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## **President's Design Award 2020 Kicks Off Jury Session with Multi-disciplinary Panel of Design and Architecture Experts**

*A biennial gathering of internationally-renowned and respected jurors will carry out a rigorous judging and selection process to determine this year's best-in-class award recipients*

**Singapore, 1 December 2020** – The DesignSingapore Council (Dsg) and the Urban Redevelopment Authority (URA) announced today that its multi-disciplinary jury panel will convene for the 2020 President's Design Award (P\*DA) Jury Session with the aim to recognise the value of impactful, meaningful and groundbreaking designs in Singapore. The jurors will gather physically and virtually from 1 to 7 December to deliberate on the country's best-deserving design talents and works across all disciplines.

The P\*DA is Singapore's most prestigious award for its designers and designs, and it is evident in the panel of jurors that has been put together to make the selection. This year's jury panel comprises 18 prominent Singapore and international leaders in design, business, and architecture, which also includes previous P\*DA recipients.

### **Design Panel**

- a. Dick Powell, Co-Founder and Chairman of Seymourpowell (UK)
- b. Dr Hossein Rezai, Director of Web Structures (Singapore)
- c. Chris Lee, Founder and Creative Director of Asylum (Singapore)
- d. Christina Melander, Programme Director, Danish Design Centre and Head of Danish Design Award (Denmark)
- e. Hans Tan, Founder of Hans Tan Studio and Associate Professor, NUS Division of Industrial Design (Singapore)
- f. Jane Withers, Founder of Jane Withers Studio (UK)
- g. Lekshmy Parameswaran, Co-Founder of The Care Lab (Spain)
- h. Larry Peh, Founder and Creative Director of &Larry (Singapore)
- i. Professor Lou Yongqi, Dean of the College of Design and Innovation, Tongji University (China)
- j. Melissa Kwee, CEO, National Volunteer & Philanthropy Centre (Singapore)
- k. Dr Ming Tan, Managing Director of IPOS International (Singapore)
- l. Randy Hunt, Head of Design at Grab (Singapore)
- m. Welby Altidor, Group Chief Creative Officer of Cityneon Holdings (Singapore)

### **Architecture Panel**

- a. Ar. Chan Soo Khian, Founding Principal and Design Director of SCDA Architects (Singapore)
- b. Professor Ho Puay Peng, Head of Department of Architecture, School of Design and Environment, National University of Singapore (Singapore)
- c. Ar. Tan Kok Hiang, Founding Director, Forum Architects (Singapore)
- d. Ar. Ma Yansong, Founder and Principal Partner of MAD Architects (China)
- e. Ar. Alejandro Zaera-Polo, Founder of AZPML (Spain)

The biennial Award's Jury Session will be a five-day programme that follows a structured judging process that includes interviews of all shortlisted candidates and on-site visits to evaluate design works. They will also base their selections on an agreed methodology and a holistic judging criteria that includes having impact and technical excellence. With the overarching theme, "Creating a Better World by Design", the P\*DA places great emphasis on outcome-based design impact in four areas across all disciplines – enabling economic transformation, raising quality of life, advancing Singapore brand and culture, and making ground-breaking design achievements.

There were more than 130 eligible entries for this cycle. Of the 23 eligible entries for the "Designer of the Year" category, eight designers and five architects were shortlisted. Out of 107 eligible entries for "Design of the Year", 26 design and 12 architecture projects were shortlisted.

Mr Mark Wee, Executive Director of Dsg said, "As the nation's highest accolade for design, the P\*DA has evolved over the years to remain relevant in recognising designers and design works that go beyond just aesthetics, but have also significantly contributed to Singapore's economic competitiveness, quality of life, culture and more. Dsg continues to see top quality design and architecture submissions and nominations this year, that through both tangible and intangible ways, uplift the community and contribute to a city that is thriving, creative and loveable. This is what design is about, and through P\*DA, Dsg is committed to championing great designers and designs that have made a profound difference in our lives."

Ar. Yap Lay Bee, Group Director (Architecture and Urban Design) in URA said, "We are heartened to receive sterling architecture submissions for this cycle of P\*DA. Good design is not only a hallmark of a modern, progressive society like Singapore, but also enriches and improves people's lives. P\*DA is an avenue to raise awareness and appreciation for great architecture and design. Together with our partners, we will continue leveraging architecture as an enabler for making the world a better place and reaffirm Singapore as a city of architectural excellence."

#### **Diverse jurors comprise both design and impact experts**

This year, seven of the jurors are past P\*DA recipients. They form part of the Design Panel and Architecture Panel, lending their insights to the Jury Session, having been through the entire process of being shortlisted and evaluated themselves.

Recipient of the P\*DA Designer of Year 2016 and Jury Vice-Chair of the Design Panel this year, Dr Hossein Rezai, said, "The P\*DA is the pinnacle of the design awards in Singapore and is the highest accolade anyone in the design industry can achieve. I see it as the best affirmation one can receive to validate that one is on the right path. The recognition of the award has empowered me to spread the word on the importance of sustainable and purposeful design on the journey towards social and environmental justice."

Recipient of the P\*DA Designer of Year 2009 and also a juror on the Design Panel this year, Mr Chris Lee, said, "The P\*DA is the feather on the cap to top off all the other industry awards because it is one recognised and endorsed by the President of Singapore. It's an award that will gain you the respect of your peers because of its prestige and my hope is that it encourages them to aspire towards receiving it too. But beyond that, the P\*DA holds an even more special place in my heart because my dad was there at the awards ceremony."

Recipient of the P\*DA Designer of the Year 2014 and a juror on the Architecture Panel this year, Ar. Tan Kok Hiang, said, "Winning the P\*DA Designer of the Year 2014 is to wear an architectural badge of honour, which has allowed me access into many worlds other than the world of design. For instance, I have been contacted by a novelist and have collaborated on her book. I have also been invited to design fabric patterns for a bespoke suit tailor. This inter-crossing of disciplines

makes my experience as an architect all the more richer and in turn allow my vocation to add value to society.”

Dsg is also honoured to have new jurors contributing to the Design panel with their diverse backgrounds and experiences such as Ms Melissa Kwee, Mr Randy Hunt, Prof Lou Yongqi and Mr Welby Altidor. Ms Kwee, as a strong advocate for greater empathy within our communities, will lend her experience to assess entries which address the “raising quality of life” impact area; Mr Hunt from Grab will look at projects which use design to transform businesses and add value to customers’ experiences; Prof Lou, who has worked on community projects that preserve heritage balanced with sustainability, will be able to weigh in on projects with social impact; and Mr Altidor’s creativity and innovative background will identify transformative projects and experiences that people will love.

In addition, the participation of jurors such as Ms Christina Melander and Ms Jane Withers are a result of partnerships Dsg has forged with renowned design awards like the Danish Design Award and memorandum of understanding signed with the British Council, respectively. This highlights the importance of collaboration in the field of design, where a cross-cultural exchange of knowledge and ideas can take place to drive greater adoption of design across disciplines.

A strong proponent of effective and impactful design, Mr Dick Powell, Jury Chair of the Design Panel, said, “Design and innovation are inextricably linked together in a simple and clear objective: to make things better - better for people, better for business, and better too for the world. The drive for innovative and better things is a powerful agent for change, and that change affects people’s lives. We strongly believe in impactful designs at P\*DA and encourage more designers to embark on this journey to make the world a better place!”

URA would like to thank Ar. Chan Soo Khian, P\*DA Designer of the Year 2006, for returning as Jury Chair of the Architecture Panel. Ar. Chan, with his multi-disciplinary background and rich experience in urban design, will lead the panel to select the best architectural design talents and works for P\*DA 2020.

URA welcomes two new Architecture Panel members, Professor Ho Puay Peng and Ar. Tan Kok Hiang, to this edition of the P\*DA. Professor Ho has close to 30 years of experience in academia with his main research interests in the fields of architectural history and conservation practices. Ar. Tan, a P\*DA Designer of the Year 2014, has a practice that spans decades, as well as experience working on a wide range of projects, including healthcare, residential, commercial and hospitality developments.

Together with the Architecture Panel Jury Chair, the jurors’ multi-faceted backgrounds will bring added depth and a more holistic perspective to the judging of the architecture submissions. Ar. Chan said, “Architects and designers will need to explore a more sustainable, resilient and regenerative path forward to address the new realities of our time.”

URA would also like to express gratitude to the international Architecture Panel jurors, Ar. Ma Yansong and Ar. Alejandro Zaera-Polo, for their invaluable insights and contributions to the shortlisting jury process.

### **Jurors’ Forum**

The Jury Session will culminate in a Jurors’ Forum, organised by Dsg and URA. It offers a platform for the wider design and business communities to glean insights from a panel of esteemed design and architecture jurors who will lend multi-dimensional and international perspectives to the conversation. This year’s theme, “Creating a Better Future Design – In Conversation with Design Changemakers”, will expound on how design is instrumental to creating a future that seeks to address social issues while enabling economic transformation, especially in a year fraught with uncertainties.

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The Forum is open to the public and will be held on 8 December 2020. (Refer to Appendix for more details).

For more details of the Jurors' Forum, visit <https://bit.ly/PDA-Jurors-Forum>.

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### **President's Design Award (P\*DA)**

The President's Design Award (P\*DA) is Singapore's highest honour for designers and designs across all disciplines. It recognises the achievements of an extraordinary group of people making a difference to the lives of Singaporeans and the global community through excellent design.

Established in 2006, P\*DA was founded with the following objectives:

1. Recognise the significant achievements of Singapore's design talents and the contributions they have made to Singapore's economic competitiveness and quality of life;
2. Engender pride in the nation's outstanding designs and leading designers among Singaporeans and in turn nurture among Singaporeans a greater awareness of quality design in all areas; and
3. Demonstrate to industry, businesses, the general public and the international community the government's commitment to design development and promotion.

In 2017, P\*DA was re-launched as a biennial award with a greater emphasis on the impact of design in transforming work and business; raising the quality of life; enhancing culture and connecting communities; and advancing the design industry and the role of designer.

P\*DA is presented in two categories – Designer of the Year and Design of the Year. It is conferred by the President of the Republic of Singapore and is jointly administered by the DesignSingapore Council and the Urban Redevelopment Authority.

More information here: <https://www.designsingapore.org/presidents-design-award.html>

### **DesignSingapore Council (Dsg)**

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. The Dsg is a subsidiary of the Singapore Economic Development Board. [www.designsingapore.org](http://www.designsingapore.org)

### **Urban Redevelopment Authority of Singapore (URA)**

The Urban Redevelopment Authority (URA) is Singapore's land use planning and conservation agency. Our mission is 'to make Singapore a great city to live, work and play'. We strive to create an endearing home and a vibrant city through long-term planning and innovation, in partnership with the community.

URA's multi-faceted role includes being the main government land sales agent. We attract and channel private capital investments to develop sites that support planning, economic and social objectives. We also partner the community to enliven our public spaces to create a car-lite, people-friendly and liveable city for all to enjoy. In shaping a distinctive city, URA also promotes architecture and urban design excellence. Visit [www.ura.gov.sg](http://www.ura.gov.sg) for more information.

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## Appendix

### I. Jurors' Forum



Date	Venue	Time	Title
8 Dec	Held via Zoom	5pm to 6.30pm	<p><b>Presidents' Design Award 2020 Jurors' Forum</b></p> <p><i>Creating a Better Future by Design: In Conversation with Design Changemakers</i></p> <p>In conjunction with the P*DA 2020 Jury Session, this public forum will feature five jurors from the P*DA 2020 Jury Panel. As 2020 comes to a close, we reflect on the changes that the past year has brought, and how this has affected the role of design and designers in the new normal. How can designers contribute to these conversations of change, and how can design create a better future, raise the quality of life and enable economic transformation? Come hear from our design changemakers from various disciplines and backgrounds and be inspired by their work in driving change through human-centered design. Dialogue with them and see how you can create a better future by design.</p> <p>Moderated by <b>Melissa Kwee</b> – CEO, National Volunteer &amp; Philanthropy Centre</p> <p>Panellists:  <b>Lekshmy Parameswaran</b> – Co-Founder, The Care Lab and P*DA 2018 Recipient  <b>Dick Powell</b> – Co-Founder and Chairman, Seymourpowell  <b>Chan Soo Khian</b> – Founding Principal and Design Director of SCDA Architects  <b>Welby Altidor</b> – Group Chief Creative Officer, Cityneon Holdings, Singapore</p> <p>Register <a href="#">here</a>.</p>



**II. P\*DA 2020 Jurors**




Detailed biographies of the jurors can be found at: <https://www.designsingapore.org/presidents-design-award/jurors.html>

**Design Panel**




<p><b>Mr Dick Powell (Jury Chair)</b> Immediate Past Chairman, D&amp;AD Co-founder and Chairman of Seymourpowell (United Kingdom)</p> 	<p>Dick Powell is the co-founder of internationally-renowned design and innovation company Seymourpowell.</p> <p>Dick is the immediate past Chairman of UK-based D&amp;AD, where he called on government and business leaders to recognise the value of embedding design and creativity into the DNA of British businesses.</p> <p>With over 30 years' experience, Dick believes passionately that design is not just about being different or more stylish, but about being better - better for people, better for business and better for the world.</p>
<p><b>Dr Hossein Rezai (Jury Vice-Chair)</b> Director, Web Structures Pte Ltd (Singapore)</p> 	<p>Dr Hossein Rezai was awarded a Ph.D. in 1985 for his work on reinforced and prestressed concrete structures. He further pursued his research interest on a post-doctorate research programme.</p> <p>He founded Web Structures in 1996 and has since been involved in the design and realisation of some of the most impressive structures in over 26 countries. He is very passionate about the design process, and a holistic approach to architecture and structure. Hossein is one of the initiators of the concept of "fusion engineering", helping to reconcile the seemingly contradictory agendas of "good design" and "cost efficiency".</p>
<p><b>Chris Lee</b> Creative Director and Founder Asylum Creative (Singapore)</p> 	<p>Chris Lee is founder and creative director of Asylum, one of the most respected creative companies in Asia. Chris has served as a juror for many top international creative awards such as D&amp;AD, Red Dot, The One Show and Tokyo Type Directors Club. Apart from his commercial work, Chris is also very active in design education, and he guest lectures and has given talks to design universities and conferences around the world.</p> <p>Chris is also a founding member and president of The Design Society, a non-profit organisation that aims to promote visual culture through exhibitions, workshops and education.</p>






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<p><b>Christina Melander</b> Programme Director, Danish Design Centre Head of Danish Design Award (Denmark)</p> 	<p>Christina Melander has been with the Danish Design Centre (DDC) since 2000. She is focused on design and business development, exploring the potential of design methods to meet businesses' needs to develop new products, solutions, business models and markets.</p> <p>Currently, she is leading the DDC strategic platform, Design Dimensions, that focuses on making Denmark the world's leading hub for designers and design investments. She also leads the work of Exploring Design Impact which measures the value creation of design, mapping the design resources in all the Nordic countries and research on the Danish Design DNA.</p>
<p><b>Hans Tan</b> Founder, Hans Tan Studio Associate Professor, Division of Industrial Design, National University of Singapore (Singapore)</p> 	<p>Hans Tan is a designer and educator based in Singapore. His works have won multiple awards, and are held in private and corporate collections, as well as permanent collections of several museums such as M+ in Hong Kong, Cooper Hewitt Smithsonian Design Museum in New York, and Princessehof National Museum of Ceramics in the Netherlands.</p> <p>As an associate professor, he has developed innovative approaches to design pedagogy. The student works developed under his supervision have garnered many international awards. Hans has also received multiple teaching awards including the Outstanding Educator Award, the university's highest award for teaching.</p>
<p><b>Jane Withers</b> Founder Jane Withers Studio (United Kingdom)</p> 	<p>Jane Withers is a leading design consultant, curator and writer. She was a journalist and curator who wrote internationally and published several design books before setting up her own studio in 2001.</p> <p>Jane teaches and speaks internationally, and has served on numerous juries and advisory boards. She has been a visiting lecturer at the Royal College of Art and Design Academy Eindhoven, and is currently teaching at Kingston University/Design Museum MA course, Curating Contemporary Design. She was awarded an honorary fellowship by University of Westminster for services to the environment. She is also a contributing editor for American Vogue.</p>


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<p><b>Lekshmy Paraneswaran</b> Co-founder, The Care Lab (Spain)</p> 	<p>Lekshmy is an international award-winning designer and Care activist who has been working in the area of health and care for two decades. fuelfor, her specialist design consultancy, works with a wide variety of players and teams in countries like Singapore, Netherlands, USA, India and Spain.</p> <p>Her diverse portfolio of projects in Singapore includes (a) re-envisioning an end-of-life and hospice care services in partnership with Lien Foundation and Ang Chin Moh Foundation, (b) collaborating with Dsg to develop the Design Thinking and Innovation Academy to train public and private healthcare sectors, and (c) working with the National Council of Social Service to transform the social care sector by empowering the role of caregivers and caregiving.</p>
<p><b>Larry Peh</b> Founder and Creative Director &amp; Larry (Singapore)</p> 	<p>Larry started his design career in 1997 at Men's Folio, Singapore's first men's magazine. Aside from starting &amp;Larry in 2005, he is also a Founder and Creative Director of menswear label Faculty.</p> <p>In 2009, Larry co-founded The Design Society, a local non-profit design organisation. Larry was voted in 2012 by Perspective Global as one of the top 40 design talents under 40 in Asia and also featured in +81 Japan as one of the next generation of creatives in Asia.</p> <p>Larry's work has been internationally recognised with awards and has been featured by renowned publishers like Wallpaper*, Taschen and Gestalten.</p>
<p><b>Professor Dr Lou Yongqi</b> Dean College of Design and Innovation, Tongji University, Shanghai (China)</p> 	<p>Lou has been a pioneer in China for design-driven innovation education, research and practices that connect design, business and technology. He is the founder of (a) Design Harvests, a design-driven urban-rural interaction project, (b) Tongji-Huangpu School of Design and Innovation, the first design thinking K12 school in China, and (c) She Ji, the Journal of Design, Innovation and Economics published by Tongji and Elsevier.</p> <p>Lou chairs the international advisory board of the University of Applied Arts in Vienna. In 2014, Lou was honoured by the President of Finland with the Order of the Lion of Finland as a Knight, First Class. He was also elected as an international fellow of the Royal Swedish Academy of Engineering Sciences in 2019.</p>



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<p><b>Melissa Kwee</b> CEO, National Volunteer &amp; Philanthropy Centre (Singapore)</p> 	<p>Melissa is the CEO of the National Volunteer &amp; Philanthropy Centre, where she leads the mobilisation of resources and people to aid in community development. She was the Chairman of Halogen Foundation, and President of UN Women Singapore, where she tackled trafficking issues and initiated various community campaigns to engage and empower youth as advocates.</p> <p>Melissa started Project Access to inspire and equip girls and young women to be role models for positive change. She has also served on many public service and community boards such as the National Arts Council, the Singapore Repertory Theatre, the ITE Board of Governors and Prison Fellowship International.</p>
<p><b>Dr Ming Tan</b> Managing Director IPOS International Singapore (Singapore)</p> 	<p>Dr Ming Tan directs the strategic growth and oversees all operations at IPOS International, which houses over 100 intellectual property (IP) experts in areas such as IP strategy and management, patent search and analysis, and IP education and training.</p> <p>Ming was previously Head of Stewardship of the COMO Group. Her responsibilities spanned philanthropy, sustainability, brand and new business development, data protection, and corporate affairs, with a shared focus on common vision, brand integrity, stakeholder engagement and long-term value creation.</p> <p>In addition, she serves on the boards of Esplanade and St Joseph's Institution (International).</p>
<p><b>Randy Hunt</b> Head of Design, Grab (Singapore)</p> 	<p>Randy Hunt is Head of Design at Grab, where he leads a team of designers, writers, and researchers who create Southeast Asia's Super App.</p> <p>Randy was previously VP of Design at Etsy, where he led the team and won the Cooper Hewitt National Design Award for Corporate &amp; Institutional Achievement in 2014, and subsequently served as a juror in 2017.</p> <p>Randy also co-founded Supermarket, a curated design marketplace. He is an active writer, lecturer, critic and visiting designer at many colleges and universities.</p>

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<p><b>Welby Altidor</b> Group Chief Creative Officer Cityneon Holdings (Singapore)</p> 	<p>Welby is Group Chief Creative Officer for Cityneon, where he leads design studios in Los Angeles, Las Vegas and Singapore, with the latter being an expansion of the current design studio team.</p> <p>Welby's latest works include the fully integrated and operated Hunger Games exhibition in Las Vegas. Award-winning works include an archery experience which won a Guinness World Record.</p> <p>Previously, Welby was Cirque du Soleil's executive creative director of creation. He led the ideation and creation of multiple shows such as the world-renowned Michael Jackson ONE. He also spearheaded the creation of Cirque Du Soleil's Innovation Lab, which combines the art of technology and the science of art.</p>
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**Architecture Panel**

<p><b>Ar. Chan Soo Khian (Jury Chair)</b> Founding Principal &amp; Design Director SCDA Architects (Singapore)</p> 	<p>Chan Soo Khian is the founding principal and design director of SCDA, a design studio seamlessly integrating architecture, interior design, landscape architecture and product design to create holistic spatial experiences. SCDA has offices in Singapore, Shanghai and New York.</p> <p>Soo Khian is the recipient of the AIA international and AIA NY award for Architecture, three Royal Institute of British Architects International prizes, the President*s Design Award, the SIA-Getz Prize for Emerging Architecture, and nine Chicago Athenaeum awards.</p>
<p><b>Ar. Alejandro Zaera-Polo</b> Founder, AZPML (United States)</p> 	<p>Alejandro Zaera-Polo is an accomplished contemporary architect. His work has consistently merged the practice of architecture with theoretical practice, deftly integrating architecture, urban design and landscape architecture in his award-winning and critically acclaimed projects.</p> <p>Alejandro has also had an extensive involvement in education. Additionally, he is recognised as an original theorist and thinker of contemporary architecture, with a sharp capacity to identify social and political trends and translate them into architectural discourse.</p>



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<p><b>Professor Ho Puay Peng</b> Head, Department of Architecture, School of Design and Environment, National University of Singapore (Singapore)</p> 	<p>Prior to joining NUS, Prof Ho was Professor of Architecture and served as Director of School of Architecture and University Dean of Students at The Chinese University of Hong Kong.</p> <p>In the last 25 years, Prof Ho has researched and published in Buddhist art and architecture, Chinese architectural history, vernacular architecture and history of modern architecture in China and Hong Kong. He was a conservation consultant, architect and adviser to some 100 conservations projects in Hong Kong. He has sat in many public and private boards and committees. He is also appointed Justice of the Peace by Hong Kong SAR Government.</p>
<p><b>Ar. Ma Yansong</b> Founder and Principal Partner MAD Architects (China)</p> 	<p>Beijing-born architect Ma Yansong is recognised as an important voice in the new generation of architects. As the founder and principal of MAD Architects, Ma leads design across various scales. In recent years, many of his designs follow his conception of the “Shanshui City”, which is his vision to create a new balance among society, the city and the environment through architecture.</p> <p>Parallel to his design practice, he has also been exploring the cultural values of cities and architecture through domestic and international solo exhibitions, publications and artworks. Ma has won countless awards such as the “Young Architects Award” by the Architectural League of New York.</p>
<p><b>Ar. Tan Kok Hiang</b> Founding Director Forum Architects Pte Ltd (Singapore)</p> 	<p>Tan Kok Hiang believes that architecture has the potential to affect everyday life for the better and to lift the human spirit through well-designed spaces and elevating ‘beauty’ to its rightful place.</p> <p>A good portion of his award-winning firm’s works has been on educational buildings and other civic projects although Forum has designed hotels and commercial buildings across many locations in Asia and beyond.</p> <p>Kok Hiang is currently a Professor of Architecture (Practice) at his alma mater and chairs the Preservation of Sites and Monuments Advisory Board, a subject close to his heart.</p>