

## ANNEX A: PROJECT DETAILS

No.	Projects	Designer	Challenge	End Date
1.	<b>Design &amp; Made in Singapore</b>	Studio Juju	Singapore's product culture; examining local production efficiencies	March 2022
2.	<b>Designing practices for better mental health and well-being at work places</b>	Common Ground	Sustainable mental health solutions at work	March 2022
3.	<b>Designing the community playground of the future</b>	Art-Zoo	New ways of play in age of digital media, playgrounds for the post-pandemic world	October 2021
4.	<b>Designing for enjoyable ageing</b>	STUCK Design	Reframing ageing; design for assistive facilities and homes	August 2021
5.	<b>Werable</b>	Claudia Poh	Inclusive fashion; adaptativewear for the mobility-challenged	January 2022
6.	<b>The Next Generation of City Makers</b>	Shophouse & Co	Youth-driven urban planning and city-making; ground-up participatory design	March 2022
7.	<b>PALFCRAFT: Sustainable PALF Heritage Textiles</b>	NOST	Heritage and craft preservation; retail reinvention; sustainability in fashion	December 2021
8.	<b>KENOPY: Kenaf Biocomposite Canopy Tiles</b>	Studio SKLIM	Sustainability in material tiles; shelter technology	March 2022

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9.	<b>Conversation design for large systems and societies</b>	The Thought Collective	Organisational complexity; conversation design	February 2022
10.	<b>Undercurrent</b>	Rizal Yatim	New ways of experiencing music and art performances	July 2021

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<b>Project</b>	<b>Design &amp; Made in Singapore</b>
<b>Duration</b>	12 months, ending March 2022
<b>By</b>	Studio Juju
<b>About the designer/ Design enterprise</b>	<p>Founded in 2009 by Timo Wong and Priscilla Lui, Studio Juju works across cultures to practise design in furniture, products and spaces.</p> <p>Studio Juju designs with fresh perspectives and emotional connection in mind, with thoughtful consideration of human experiences in contemporary living.</p> <p>In 2014, their work 'Rabbit &amp; the Tortoise Collection' for Living Divani was awarded the President's Design Award's Design of the Year.</p> <p><a href="http://studio-juju.com">http://studio-juju.com</a></p>
<b>About the research</b>	<p>The project aims to establish a contemporary product label that takes the approach of being designed and made in Singapore. The research scope includes conducting research into local production facilities and identifying unique capabilities that are able to support the production of design objects.</p> <p>It will include studies into the intangible qualities of Singapore cultures, lifestyles and history and how its intrinsic elements influence users' perception of Singaporean identities in design.</p>
<b>What challenge does it address?</b>	<p>Art and design mirror the society we live in. But globalisation of ideas narrows the differences between cultures of the world.</p> <p>Singapore's product culture has its role in shaping our national identity. The project attempts to discover what we can do here, influenced by our capabilities, cultures and lifestyles, even if constrained, to uncover a contemporary design language that may suggest a Singapore Design Identity.</p>

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	<p>Concurrently, the project focuses on efficient production with resources found here. This meaningful narrative of the project will help build appeal, create ownership and deepen relations between objects and people.</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"><li>• Collection of findings and dialogues about design and making in Singapore; the Singapore design identity, cultures, history of industries.</li><li>• Profiles the uniqueness of producing in Singapore with various facilities.</li><li>• A collection of contemporary original and functional designed objects inspired by the research of Singapore socio-history and cultures, and our industries.</li><li>• An avant-garde design object brand that is designed and made in Singapore to kickstart an authentic conversation of emerging perspectives of Singapore identities and aesthetics in contemporary design.</li></ul>

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<b>Project</b>	<b>Designing practices for better mental health and well-being at work places</b>
<b>Duration</b>	12 months, ending March 2022
<b>By</b>	Common Ground Pte Ltd
<b>About the designer/ Design enterprise</b>	<p>A civic facility that seeks to facilitate the critical partnership between people, public and private sectors. It aims to design and implement relevant social innovations that can address issues of pressing national concerns.</p> <p><a href="https://www.facebook.com/ourcommongroundsg/">https://www.facebook.com/ourcommongroundsg/</a></p>
<b>About the research</b>	<p>The project believes that innovation in the mental health space can be fuelled by the skillsets of service design as well as organisational development.</p> <p>It will bring together different disciplines, capitalising on their shared focus of placing the human(s) at the centre. In doing so, it aims to create new languages and ways of working that can drive high impact and sustainable work on mental well-being in the workplace or work spaces.</p>
<b>What challenge does it address?</b>	<p>The project targets two issues: (1) the sustainability and real-world viability of cross-domain efforts, and (2) the availability of support particularly for persons along the broader spectrum of mental health and wellness who may not have a formally diagnosed 'condition'.</p> <p>By situating the solution as a ground-up piece, this project allows designers to tap on their client-centered lens to find new ways of mobilising the community to build sustainable networks and solutions, beyond the medical and/or therapeutic space. This brings new value to the mental health support ecosystem.</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>Identifying both pain points and areas of opportunity for enhancement of mental health.</li> </ul>

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	<ul style="list-style-type: none"><li>• Findings used as a platform to gather interested designers and organisations who might be interested in using service design to establish new mental health or wellness initiatives, programmes, or policies in house.</li><li>• A programme for access to support such as technical design expertise, an understanding of organisational and human dynamics, as well as the mental health context in Singapore.</li><li>• Best practices discovered could have potential to be further scaled.</li></ul>
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<b>Project</b>	<b>Art-Zoo: Designing the community playground of the future</b>
<b>Duration</b>	9 months, ending October 2021
<b>By</b>	Art-Zoo
<b>About the designer/ Design enterprise</b>	<p>Art-Zoo's mission is to inspire creators for a brighter world. By having various touchpoints such as digital platforms, art installations, merchandise and community events, Art-Zoo enables young children to discover art and nature. It aspires to empower kids to learn through play, inspiring creativity and empathy for the world around us by so they can navigate the challenges of tomorrow and beyond.</p> <p><a href="https://artzooworld.com">https://artzooworld.com</a></p>
<b>About the research</b>	<p>The project aims to design the community playground of the future by looking into these 3 pillars:</p> <ul style="list-style-type: none"> <li>• Rethinking the design experience of Art-Zoo playgrounds &amp; touchpoints</li> <li>• Establishing the educational framework: promoting creativity and empathy</li> <li>• Create the foundation for meaningful storytelling in Art-Zoo</li> </ul> <p>This will take the form of mapping the experience journey of its target audience and co-creating with collaborators and specialists from diverse fields before prototyping and testing key concepts.</p>
<b>What challenge does it address?</b>	<p>In the age of digital media, families and communities continue to require spaces to interact, grow and learn. The ongoing pandemic has also driven us to consider new ways of playing as a community in a post-COVID world.</p> <p>By reimagining learning and playing, our project empowers children to discover their natural curiosity, and thrive in their elements to create change.</p>

<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• Key findings and the underlying principles that guide the Art-Zoo approach to design and education.</li> <li>• A set of physical experience design guidelines and principles that can be implemented in future Art-Zoo projects around the world.</li> </ul>



<b>Project</b>	<b>Designing for enjoyable ageing</b>
<b>Duration</b>	7 months, ending August 2021
<b>By</b>	STUCK Design
<b>About the designer/ Design enterprise</b>	<p>STUCK is an award-winning multidisciplinary creative agency in Singapore. The agency's distinctiveness comes from establishing fluid intersections amongst various expertise areas such as Visionary Thinking, Design Research, Industrial Design, Interaction Design, Brand Activations, and App Development.</p> <p>This mix of abilities and trans-disciplinary knowledge enable sharp insights to be translated into unexpected ideas and grounded solutions.</p> <p><a href="https://www.stuck.sg">https://www.stuck.sg</a></p>
<b>About the research</b>	<p>By 2050, 1 in 6 people in the world will be above 65 years old.</p> <p>Assisted living for elderly are being piloted and are in its nascent stage in Singapore, such as Bukit Batok Community Care Apartments.</p> <p>There is need to investigate potential options and desirable living experiences for the elderly. And the project hopes to provide an "design and experience lens" to the needs-focused provision of facilities and infrastructure.</p> <p>It will dive into both practical constraints and aspirational lifestyles of seniors and seniors-to-be, and attempt to identify the facets of happy ageing.</p> <p>By further understanding current offerings of products and services for the elderly, it will provide a point of view, with solutions, how ageing can be.</p>

<b>What challenge does it address?</b>	<p>It addresses the need to reframe the common negative associations of ageing to reposition it as a fulfilling and even inspiring experience.</p> <p>The project will demonstrate how this can be translated and achieved starting with our local environments.</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• A framework for “happy ageing” with insights and outcomes to guide home or environment design.</li> <li>• A set of physical prototypes and fixture mock-ups tested within real-life domestic settings.</li> <li>• A digital platform and knowledge bank for person-centered design.</li> <li>• A catalogue of recommended guidelines, products and solutions for seniors, caregivers and operators.</li> </ul>

<b>Project</b>	<b>Werable</b>
<b>Duration</b>	10 months, ending January 2022
<b>By</b>	Claudia Poh
<b>About the designer/ Design enterprise</b>	<p>Werable is a design studio and its mission to inspire confidence through easy-to-wear apparel. It believes in pushing the capabilities of clothing to be healthier for our bodies.</p> <p><a href="https://www.werable.co">https://www.werable.co</a></p>
<b>About the research</b>	<p>Werable tackles dressing challenges that arise from reduced dexterity and stiff limbs. Our project stems from co-designing with users who value self-care, some of whom are also stroke survivors. Being able to wear what we want can bring people happiness and confidence. It's about having a choice over the kind of experiences we want and the lives we want to live.</p> <p>The project will conclude with a showcase where Werable will launch a collection of tops that can be worn with minimal movement.</p>
<b>What challenge does it address?</b>	<p>Dressing is challenging, sometimes impossible, with reduced dexterity. The act of dressing and movements required place unnecessary strain on the body.</p> <p>Users in need of assistance for dressing themselves are also reluctant to ask others for help.</p> <p>Moreover, existing solutions are stigmatized and aren't stylish.</p>

<b>Project</b>	<b>The Next Generation of City Makers</b>
<b>Duration</b>	11 months, ending March 2022
<b>By</b>	Shophouse & Co
<b>About the designer/ Design enterprise</b>	<p>Shophouse &amp; Co (SHCO) is a placemaking studio that helps city agencies, companies and communities create lovable places to live, work, and play. It does this by developing sustainable placemaking strategies; catalysing communities through creative programmes; and designing interventions that reimagines urban private and public spaces.</p> <p><a href="https://www.shophouseandco.com">https://www.shophouseandco.com</a></p>
<b>About the research</b>	<p>With the rising trend of youth involvement in the community, youths have the capacity to be empowered as the urban innovators of the post-Covid world. The project researches into creating a new methodology of city-making, where young community experts can drive innovative, responsive and measurable solutions.</p> <p>By identifying gaps and opportunities in the current city-making system, the project hopes to build capability in youths of multi-disciplines, and develop a ground-up network of young city makers to ideate and implement change in their city.</p>
<b>What challenge does it address?</b>	<p>Urban planning and design have evolved to be more participatory and ground-up since Singapore's early days.</p> <p>By infusing design as a way of life into the mindsets of current and future generation of youths, the project hopes to advance Singapore's brand, culture and community by advocating for the youths' voices to be heard on a city-wide scale.</p> <p>With youth-driven innovations and partnerships, it normalises civic participation in city-making and reduces potential of failure through tactical methods and public buy-in.</p>

<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• Systems mapping that illustrates the city-making process.</li> <li>• Curriculum design of city-making courses designed for youth learning.</li> <li>• Online directory for youths to exchange knowledge, build community and engage in local city-making opportunities.</li> </ul>
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<b>Project</b>	<b>PALFCRAFT: Sustainable PALF Heritage Textiles</b>
<b>Duration</b>	9 months, ending December 2021
<b>By</b>	NOST
<b>About the designer/ Design enterprise</b>	<p>NOST is a sustainable lifestyle and loungewear label founded by Felicia Toh. Designed by architects and handcrafted by artisans in Asia, NOST textiles celebrate heritage craftsmanship such as batik, block-printing and handloom weaving. NOST printed textiles are designed from scratch instead of sourced, which enables the brand to specify sustainable raw materials such as organic cotton and tencel, and the use of low-impact dyes such as plant-based and azo-free dyes.</p> <p>The brand's vision is to bridge makers to markets, through partnerships that tap on innovation to preserve heritage and resource vulnerable communities.</p> <p><a href="https://www.nostshop.com">https://www.nostshop.com</a></p>
<b>About the research</b>	<p>PALF is derived from pineapple leaf fibres, an agricultural by-product found abundantly in Southeast Asia. Conventionally burnt away and disposed of as waste, the conversion of PALF into usable textiles creates a circular economy that simultaneously reduces waste, cuts air pollution from burning, and provides the fashion industry with a new, sustainable alternative to fabrics such as polyester and cotton.</p> <p>This project researches the use of artisan-printed and woven PALF (pineapple leaf fibre) yarns and fabrics in lightweight apparel and textiles. It will be a market first product featuring commercially available PALF fabrics that are printed and woven using heritage artisanal methods of batik-printing and loom weaving.</p>
<b>What challenge does it address?</b>	A 2019 McKinsey report cites that 55 percent of apparel companies surveyed wanted at least half of their products to be made with sustainable materials by 2025.

	<p>The development of PALF textiles with a strong design story and heritage craftsmanship will address increasing demand for sustainable fabrics in the apparel and textile industry, as companies and consumers shift away from petroleum-based and resource-intensive fabrics.</p> <p>Traditional artisanal crafts such as batik printing, block printing and step loom weaving are also on a steady decline, as artisans are unable to compete with commercial mass production.</p> <p>By putting a reliable source of commercially available PALF yarns into the artisans' hands, coupled with architecturally-inspired prints made using heritage textile methods, the project seeks to combine innovation with heritage in their new range of fabrics</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• A product capsule of loungewear and home goods using batik printed PALF blend fabrics, for showcase at National Design Centre.</li> <li>• Research Handbook on PALF Research Findings containing research outcomes of PALF blend composition tests in terms of hand-feel and other material properties; best practices for batik printing of PALF blend textiles, and or weaving of PALF textiles from PALF yarn, and PALF blend textile swatches in a variety of prints, weaves and textures.</li> <li>• A lifestyle lookbook compiling the use of PALF-blend fabrics in apparel and home goods.</li> </ul>

<b>Project</b>	<b>KENOPY: Kenaf Biocomposite Canopy Tiles</b>
<b>Duration</b>	12 months, ending March 2022
<b>By</b>	Studio SKLIM
<b>About the designer/ Design enterprise</b>	<p>Studio SKLIM is an award-winning design agency crafting bespoke spatial solutions. Based in Singapore and operating globally. The studio was founded by Kevin Lim, an alumnus of the Architectural Association, London and the National University of Singapore. His past collaborations include OMA (The Office of Metropolitan Architecture), founded by Rem Koolhaas.</p> <p><a href="https://sklim.com">https://sklim.com</a></p>
<b>About the research</b>	<p>The project plans to study and use renewable bio-based materials to evaluate their applicability in being re-engineered as sustainable building components. It will utilise upcycled kenaf bio-waste and industrial waste content (such as slag, fly-ash, lime, etc) to develop the KENOPY shelter prototype. This will help reduce the amount of non-renewable resources being depleted and reduce waste going into landfills or polluting the earth.</p> <p>The benefits of the prototype are:</p> <ul style="list-style-type: none"> <li>a) Providing thermal comfort and protection from the weather elements</li> <li>b) Making use of Kenaf biomass which typically gets thrown away or burned.</li> <li>c) Creating economic impact at many levels of society; reintroduce farming, manufacturing of renewable building products.</li> </ul>
<b>What challenge does it address?</b>	<p>Singapore is constructing 150 km of sheltered linkways by 2040 (source: LTA 2040 Masterplan). The existing set of materials used for shelter construction is non-renewable and generate a significant amount of greenhouse gases.</p> <p>By evaluating and understanding the full potential of using biocomposites for producing both interior and exterior</p>



	architectural tiles, the project will offer an ecological and sustainable material solution for shelter technology.
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• Development of a durable tile technology that has inherent adaptability for multiple applications: roofing, façade shingles, interiors, furniture, etc.</li> <li>• A preliminary model to predict where energy in buildings can be saved or provide thermal comfort under shelter through the employment of KENOPY tiles.</li> <li>• A prototype of Tropical Kenaf Teahouse or covered linkway to showcase the possibilities of KENOPY tiles.</li> </ul>

<b>Project</b>	<b>Conversation design for large systems and society: Creating trust and progress amidst current complexity through effective narrative and dialogue design</b>
<b>Duration</b>	12 months, ending February 2022
<b>By</b>	The Thought Collective (TTC)
<b>About the designer/ Design enterprise</b>	<p>A group of social businesses sharing the same mission to build up the social and emotional capital of Singapore, TTC's first businesses include School of Thought and Think Tank Studios – a learning centre and the content publishing agency focused on helping youth, educators and the general public make meaning of complex issues, and the Food For Thought cafes.</p> <p>Since 2015, TTC branched out into the field of human and organisational development work through training, coaching, facilitating, and designing cultural change strategies and interventions.</p> <p><a href="https://thethoughtcollective.com.sg">https://thethoughtcollective.com.sg</a></p>
<b>About the research</b>	<p>The project will focus on how rapid organisational growth and increasing diversity (race, ethnicity and nationality) impact organisational conversations and create complex organisational issues. The project will include a systematic survey of current facilitation practices and the organisation challenges, bringing these together to develop an integrated conversation design methodology, and finally putting it to the test through organisation-based prototypes.</p> <p>The project aims to better equip organisations in Singapore (especially those planning to scale and diversify quickly) to handle the cultural complexities that are already present or will inevitably emerge.</p>
<b>What challenge does it address?</b>	Large systems and organisations struggle with multiple demands and conflicting narratives. Left unmanaged, this complexity can confuse, cripple or even break systems.

	<p>Organisations are essentially linguistic phenomena. It is through language and conversations that individuals and groups establish power, networks, information flows and action steps so that they can reach outcomes. Organisational health and sustainability depend on everyone's skills in having intentional conversations, facilitating crucial conversations, moving "stuck" conversations, and more.</p> <p>Key conversations can - and must - be intentionally designed to be effective.</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• Development of conversational design processes and methodology as "proof of concept".</li> <li>• A curriculum for training dialogue practitioners.</li> <li>• A plan to share outcomes with partners, agencies, and organisations.</li> </ul>

<b>Project</b>	<b>Meta—current   Carving a space where sounds and ideas can cavort in circuitry</b>
<b>Duration</b>	5 months, ending July 2021
<b>By</b>	Rizal Yatim
<b>About the designer/ Design enterprise</b>	A strategic design and innovation practice helmed by Rizal Yatim, Undercurrent is built upon a universal outlook towards change and progress. By working with the transmedia art studio, Metamo Industries, it is carving a new space for sounds and ideas.
<b>About the research</b>	<p>It was a massive blow for the music and art scenes when live social events were put to a halt due to COVID-19. The project believes we can shape a new way of experiencing music and art.</p> <p>It aims to capture this evolving process through the lens of customer experience while exploring a bold new service model for music and art experiences beyond the crisis.</p>
<b>What challenge does it address?</b>	<p>The turn towards virtual shows in the wake of COVID-19 seems as an obvious transition but most of them fall short of replacing physical live concerts and festivals entirely.</p> <p>As safety measures are gradually lifted and more hybrid events emerge, the project examines how we might elevate the music and art experience by closing the gap between artistic expression and cutting-edge technology such as virtual reality.</p>
<b>Expected outcomes</b>	<ul style="list-style-type: none"> <li>• A Proof-of-Concept novel service model for music and art.</li> <li>• An iterative digital playbook as part of a community resource.</li> </ul>