
Media Release

IMMEDIATE RELEASE

2nd Design Education Summit drives in-depth conversations on empowering the future workforce through design

Local and international educators and industry experts gathered at the only Summit of its kind in Singapore to discuss the value and impact of design education on innovation and the economy

Singapore, 4 February 2021 – The second edition of the Design Education Summit kicked off today with over 600 participants exchanging the latest in design education – from best practices to teaching tools that will help nurture the next generation workforce with design sensibilities to meet the needs of the future.

Organised by the DesignSingapore Council (Dsg), in partnership with the SUTD-MIT International Design Centre, the Summit is the first in Singapore to focus on design education. This year, the Summit is aimed at highlighting the importance of design as a strategic tool to help Singapore recover from the social and economic effects of the pandemic.

While traditionally relegated to the realm of aesthetics, design at its heart is a way of creative thinking to problem-solve and innovate, a skillset that is of strategic importance to a whole range of organisations - from multinational corporations to small and medium-sized enterprises and government agencies.

In a highly volatile economic landscape intensified by the on-going pandemic, uniquely human capabilities such as creativity, curiosity, empathy, and creative problem-solving have come to the fore as essential qualities critical to helping companies reinvent their core businesses, unlock new opportunities and discover new revenue streams. A design mindset encompasses and nurtures these human-centered qualities to achieve innovation and growth which underscores the need for



design education and talent development programmes to be adapted to help our youth and workforce acquire the requisite skills needed to tackle intricate challenges in a turbulent world.

Guest-of-Honour Mr Lawrence Wong, Minister for Education and Second Minister for Finance, said, “Today, we see the fingerprints of design in every sector. To develop a workforce adept at design thinking, we must start young. That is why our students are exposed to creative thinking as well as design principles and processes to help them think of novel solutions to address complex problems. Tie-ups between industry partners and Institutes of Higher Learning also provide students with valuable opportunities to apply what they learn, and to contribute to addressing society’s needs. The Design Education Summit is one of the ways to facilitate a robust exchange of ideas, and to learn from each other’s experiences.”

Reinforcing this point, Mr Mark Wee, Executive Director, Dsg, said, “Given the difficulties the pandemic has imposed on businesses and society at large, this Summit serves as an important reminder to the efficacy of design - from providing solutions to offering new and exciting opportunities. Having a design mindset and its associated skills is imperative to adapting to a volatile, uncertain, complex and ambiguous or VUCA world. Augmented by other initiatives by the DesignSingapore Council, we aim to arm our young with the necessary tools to be creative and innovative to thrive in such an environment.”

To meet this objective, a strong line-up of local and International speakers from various educational institutions and the industry will be presenting best practices in design education via webinars, panels and workshops - providing a rare opportunity to learn from the best in the field and network to co-create strategies and exchange ideas on the adoption of design in education. Themes that will be explored at the event include: Using Design To Enhance Creativity In Education, Rethinking Design Projects In A Post-Pandemic World, and The Design Of Learning Experiences Using Play.



Keynote speaker, Ms Kim Saxe, Founding Director of Innovation Labs, The Nueva School, who strongly believes in the transformative power of design on the world said, “A design education provides students with the tools and confidence to generate solutions for any problem and to translate ideas into real outcomes.” She will share her experience of redesigning learning for students and illustrate how design-led creative thinking skills can be integrated into traditional school subjects to unlock creativity among the young.

Mr Pann Lim, Co-Founder and Creative Director of Kinetic Singapore and Holycrap.sg, will share his personal experience integrating design into all aspects of his work and life. Highlighting the pervasive nature of design as a way of creative thinking and problem solving, he said, “Design-led creative thinking skills are not exclusive properties of designers but can be harnessed by anyone. Design is part of all our lives.”

Other notable speakers at the summit include Pihla Meskanen (Chief Executive Officer and Founder of Arkki International, Finland), Tang Soo Yin (Deputy Director, Media, Arts & Design School, Singapore Polytechnic), Monica de Silva-Lim (Director,

Rosebrook Development Centre), Hong Khai Seng (Founder and Director, Studio Dojo) and Madhu Verma (Founder and Director, Design for Change Singapore).

The Summit will also showcase an array of case studies of the successful implementation of design education, submitted by educators and students through Dsg’s [Call For Stories On The Transformation Of Education Through Design](#). Eleven submissions were selected to be presented at the Summit to inspire educators interested in applying design in reimagining their classrooms. More details on the Call For Stories initiative can be found in [Annex B](#).

The Summit is an initiative under the Design Industry Manpower Plan, an overarching talent development plan by Dsg that cuts across the learning continuum, starting from building awareness and nurturing mindsets in the young, to skills development and deepening abilities.



The second Design Education Summit is now a virtual full-day event which has provided the opportunity for it to be taken to the international stage, allowing participants and speakers from 15 different countries, from as far as the United States, Belgium and China to take part in the Summit. The first Design Education Summit in 2018 attracted close to 300 participants and speakers from four countries, including Germany, The Netherlands, The United Kingdom, and Singapore. This year, the Summit drew over 600 participants and speakers from 12 countries including The United Kingdom, Japan, Australia, Malaysia, Canada, The United States, Spain, Belgium, China, India, The Philippines and Singapore. More details on the Summit and speakers can be found in [Annex A](#).

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Annex A

Design Education Summit Speakers

Speakers	
Kim Saxe Founding Director Innovation Labs, The Nueva School	Kim Saxe is a recognised leader in design thinking education and Founding Director of Innovation Labs at The Nueva School in California. She created the first design thinking programme (pre-collegiate) at the school in 2007, and designed the Nueva Design Thinking Institute to equip teachers worldwide to teach it. Kim believes that it greatly enhances effectiveness and empathy, empowering people to identify underlying needs, confidently brainstorm solutions and work persistently and iteratively to develop solutions.
Pann Lim Co-founder / Creative Director Kinetic Singapore / Holycrap.sg	Pann Lim is the Co-Founder of creative agency, Kinetic Singapore. He is addicted to design, advertising and communications, strongly believing that creating work without an idea is a sin. This belief has earned him over 450 industry awards locally and abroad, including Singapore's highest design accolade, the President's Design Award, in 2013 and 2015. Pann is passionate about nurturing fledglings and sharing his love for creativity.
Monica de Silva-Lim Director Rosebrook Developmental Centre	Monica de Silva-Lim is the Director of Rosebrook Developmental Centre. She started her career in banking and HR, but discovered a passion for working with children and parents when she crossed over to education in 1998. She began in a social enterprise, moving on to a government-linked

	joint venture and then to one of the largest multinational education organisations in the world. She now runs Rosebrook Developmental Centre, a fully-inclusive community with a cutting-edge, frontier, fully-integrated programme called Heartworks In Motion©.
Madhu Verma Founder and Director Design for Change Singapore	Madhu Verma is the Founder and Director of Design for Change Singapore* (DFC-S) and Executive Board Member of Design for Change Global, US. Her interest in children's empowerment led her to set up DFC-S, a social enterprise that inspires the young to make positive change for the greater good. Madhu believes that there is an urgent need to prepare them to navigate an unknown and complex future and equip them with the skills to shape a more just and compassionate future.
Pihla Meskanen CEO and Founder Arkki International, Finland	Pihla Meskanen is the founder and CEO of Arkki International. For 26 years, Arkki has developed the unique STEAM programme. It teaches creativity and innovation skills through architecture and design, and is officially recognised by the Ministry of Education and Culture in Finland. Among her other achievements include receiving the State Children's Culture Award and the Honor of the Knight, First Class, of the Order of the Lion of Finland.
Tang Soo Yin Deputy Director Media, Arts & Design School, Singapore Polytechnic	Soo Yin is the Deputy Director of the Media, Arts & Design School at Singapore Polytechnic. As an educator, she is dedicated to developing transdisciplinary thinking and skillsets for multi-disciplines through various creative-led methodologies. As a registered architect with a smattering of UX design know-how, Soo Yin, in her dreams, imagines a world better by design and experience.
Hong Khai Seng Founder & Director Studio Dojo, Singapore	Khai Seng heads Studio Dojo, a coaching firm that develops creative and collaboration skills in individuals, teams and organisations. He has more than 15 years of experience in design research, interaction design and design strategy. Khai Seng has conducted research at the National Institute of Education and has taught at Republic Polytechnic. He is passionate about blending design thinking, futures thinking, organisational development and leadership development.
Low Cheaw Hwei Head of Design, Philips APAC Chairman, Design Education Advisory Committee	Cheaw Hwei is Head of Design for Philips in Asia and is also actively involved in shaping the design education landscape in Singapore as Chairman of the Design Education Advisory Committee, a national level committee appointed by MTI to enhance creative capabilities for the design industry and wider economy. Currently on the Philips ASEAN Pacific management team, Cheaw Hwei looks after the overall direction of Philips Design in the region, leading the company through a design transformation, as Philips – a leader in healthcare technology – moves towards experience and solutions-based innovation.

<p>Albert Lim Director, School of Design, Nanyang Polytechnic</p> <p>Member, Design Education Advisory Committee</p>	<p>Albert is the Director of Nanyang Polytechnic's School of Design. As a pioneer of interactive digital media education in Singapore, he has developed the highly successful Diploma in Digital Media Design, Diploma in Digital Entertainment Technology, and Computer Animation Specialist Program. Some of the graduates from these programmes are now leaders in the industry. Albert is an Intrapreneur at heart. He has spearheaded various centres at the Nanyang Polytechnic, including the Machine Vision Centre (1992), Digital Media Design Centre (1995), Game Creation Community (2003), Game Resource Centre (2009), and the Games Solution Centre (2011).</p>
<p>Nur Hidayah Dean, Faculty of Design, LASALLE College of the Arts</p> <p>Member, Design Education Advisory Committee</p>	<p>Hidayah is a design-educator engaged in furthering design thinking and education in Singapore and Southeast Asia. Her expertise lies in design curriculum branding and identity, design for communication strategies and advertising communication. Prior to joining LASALLE, Hidayah worked in a full portfolio of design communication systems ranging from copywriting, design and art direction projects across major industry segments. This coupled with her extensive teaching experience of more than 15 years, Hidayah has been instrumental to the transformation of the Faculty of Design into a leading faculty for Southeast Asia.</p>
<p>Michael Tan Research Scientist, National Institute of Education</p>	<p>Michael is an education researcher at Office of Education Research at the National Institute of Education. Passionate in the psychology of learning, he interprets learners' actions and gestures to derive educational implications. He believes that education is a multi-layered complex phenomenon that requires psychological to the sociological analysis.</p>
<p>Randy Hunt Head of Design, Grab</p>	<p>Randy is Head of Design at Grab, where he leads a team of designers, writers, engineers, and researchers who create Southeast Asia's Super App. He has served as Head of Design at Artsy and VP of Design at Etsy. In 2014, Etsy was honored with the Cooper Hewitt National Design Award for Corporate & Institutional Achievement. Randy is the author of Product Design for the Web, which explores the evolving discipline of product design for today's connected world. He also co-founded Supermarket, a curated design marketplace, founded Citizen Scholar Inc. and worked at Milton Glaser Inc. He is an active writer, lecturer, critic, and visiting designer at many colleges and universities.</p>

View the full programme line-up on the Design Education Summit website:
<https://designeducationsummit.designsingapore.org/programme>

Annex B

Call For Stories On The Transformation Of Education Through Design

In the lead up to the second Design Education Summit, the DesignSingapore Council launched the Call For Stories initiative, inviting educators and students around the world to submit their experiences related to design education.

The stories encompassed how design has empowered individuals with the mindsets and skills for improving lives, as well as the struggles and challenges they met along the way. The open call also welcomed ongoing initiatives or specific projects in response to the COVID-19 pandemic.

A total of 88 entries were received from 11 countries, including Singapore, India, The Philippines and Belgium. Of these, 11 submissions were selected to be presented at the Design Education Summit 2021 to inspire educators interested in applying design in reimagining their classrooms.

Winners of the Call for Stories on the Transformation of Education through Design

Category: Design in Learning	
Contributor	Submission
Muhammad Nazir Amir Academy of Singapore Teachers Country: Singapore	Title: TRANSFORMING THE ART OF STORYTELLING <i>Designing and crafting their own toys enabled students to learn knowledge and skills across academic subjects</i>
Harshit Thareja Pearl Academy Country: India	Title: USING DESIGN THINKING TO TEACH DESIGN THINKING <i>Students of Pearl Academy conceptualised a modular system that equips young children with life skills</i>
Roel De Rijck and Joos Van Cauwenberghe JUMPlab Country: Belgium	Title: JUMPLAB USES DESIGN TO GUIDE MISFITS ONTO THE RIGHT PATH <i>The programme incorporates empathy and co-designs with groups of youths to helps them build a successful career despite failing school grades</i>
Jessica Cheng St. Joseph's Institution Country: Singapore	Title: ST. JOSEPH'S INSTITUTION INTEGRATES ART WITH AR <i>Technology was deployed to paint the school's corridors in a new light</i>
Category: Joy of Learning	
Contributor	Submission
Michelle Kan	Title: ANDERSON SECONDARY SCHOOL DESIGNS THE BOARD GAME PROJECT

<p>Anderson Secondary School</p> <p>Country: Singapore</p>	<p>Empathy, independent learning and creative problem solving are some of the lessons students learn from the process</p>
<p>Aditya Batura Codomo</p> <p>Country: Singapore</p>	<p>Title: CREATIVITY FOR EVERYONE – THE CODOMO WAY <i>It launches Rolljak, a digital platform that gamifies design thinking theory and helps users apply it effectively</i></p>
<p>Norman Loh Montfort Junior School</p> <p>Country: Singapore</p>	<p>Title: MONTFORT JUNIOR SCHOOL SHOWS HOW PLAY CAN BE EDUCATIONAL TOO <i>Students learn that it is the journey, not the destination, that matters</i></p>
<p>Ng Ding Xuan Andy, Jasmine David and Jasjit Kaur St. Hilda’s Primary School</p> <p>Country: Singapore</p>	<p>Title: ST. HILDA’S PRIMARY SCHOOL SOWING SEEDS OF CHANGE WITH DESIGN THINKING <i>It comes up with a three-part progression plan that expands its students’ skillsets as they get older</i></p>

Visit the Design Education Summit website to read more about each story:
<https://designeducationsummit.designsingapore.org/stories-on-design-in-education>



About DesignSingapore Council

DesignSingapore Council's (Dsg) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. www.designsingapore.org

About the Singapore University of Technology and Design

The Singapore University of Technology and Design (SUTD) is Singapore's fourth public university, and one of the first universities in the world to incorporate the art and science of design and technology into a transdisciplinary, human-centric curriculum. SUTD seeks to advance knowledge and nurture technically-grounded leaders and innovators to serve societal needs. SUTD also recently topped a list of emerging engineering schools in the world in a study conducted by MIT.

A research-intensive university, SUTD is distinguished by its unique East and West academic programmes which incorporate elements of innovation, entrepreneurship, design thinking and local and international industry collaborations. SUTD will focus in key areas – Healthcare, Cities and Aviation, supported by capabilities in Artificial Intelligence/Data Science and Digital Manufacturing. Multiple post-graduate opportunities are available. In addition, skill-based professional education and training courses are also available at SUTD Academy. www.sutd.edu.sg

About SUTD-MIT International Design Centre

The SUTD-MIT International Design Centre (IDC) is a world premier scholarly hub for technologically intensive design science, research and practice. It is a multi-million dollar centre based both in Singapore at the Singapore University of Technology and Design (SUTD) and in Cambridge, MA, USA at that Massachusetts Institute of Technology (MIT), with academic and industrial partners from around the world.

IDC's mission is to drive design research and innovation, in collaboration with a wide spectrum of global enterprise, government and social stakeholders. Specifically, it is defined by three core objectives: (1) To advance design theory and methodology, (2) To use design to address key societal challenges (3) To integrate design theory and methods with design practice. IDC faculty, researchers and students work together to design devices, products, systems, services and the built environment that address strategic needs of Singapore, the greater Asian region, the US, and the global community. The output of this environment and its partnerships are a talent pool for the next generation of technically-based leaders, world-class scholarship in a variety

of research fields, and entrepreneurship as part of an innovation ecosystem. More information about IDC can be found at: <https://idc.sutd.edu.sg/>



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