from short-list of four students, of which two were Singaporeans. Art furniture competition for students, organized by VivoCity. Prototyping, mentorship and internship programme under Toyo Ito, in Tokyo.

**INTERNATIONAL
ARTSEATS DESIGN
COMPETITION**

September

Competition to design art seats for 29 new Circle Line stations. Part of LTA’s ‘Circle Line Art in Transit’ Programme, which seeks to integrate art into the stations and their surrounding environments to enhance and redefine the commuters’ travelling experience. Dick Powell and Toshiyuki Kita were part of international jury panel for the competition.



“Singapore Built and Unbuilt” at the 10th International Architecture Exhibition, La Biennale di Venezia.

LIGHT TOUCH DESIGN COMPETITION

October

Organised by DesignSingapore Council, partnering FLOS, supported by SPACE Furniture and Temasek Polytechnic
Launched competition for designers from around the world to create innovative lighting solutions
Lecture by Tim Derhaag of Netherlands, in November

RED DOT AWARD: DESIGN CONCEPT 2006

September

7 Singapore winners: Nathan Yong – Air Design Group Pte Ltd, Ben Lai, Brian Law and Matthias Mohs, Brian Ling – Nakamichi Research (S) Pte Ltd, Chua Wunfong, Jaren Goh and Meiban Group Ltd, Lim Sun Liang
Total of 478 entries
Award ceremony on 24 November
DesignSingapore supports student entries, and winner servicing for Singapore winners and students

→ DESIGN CULTURE

INTERNATIONAL RELATIONS & IHQS PROJECTS

IFI BOARD MEETING

February

Hosted International Federation of Interior Architects Board meeting in Singapore

ICGRADA DESIGN WEEK IN HONG KONG

February

Presentation on the state of Singapore's visual communications industry

RED DOT (ESSEN)

June

Minister for MICA, Dr Lee Boon Yang, was invited to attend the prestigious red dot Awards Ceremony and Gala Dinner 2006

D&AD (LONDON)

27 June

Dr Lee Boon Yang, Minister for MICA, was invited as Guest of Honour to open the annual D&AD President's Global Forum 2006

MELBOURNE STATE OF DESIGN

October

Dr Milton Tan, Director of DesignSingapore, gave keynote speech at anchor event in October

HONG KONG BUSINESS OF DESIGN WEEK CONFERENCE & INTERNATIONAL DESIGN NETWORK ROUNDTABLE 2006

November

Attended the International Design Network Roundtable, Business of Design Week and Innovation & Design Expo (IDE)
Organised by Hong Kong Trade Development Council and co-organised by Hong Kong Design Centre, the Business of Design Week (BODW) Asia International Conference 2006, in its fifth anniversary, hosted over 10,000 participants and 70 international speakers over five days

D&AD

November

Lecture, workshop and industry and awards evening held at Nanyang Academy of Fine Arts
Organised in collaboration with 4As and UKTI
More than 180 students from eight schools attended the lecture by Garrick Hamm of Williams Murray Hamm and Chris Thompson, Educational Director for D&AD
Evening presentation drew about 120 attendees from the design industry

DESIGNSINGAPORE'S 2ND INTERNATIONAL ADVISORY PANEL MEETING

November

Attended by International Advisors Steve Hayden, Christopher Bangle, Toyo Ito, Toshiyuki Kita and Dick Powell, members of DesignSingapore's Industry Development panel and representatives from the local design industry

STUDY TRIPS

US (February), China (March), London (September), Melbourne (October)

DESIGN MEDIA MULTIPLIER PROJECTS

DESIGN TV PROGRAMME

January

Supported "Design for Life" TV series production by Red Dot
Screened on TV12, four 30 minutes episodes

VIBRATIONS PUBLICATION

March

Features 10 young Singaporean designers: Charlene Chua, Jaren Goh, Han Kiang Siew, Jon Kher Kaw, Shing, Jo Soh, Alvin Tan, Gabriel Tan, Gerard Tan, Agnes Tan, Wee Hiang Koon, Eunice Seng, Chow I-Shin
Publication by DesignSingapore Council and MICA National Marketing Department

IDEAS: HOW 16 SINGAPORE ADVERTISING HOTSHOTS CREATE THEIR IDEAS

By the Institute of Advertising Singapore (IAS)

→ VISITORS TO DESIGNSINGAPORE

January

UK Design Council; California Institute of the Arts; FLOS

February

Delegation from Wuxi Design Industrial Park; Jae-jin Shim, Vice President of Design, LG Electronics and MD LG Singapore; Material Connexion

March

University of the Arts, London; Emily Carr Institute; University of Cincinnati; Alexander von Vegesack, Director, Vitra Museum; Director, Institute of Art, Design and Technology (IADT), Ireland; Toshiyuki Kita

April

BMW designers from Munich, LA and Singapore; Richard Pelletier, BMW Designworks USA; Bristol School of Art, Media and Design

May

Maurizio Musatti, Director of International Operations and Corporate Development, FLOS, and Mario Rodella, MD of FLOS Asia, Bruno Rodella and Tim Derhaag, Industrial Designer, Netherlands; Fransece Reffe, Designer, Spain

June

Dan Pritchard, Arts Manager, British Council; IFI Board Meeting in Singapore; Professor Donald Marinelli, Carnegie Mellon Entertainment Technology Center (ETC); Vice Provost International, University of Cincinnati

July

Official delegation from Chiba University, Japan

August

Professor Toshiroh Ikegami, speaker for "EcoDesign is Design Itself: Aesthetics of Ecology – Save the Planet through Design, Possibility of Sustainable Progress in Asian Cities"

September

Delegation from Kobe City, Japan, lead by IAP member Toshiyuki Kita

November

Sheridan College; His Excellency Par Ahlberger, Ambassador to Sweden; David Fella, Vice President of RIBA International Affairs Committee; Michael Hockney, CEO of D&AD; Alexander von Vegesack, Director of Vitra Museum

→ PARTNERS, SPONSORS, SUPPORTERS AND COLLABORATORS

PARTNERS

Asian Civilisations Museum, Building and Construction Authority, Creative Industries Singapore, Economic Development Board, Housing Development Board, International Enterprise Singapore, National Heritage Board, National Environment Agency, National Museum of Singapore, Land Transport Authority, National Library Board, National Parks Board, Singapore Land Authority, Singapore Tourism Board, Spring Singapore, Urban Redevelopment Authority

OTHER

DESIGNSINGAPORE STAFF

Associates: David Ampe, Melisa Chan Ching Sian, Chen Yanyun, Lia Chong Lih-Wen, Alvin Ho Kwok Leong, Olivia Jenni, David Lee Siew Bing, Olivia Lee Yunn Si, Vince Ong Choon Hoe, Pan Wenpu, Eunice Seng, Hans Tan Yan Han, Tan Zi Xi, Clara Tung, Yong Jieyu, Wai Yuh-Hunn, Wu Peirong, Wui Shu Xian
Interns: Wendy Cheok, Kevin Kho, Koh Wei Kiong, Lim Syl-Lin, Tan Chin Jia, Tan Ying Ying, Andrea Phua
Freelance: Cassandra Cheong, Aileen Chou, Christine Kwee, Loy Ju Lin

At A Glance

2007

→ DESIGN PROMOTION

DESIGN AWARENESS & PERCEPTION PROJECTS

PRESIDENT'S DESIGN AWARD

January-November 2007

Designers of the Year: Ban Yin Jheow, Eng Siak Loy, Casey Gan and Lim Swe Ting, Andrew Gn, Lim Sau Hoong, Mok Wei Wei, Jackson Tan, Alvin Tan, Melvin Chee and William Chan
Designs of the Year: 0501-The Finger Players, Lim Wei Ling & Team; 1 Moulmein Rise - WOHA, Wong Mun Summ, Richard Hassell & Team; Bishan Community Library - L00K Architects, Look Boon Gee & Team; Dell 966 All-In-One Photo Printer - Dell Global B.V. Singapore, Michael Smith & Team; PageOne Bookstore at Vivocity - Kay Ngee Tan Architects, Tan Kay Ngee & Team; PediGuardTM - PSB Technologies Pte Ltd, Ulrich Schraudolph & Team; Philips Singapore Learning Centre - Philips Design, Low Cheaw Hwei & Team
Award Ceremony and launch of award publication on 27 November 2007 at the Esplanade Concert Hall
Public exhibition of the 2006 President's Design Award held at VivoCity from 27 January to 26 February. Exhibition moved to the Urban Redevelopment Authority which opened on 12 April
Over 10,000 visited the 8-week President's Design Award 2006 exhibition at URA
Nominations for the 2007 President's Design Award opened in January and closed end April. Jury interview process conducted from 13-15 August
Comments/inputs by the Steering Committee, together with jury recommendations were submitted through Minister/ICA, to the President for endorsement

20/20 BASE

February-May 2007

Featured: &LARRY, Albano Daminato, Arc Studio, Ashley Isham, Brian Gothong Tan, Exit Design, FrüFrü & Tigerlily, HookedClothings, Kirby Koh, Kuanth, Little Red Dots, Matte, Ministry of Design, Out of Stock, Renewe, Eshaun, Spoon Creative, Stray, voonwong & bensonsaw, Wai Teik

The third edition of the '20/20' series, '20/20 Base' was shown in conjunction with the Singapore Design Festival from 28 November to 8 December
A selection of the final 20 designers from the list of 29 nominations were made by three Council Members, Mr Ban Y J, Mr Richard Hassell and Mr Huang Cheng Eng
The edition captured the entrepreneurial 'home designer' - designers who design after their day job and/or sell their designs online

VITRA DESIGN MUSEUM

February-May 2007

On 13 February, Dsg signed a MOU with VITRA Design Museum (VDM), and the National Museum of Singapore (NMS)
VDM has international expertise in developing and staging international events
NMS will leverage on their expertise in producing exhibitions in Singapore
Dsg will focus on harnessing the spectrum of design disciplines and new forms of media to further reinforce Singapore's position as a creative city

LIVING UNDER THE CRESCENT MOON

February-May 2007

VDM's traveling exhibition Living Under the Crescent Moon was part of the NMS Crescent Moon Festival officially opened by Minister/ND
Reported in ST, LHZB and Today, as the first collaboration under the MOU
Daily average visitorship: 500

DESIGN BUSINESS

February-May 2007

Politecnico di Milano's (PDM) proposed Executive Masters course in Information and Communications Technology (ICT) and Design for Innovation ran in partnership with NTU and INSEAD
Course offered students the opportunity to learn, through an executive business oriented approach, the relationships between ICT, Industrial Design and Management
PDM extended their activities through CEFRIEL, their commercial arm, in Singapore by running a shorter two-week term Executive Programme on Design-Business
D/Dsg met with the COO of CEFRIEL on 18 April to discuss various possibilities of additional programmes that CEFRIEL could run from Singapore, including

the development of Case Studies, Design Culture through good relationships and Scenario Planning

PHOTOGRAPHY EDGE! EXHIBITION

February-May 2007

Dsg Board Member and CEO/NAC, Mr Lee Suan Hiang, officiated at the launch of Photography Edge! on 30 March
Joint exhibition by Dsg and Professional Photographers Association Singapore (PPAS)
Competition invited PPAS members to capture the essence of design through the use of photography
Culminated in a photo exhibition at the Milan Fair, curated by Toshiyuki Kita, as well as a local photography exhibition

SINGAPORE DESIGN FESTIVAL 2007

May-November 2007

Theme for the 2007 festival is "Always a Better Way"
Feature Event for this year was Utterubbish
Comprising an exhibition, a conference, activities and a publication, Utterubbish was a witty review of recycling, redemption and recourse through design
Highlights included 20/20, 10TOUCHPOINTS, Hybricity: Singapore design exhibition, Red Dot Awards: Design Concept Award Show, Singapore ArchiFest 2007, and Blurring Boundaries by Karim Rashid
Festival dates were from 28 November to 8 December with Hub at City Hall
Officially opened by President S R Nathan at the President's Design Award ceremony on 27 November
International presentations were presented by 14 countries from Australia, Germany, India, Italy, Sweden, Switzerland to Taiwan
Showcased a wide range of captivating events like Neues Bauen International, Inventioneer-ing Architecture, Italian Genius Now, Swedish Icons to Ozmosis
Festival boasted more than 150 events and 106 partners, partners - 72 SmallDive, Air Division, Anita Nevens, Alvar Aalto Foundation, Asylum, Artless Inc., ANT Industrial Design, Association of Accredited Advertising Agents Singapore, Australian High Commission, Australian Trade Commission, BAYLENE, Bristol School of Art, Butter Factory, CityScoops, Centre For Experience Design - Singapore Polytechnic, D&AD, Daniel Boey, Designers Association of Taiwan, E-ARTH Works Pte Ltd, Economic

Development Board, Ella Cheong Spruson & Ferguson, Embassy of Finland, Embassy of Brazil, Embassy of Sweden, Embassy of Switzerland + Swiss House Singapore, Emily Hill Enterprise Ltd, European Union, FARM, fFurious, Flesh Imp Clothings Pte Ltd, Foreign Policy Design Group, Fraser Centrepoint Pte Ltd, Furi Furi, Gallery Hotel, Goethe-Institut Singapore, H55, Hans Tan, Harry Halim + Warren Wee, Housing Development Board, IKEA, Industrial Design Asia, iSh Magazine, Italian Embassy of Singapore, Italian Cultural Institute, Italian Cultural Institute, Jorg Dietzel Brand Consultants, Korea Institute of Design Promotion, Little Red Dots, Laselle College of the Arts, Land Transport Authority, Loof, Motorola, Nanyang Polytechnic, National Library, National Day Parade, New Majestic Hotel, National Museum, National Heritage Board, NUS - Dept of Architecture, NUS - Museum, Centre for the Arts, Embassy of Finland and Alvar Aalto Foundation, Orcadesign Consultants Ptd Ltd, Old School, OXO, Party Of God, Post-Museum, Red Dot Musuem, Raffles Design Institute, Really Architecture (re:act), Republic Polytechnic, Rohn Meijier, Singapore Polytechnic - Centre For Experience Design, Singapore Art Museum, SILNT, Singapore Furniture Industrial Council, Singapore Institute of Architects, Solideas Ltd, Space and Moooi, Spare Room Pte Ltd, Spring Singapore, Studio Prive, Style: Nordic Pte Ltd, Temasek Polytechnic, The Network Hub Pte Ltd, The Serendipity Studio & Winker, Trevue Innovations Pte Ltd, UNKL 347 (Indonesia), UNKL 347 (Singapore), UOL Group Ltd, Urban Foundry, Urban Redevelopment Authority, Utterubbish Pte Ltd, Wild Oats Bar on the Hill, Wild Rocket, WOHA Designs, World Scientific Publishing, X-TRA, Yolk Pte Ltd

SINGAPORE SEASON - CHINA

October-November 2007

Dsg staged an exhibition Titled "Hybricity: Singapore", the exhibition explored the current relationship and relevance of being 'Chinese' in contemporary China's context, using and showcasing design and designers as the key storyteller
Showcased new content by designers



Singapore Design Festival 2007.

Gala dinners in Beijing and Shanghai included a fashion segment showcasing the designs of 2007 Berita Harian Achiever of the Year's Ashley Isham. Fashion producer Daniel Boey produced the show, music was by Iskandar Ismail and also included international model Junita Simon and soprano Wong Su Sun. Participating designers – Argentum, Jewellery Designer; Ashley Isham, Fashion Designer; Donna Ong, Artist; Jessie Lim, Ceramist/Sculptor; Kay Ngee Tan, Architect; Lim Sau Hoong, Visual Communications/Advertising, Play Imaginative; Toy Designers

VENICE BIENNALE RETURNING EXHIBITION

May-July 2007
The Returning Exhibition of the 2nd Singapore Pavilion at the Venice Architecture Biennale opened on 15 May at the National Museum

NDP ASSEMBLY DESIGN-COMPETITION

June-December 2007
Aim: raise design awareness and appreciation in the general public. NDP Funpacks were designed by Singapore designer Hanson Ho. 160,000 Funpacks were distributed. Competition held for public: express their creativity by customising the Funpack. 500 designs and 11 winners from more than 5700 entries were shortlisted. The Singapore Design Festival featured 500 selected entries to be displayed as a 50m-long Funpack at VivoCity.

DESIGN FOR ENTERPRISE

June-November 2007
Design for Enterprises unit formed on 15 August with Dsg as the lead agency. Unit synergized efforts by agencies to drive design as a strategic differentiator and enabler for

Singapore-based enterprises to be more competitive. It served as a one-stop focal point where businesses can turn to for all design-related matters. Developed an integrated design program for adoption by the various agencies. Programmed targeted to be launched in April 2008, and then implemented for a one-year period. The research phase of the work plan has commenced.

→ **DESIGN DEVELOPMENTS**

DESIGN CAPABILITY & PROFESSIONAL DEVELOPMENT PROJECTS

10 TOUCHPOINTS DESIGN COMPETITION

March-November 2007
Phase 2 launched on 31 March. Designers' Marketplace – a dialogue session between item owners and the public was held. 2 workshops held on 10 May by competition jury member, Dick Powell, at the Orchard Library and Temasek Polytechnic. Number of submissions: 113 were received for the 10 re-design items. The designers showed prototypes of the winning designs at an exhibition at the National Library during the Singapore Design Festival. Winners – Bassam Jabry, Design Director of Chemistry; Roy Pang Ping Jing, Architectural Designer; Ong Ker Shing, Designer/Landscape Architect from Lekker Design; Fang Sook Yee, Student; Chew Sui Ying Pamela, Interior designer from Hirsch Bedner Associates Design; Joshua Adam Comaroff, Designer/Landscape Architect; Lim Ling Zhi Ivy, Student; Liu Ping, Interior designer.

Project sponsors – LTA, NParks, HDB and NEA

OVERSEAS PROMOTION PARTNERSHIP PROGRAMME (OPPP)

February-November 2007
Over the last 3 years, a total of 37 projects were supported with \$340,500 disbursed to-date. Support given to: OUTFSTOCK – Milan International Furniture Fair 2007, Play Imaginative – Taipei Toy Festival, Woods&Woods – Paris Fashion Week, :phunk Studio – Taipei Museum of Contemporary Art, ABYZZ – InFashion Berlin 2007, SILNT – Tokyo DesignTide 2007, Argentum – Paris Fashion Week Rendez-Vous Femme, OUTFSTOCK – 100% Design Tokyo 2007.

INTERDESIGN DEVELOPMENT SCHEME

February-May 2007
An IDS grant was awarded to Asian Urban Lab for their design collaboration with Mr Jackson Tan from Black Design to produce a differentiated information communication interface – a "superbly designed book" for the publication "Asian Alterity". Special reference to Architecture and Urbanism through the lens of Cultural Studies. Involved researchers from various disciplines including architects, urban planners and social critics. They hailed from six different countries.

INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN AND INTERNATIONAL DESIGN ALLIANCE

February-May 2007
Dsg hosted the Board Meeting for Icsid and the IDA from 10-12 February. The IDA Board comprised members from Icsid and International Council of Graphic Design Associations (ICOGRADA). Dsg's objectives for hosting the meeting were two-fold:
1. To take the opportunity to introduce Singapore as a venue and present our preliminary proposal for the 2009 Congress in the case of Icsid, as host of the 2009 Icsid World Congress.
2. To make a presentation on Singapore as a location for an IDA regional headquarters.

DESIGNSINGAPORE SCHOLARSHIPS

April-September 2007
69 submissions at the close of scholarship applications on 30 April.

Nine applicants shortlisted were interviewed by Dsg Management. Eight candidates went through a panel interview with three Dsg Board members. Two candidates were awarded overseas scholarships: Mr Yasser Suratman – MA Fine Arts, Graphic Design, Yale University, USA; Mr Aloysius Liew – BA Fashion Design Womenswear, Central Saint Martins, UK. The Creative Industries Scholarship joint award ceremony was held on 28 August.

LIGHT TOUCH DESIGN COMPETITION

May-September 2007
A total of 939 entries from 53 countries. Seven shortlisted finalists were invited to Singapore for a prototyping workshop from 6-12 July with Mr Joris Laarman, a designer with FLOS. Grand prize went to Ms Caitlyn Sara MacKenzie for her work entitled "1296". Two special mentions were also awarded to Mr Liu Zhili for "Singing Bulbs", and Mr Lee Suk Woo and Mr Byeon Dong Jin for "Hurdle Lighting". The finalists' prototypes were displayed at Space Furniture from 12-22 July. Prototypes were on exhibition at the New Majestic Hotel as part of the Singapore Design Festival from 28 November to 8 December.

DESIGNSINGAPORE-ITO STUDIO WORKSHOP

July-September 2007
The DesignSingapore Studios is a series of platforms to raise the capability of Singapore designers and generate new IP. A team of four final-year architecture students attended a workshop at Mr Toyo Ito's office in Tokyo from 17-19 July to complete their project "Carbanisation" which explores how increased importance of personal mobility gives rise to a different form of residential architecture.

MATERIAL LIBRARY

March 2007
Dsg visited Philips Design Eindhoven from 21-22 March. Philips Design expressed keen interest to collaborate on Design Research and Development projects in the area of interactive digital media (IDM) user interface and the materials library.

US TRIP

March-April 2007
Dsg took a working trip to the United States (29 March to 8 April) to further develop its Design R&D and Dsg Studio projects.

Collaboration with the Art Institute of Chicago, Rhode Island School of Design and Parsons the New School of Design for the above projects was confirmed. It firmed up the involvement of Design Management Institute and Cooper-Hewitt National Design Museum for the Singapore Design Festival. Dsg continued cultivating relationships with MIT Media Lab, Paul Saffo, Arnold Wasserman, Pratt, Harvard GSD, IAP member Steve Hayden and EDB offices

MILAN TRIP

May 2007

Dsg supported two design students, Gabriel Tan and Wendy Chua, at the Milan Furniture Fair. Two officers from Dsg visited their exhibition stand in Milan and made courtesy calls on existing Italian contacts: Domus Academy, ADI, Marangoni Institute, Politecnico di Milano, Kita's and FLOS Exhibitions. Established a new contact, the Triennale di Milano, that manages and runs prestigious design exhibitions

ITALY TRIP WITH MINISTER OF STATE FOR TRADE AND INDUSTRY, S ISWARAN

May 2007

Dsg was part of the official delegation to explore closer collaborations related to Furniture and Automotive Designs, from 14-18 May. The following leads arose: 1. COSMIT, the organiser of the Milan International Furniture Fair (MIFF), agreed to review the proposal from Singapore Furniture Industries Council (SFIC) to realise a Singapore Pavilion within the main fairgrounds for 2008. Dsg will work with SFIC to submit a strong design-lead proposal. 2. Dsg continued to pursue collaborative studios with: -product and furniture designer, Antonio Citterio -automotive design houses of Pininfarina and Ferrari 3. The Tuscany Promotion Agency was keen to promote business exchanges for the design sector, namely furniture and jewellery designs

AUSTRALIA TRIP (MELBOURNE AND SYDNEY) INTERNATIONAL CULTURAL VISIT PROGRAMME

June 2007

D/Dsg was invited for a visit from 10-16 June 2007 by the Australian High Commission. D/Dsg met with the following:
12 June 2007 (Melbourne)
Mr Xavier Csar (Director, Innovative and Creative Industries) and

Ms Connie Crisafi (Manager, Design Victoria Strategy)
Ms Kathy Demos (Director, the National Design Centre)
Mr Geoff Fitzpatrick (Councilor, Treasurer), Karen Baynes (Councilor, Commercial Interior Design) and Mr Steve Martinuzzo (Councilor, Industrial Design), Ms Caroline Farmer (CEO)

13 June 2007 (Melbourne)

Ms Helen Walpole and Mr Peter Wilson (Team members)
Professor Tom Kvan (Head), Associate Professor Bharat Dave (Critical Research in Digital Architecture) and Mr Jules Moloney (Senior Lecturer in Digital Architecture, Asst Dean in Information Technology)
Associate Dean Scott Thompson, Associate Professor John Bassani (Director, Development and External Engagement) and Mr Mark Strachan (Academic Leader)

14 June 2007 (Sydney)

Mr Brandon Gien (GM, Design and Communications) and Ms Stephanie Watson (Manager, the Australian Design Awards)
Mr Steven Pozel (Director) and Mr Brian parkes (Associate Director)
Mr Nick Collis-George (Chapter Manager)
Ms Rita Siow (Executive Director)
Mr Mark Goggin (Associate Director, Operations & Services), Ms Jennifer Sanders (Deputy Director, Collections and Outreach), Ms Christina Sumner (Senior Curator, Decorative Arts and Design), Ms Grace Cochrane (Curator) and Mr Robert Swieca (Principal, Sydney Design Week)

15 June 2007 (Sydney)

Ms Madeline Lester (President) at International Federation of Interior Architects/Designers and students from the Faculty
Dr Vaughan Reese (Director of International Projects), Mr Karl Logge and Ms Tessa Rapaport (Makeshift Founders)
Ms Susan Long (Visual Arts Board), Mr Joe Pascoe (Program Manager, Visual Arts Board) and Ms Nicki Novy (Program Officer, International Market Development, Community Partnerships & Market Development)

MOU WITH VICTORIA

November 2007

The State of Victoria's Minister for Innovation – sent a letter in June to Minister Lee Boon Yang to initiate discussion on a Design MOU between Singapore and Victoria. A MOU will be signed on 30 November between Singapore and Victoria to collaborate on design-related initiatives

Aims to undertake new design paradigms and create new design knowledge – Research programs focused on inter-disciplinary practices; Mentoring programmes; Design promotion with exchanges that could be part of the respective festivals; Symposium to engage thought leaders, political leaders as well as government and industry practitioners; Industry studies to understand the Value of Design

TRIP TO LONDON DESIGN FESTIVAL 2007

September 2007

Eugene Ng embarked on a work and study trip to London for the Festival (LDF) from 15-25 September – To get an update on the latest developments at the LDF and to identify opportunities for Singapore's presence at future installments of the LDF and to promote the Singapore Design Festival 2007 to key stakeholders of the UK Design Industry. Dsg held two networking events at LDF07 at 100% Design on 21 September and Singapore Creative Network UK (SCNUK) on 22 September. A Singapore presence at the 2008 London Design Festival has been planned. Dsg has been in contact with potential London-based partners to organize and/or host Singapore's showcase

STUDY TRIP TO SWITZERLAND

September 2007

Invited to participate in an Architectural Study Trip to Switzerland from 23-28 September 2007 at the invitation of the Swiss House Singapore, sponsored by Presence Switzerland, Federal Department of Foreign Affairs. Proposed and developed in context of Switzerland's participation "Inventioneering Architecture" in the Singapore Design Festival 2007. Eugene Ng, Dsg (Culture) was nominated by Dsg to go on the trip. Purpose of the trip: To gain a better understanding of architecture in Switzerland; Promote greater awareness and synergies between Switzerland and Singapore; Establish a network with key players of the architecture sector in Switzerland

"DESIGNING SINGAPORE" – CO-PRESENTATION AT SINGAPORE UNCOVERED 2007

October 2007

Co-presented by Dsg with Mr Liu Thai Ker on 4 October 2007

Discussed the future of Singapore's architecture and design development. Panel discussion chaired by RIBA President (2005-2007) Mr Jack Pringle. Other panelists featured were British architects Mr Michael Wilford CBE and Mr Graham Cartledge. Organized by Asia House London. Guest of honour and keynote speaker: Senior Minister Goh Chok Tong. D/Dsg and E/Dsg (Culture) Eugene Ng collaborated with Mr Liu on the presentation

DESIGN EDUCATION STUDY IN SINGAPORE

September to November 2007

The Design Culture unit embarked on a Design Education Study – To develop a comprehensive understanding of the quality of design education in Singapore, and its contributions to a creative culture; Provide information that will be invaluable when Dsg charts out strategic policies for the design sector in Singapore. Ernst & Young Associates Pte Ltd was awarded the study on 29 September. Expected completion: 9 weeks. Key findings were presented to the Council in January 2008

→ DESIGN CULTURE

INTERNATIONAL RELATIONS: ASEAN HRD WG

March 2007

Ms Teng Hui Yu represented Dsg at the ASEAN HRD WG preparatory meeting in Kuala Lumpur, Malaysia on 29 March. Discussed the Terms of Reference of the Working Group and agenda for the first Meeting of the ASEAN SOMCA HRD WG meeting on 7 and 8 May. DD/Dsg joined the Singapore delegation at the meeting in Penang, Malaysia on 7 and 8 May, headed by Mr Choo Choon Liang, Director/Corporate Services and Planning, NHB, and Chairperson, National Sub-Committee on Culture, Singapore. DD/Dsg covered as head of the Singapore delegation to present the Singapore proposal: Topics discussed: proposals put up by member countries; work plan for the HRD WG; the actions to be taken before the next meeting in Singapore in early 2008

INTERNATIONAL RELATIONS: IFI

June 2007

D/Dsg, DD/Dsg and SAD/Dsg (Intl Relations) met up Ms Madeline Lester, President of IFI

Issues discussed were: IFI is looking to partnering some large corporate companies to assist and support IFI in its Rebranding efforts. IFI would like to work closely on this with Dsg too; To launch a smaller version of the IFI Biennale targeted for 2011 in Singapore in 2009 as a pre-Biennale

ICSID WORLD DESIGN CONGRESS & GENERAL ASSEMBLY 2007

October 2007
Dsg put on a strong presence at the International Council of Societies of Industrial Design (Icsid) World Design Congress in San Francisco: to attract delegates to Singapore for the 2009 Icsid Congress
Dsg had a booth at the Congress exhibition held at the Masonic Design Gallery; number of visitors: more than 1000 visitors out of the 1930 delegates over three days, collecting registration of interest from more than 800
A Singapore designed experience in the form of a networking cocktail reception held: on the 3rd day of the congress; number of attendees: 400 made up of conference delegates as well as key decision makers in the US design scene
D/Dsg made a presentation on the 2009 Icsid Congress at the congress closing ceremony to market Singapore as the next venue
Mr Benny Tan, President of Designers Association Singapore gave a progress report on the 2009 Congress at the General Assembly (GA)
New Icsid board was elected during the GA

IFI WORLD DESIGN CONGRESS & GENERAL ASSEMBLY 2007

October 2007
IFI was held in Busan, Korea from 9-12 October
Trip objectives: Market the IFI World Design Congress to be hosted in Singapore in 2009; Establish contacts and maintain relationships with key stakeholders; Increase mindshare of Singapore as a design hub; Industry development; Promote Singapore Design Festival 2007
D/Dsg presented Dsg's policies and activities over the past year during the General Assembly (GA)
Ruby Socorro, council member of Interior Design Confederation Singapore (IDCS), shared with the delegates plans for the next IFI congress
At the close of the Congress, the President of IDCS Perry made a presentation to about 800 attendees on Singapore as the destination for the 2009 IFI World Design Congress

ASIA DESIGN NETWORK (ADN) MEETING & CONFERENCE

September to November 2007
ADN meeting was held in Kuala Lumpur from 29 November to 1 December
Attending member countries: China, Japan, Indonesia, Malaysia, Taiwan, Korea and Singapore
SAD (Corp Comms & International Relations) Ms Karen Au-Yong made two presentations: Design Singapore Council's background; A major design activity – Dsg presented the 10TouchPoints project to ADN delegates
Outcomes from the meeting: Member countries agree to work on a Good Design Mark programme which would have cross-country recognition; ADN members have a common shared value and members would like to see more collaboration and sharing of databases and information
A conference component this year with the theme of "Design Cultivation"
D/Dsg presented a paper titled "The Globalised Fringe and its Impact on Design in Enterprises". This generated much interest from the more than 150 conference participants

→ DESIGN AWARDS PROJECTS

AWARDS

Dsg's Singapore Built and Unbuilt website received a Bronze Award in the Best Public Service/Charity Site category of the Asia Interactive Awards (AIA) 2007

INTERNATIONAL AWARDS WON BY THE DESIGN INDUSTRY

Singaporean Donn Koh won the 16th International BraunPrize, one of the most coveted prizes for young designers – project "LeapFrog", an innovative walking aid for children with impaired mobility; First Singaporean, and first designer trained in Asia to win the BraunPrize. This achievement puts Singapore on the global map of design and design education
Singapore toy company Stikfas has received international recognition for its popular STIKFAST MECHANA SEGMENTED ROBOT toy
Wong Mun Summ and Richard Hassell, partners of the Singapore architectural firm WOHA, received the prestigious Aga Khan Award for Architecture for their project Moulmein Rise Residential Tower. This is the first winning project for Singapore
Singapore-based architect Chan Soo Khian's The Columbarium in Guangzhou, China, and House

for the Four Season in New York, USA have been honoured as distinguished new global architecture projects by the Chicago Athenaeum: Museum of Architecture and Design. These developments are among 57 cutting-edge architectural projects from Europe, Asia, Africa, North and South America, that are being featured at "New World Architecture", a travelling exhibition
Ogilvy & Mather Singapore garnered a Gold Lion Cannes Award 2007 for its Singapore Hospice Council work titled "death", "lung cancer", "six months", and "the end". The agency also managed to achieve Silver Lions recognition for the "Sofa" campaign done for GSK. O&M wrapped up its haul in the Press Lions category with more Silver Lions awards for its FHM campaigns titled "lingerie", "kinky", and "bikini"

→ VISITORS TO DESIGNSINGAPORE

January

UK Design Council
California Institute of the Arts FLOS

February

Delegation from Wuxi Design Industrial Park
Jae-jin Shim, Vice President of Design, LG Electronics and MD LG Singapore
Material Connexion

March

University of the Arts, London
Emily Carr Institute
University of Cincinnati
Alexander von Vegesack, Director, Vitra Museum
Director, Institute of Art, Design and Technology (IADT), Ireland
Toshiyuki Kita

April

BMW designers from Munich, LA and Singapore
Richard Pelletier, BMW
Designworks USA
Bristol School of Art, Media and Design

May

Maurizio Musatti, Director of International Operations & Corporate Development, FLOS, and Mario Rodella, MD of FLOS Asia, Bruno Rodella and Tim Derhaag, Industrial Designer, Netherlands
Fransece Reffe, Designer, Spain

June

Dan Pritchard, Arts Manager, British Council
IFI Board Meeting in Singapore

Professor Donald Marinelli, Carnegie Mellon Entertainment Technology Center (ETC)
Vice Provost International, University of Cincinnati

July

Official delegation from Chiba University, Japan

August

Professor Toshiro Ikegami, speaker for "Eco-Design is Design Itself: Aesthetics of Ecology – Save the Planet through Design, Possibility of Sustainable Progress in Asian Cities"

September

Delegation from Kobe City, Japan, lead by IAP member Toshiyuki Kita

November

Sheridan College
Monika Zych, BMW
Designworks USA
His Excellency Par Ahlberger, Ambassador to Sweden
David Fella, Vice President of RIBA International Affairs Committee
Michael Hockney, CEO of D&AD
Alexander von Vegesack, Director of Vitra Museum

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PARTNERS

Building and Construction Authority, Creative Industries Singapore, Economic Development Board, Housing Development Board, International Enterprise Singapore, National Heritage Board, National Environment Agency, Land Transport Authority, National Library Board, National Parks Board, Singapore Land Authority, Singapore Tourism Board, Spring Singapore, Urban Redevelopment Authority

OTHER

DESIGNSINGAPORE STAFF

Associates: David Ampe, Melisa Chan Ching Sian, Chen Yanyun, Lia Chong Lih-Wen, Alvin Ho Kwok Leong, Olivia Jenni, David Lee Siew Bing, Olivia Lee Yunn Si, Vince Ong Choon Hoe, Pan Wenpu, Eunice Seng, Hans Tan Yan Han, Tan Zi Xi, Clara Tung, Yong Jieyu, Wai Yuh-Hunn, Wu Peirong, Wui Shu Xian
Interns: Wendy Cheok, Kevin Kho, Koh Wei Kiong, Lim Syl-Lin, Tan Chin Jia, Tan Ying Ying, Andrea Phua
Freelance: Cassandra Cheong, Aileen Chou, Christine Kwee, Loy Ju Lin

At A Glance

2008

→ DESIGN DEVELOPMENT

DESIGNSINGAPORE-NDP STUDIO

January-August 2008

The DesignSingapore-NDP '08 Studio resulted in the creation of three design interactive items – the Funpack, AIR Glove and SPARK! for the National Day Parade

Thirty five Singapore designers contributed to the studio, including students from Nanyang Polytechnic, Ngee Ann Polytechnic, Temasek Polytechnic, Republic Polytechnic and the National University of Singapore

Five professional designers facilitated the interactive items workshop, namely Philips Chu and Daphne Flynn from Philips, Song Kee Hong from Design Exchange, Ulrich Schraudolph from PSB Corporation and Sonny Lim from Designworks

Four young designers participated in the design of the Funpack. They were Hans Tan, Terence Woon, Yong Ying Xuan and Ye Fuxing

Two professional designers, Cindi Koh and Carolien van Brunschot from Philips, mentored the student designers

The 24 student designers were Lim Li Jia, Goh Yu Shi Ester, Sim Wei Xiang Jeremy, Fu Qi Ming, Macson Ashley Tan, Sean Tan Teh Liang, Tan Ming Ken, Felicia Lim Shuli, Yuniza Bte Djohan Khoo, Abdul Rashid Bin Basiron, Cheryl Teo Han Xin, Tan Keng Khoon, Lionel Wong Zhen Jie, David Mak, Tan Sixiu, Cheong Yian Ling, Sim Yun Ci Valerie, Lim Boon Hwee Jonathan, Soe Lin Htut, Chiang Siew Ting Samantha, Zheng Xian Bin Jed, Goh Hui Rong Annabella, Fu HuiFen, Chow Wai Tung Eason, Alvin Cai Jun Xiong

DESIGNSINGAPORE-BLUEPRINT 2008 STUDIO

March-April 2008

Blueprint 2008 is a cross collaborative DesignSingapore Studio for emerging Singapore fashion and product designers

Under the mentorship of Daniel Boey, Creative Director of Blueprint, the five teams produced 11 furniture prototypes. They were presented at the Singapore Fashion Festival 2008 from 28 March-6 April 2008, the Samsung Flagship Store from 10-28 April 2008, and the Milan International Furniture Fair in April 2008

Blueprint designers were: Gabriel Tan – Outofstock, Brian Law & Tan Sixiu – CRISP, Jarrod Lim – Jarrod Lim Design, Jason Ong – Jianshu, and P.C. Ee – EXIT Design

DESIGNSINGAPORE-VENICE 2008 STUDIO

May-November 2008

The DesignSingapore-Venice 2008 Studio gave rise to SINGAPORE SUPERGARDEN, a series of 22 objects and inter-related dialogues that articulated the emerging cross design disciplinary culture in Singapore

SINGAPORE SUPERGARDEN was presented during the 11th Venice Biennale International Architecture Exhibition from 14 September-23 November 2008

The Studio Teams were: FARMWORK – Peter Sim, Torrance Goh, Choy Kar Fai, Kaw Joh Kher, Soh Ee Shaun, Li Lian Chee, Selwyn Low; Design Act – Lee May Anne, Eugene Tan Wei Meng, Celine Zhang Kailin, Linda Koay, Alexander J. Seno; ReallyArchitecture – Yu Sern Hong, Joshua Teo Wei Chiang, Koh Kai Li, Jawn Lim Tze Hin, Calvin Chua You Jin, Tan Sze Hann

Participating designers were: Ng Wen Lei, Lim Weiling, Lim Woan Wen – [+0]; Larry Peh – &Larry; Shaun & Jacinta Sonja – Angelus Novus Studio; Christopher Lee – Asylum; Jackson Tan & Patrick Gan – Black Design; Donna Ong, Adib J & Jia-Jun Yeo – 5ft Creatives; Hanson Ho – H55 Studio; Grace Tan – kwodrent; Joshua Comaroff & Ong Ker-Shing – Lekker Design; Linghao – Linghao Architects; Colin Seah – Ministry of Design; Gabriel Tan, Wendy Chua, Gustavo Maggio & Sebastian Alberdi – Outofstock; Victor Lee & Jacqueline Yeo – PLYSTUDIO; Felix Ng – SILNT; Jing Quek – SUPERHYPERREAL Creatives; Tang Ling Nah, Mark Wee & Ken Yuktasevi – UNION; Randy Chan – Zarch Collaboratives

OVERSEAS PROMOTION PARTNERSHIP PROGRAMME (OPPP)

January-October 2008

Over the last four years, DesignSingapore supported 61 projects via OPPP

In 2008, Dsg awarded 25 OPPP grants with total grants amounting to \$521,250

Support was given to: Singapore Furniture Industry Council – Milan International Furniture Fair; Jason Ong – Milan



DesignSingapore Blueprint 2008 Studio.

International Furniture Fair; Brian Law & Tan Sixiu – Milan International Furniture Fair; Hans Tan – Milan International Furniture Fair; Gabriel Tan & Wendy Chua – Milan International Furniture Fair; Grace Tan, Peter Sim & Torrance Goh – State of Design 2008, Victoria's Design Festival; Felix Ng – DMY Berlin 2008 International Design Festival; Hunn Wai – Design Factory Brainport Milano, Milan International Furniture Fair; P.C Ee – Milan International Furniture Fair; Azimuth Watch Co. – 17th JCK Show Las Vegas 2008; sciSKEW – youPRISON, World Congress of Architecture Torino 2008; Play Imaginative – Taipei Toy Festival 2008; Jason Feng & Reinald Chee – 30th D&AD Student Awards Ceremony; NUS Design Incubation Centre – Shell Eco-Marathon Europe 2008; Tina Tsang – Tent London 2008; Little Red Dot – 2008 Saint Etienne International Design Biennial; Felix Ng – 2008 Shanghai Design Biennial; Mike Tay – Indigo Home Edition at Brussels Expo 2008; Hunn Wai – design-e-space gallery exhibition, 11th Venice Biennale; Wong Shujun – Everyville Competition 2008 Awards Ceremony, 11th Venice Biennale; Abbie Lim – Zero Exhibition, Tokyo Designer's

Week 2008; Jo Soh – Ambiance, Tokyo; Utterbush – 6th Taiwan Design Expo (Tainan) & 2008 Taiwan International Cultural & Creative Industry Exhibition (Taipei); Singapore Furniture Industry Council – INDEE Dubai 2008; WOMB – Asian Designers Collection of the JFW International Fashion Fair (IFF), Tokyo

DESIGNSINGAPORE SCHOLARSHIPS

March-August 2008

Total of 17 DesignSingapore Scholars initiated to date

Ms Lim Shu Min was awarded a scholarship to pursue a Bachelor of Fine Arts in Graphic Design at the Rhode Island School of Design

The presentation was made at the Creative Industries Scholarships Award Ceremony on 22 August 2008

INTERDESIGN DEVELOPMENT SCHEME

May-October 2008

The Inter-design Development Scheme (IDS) Grant supports new platforms for inter-disciplinary design-based collaborations and content creation

In 2008, four initiatives were given the IDS Grant: Spare Room Pte Ltd – "It's My Life", ISEA2008 Pte Ltd – Luminous Green Singapore,



President's Design Award winners 2008.

AA Asia – "Design Culture",
and TheatreWorks 72-13
– "RESERVOIR"

**CAPABILITY DEVELOPMENT
PROGRAMME (CDP)**

**OVERSEAS DEVELOPMENT GRANT
August-December 2008**

The CDP Overseas Development Grant aims to enhance the international exposure, experience and networks of designers and design students in Singapore by supporting them to undertake internships, attachments, workshops, school exchanges and other overseas programmes. A grant was awarded to Ms Wui Shu Xian (2006 DesignSingapore Scholar) in August 2008 for a four-month semester under the Nanyang Technological University International Student Exchange Programme at Maryland Institute College of Art.

**INTERNATIONAL COUNCIL OF
SOCIETIES OF INDUSTRIAL DESIGN
(ICSID) WORLD
DESIGN CONGRESS 2009**

March-December 2008
The Icsid Congress Organising Committee (ICOC) was formed in March 2008 to plan for the Icsid World Design Congress 2009. The ICOC is chaired by Mr Low Cheaw Hwei, Senior Design Director of Philips Design and Board Member of the DesignSingapore Council. ICOC is made up of members from an International Advisory Panel and sub-committees comprising industry stakeholders from the design and corporate sector. The congress was a three-day forum held from 23-25 November 2009, in conjunction with the biennial Singapore Design Festival.

→ **DESIGN PROMOTION**

DESIGN FOR ENTERPRISE

August 2007-November 2008
The Design For Enterprises unit was formed on 15 August 2007 by DesignSingapore, SPRING Singapore and IE Singapore. The unit drives design as a strategic differentiator and enabler for Singapore-based enterprises to be more competitive. The Design For Enterprises initiative, comprising a detailed design outreach programme and online design directory, was officially launched on 26 November 2008 by Dr Lee Boon Yang, Minister for Information, Communications and the Arts. \$12 million has been set aside to reach out to 1,000 Singapore-based enterprises over the next three years.

**MILAN INTERNATIONAL
FURNITURE FAIR**

April 2008
A Singapore contingent of nine designers, and five design-led companies presented at the Milan International Furniture Fair 2008 (Salone Internazionale del Mobile), one of the design world's biggest trade shows, from 16-21 April 2008. Supported by DesignSingapore's Overseas Promotion Partnership Programme, a key highlight of the presentation was work from Blueprint 2008, a collaborative DesignSingapore Studio between fashion and product designers. Mr Toshiyuki Kita was the Guest-of-Honour for the opening reception of Blueprint. The total visitorship was about 5,800.

PRESIDENT'S DESIGN AWARD

April-December 2008
Designers of the Year: Edmund Wee, Wong Mun Summ & Richard Hassell, and Nathan Yong. Designs of the Year: 19 Jalan Elok, BBH Office in a Warehouse, Eubiq Power Outlet System, LASALLE College of the Arts,

National Museum of Singapore, Naumi Singapore, and New Majestic Hotel Front Lawn.

The public exhibition of the President's Design Award 2007 was held at City Hall and the Urban Redevelopment Authority, drawing more than 18,000 visitors. The jury interview process for the President's Design Award 2008 was conducted from 13-15 August 2008. The Award Ceremony on 1 December 2008 was held at the LASALLE College of the Arts.

**STATE OF DESIGN FESTIVAL IN
MELBOURNE, AUSTRALIA**

July 2008
As part of the MOU between Singapore and the state of Victoria, DesignSingapore supported two talks and an exhibit during the State of Design Festival, Victoria's peak design event, in July 2008. A talk by Black Design "This is Utter rubbish! A Collection of Useless Ideas" was held on 17 July 2008. A lecture by Professor William S W Lim and Black Design on "Cultural Identity, Design Innovation and Art Creation of the Contemporary" took place on 16 July 2008. An exhibit by kwodrent and farmwork titled "envelop" showcased from 11 July-23 August 2008. Mr Gavin Jennings, Minister for the Environment, Climate Change and Innovation, Victoria, was the Guest-of-Honour for envelop's opening reception on 17 July 2008. Singapore's High Commissioner to Australia, Mr Albert Chua, delivered opening remarks at the launch.

**PRESENTATION OF "MY GARDEN"
AT LONDON DESIGN FESTIVAL**

August-September 2008
"My Garden" was a collaborative work between Singapore designer Ashley Isham and DesignSingapore Scholars, Melisa Chan and David Lee. The presentation, supported by DesignSingapore to raise the creative design capability

of Singapore design, cut across the disciplines of graphic design, interior design, fashion, art and technology. "My Garden" won first prize in the 'Independent or Specialty Store: 1-5 outlets' category of the Evening Standard Window Display Award 2008.

**SINGAPORE CASA AT THE
INTERNATIONAL DESIGN CASA,
TORINO 2008 WORLD DESIGN
CAPITAL**

November 2008
The International Design Casa is a citywide platform to showcase design stories from around the world as part of the Torino 2008 World Design Capital. In total, there were 10 country presentations and Singapore was one of three Asian countries invited to participate. The Singapore Casa: presented the President's Design Award 2006 & 2007 from 6-13 November 2008. Ms Paula Zini, Director, Torino 2008 World Design Capital was the Guest-of-Honour for the Opening of the Singapore Casa. Professor Carlos Hinrichsen, President of Icsid, was the Special Guest for the evening. The Singapore Casa received about 1,000 visitors.

**SINGAPORE SUPERGARDEN
PRESENTATION IN VENICE**

September-November 2008
The SINGAPORE SUPERGARDEN, a DesignSingapore Studio, was presented at the Singapore Pavilion at the Venice Biennale International Architecture Exhibition from 14 September-23 November 2008. The launch of SINGAPORE SUPERGARDEN on 11 September 2008 was graced by RAdm Lui Tuck Yew, Senior Minister of State for Education and Information, Communications and the Arts. A forum involving the SUPERGARDEN curators, organised by the Singapore Institute of

Architects, was part of the opening programme
Exhibition visitorship totalled 10,500
Major Sponsor: Urban Redevelopment Authority, Architecture & Urban Design Excellence
Supporters: Basheer Graphic Books, Kingsmen Exhibits Pte Ltd, Singapore Institute of Architects, Studio.MB, and Tiger Beer

NDP PERSPECTIVES PHOTOGRAPHY

August-September 2008
The NDP Perspectives Photography Competition was organised for the public to creatively capture the three NDP design touchpoints, namely the Funpack, AIR Glove and SPARK! created from the DesignSingapore-NDP Studio
It drew a total of 269 submissions, and shortlisted entries were exhibited at the Toa Payoh HDB Hub from 4-21 September 2008
The exhibition was opened by Guest-of-Honour, Mr Baey Yam Keng, MP for Tanjong Pagar GRC
Winners: Leong Hin Chee (1st), Leong Ming Choo, Jessie (2nd), and Suhaimi Abdullah (3rd)
Sponsor: Peripherals Solution

DESIGNSINGAPORE LECTURE SERIES

October 2008
The DesignSingapore Lecture Series invites international designers to share their creative approach and work with Singapore audiences
Mr Tyler Brule, Editor of design magazine Monocle, spoke to a captive Singapore audience of 380 on 13 October 2008 on the topic of Liveable Cities.

→ DESIGN CULTURE

MOU WITH DENMARK AND INDEX:

June-November 2008
Singapore signed a MOU with Denmark to establish a programme on Design to Improve Life
The Government-to-Government MOU was signed on 2 June 2008 for a three-year period, with DesignSingapore and INDEX: as the implementing agencies
Singapore became the first INDEX: Partner City, and Director/DesignSingapore joined the INDEX: Jury Panel
DesignSingapore hosted the INDEX: Jury Meeting in Singapore from 3-5 November 2008
INDEX: Jury members:
Mr Nille Juul-Sorensen, Mr Arnold S.Wasserman, Mr John Heskett, Mr Hael Kobayashi, Mr Ravi Naidoo, and

Dr Milton Tan, also participated in a Roundtable discussion on Design Education in Singapore

DESIGN EDUCATION ROUNDTABLE

November 2008
The Design Education Roundtable was held on 5 November 2008 at Halia, Singapore Botanic Gardens
The Roundtable was organised by DesignSingapore and a lunch was hosted by Mr Lui Tuck Yew, Senior Minister of State for MICA and MOE
The objective of the Roundtable was to identify the key issues facing design education today and the components of leading design education
Participants brainstormed the topic of "The Ultimate School of Design", discussed Singapore's fourth University initiative, current problems and design solutions, as well as skills implications and models of learning
The participants were: Mr Nille Juul-Sorensen, Mr Arnold S. Wasserman, Prof John Heskett, Mr Hael Kobayashi, Mr Ravi Naidoo, Dr Milton Tan, Mr Patrick Frick, Mr Richard Hassell, Ms Kigge Hvid, Ms Lise Vejse Klint, Ms Lim Saw Hoong, Mr Aaron Loh, Mr Low Cheaw Hwei, Mr Philip Ng, Prof Alastair Pearce, Mr Tan Chek Ming, Dr Tan Chin Nam and Mrs Mildred Tan
These issues were further discussed and developed during the fourth Meeting of the International Advisory Panel 2008

BUSINESS MISSION TO DENMARK

June 2008
The Business Mission to Denmark, led by Mr Robert Tomlin, Chairman of DesignSingapore, took place from 2-6 June 2008, in conjunction with the signing of the MOU with Denmark
Eight companies joined the mission, of which were three design firms: 10AM Communications Pte Ltd, Chemistry and the Upper Storey Pte Ltd. Five were health and mechtch companies: AWAK Technologies Pte Ltd, Bionsensors International Group Ltd, HealthSTATS International Pte Ltd, OSIM International Ltd, Rockybe biomed (S) Pte Ltd, Veredus Laboratories Pte Ltd
The mission's objectives were to learn from Danish companies, develop potential collaborations and exchanges, and reinforce to Singapore enterprises of how design is a competitive advantage to business

The mission paid visits to Novo Nordisk, Coloplast, Georg Jensen, Fritz Hansen, Danish Design Centre, Lego and Designit
Networking sessions were held with the Confederation of Danish Industries and the Danish Designers Association
Mission delegates also visited educational institutions such as the IT University and the Danish Design School to learn about design education in Denmark

INDUSTRY VISITS TO TURIN, MILAN, VENICE AND LONDON

September 2008
Delegation to Turin, Milan, Venice and London from 7-13 September 2008 included SMS/MICA, PS/MICA, DS(IA)/MICA, Chairman/Dsg officials
The delegation made the following visits:

7 September 2008 (Torino)
Visit to Word Design Capital Torino design events – Piemonte Torino Design (Exhibition), Torino 011 – Biography of a City (Exhibition), Flexibility – Design in a fast changing society (Exhibition), Lingotto (Lifestyle Venue), Pinacoteca Giovanni E Marella Agnelli (Art & Culture Venue)

8 September 2008 (Torino)
Visit to Strolling Amidst Design (Exhibition)
Meeting on Torino World Design Capital – Ms Paola Zini (Director)
Meeting with Politecnico di Torino – Prof Marco Gilli (Vice Rector)

9 September 2008 (Milan)
Meeting with Domus Academy – Ms Maria Crazia Mazzocchi (President)
Meeting with Politecnico di Milano – Mr Giulio Ballio (Rector)
Meeting with FLOS – Mr Luca di Gennaro (Director of Operative Marketing)
Meeting with Associazione per il Disegno Industriale (ADI) – Ms Luisa Bocchietto (President)

10 September 2008 (Venice)
Visit to the 11th International Architecture Exhibition, La Biennale di Venezia
Dinner with Singapore Media hosted by SMS/MICA – Ms Otelli Edwards (CNA), S Anandam (CNA), Clarissa Tan (Business Times), Lim Fong Wei (Lianhe Zaobao), Adeline Chia (The Straits Times)

11 September 2008 (Venice)
Tour of Peggy Guggenheim – Mr Philip Rylands (Museum Director)
Visit to "Contamination!" – Mr Wai Yuh-Hunn (DesignSingapore Scholar)

Official opening of Singapore Pavilion "SINGAPORE SUPERGARDEN"

12 September 2008 (London)
Meeting with Foster & Partners – Mr Mouzhan Majidi (Chief Executive), Mr David Nelson (Senior Executive)
Visit to "Fashion V Sport Exhibition" at Victoria & Albert Museum
Lunch with UK-based Designers hosted by SMS/MICA – Sir Terence Conran (Founder, Conran & Partners), Mr Sebastian Conran (Director, Conran & Partners), Mr Thomas Heatherwick (Founder, Heatherwick Studio), Mr Dick Powell (Co-Founder, SeymourPowell), Mr Simon Waterfall (Creative Director (POKE London))
Meeting with UKTI – Ms Susan Haird (DCEO)
Visit to Imagination Limited
Visit to Design Exhibition (Creative Resource: The Sustainable Materials Collection)
Meeting with SCNUK – Mr Brian Tan (President)

13 September 2008 (London)
Visit to Serpentine Gallery Pavilion 2008
Visit to London Design Festival – Singapore presentation "My Garden" (Design Event), Size + Matter (Design Installation), Design Cities at London Design Museum (Design Exhibition), Prospect by Goldsmith College (Design Exhibition)

4TH MEETING OF THE DESIGNSINGAPORE INTERNATIONAL ADVISORY PANEL

November-December 2008
The 4th Meeting of the Dsg IAP was held from 28-29 November 2008 at Ritz Carlton Hotel, Singapore
It was attended by IAP members: Mr Edmund Cheng (Chairman), Mr Christopher Bangle, Mr Steve Hayden, Mr Toshiyuki Kita, Mr Dick Powell, Mr Richard Seymour and two invited international guests, Mr Gregory Polletta and Mr Arnold Wasserman
The theme was Design Education with the objective to formulate the roadmap for design education in Singapore
Key recommendations were: Design Learning to be applied to all aspects of education, and embedded in the core curricula; creation of a Design Learning Forum to bring together local and international experts, and to feature resources such as presentations, prototypes and technologies; Design Learning to require investment in design teaching resources, and physical space; Design Learning to

attract new students as well as become a Singapore export in providing new ideas to the world. A Design Education Forum was also held to share the recommendations from the Dsg-IAP meeting with the broader design community in Singapore, namely educators, designers, design employers and students.

NATIONAL DESIGN INDUSTRY STUDY

Study uncovered more Design Service Clients leveraging on design (from 26%-61%). Larger proportion have in-house designers and enjoy increased sales from design. Significant drop in Design Service Providers and Clients who saw the need for policies and regulations to be reviewed – indicating that current government policies are helping to develop the design sector.

NATIONAL DESIGN AWARENESS INDEX STUDY

The study provides an indication of design awareness with an index that included four categories: attitude, interest, knowledge and involvement. Study revealed that Singaporeans' level of design awareness has increased. Index of 4.53 in 2006 to 5.13 in 2007. Increase is in the area of knowledge, which included exposure, knowledge of industry and knowledge of design subject matter.

DESIGNSINGAPORE II

Second phase of DesignSingapore from 2009 to 2015 will focus on three key strategies and eight programmes. Three key strategies: develop capability for a globally competitive design cluster, enable enterprises to leverage good design for economic growth, quality of life, and the environment, drive innovation and design IP creation to stay ahead of the curve. Eight key programmes: professional development, design learning, international market development, design in clusters, design for enterprises, design for excellence, design futures, and the National Design Centre.

→ DESIGN FUTURES

DESIGN R&D GRANT SCHEME

January-November 2008
Design R&D Grant Scheme: The DesignSingapore and Media Development Authority Interactive Digital Media Programme Office

joint programme on Design R&D (IDM UI) launched its first Call For Proposals (CFP) in January 2008. The programme aims to support upstream R&D of original and innovative user interface design for IDM applications, services and device development. 26 proposals were received from Design, Media, IDM and ICT companies. DesignSingapore participated at Invent Singapore 2008 to augment design presence and create interest and awareness of the Design R&D programme to the convention participants.

→ AWARDS

D&AD

Two Temasek Polytechnic students, Jason Feng and Reinald Chee won a Yellow Pencil with their entry for the category on MTV Virus and beat other category winners to clinch the "D&AD Student of the Year". The two Singaporean students were the first based outside of UK to win the "Student of the Year" award.

INTERNATIONAL HIGHRISE AWARDS

Newton Suites by Singapore's WOHA Designs was one of the top five finalists of the International Highrise Awards 2008 alongside another four well-known international finalists, including three former winners of the Pritzker Architecture Prize. Newton Suites received special commendation by the jury.

INTERNATIONAL ARCHITECTURE AWARDS

Singapore's Assyafaah Mosque by Forum Architects, and the Visitor Centre at Horticultural Park by MKPL Architects were two of the 2008 award winners of the International Architecture Awards.

WOLDA (WORLDWIDE LOGO DESIGN ANNUAL)

The Arts Singapore International logo submitted by Davis Materialworks from Singapore won the Best of Nation Award from Singapore, with the National Arts Council as its client.

→ VISITORS TO DESIGNSINGAPORE

January-February 2008

Taka Nakanishi, Designers Workshop magazine
Terry Savage, Cannes Advertising Festival
Henrik Otto, Electrolux

Carlos Hinrichsen, Dilki De Silva and Neil Griffiths, Icsid
Kigge Hvid and Peter Bech, INDEX

March-April 2008

Pratarn Teeratada, Managing Editor, art4d Magazine
Walter Herbst, Chairman, Herbst Lazar Bell
Mr Henry Quake, CEO, Council For Third Age
Tomohisa Miyauchi, Senior Editor, Architecture and Urbanism (A+U) Magazine
Terry Savage, Cannes Lions
Dmitri Ptchelintsev, Product R&D, Avon
Satoru Kotani, Director, Japan Design Foundation
John Geldart, Director, Center for Research in Design
Davide Nicosia, Founder, NiCE
Caroline Burns Regional Leader, Asia Geyer Environments Pte Ltd
Daniel Sims, Head of Corporate Design, P&G Singapore

May-June 2008

Dr Nezar Sadeq Al-Baharna, Bahrain Minister of State for Foreign Affairs
Robert Grace, Editor/Associate Publisher & Conference Director, Plastics News
Journalists from the fifth Singapore-Thailand Joint Exchange Programme
John Kearsey, Monash University
Eileen Hedy Schultz, Board Member, School of Visual Arts
Jean de Piépape, Designer, France, President of Freeport Singapore
ITE College Central
Rune Fjord Jensen, Bosch & Fjord Denmark

July-August 2008

Prof Alfonso Fuggetta, CEO, and Vincenzo Russi, Chief Operating and Technology Officer, CEFRIEL
Flaminia Lilli, Davide Nicosia (MD) and Franzrudolf Lehnert (VP), NiCE
Nadine Ballmer, Market Researcher
Prof Rieck, Nanyang Business School
Ministry of Environment and Water Resources
Mr Fredrik Haren, 'Creativity' Author, Sweden
Thomas Wucherer (Principal) and Ron Snyder (General Manager), YWS Architects
Tommy Sze, Taiwan Design Centre
Alberto Bonisoli, Dean, Domus Academy

September-October 2008

Massimo Prando, General Manager, Real Time Technology
Mr Graham Lean, CEO, Pembridge Asia Pte Ltd
Mr Ross Close, DemonAngel TV

November-December 2008

Ms. Maka De Lameil-lieure, Managing Director, FLANDERS IN SHAPE
Mr Naoki Nagatsu, Director, Japan Design Foundation/Asia Design Network
Mr Jorg Dietzel, Brand Consultant, Audi Design

→ PARTNERS, SPONSORS, SUPPORTERS AND COLLABORATORS

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OTHER

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Interns/Temp Staff: Phileo Chua, Sabrina Lau, Farhan, Huan Ling, Mohamed Hamza Mohamed, Shamini Krishnasamy, Chiu Fong Yee

DesignSingapore Council

Design changes and improves lives, inspires creativity and new forms of expression. It also enhances business competitiveness in today's crowded marketplace.

DesignSingapore is Singapore's response to these propositions and opportunities. As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multi-disciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets.

The DesignSingapore Council formed in August 2003 as a department within the Ministry of Information, Communications and the Arts, is the national agency for promotion and development of Singapore design.

The Council is dedicated to enhancing Singapore's design capabilities and growing the appeal of design in everyday life. This is achieved through design scholarships to nurture Singapore designers, as well as research and development focused on design excellence. The Council has also played a pivotal role in the establishment of design studios to grow the design industry. Up and coming Singapore designers have also raised their international profile with support from DesignSingapore's Overseas Promotion Partnership Programme.

More information on the Council is available at www.designsingapore.org

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