

SINGAPORE:  
PEOPLE-CENTRED  
SUSTAINABLE  
LIVEABLE  
GLOBAL  
IMPACTFUL  
BETTER  
TRANSFORMATIVE  
INNOVATION-DRIVEN  
FUTURE-READY  
LOVEABLE  
COLLABORATIVE  
GARDEN CITY  
BY DESIGN

UNESCO CREATIVE CITIES NETWORK  
SINGAPORE CITY OF DESIGN  
MEMBERSHIP MONITORING REPORT 2015 – 2019

# SINGAPORE: BY DESIGN

UNESCO CREATIVE CITIES NETWORK  
SINGAPORE CITY OF DESIGN  
MEMBERSHIP MONITORING REPORT 2015 – 2019

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**MARK WEE**  
Executive Director  
DesignSingapore Council

Singapore was designated as a UNESCO Creative City of Design in 2015 — the same year as our nation’s Golden Jubilee. Design and Singapore’s nation-building efforts have long been intertwined. As our Prime Minister, Mr Lee Hsien Loong, shared during a speech in 2018: “Design is a core element of our nation-building. Singapore is a nation by design. Nothing we have today is natural or happened by itself.”

While our pioneers may not have thought of what they were doing as design innovation or thinking, it certainly was in essence. They were attuned to people’s needs and aspirations, had bold ideas and a strong vision, and dared to experiment. In these ways, and many more as you will find in the pages ahead, Singapore is #betterbydesign.

Singapore design is defined by our spirit of turning constraints into infinite possibilities, against all odds. We face many challenges as a nation, from a lack of natural resources to a small economic market. But in almost every key aspect of governance, be it in housing, education, healthcare, water management and transportation, Singapore has written its own playbook while seeking to achieve a better and more sustainable future for all. Among many others, a nice recent example is Kampung Admiralty, a retirement village that combines public housing with healthcare and communal facilities into a single integrated complex. It redefines how Singapore can better care for its ageing population despite our limited land size.

Being a member of the UNESCO Creative Cities Network has given Singapore the opportunity to present our design talents and capabilities around the world. From exhibiting Singapore design in cities such as Detroit, Graz, Puebla, and Seoul to participating in wide-ranging conversations in Bandung, Adelaide, Helsinki, Wuhan and Torino, the value of such mutual cooperation cannot be overstated. Such activities help promote a city’s design industry and its efforts to develop design. They also help local design talents gain international exposure, develop their capabilities, and open doors to new markets.

This report documents Singapore’s efforts over the past four years as a proud City of Design, how it has contributed to the United Nations’ 2030 Agenda for Sustainable Development by design, and our future plans. We look forward to continue participating in the network: sharing knowledge and learning from others, raising awareness for both design and Singapore design, as well as building stronger partnerships with this incredible circle of friends from around the world.

“  
DESIGN IS A  
CORE ELEMENT  
OF OUR  
NATION-BUILDING.  
SINGAPORE IS A  
NATION BY DESIGN.  
NOTHING WE  
HAVE TODAY  
IS NATURAL  
OR HAPPENED  
BY ITSELF.  
”

**LEE HSIEN LOONG**  
Prime Minister of Singapore

# SINGAPORE: UNESCO CREATIVE CITY OF DESIGN EXECUTIVE SUMMARY

The designation of Singapore as a UNESCO Creative City of Design in 2015 marked a milestone in our efforts to promote and develop design in the city-state. Since the 1960s, as we marched towards independence, design has been a key partner in Singapore's efforts to become a developed and thriving nation.

## GENERAL INFORMATION

CITY / COUNTRY  
Singapore

CREATIVE FIELD  
City of Design

DATE OF DESIGNATION  
11 December 2015

DATE OF REPORT SUBMISSION  
20 December 2019

REPORT PREPARED BY  
DesignSingapore Council

PREVIOUS REPORTS  
SUBMITTED  
This is Singapore's first  
City of Design report

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 [@designsingapore](https://instagram.com/designsingapore)

A new chapter began in 2003 when the government-appointed Economic Review Committee identified design as a new growth area, a key differentiator for businesses and to make life better in Singapore. It led to a design masterplan, the **DesignSingapore Initiative**, and the DesignSingapore Council was established to implement it via various strategies to promote and develop a sustainable design sector in Singapore, as well as to encourage small and medium enterprises in other economic clusters to adopt design for innovation and productivity.

The DesignSingapore Initiative has since evolved into **Design 2025**, Singapore's latest vision to become a global city for design. This is the outcome of a Design Masterplan Committee — comprising 16 members from the design industry, business, academia and government — that was formed in 2015. The new masterplan envisions that:

- 1 Singapore companies will be highly adept to meet the challenges of a rapidly changing world. With design as their strategic tool, they will excel in the marketplace and bring Singapore to the forefront of the global economy.
- 2 The people of Singapore will appreciate the value of design beyond aesthetics. They will use it in their everyday lives to co-create a better living environment and more people-centred services. This will nurture a stronger sense of belonging and ownership.
- 3 Design will advance the nation's brand and contribute to its national identity. Singapore will be a liveable and loveable city, one its people will be proud to call home.

By 2025, Singapore aims to create a thriving innovation-driven economy and become a loveable city — all by design. This report outlines our efforts towards this and also serves as Singapore's first Membership Monitoring Report for the UNESCO Creative Cities Network. Covering the period between 2015 to 2019, it documents our contributions to the network, local and inter-city initiatives as a City of Design and our action plan for the next four years.

## 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Singapore is committed to contributing to the implementation of the 2030 Agenda for Sustainable Development, through our local and inter-city initiatives as a Creative City of Design and member of the UNESCO Creative Cities Network. At the start of chapters 2, 3 and 4, we have used the official icons of the Sustainable Development Goals to indicate how our initiatives relate to them. There is also an overview on page 43.



[Click here](#) to learn more about how Singapore is achieving these goals beyond design.



# SUPPORTING A PARTNERSHIP CONTRIBUTIONS TO THE UNESCO CREATIVE CITIES NETWORK'S GLOBAL MANAGEMENT

Through actively participating in events and meetings within the network, Singapore has learnt from other cities in the UNESCO Creative Cities Network and also been able to share its experience, knowledge and resources.

## OUR CONTRIBUTION IN NUMBERS

UNESCO Creative Cities Network  
Annual Meetings Attended: 4

- 2016 Östersund (Sweden)
- 2017 Enghien-les-Bains (France)
- 2018 Krakow-Katowice (Poland)
- 2019 Fabriano (Italy)

UNESCO Creative Cities of Design  
Sub-Network Meetings Attended: 7

- 2016 Östersund (Sweden) and Paris (France)
- 2017 Enghien-les-Bains (France)
- 2018 Krakow-Katowice (Poland) and Dundee (UK)
- 2019 Fabriano (Italy) and Detroit (USA)

UNESCO Creative Cities of Design Applications Evaluated:

- 2017 12
- 2019 7

Membership Monitoring Reports Evaluated:

- 2018 5

Benefits of UNESCO Creative Cities Network  
Membership Shared with Candidate Cities: 2

- 2019 Ambon for City of Music
- 2019 Hanoi for City of Design

(Both cities were designated in November 2019)

Financial and/or In-kind Support Provided to Communicate and Raise Visibility of the UNESCO Creative Cities Network: USD130,000

In the spirit of knowledge-sharing and to raise the network's profile, Singapore hosted the UNESCO Creative Cities of Design Public Forum and staged an exhibition featuring all 31 Cities of Design during Singapore Design Week 2019.

A post-event video and a publication were produced to capture the cities' experience in Singapore, their thoughts on the network, and the respective cities' attractions. The video was shared at the 2018 UNESCO Creative Cities Network Annual Meeting in Fabriano and on DesignSingapore Council's website and YouTube channel. Copies of the publication were distributed to all Cities of Design and various stakeholders in Singapore.



Representatives from the Cities of Design at the Street of Clans festival during Singapore Design Week 2019

Singapore hosted 15 Cities of Design for a special programme from 6 to 10 March 2019. Some 33 delegates from Bandung, Bilbao, Cape Town, Detroit, Dubai, Dundee, Geelong, Graz, Helsinki, Istanbul, Kobe, Kortrijk, Nagoya, Seoul and Wuhan visited Singapore in conjunction with the Singapore Design Week.

The delegates learnt first-hand about Singapore's design initiatives, and also got to showcase their work to the public. During a day-long UNESCO Creative Cities of Design Public Forum, the various cities shared the role design played in policy, business, education and communications in four separate sessions. The well-attended forum sparked many lively discussions. As part of Singapore Design Week, Singapore also presented the urban living stories of all 31 Cities of Design in a special exhibition curated for the International Furniture Fair Singapore in the Sands Expo and Convention Centre.

*"I enjoyed a wonderful overview of the city, the food and the design thinking of the city. Singapore Design Week and the UNESCO Creative Cities of Design Public Forum were very inspiring."*

**ANGELIKA MEISTER**

Coordinator, Mayor's Office,  
Coordination Office of City of Design, Graz

*"Events like these are so important to the Creative Cities. The best thing is coming together and creating new ideas and new projects."*

**GENCO DEMIRER**

Intendant, Istanbul Design Bureau

[Click here](#) to watch a video on the visit programme during the Singapore Design Week.

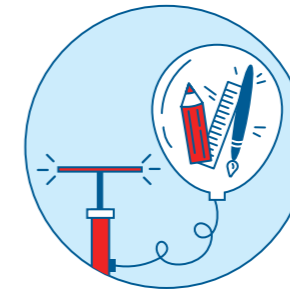
# TOWARDS DESIGN 2025 OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

A driver of innovation for businesses and the economy. A tool for making a positive social impact amidst a time of complex challenges. A contributor to the nation's identity. These are the roles Singapore envisions for design as part of its Design 2025 masterplan.

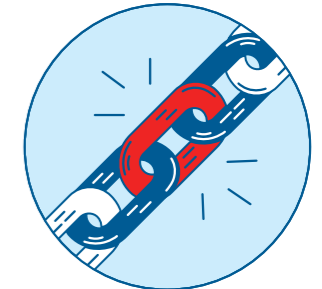
Consisting of **five strategic thrusts**, the masterplan guides our major initiatives to help Singapore develop an innovation-driven economy and become a loveable city by design.



*Thrust 1*  
**INFUSE DESIGN INTO OUR NATIONAL SKILLSET**



*Thrust 2*  
**EXPAND ROLE OF DESIGN IN BUSINESSES AND GOVERNMENT**



*Thrust 3*  
**STRENGTHEN THE COMPETITIVENESS OF DESIGN FIRMS**



*Thrust 4*  
**BRING DESIGN INTO THE COMMUNITY**



*Thrust 5*  
**DEVELOP THE SINGAPORE DESIGN BRAND**

SUPPORTING SUSTAINABLE DEVELOPMENT GOALS:







Thrust 1

# INFUSE DESIGN INTO OUR NATIONAL SKILLSET

In the future economy, unique user experiences are key for the success of products and services around the world. Singapore's workforce — both designers and non-designers — needs to be capable of applying design across different industries so that the city-state can thrive in the face of changing consumer expectations.

DesignSingapore Council has developed a "Design Industry Manpower Plan" that cuts across the learning continuum, from general education and pre-employment training to adult continuing professional development. The Plan will meet the anticipated demand and quality required for a workforce with design-led creative thinking competencies across different disciplines.

## DESIGN INDUSTRY MANPOWER PLAN



GENERAL EDUCATION (GE)

Increasing Exposure to Design Mindset



PRE-EMPLOYMENT TRAINING (PET)

Developing Industry and Future-Ready Talent



CONTINUING EDUCATION & TRAINING (CET)

Increasing Opportunities for Continuing Professional Development

### DESIGN INDUSTRY TRENDS

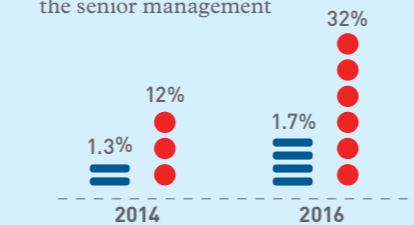
Based on two studies<sup>1</sup> commissioned by the DesignSingapore Council:

# 85%

of design services firms reported three-year plans to grow partnerships and offer more diversified and integrated services, targeting high growth areas in technology such as "analytics" and "digital transformation".

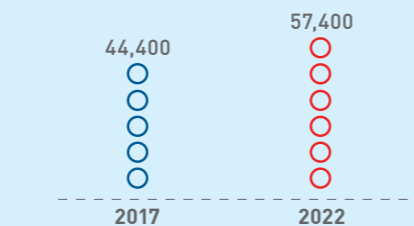
Between 2014 and 2016, non-design companies with in-house design teams:

- Increased revenue spent on design activities
- Increased their placement of designers at the senior management



— Revenue spent on design activities  
● Placement of designers at the senior management level

Expected Growth in Number of Design Professionals



# 1:1.8

By 2022, for every design job in firms offering design services, there will be 1.8 design jobs in non-design companies. Technology companies, financial services and business consulting firms are anticipated to be key drivers of this demand.



## Increasing Exposure to Design Mindset



Industry panel discussion at Design Education Summit

In 2018, DesignSingapore Council and the SUTD-MIT International Design Centre<sup>2</sup> kickstarted a conversation on how to nurture a future workforce with design sensibilities. The inaugural **Design Education Summit**, held on 1 and 2 November, brought together close to 300 leaders of education institutions, the design industry and non-design sectors to formulate new strategies for design education.

Schools in Singapore are also exploring ways to introduce design to their students. For instance, Commonwealth Secondary School worked with the Council to produce the "Design Thinking Field Guide", an easy-to-use reference for educators to facilitate design thinking lessons with their students. Cedar Girls' Secondary School has also been running a "Design Thinking Academy" and "Imagineering Programme" to teach students design thinking and how to use it to create empathy-driven social innovations for needs they identify within their community.

### WHY DOES AN EDUCATION IN DESIGN MATTER?

Some insights from presentations at the two-day Design Education Summit:

*"Design Thinking plays a key role in shaping the character of each child through their journey in innovating for social good."*

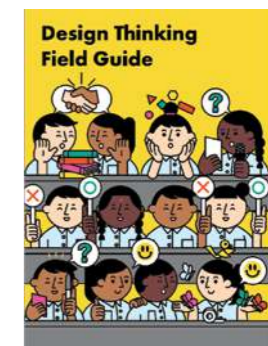
CASSANDRA FOO LI MING

Head of Department, Aesthetics, Cedar Girls' Secondary School

*"Creativity is now as important in education as literacy. We don't grow into creativity, we get educated out of it."*

DR PASCAL SOBOLL

Managing Director and Founder of Daylight Design, a leading design innovation firm based in the USA and Germany



Design Thinking Field Guide

<sup>1</sup> National Design Industry & Manpower Study (2017) and the Value of Design Study (2017).

<sup>2</sup> A leading global hub for innovation-ready design research, science and practice founded by the Singapore University of Technology and Design (SUTD) and the Massachusetts Institute of Technology (MIT).





## Developing Industry and Future-Ready Talent

In 2017, the **Design Education Review Committee** was appointed to look into strengthening design higher education and embedding design in non-design higher education in Singapore. Comprising over 30 members from design and non-design companies, public sector agencies, and institutes of higher learning, the committee proposed five recommendations and two pilot programmes. They aim to enable students and working adults to learn by experiencing and applying design in real-world contexts.

### PROMOTING DESIGN-LED CREATIVE THINKING

Let's Design Together



Singapore Polytechnic's "Let's Design Together" is a pilot programme recommended in the Design Education Review Committee report.

Launched in 2019, the programme incorporates the transdisciplinary approach of involving teams of students from different disciplines to use design-led creative thinking in understanding, ideating and experimenting value-added solutions for complex real-world problems.

Singapore Polytechnic students used the transdisciplinary approach with design-led creative thinking in the poly-wide elective called the Transdisciplinary Innovation Project to develop COLORFULL – a fun hospital ward experience that rewards patients with concealed card collectibles at the start of every meal, and another when the meal has been consumed



## Increasing Opportunities for Continuing Professional Development

As part of a nation-wide effort to promote lifelong learning, DesignSingapore Council partnered SkillsFuture Singapore and Workforce Singapore<sup>3</sup> to develop the first national skills competency framework for design professionals. The **Skills Framework for Design** launched in 2019 charts career pathways for 25 key job roles, across four career tracks of Business, Design, Innovation and Technology. The framework informs individuals on the skills and opportunities around Singapore's design workforce. It also enables employers and training providers to develop programmes that support the growth of our design talents.



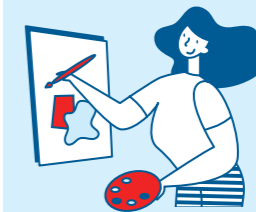
Minister for Trade and Industry, Chan Chun Sing, speaking at the launch of the Skills Framework for Design

*“The Skills Framework for Design is an important collaboration between the government and industry to help companies stay ahead, leveraging design as a strategic asset for innovation. Designers and professionals from other sectors can now tap the Skills Framework to chart rewarding careers. This will help us grow a design-empowered workforce and build a robust, innovation-driven economy.”*

**CHAN CHUN SING**  
Minister for Trade and Industry  
speaking at the launch of the framework

### WHO IS A DESIGNER?

To understand the different roles that designers play, DesignSingapore Council has developed a model outlining four archetypes of designers and the skills that each possesses:



**DESIGN SPECIALISTS**  
Practitioners who are educated and trained in design and have specialised technical skillsets in their respective domains.



**DESIGNPRENEURS**  
Owners or business developers of a design product or brand who balance design sensibilities with strong business acumen.



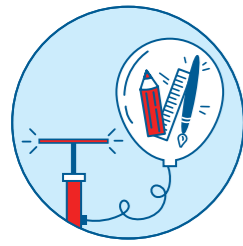
**DESIGN MULTIPLIERS**  
Advocates of design whose specialisation is in a non-design domain. They have the ability to incorporate design in a value chain to improve their company's processes.



**DESIGN INTEGRATOR**  
Typically working within in-house design and innovation teams, these professionals have skillsets that transcend technical design domains, such as change management, process design and organisation design.

<sup>3</sup> SkillsFuture Singapore is a statutory board under the Ministry of Education. It drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture and holistic system of lifelong learning through the pursuit of skills mastery, and strengthens the ecosystem of quality education and training in Singapore. Workforce Singapore is a statutory board under the Ministry of Manpower. It oversees the transformation of the local workforce and industry to meet ongoing economic challenges.





Thrust 2

## EXPAND ROLE OF DESIGN IN BUSINESSES AND GOVERNMENT

Innovations through design have disrupted our world and radically changed how we live, work and play. A people-centred approach to this issue can elevate Singapore's businesses, organisations and public service to provide differentiated products and delightful user experiences — generating economic growth and better public goods.

### A Enabling Business Innovation

Singapore has strived to get businesses to harness the power of design, and a multitude of programmes are available based on different needs. For those unfamiliar with design, DesignSingapore Council commissioned a **Value of Design Study** in 2016 to show how design-led companies do better, and organised "Design Learning Journeys" to visit such companies. There is also support for small and medium enterprises to embark on transformations by design. For instance, the **Enterprise Development Grant** by Enterprise Singapore supports businesses in working with design consultants. The Infocomm Media Development Authority also has an **Open Innovation Platform** to connect and match problem owners to problem solvers. Since March 2017, the Council together with the Singapore Economic Development Board has organised the **Innovation by Design** programme to help businesses and government agencies adopt design. The Council has engaged over 80 private and public organisations, and matched interested organisations to experienced designers who can guide the organisations on its journey to deliver more user-centric services and policies.

In addition, a strong design ecosystem has attracted multinational companies to set up their design functions in Singapore. This includes Johnson & Johnson's Asia Pacific Innovation Centre, its first design lab outside of New York City, and Philips Design's Health Continuum Space, which seeks to co-create future healthcare innovations with governments and professionals.

*"The sweet spot of securing high impact from Design is when an organisation has the depth of thinking [in design] matched with the adoption of design as a process that is practised widely throughout the organisation."*

**LAWRENCE CHONG & ABHINEET KAUL**  
Authors of the Value of Design Study

### ELEVATED BY DESIGN

Meyer



The first lift showroom in Singapore by Meyer, established in 2017

Three years after starting out as a sub-contractor specialising in lift installations, Meyer took advantage of new government regulations and began designing its own lifts and venturing into the residential sector. However, the company, established in 2008, faced stiff competition against more established international brands. In 2016, it worked with design consultancy Ideactio to transform from a manufacturing-driven company to a service-driven brand. Using design thinking, they co-created various solutions, including new service guidelines for training staff, customer-centric catalogues and processes, launching a design studio

in Italy, and even opening Singapore's first elevator showroom.

The result: Meyer saw a 50% increase in revenue within the first six months of implementation, and this has grown steadily at about 20% a year. More importantly, it is no longer seen as a contractor but a service-driven brand with a stellar portfolio including high-end residential properties, Seletar Airport's VIP Terminal and the Cartier Store at Ion Orchard.

*"I would tie all these back to Design Thinking, because this whole transformation began with considering the customer first. It's no longer about us making products and having people buy them."*

**VARUN ASWANI**

Founder and Managing Director, Meyer

### REINVENTING TRADITION

DBS Bank



DBS' Chief Executive Officer Piyush Gupta (trophy in hand) and staff members receiving the "World's Best Bank" trophy from British magazine *EuroMoney*

Credit: DBS

Homegrown companies have also succeeded in using design to reinvigorate their traditional businesses. In 2016, Singapore bank DBS took inspiration from the designer's toolkit to create a customer-focused problem-solving method called the 4Ds: Discover, Define, Develop and Deliver. By looking at experiences and services from the customer's point of view, they were able to identify and tackle a variety of problems. For instance, the bank now offers seamless digital account activation for small and medium enterprises. It also created a "tap and hold" feature on its digital app after discovering that customers wanted to effortlessly check if their salaries were in at the

end of the month. The 50-year-old bank's efforts in transforming into a customer-centric tech company has won it accolades as the world's best bank from leading financial publications such as *EuroMoney*, *The Banker* and *Global Finance*.

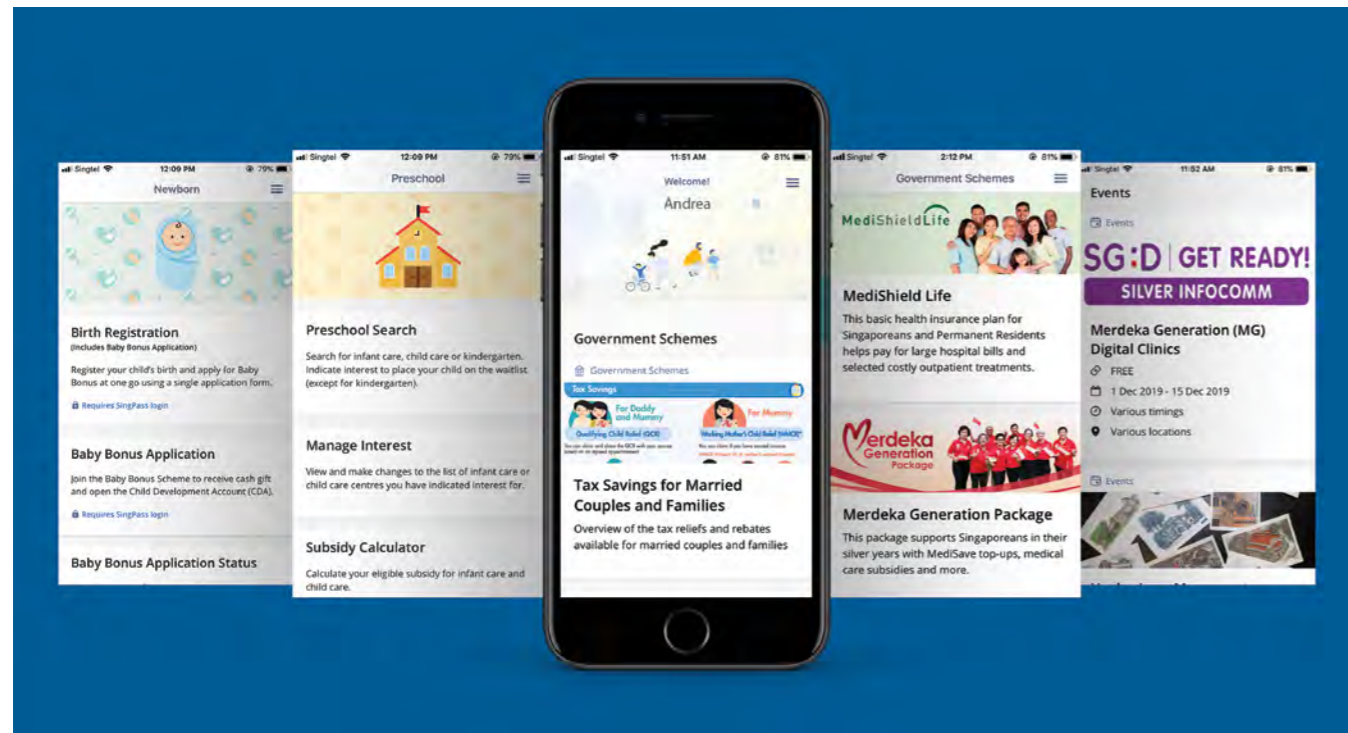
*"We're not getting compared to other banks now... we're getting compared to other apps. If our UX is not as snappy as Carousell, people notice. If our login time lags more than Grab, people notice. That's how we are being judged, and we have to make sure our apps are equivalent to or better than these competitors."*

**MARK ENGLEHART EVANS**

Head of Experience Strategy in the transformation group of Singapore bank DBS



## B Transforming the Public Service



Various screenshots of the Moments of Life application

Credit: GovTech Singapore

Besides supporting businesses to adopt design, Singapore's public service is also increasing its own knowledge and practice of design thinking to deliver better policies and services. In July 2018, the Minister-in-charge of the Public Service, Chan Chun Sing, identified design thinking as one of four new skillsets — together with digital skills, systems thinking and collaboration — that public service officers need for the future.

The public service has also identified several areas for transformation by design, including the creation of more citizen-centric services. For instance, the **Moments of Life** initiative, launched in June 2018, offers integrated services and information that citizens need at various life stages via a single platform. For a start, the app provides useful services and information needed by parents and caregivers of young children, giving citizens more time and energy for their little ones.

Another focus area for the public service is creating a culture of innovation within its workforce. The Public Service Division has created a **Public Service Innovation Process Framework** that blends principles across design thinking, behavioural insights and organisation development. In 2019, DesignSingapore Council secured a partnership with the Division and the Civil Service College to offer the **School of X** programme as part of a service-wide innovation programme to train public officers in innovation skills. This pilot programme, which emerged from the Design Education Review Committee, offers a real-world platform that brings working professionals together to learn and practise design-led creative thinking and to co-create solutions for the community.

## COMING TOGETHER TO CARE

Kampung Admiralty



Aerial view of Kampung Admiralty

Credit: K. Kopter

Singapore's first public retirement village saw eight different public agencies work with architecture firm WOHA to design an integrated development that helps the elderly to age-in-place. Completed in 2017, the 11-storey building houses over 100 studio apartments with elderly-friendly features, a medical centre, a hawker centre, a sheltered plaza for community activities and a rooftop farm. There is also a senior activities centre, which is co-located with a childcare centre to promote inter-generational bonding. In addition, the development offers "micro-jobs" that are friendly for seniors — an idea that arose from a design innovation workshop that DesignSingapore Council conducted with its various stakeholders.

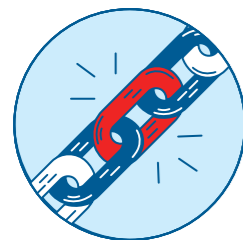
**Kampung Admiralty's** integrated approach to caring has won over senior residents who are reportedly more active and healthier. In 2018, the World Architecture Festival also named it the Building of the Year. But the best endorsement has come from Singapore's commitment to build similar retirement villages across the country.

*"Reading with the children feels just like I am spending time with my own grandchildren. It makes me feel good and very happy. It stirs up a lot of warm feelings."*

### POO CHEE CHIANG

A retiree who spends time at the senior activities centre, as told to website *LabourBeat*





Thrust 3

## STRENGTHEN THE COMPETITIVENESS OF DESIGN FIRMS

The design industry is vital in providing services and solutions to support industries in Singapore. However, the majority of design firms are micro-SMEs and suffer from the lack of scale. Some may also not have the know-how and experience to grow effectively. Singapore is helping our design firms to develop their capabilities and to internationalise at various stages of their business growth. In addition, various government agencies have provided support to address the common challenges faced by the industry.

### A Nurturing a Stronger Design Industry

DesignSingapore Council has supported various programmes to identify and champion Singapore's next generation of design entrepreneurs. For instance, the **Ampersand Pre-Accelerator Programme** launched in 2019 provides a framework for emerging designers to build a customer-centric business as well as scale up and sustain their business through learning from industry experts and veterans from related fields.

Another example of a design entrepreneur programme is **The Bridge Fashion Incubator**, which is led by Singapore's Textile and Fashion Federation. It is Southeast Asia's first fashion and fashion-tech incubator that bridges the gap between fashion, technology and sustainability. The initiative, which was launched in 2019, aims to make fashion brands and related technology start-ups market-ready in 30 weeks with the guidance of industry mentors. It is located at The Cocoon Space, a co-working space within Design Orchard.

#### A ONE-STOP HOME FOR SINGAPORE FASHION

Design Orchard

Creativity, commerce and collaboration converge at **Design Orchard**, the latest addition to Singapore's premier shopping belt, Orchard Road. Opened in January 2019, this hub created by a multi-agency effort — Enterprise Singapore, JTC Corporation and the Singapore Tourism Board<sup>4</sup> — fulfils a trinity of roles for local fashion design. The ground floor is a showcase of over 60 homegrown fashion brands, ranging from established designers to talented newcomers. On the second floor is an incubation space managed by the Textile and Fashion Federation, which includes co-working facilities, photography studios as well as a fashion maker space with professional machinery.

The building designed by award-winning architecture firm WOHA is also topped with an outdoor amphitheatre for hosting events and for the public to enjoy.



Aerial view of Design Orchard

<sup>4</sup> Enterprise Singapore is the government agency championing enterprise development. JTC Corporation (JTC) is the lead agency in Singapore to spearhead the planning, promotion and development of a dynamic industrial landscape. The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors.

### B Launching Singapore Design Overseas

Efforts are in place to help Singapore design firms overcome the country's small market by going international. In 2018 and 2019, DesignSingapore Council partnered *Wallpaper\** magazine to commission 15 Singapore-based designers for its annual **Wallpaper\* Handmade** show, a celebration of craftsmanship and design. Each designer was paired with a manufacturer to create bespoke furniture and lifestyle products which were showcased at the Singapore Design Week and Milan Design Week. Amongst the participants were two young Singapore designers who won the **Wallpaper\* Handmade Next Generation Singapore Designer** competition.



Meridian Mettlach reflexology path designed by Elyn Wong (Stolen) in collaboration with Villeroy & Boch was one of the seven works created by Singapore-based designers shown at the *Wallpaper\** Handmade 2018 exhibition during Milan Design Week

#### GROWING GLOBAL AMBITION

Business of Design Programme



The eight design studios selected for the first Business of Design Programme include (clockwise from top left): Gabriel Tan Studio, Olivia Lee Associates, Lanzavecchia+Wai, Studio Juju, Jarrod Lim Design, Orcadesign, SCENE SHANG, wohabeing

Started in March 2019 by the DesignSingapore Council, the **Business of Design** programme will augment the Singapore Design brand by generating new business opportunities for established local furniture and lifestyle product design studios in key markets such as USA, Europe and China, over a two-year period.

For its first phase, four veteran in-market consultants with extensive networks and experience in key markets have been appointed to mentor eight furniture design studios in sharpening their portfolios and honing their skills in business pitching, and to match them with potential business leads. The eight studios were selected for their compelling and unique brand philosophies and aspiration towards excellent and impactful design, as well as their strong business fundamentals and ability to scale up production to meet international demand.

*“The Business of Design programme has paired SCENE SHANG with mentors that have a depth of experience in growing businesses for an international audience. We believe that through the partnership, we'll be able to transform our business to cater to international audiences and provide growth to the brand and business.”*

**JESSICA WONG**

Co-founder of SCENE SHANG, a brand that fuses Asian heritage with the contemporary urban



## C Improving Design Procurement

DesignSingapore Council has improved the public sector's practices and processes in buying design to help the industry grow. In 2018, the Council created guidelines for the procurement of design services to educate users and set standards. This outlines ways to improve the tender process for design-focused projects, adopt a more effective evaluation of the design aspect for proposals, and provide fair compensation for the time and effort of shortlisted tenderers.

### BEFORE YOU BUY DESIGN SERVICES...

Make sure you have the right:

#### 1. DESIGN BRIEF

Provide relevant information for design agencies to understand aims and requirements.



#### 2. REQUIREMENT SPECIFICATIONS

Give design agencies a clear picture of the time and resources required for the project so they can quote accordingly.



### WHAT IS IN A DESIGN BRIEF?

- Background Information
- Project Objectives
- Nature of Project
- Target Audience
- Corporate Design Guidelines
- Market Research
- Constraints & Special Considerations
- Design Case Studies

### A WIN-WIN SITUATION



#### PITCH FEE

Include a pitch fee as pitching requires considerable investment and effort. You could award pitch fees to agencies that qualify for the second stage.



#### AMENDMENTS

Specify the number of rounds of changes expected as these will affect the final cost quoted.



#### IP RIGHTS

Specify who will own the Intellectual Property Rights and if you require Editable Files. This could keep your cost down.

An infographic created by DesignSingapore Council to educate the public sector on design procurement practices

### GOOD FOR DESIGNERS, GOOD FOR DESIGN

Period Contract and Framework Agreement for Graphic Design Services

To create more opportunities in the public sector for Singapore design companies with strong portfolios, the DesignSingapore Council created the first Whole-of-Government **Period Contract and Framework Agreement for Graphic Design Services** in 2017. For the first call, 12 graphic design studios, both experienced and emerging, were pre-qualified for a period of two years. Besides helping to set industry standards, the agreement also alleviated issues relating to free pitching, unlimited changes and the licensing and ownership of intellectual property.

The overwhelming take-up rate from government agencies led to a second call in May 2019.

*“The Period Contract and Framework Agreement for Graphic Design Services called for a detailed evaluation of a company’s portfolio coupled with an extensive portfolio interview — experience, professionalism and creativity were all reviewed. I applaud the path taken to review the suitability, and ability of a company to provide good services to the client.”*

#### KELLEY CHENG

Founder and Creative Director of The Press Room, one of the 12 pre-qualified design companies for the first Period Contract and Framework Agreement for Graphic Design Services



Thrust 4

## BRING DESIGN INTO THE COMMUNITY

A society that appreciates design will nurture and support a design ecosystem. By learning about local design and co-designing everyday environments, the people in Singapore will develop a stronger sense of belonging to their distinctive neighbourhoods, seek to continually improve it, and ultimately, create a loveable city.

### A Singapore Design Week: Growing Design Together

Launched in 2014, the annual **Singapore Design Week** showcases Singapore's thought leadership in design, connects design talents and businesses, and engages the community through delightful activities that demonstrate the value of design. Each edition offers over 100 programmes that has regularly attracted over 140,000 visitors.

A key strategy has been to collaborate with overseas partners, government agencies and industry partners to grow the festival and widen its reach to all segments of the community. This has been achieved through strategic partnerships as well as open calls for proposals to encourage more ground-up initiatives.

#### TRANSFORMING BUSINESSES

Showcasing how design can be a tool for innovation.

##### 01 Brainstorm Design Conference (since 2018)

Organised by Fortune, in partnership with DesignSingapore Council, the event brings together Fortune 500 senior executives, public policy leaders and experts to discuss how design can create a better world, build businesses, improve sustainability, engage communities and enrich people's lives.

##### 02 International Furniture Fair Singapore with Singapore Furniture Industries Council

Held since 1981, this is Asia's premier furniture sourcing event.



Credit: Stefen Chow

01



02

02



### INSPIRING THE EVERYDAY

Demonstrating how design can improve day-to-day living.

#### 03 Wallpaper\* Handmade

(2017 – 2019) with *Wallpaper\**  
An annual salute to craft and creativity, *Wallpaper\** commissions designers, artists and manufacturers to make one-off works for the Milan Design Week. The DesignSingapore-*Wallpaper\** three-year partnership saw these works presented outside of Milan for the first time in Singapore.



03



04

### EMPOWERING COMMUNITIES

Working with neighbourhoods and groups to create different design experiences.

#### 04 Design Trails (2014 – 2017)

with *Shophouse & Co*  
A well thought-out and curated journey to innovative offices, furniture retailers, ateliers, design studios, craft specialist stores, schools and many more, bringing participants up close with the creative community through delightful activities like intimate talks, interactive demos and mini showcases.



05



05

#### 05 MAAD @ i Light Marina Bay (2018)

with *Red Dot Museum*  
Organised in conjunction with i Light Marina, Market of Artists And Designers (MAAD) featured over 50 makers from Singapore, Hong Kong, Japan, Taiwan and Malaysia through a market and craft workshops led by local and overseas masters.



06



06

#### 06 District Design Dialogue x Holland Village (2018)

with *HJGHER*  
An experiential platform that saw the residential area of Chip Bee Gardens in Holland Village transformed - gathering independent vendors from fashion, food, music and craft over nine days. A stroll through the area revealed pop-up concepts, inviting visitors to experience design in delightful ways.



07



07

#### 07 Street of Clans (2019)

with *OuterEdit*  
An activation along Bukit Pasoh Road celebrating age-old clan values of kinship and unity. Street of Clans is a home-grown festival that aims to bring communities closer with creativity at the core, while bridging the old and new over a full weekend of design installations and events.



08



09

### REIMAGINE MY FUTURE

Preview design's potential to push boundaries and reshape the way we live, learn, work and play tomorrow.

#### 08 SingaPlural (since 2014)

with *Singapore Furniture Industries Council*  
An annual celebration of design and collaboration, this event brings together brands and creatives to design a variety of installations and events.

#### 09 Singapore Urban Design Festival (2018 – 2019)

with *LOPELAB*  
Public spaces including streets and carparks were transformed to raise awareness of urban design and place-making.

## B National Design Centre: A Home for Design



Credit: Studio W



Officially opened in 2014, the **National Design Centre** is centrally located in the arts, cultural, learning and entertainment district in the **Bras Basah, Bugis (BBB)** area. It houses the DesignSingapore Council and Singapore design, offering a nexus for the public to learn about design.

The conserved five-storey building, originally built as a convent in the late 19th century, has been repurposed into a hub for design studios, design associations, shops retailing Singapore design and a makerspace. It also hosts regular programmes and exhibitions, including the anchor showcase, the **Fifty Years of Singapore Design** exhibition. Launched in 2015, the exhibition features 300 iconic, pivotal and popular local designs across a variety of disciplines, and captures the spirit of Singapore design through the decades.

SINCE 2015, THE NATIONAL DESIGN CENTRE HAS WELCOMED OVER:

**130**  
SHOWCASES

**1,000**  
COMMUNITY ENGAGEMENT  
ACTIVITIES

**1.2M**  
VISITORS



## SUPPORTING SINGAPORE DESIGN

Providing a platform for all things local.

### 01 Dsg Studios@National Design Centre Programme (since 2017)

An incubation space for a cross-section of the design community including design associations, DesignSingapore Council scholars and visiting designers. They in turn contribute to the Centre by organising public programmes and exhibitions.

### 02 President's Design Award (2006 – 2015): A Decade of Design Excellence (2016)

An immersive multimedia exhibition that celebrated a decade of Singapore's most prestigious design award. It featured past recipients' works, including 36 Designers of the Year and 89 Designs of the Year, and also interviews with them.

### 03 No More Free Space? (2019)

A homecoming exhibition for Singapore's sixth showcase at the International Architecture Exhibition of La Biennale di Venezia since 2004. Twelve Singapore-based projects showcased the resourcefulness of projects here. The opening was inaugurated by (from left) Dr Erwin Viray (Singapore University of Technology and Design), Larry Ng (Urban Redevelopment Authority) and Mark Wee (DesignSingapore Council).



Credit: Participate In Design

01



01



Credit: Studio W

02

## WIDENING THE REACH OF DESIGN

Bringing designers and communities together.

### 04 Enabling Festival (since 2018)

A community festival showcasing how design can be used to address issues faced by a rapidly ageing population, particularly on the global health issue of dementia.

### 05 Keepers Playground of Infinite Happiness (2018)

Over 120 Singapore and Singapore-based designers took over the National Design Centre building with immersive installations, retail and food experiences.



03



03

## SPOTLIGHTING GLOBAL DESIGN

Making connections across the world.

2015

### 06 Outstanding Chinese Typography Design (Taiwan)

The exhibition curated by Foreign Policy Design Group (left and right) and Ken-Tsai Lee (middle) showcased Asian designs that creatively combined the traditional with the contemporary.



04



05



Credit: Foreign Policy Design Group

06



Credit: British Council & Colossal Photos

07



08



09



10



11



Credit: École cantonale d'art de Lausanne (ECAL)

13



Credit: Vitra International AG

12

### 07 New British Inventors: Thomas Heatherwick (UK)

Part of the GREAT British Week organised by the British Council and the British High Commission, the exhibition featured the works of Heatherwick Studio, one of the UK's most innovative design studios. Heatherwick also gave a tour at the exhibition's opening.

2016

### 08 Fashion Tales from The Orient (China)

Working with the China Cultural Centre, fashion labels from Singapore and China reinterpreted the traditional qipao for this showcase during the Chinese Culture Week.

### 09 SJ50 Rody Special Exhibition (Japan)

Celebrating 50 years of diplomatic ties between Singapore and Japan, the exhibition showed over 250 pieces of the Rody Toy which has been adopted in many nurseries as a psycho-motor tool to help children develop their balance, movement and coordination skills.

### 10 Design for Dignity + AccessAbility (Sweden)

A showcase of innovative products that demonstrated how "inclusive" design can improve the quality of life for people living with disabilities.

2017

### 11 RISING50 Indonesian Design Bazaar (Indonesia)

Commemorating the 50 years of diplomatic relations between Indonesia and Singapore, the bazaar presented products of over 20 Indonesian and Singaporean brands to showcase the close cultural ties between both countries. At the opening, (from right) Ambassador of Indonesia to Singapore HE Ngurah Swajaya and then Minister for Communications and Information Dr Yaacob Ibrahim received a special tour.

2018

### 12 Project Vitra – Design, Architecture, Communications (1950 – 2017) (Switzerland)

The exhibition gave an overview of the diverse cultural and commercial activities of Vitra and offered insights into the Swiss furniture manufacturer which has become synonymous with innovative product designs and concepts.

2019

### 13 No Taste for Bad Taste (France)

An exhibition of 40 masterpieces from the last ten years of French Design, with works from design luminaries like Philippe Starck and Jean-Paul Gaultier. At the opening were (right to left) the Ambassador of France to Singapore HE Marc Abensour, Yeo Piah Choo of DesignSingapore Council, and Jean-Paul Bath, CEO of French design association VIA.



## OUR DESIGN COMMUNITY

Singapore Designer Milestone Series (2019 – 2020)



Left to right: "Work-in-progress", an installation celebrating Asylum's 20th anniversary. Veteran Singapore architect Raymond Woo giving a talk at the showcase of his firm's work over the years. "In The Scheme Of Things", a retrospective of furniture designer Nathan Yong's 20 years of practice

Credit: Asylum (most left), Nathan Yong Design (most right)

The years 2019 and 2020 are the anniversaries of some of Singapore's leading designers today such as Asylum, Kelley Cheng, Raymond Woo and PHUNK. To celebrate their achievements, the National Design Centre is presenting showcases that not only commemorate their achievements but also look forward to their future trajectories.

One example is Nathan Yong who marked the 20th anniversary of his foray into furniture design in 1999. After several years of exhibiting at international trade shows with the support of DesignSingapore Council, Yong finally got noticed in the mid-2000s when French furniture company Ligne Roset bought three of his designs for production. The major breakthrough led to work for other international clients including Design Within Reach (USA), Living Divani (Italy), and Domicil (Germany).

*"There is so much vibrancy now compared to 10, 20 years ago, not only in the design field, but in the arts, the entertainment and the food scene, which all require design thinking. But I see it not just as a question of how creative we are as a city, but how much creative impact there is in daily life — that is the real test."*

### NATHAN YONG

speaking to Singapore newspaper *The Business Times* on the country's ambitions of becoming a creative hub

## LIGHTING UP THE DISTRICT

Singapore Night Festival (since 2014)

Besides bringing the community into the National Design Centre, the centre has also actively brought design to its wider community. The Centre located in Bras Basah Bugis, an arts, cultural, learning and entertainment precinct, has regularly partnered its neighbours to participate in programmes such as the annual **Singapore Night Festival**.

Over two weekends every August, the festival sees various iconic landmarks in Bras Basah Bugis spring to life as backdrops for light projections and showcases after dark. Since 2014, the Centre has worked with Singapore designers to contribute delightful programmes to the festival. In 2019, DesignSingapore Council also co-launched an open call for installation proposals in Bras Basah Bugis as part of the Singapore Design Week and the Singapore Night Festival. Three were installed in the district for the festival and continued to be part of the precinct.



"Phosphene", a work by Singapore University of Technology and Design students at the National Design Centre for Singapore Night Festival 2017



Thrust 5

## DEVELOP THE SINGAPORE DESIGN BRAND

The city-state is well known for being an efficient, safe and clean city. Over the years, Singapore has successfully promoted our innovations in urban planning and design to the world and advocated thought leadership in design. Moving forward, design can become an even more integral part of the national brand, helping the country build emotional connections with people from around the world and become a trailblazer in the field.

### A Celebrating Singapore Designers

The **President's Design Award** is the country's highest honour for designers and designs across all disciplines. Established in 2006, the annual award organised by the DesignSingapore Council and the Urban Redevelopment Authority recognises the people making a difference to the lives of Singaporeans and the global community through excellent design. In 2017, the Award was re-launched as a biennial award with a greater emphasis on the impact of design. This outcome-based criterion amplifies the role of design in addressing complex issues in our society, and celebrates design that creates value for businesses, services and people. It also aligns the Award to the changing design landscape, from one of disciplines-in-silo to collaborative multi-disciplinary practices.

In addition, the Award has enhanced its outreach programme to share Singapore design more widely with its people and the world. Besides organising a travelling exhibition to venues across the island and holding networking sessions, DesignSingapore Council has teamed up with local partners to tap into recipients' expertise. For instance, they have led monthly design workshops at Apple's flagship store in Singapore as part of its **Today at Apple** programme. Topics covered include designing

an ultimate dining experience, inclusive emojis and learning from nature.

The Council has also established partnerships with key international awards and institutions, including the Danish Design Centre, the British D&AD and the Cooper Hewitt, Smithsonian Design Museum. These have given recipients opportunities to showcase their works and knowledge overseas. In exchange, Singapore has also hosted partners' designers and showcases to facilitate knowledge exchange and forge new friendships.



Two-time President's Design Award recipient Wendy Chua conducting a "Today at Apple" workshop



## DESIGNED IN SINGAPORE, FOR THE WORLD

weatherHYDE

Design a solution that works and the customers will come — even if they are homeless. This is the belief that led to **weatherHYDE**, an all-season life-saving tent created by Prasoan Kumar and team at billionBricks. Rejecting the traditional view of putting cost at the centre of designing solutions for humanitarian needs, the non-profit design studio came up with this tent for the homeless by treating them as customers who have every right to demand for quality products too. A recipient of the President\*s Design Award 2018, weatherHYDE has been bought by homeless people in India, USA and Europe since its launch in 2017. With the support of the Award, the project travelled to the Barcelona Design Week 2019 where weatherHYDE was featured as part of the “Caring Transitions for Social Good” exhibition. Prasoan also shared his experience at a sold-out talk and also conducted a masterclass on how “caring” design interventions could impact housing.

*“People will pay, or find people to pay, if we are providing the right thing. Hence, we never design what I call as poor quality products for the poor. We design what we think is the right thing.”*

**PRASOON KUMAR**  
Co-founder and CEO of billionBricks



weatherHYDE, a life-saving homeless shelter for families

## B Telling Our Singapore Design Story

Since 2017, DesignSingapore Council has amplified the global awareness of Singapore design through an integrated communications strategy. The Council worked with a public relations and creative agency to craft a master narrative for Singapore design and developed critical messages to tell its story. In addition, we have identified target audiences to deliver these messages that range from design education to business transformation through design.

To expand conversations on design, a Design 101 media bootcamp was conducted to educate journalists on DesignSingapore Council’s mandate as well as the value and importance of good design. The Council has roped in industry experts to provide the media with an insider’s perspective on the impact of design as well as the emergence of newer disciplines such as service design and experience design.

The Council has stepped up efforts to create, curate and promote original content, including articles, listicles, case studies and videos.



Design Ambassador, Agnes Kwek, at the 2018 International Design Policy Roundtable held in Brussels, Belgium, where she shared lessons from Singapore’s progress on the Design 2025 Masterplan

This includes working with third-party advocates through social media takeover campaigns, such as during the President\*s Design Award.

On 1 October 2018, Singapore appointed its first Design Ambassador, Ms Agnes Kwek. Based in Paris, Ms Kwek has been deepening Singapore’s design networks with North America and Europe to help Singapore designers go international, foster collaborations, facilitate talent exchange and spot the latest design trends and developments.

## C Advocating Thought Leadership in Design



Seoul Mayor Park Won-soon (second from left) receives the Lee Kuan Yew World City Prize from Singapore President Halimah Yacob. On the extreme left and right are Loh Chin Hua, Chief Executive Officer and Executive Director of Keppel Corporation; and Dr Lee Boon Yang, Chairman of Keppel Corporation  
Credit: Urban Redevelopment Authority

Singapore has been participating at the **International Architecture Exhibition of La Biennale di Venezia** since 2004. The Singapore Pavilion seeks to engage the global community in discussions on sustainable architecture and urban design through exhibitions and forums presenting Singapore’s approach to developing our own model of a liveable and loveable city. In 2016, Singapore presented **‘Space to Imagine, Room for Everyone’** which demonstrated the connection between people and their spaces, beyond infrastructures and facades, to the active participation by citizens in owning and adopting their environments. The 2018 presentation **‘No More Free Space?’** told the story of how, despite the lack of free space, Singapore-based architects, urban planners and place-makers have creatively found ways to bring delightful free spaces to the city’s everyday life.

Beginning in 2010, Singapore’s Centre for Liveable Cities and the Urban Redevelopment Authority have been organising the biennial **World Cities Summit** to bring together government leaders and industry experts from around the globe to address liveable and sustainable city challenges, share integrated urban solutions and forge new partnerships. As part of the summit, the **Lee Kuan Yew World City Prize** is given out to a city to honour outstanding achievements and contributions to the creation of

liveable, vibrant and sustainable urban communities around the world. Past laureates have included Bilbao, New York City, Suzhou, Medellín and Seoul. The event allows Singapore to share urban solutions it has developed through some five decades of building a nation, as well as to learn from innovative examples around the world.

In 2018, DesignSingapore Council and the Singapore Economic Development Board partnered Fortune to present the **Brainstorm Design Conference** in Singapore. Exploring the intersection between design, business and public policy, the 2018 and 2019 editions have brought together over 500 executives from Singapore and around the world as well as over 100 leaders in the design world. They include Tim Brown, executive chair of IDEO, Jim Rowan, CEO of Dyson, Lyndon Neri, founding partner of Neri&Hu, and Kenya Hara, President of Nippon Design Centre. In the lead-up to the conference that is held during Singapore Design Week, engagement dinners and roundtables have been organised overseas to promote the event as well as Singapore Design. Each dinner usually accommodates around 50 to 60 C-level executives and past attendees include Mark Jamison, Visa’s Global Head of Innovation and Design, Indra Nooyi, former PepsiCo CEO, and Liz Muller, the chief design officer of Starbucks Coffee Company.

# WORKING TOGETHER

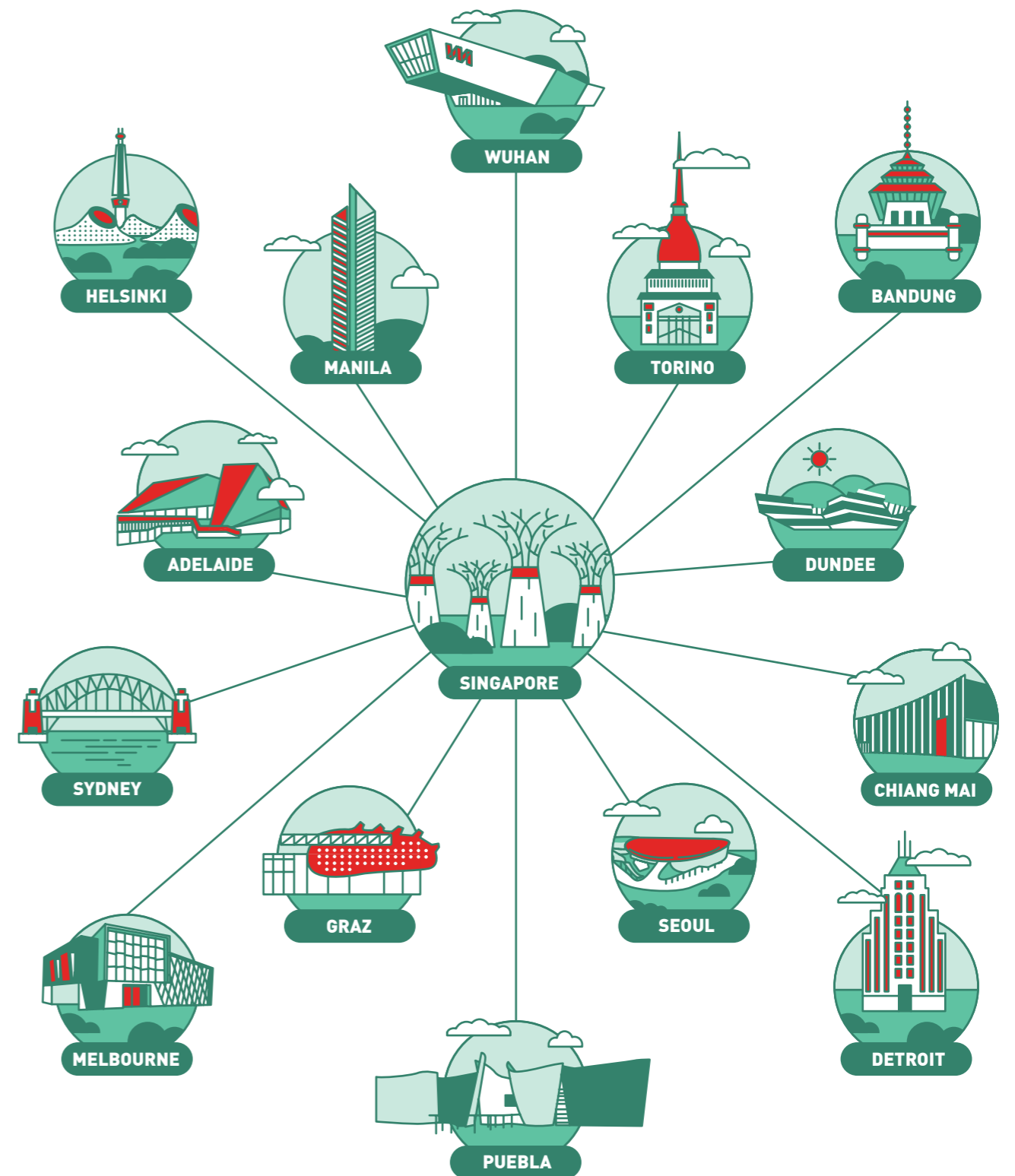
## OUR MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION

To foster deeper engagements and collaborations amongst fellow Cities of Design, Singapore has participated actively in various activities organised by members, and hosted them and other creative cities in Singapore.

SUPPORTING SUSTAINABLE DEVELOPMENT GOALS:



## Singapore's Partnership with Creative Cities





# SHARING EXPERIENCES, KNOWLEDGE AND BEST PRACTICES



Singapore delegation meets with Bandung City of Design hosts during the Connecti:City Conference, May 2019

## ASEAN CULTURAL CREATIVE CITIES FOR SUSTAINABLE DEVELOPMENT

Chiang Mai | 4 – 8 December 2019

Organised by the Ministry of Culture (Thailand), DesignSingapore Council Deputy Director (Strategy & Governance and Market Development) Rachel Yeong represented Singapore to share its experience as a member of the Creative Cities Network with other ASEAN member states. At the conference, the ASEAN Cultural Creative Cities Network was established as a platform for exchange of expertise and cooperation at city-level towards regional sustainable development.

## UNESCO ASIA-PACIFIC CREATIVE CITIES CONFERENCE

Adelaide | 23 – 26 October 2019

The Adelaide Festival Centre brought together delegates and speakers representing Australia, the Asia-Pacific and the UNESCO Creative Cities Network to discuss how to strengthen the exchange of best practices, deepen collaboration and highlight the cultural leadership of the region across the creative cities. DesignSingapore Council's Executive Director, Mark Wee, exchanged insights with fellow panellists on promoting cultural and creative sector development, employment, trade and investment within the region. Mark also co-chaired a networking session with Good Design Australia to discuss how to measure the value of design

and explore the possibility of a standardised design measurement index.

## DESIGN EDUCATION STUDY VISIT

Helsinki | 3 – 6 June 2019

Representatives from DesignSingapore Council's Talent Development team led by Deputy Executive Director Emily Ong travelled to the capital of Finland to learn from its success in design education, build contacts and explore opportunities for collaboration. With the help of the Council's contacts in Helsinki via the Cities of Design sub-network, the delegation met with schools for different levels of education, the city's departments for economic development and education, as well as other organisations focusing on education technology, pedagogy design and policy experimentation.

## CONNECTI:CITY CONFERENCE — INTERNATIONAL CONFERENCE ON CREATIVE ECONOMY

Bandung | 2 – 3 May 2019

DesignSingapore Council's Deputy Executive Director, Emily Ong, was one of 11 speakers invited from around the world to share their experiences in managing creative hubs and design eco-systems. She was part of a three-member Singapore delegation led by the Council's Executive Director Mark Wee. They also met with key industry stakeholders in Bandung and West Java, including design associations, creative hubs and design festival organisers to learn about the Indonesian design eco-system. Singapore and Bandung will be embarking on a collaborative project that involves designers from both cities tapping on each other's strengths and cultural backgrounds to develop new products.

## DESIGN+EDUCATION DISCUSSIONS

Dundee | October 2018

Singapore | March 2019

During the Cities of Design sub-network meeting in Krakow-Katowice in June 2018, Singapore registered our interest in Design+Education,



Singapore representatives with other participants of the inaugural Asia-Pacific Creative Cities Conference in Adelaide, October 2019

Credit: Alan Richardson

one of the four focus areas — including business, policy and communication — identified for better collaboration and knowledge exchange. At the follow-up Education Working Group discussion in Dundee, several cities led by Helsinki and Kobe mooted the idea of a school experiment to demonstrate the value of a design-led education. When representatives from the two cities visited Singapore in March 2019, DesignSingapore Council brought them to a local secondary school, Nanyang Girls' High School, to view its makerspace and meet with educators.

## 2ND WUHAN CREATIVE CITIES ROUND-TABLE CONFERENCE

Wuhan | 11 – 24 November 2017

Singapore was one of eight Cities of Design invited to present its interpretation of a

“Design Future”. DesignSingapore Council's Deputy Executive Director, Emily Ong, presented the Design 2025 Masterplan with a focus on how Singapore businesses used design. She was also supported by DesignSingapore Scholar Clara Yee, who shared various projects by her young studio, In the wild.

## TORINO DESIGN OF THE CITY 2017

Torino | 10 – 16 October 2017

Representing Singapore at this event was designer Quek Chuncheng, who has worked with global brands such as Samsung, Sennheiser and BIC. The founder of Design Insight participated in a five-day programme that stimulated the creatives from Torino and around the world to tackle urban problems and create innovative solutions.



## ENGAGING IN COMMUNICATION AND AWARENESS-RAISING ACTIVITIES



Singapore designer Jeremy Sun (second from left) with representatives from fellow Cities of Design in Torino

### TORINO DESIGN OF THE CITY 2019 Torino | 9 – 10 October 2019

Jeremy Sun, Design Director of design and innovation consultancy Orcadesign represented Singapore at the International Forum and shared how local designers have benefitted from its involvement in the UNESCO Creative Cities Network. As a participant of DesignSingapore Council's Business of Design programme, which aims to help designers grow their brand internationally, Jeremy also met with businesses and the Chamber of Commerce in Torino.

### WORLD WIDE THINGS COLLECTION Graz | 11 May – 9 June 2019

As part of the Design Month Graz, Singapore design label Supermama presented its One Singapore 2019 ceramic blue plate alongside some 120 products from seven UNESCO Creative Cities of Design. This was the second edition of a project developed by Anne Thomas (Montréal), Pierre Laramée (Montréal) and Eberhard Schrempf (Graz) to facilitate the exchange of ideas, designs and best practices among the UNESCO Creative Cities Network.

### CEBRATON IN PUEBLA Puebla | November 2017

Singapore joined other cities in raising road safety awareness by designing a crosswalk in the downtown of this Mexican city. STOP! IN THE NAME OF LOVE by DesignSingapore Scholar Clara Yee combines typographic elements of the word "love" as written in the various languages used in Singapore and Puebla. The work's title is also a cheeky nod to the '60s soul hit by The Supremes, reminding motorists and pedestrians to show love for one another. As of 2019, the crosswalk is still well-used and loved by the residents of Puebla.



STOP! IN THE NAME OF LOVE – the crosswalk designed by Singapore designer Clara Yee for the city of Puebla



One Singapore ceramic plate designed by Singapore label Supermama showcased at Design Month Graz



# DRIVING AND PARTICIPATING IN PILOT PROJECTS, PARTNERSHIPS AND INITIATIVES



Yeo Piah Choo and Flora Toh of DesignSingapore Council with Ellie Schneider, Director, Detroit City of Design, Design Core Detroit (centre), at the Detroit Design 139 exhibition

## DETROIT DESIGN 139 EXHIBITION

Detroit | 31 August – 30 September 2019

In response to Detroit’s call for submissions from the UNESCO Cities of Design, Singapore submitted six projects for this exhibition that explores the design of inclusive neighbourhoods, housing, public spaces, economy and city systems. Our projects — Kampung Admiralty by WOHA Architects, Who Cares? Transforming the Caregiving Experience in Singapore by The Care Lab and the National Council for Social Service, and The Caterpillar’s Cove Child Development and Study Centre by Lekker Architects — were selected for the exhibition by an esteemed jury. Two projects were also awarded the “Jury’s Choice”.

## HUMAN CITY DESIGN AWARD

Seoul | 8 July – 6 August 2019

Seoul Design Foundation launched this inaugural award to recognise projects that contribute to a more harmonious and sustainable relationship between people, society and the environment. Executive Director of DesignSingapore Council, Mark Wee, represented Singapore in the award’s inaugural steering committee and he shared the Council’s experience with awards while learning about sustainability and impact in design. Amongst the 10 finalists for the award was also a project from Singapore: Wellness Kampung, a network of three wellness and care centres by Alexandra Health Systems to help residents inspire one another to adopt healthier lifestyles.

## DETROIT CITY OF DESIGN COMPETITION

Detroit | 19 February – 14 April 2019

To prototype designs that address safety and walkability in Detroit neighbourhoods, the Design Core Detroit organised this inaugural competition that was open to all designers from the UNESCO Creative Cities of Design. Dr Erwin Viray, Head of Pillar for Architecture and Sustainable Design at the Singapore University of Technology and Design, represented Singapore as a juror in selecting the three winners from the 26 submissions. They were unveiled in downtown Detroit during the city’s month of design in September and will be moved to their respective neighbourhoods in April 2020.

## SEOUL DESIGN CLOUD 2018: HUMAN CITIES FORUM AND EXHIBITION

Seoul | 16 – 19 September 2018

Seoul Design Foundation organised this forum and exhibition to explore issues and ideas around urban design and planning, architecture, and participatory design. Singapore was represented at the forum by Larry Yeung, assistant director of Participate in Design, a local non-profit design, planning and educational organisation. He shared the agency’s insights from working with people to create community-owned spaces and solutions.

## ASEAN CREATIVE CITIES FORUM

Manila | 24 – 27 April 2017

Organised by the Department of Trade and Industry (Philippines), the ASEAN Creative Cities Forum and Exhibition was a thought leadership event on the creative industries with special emphasis on the critical role cities and hubs play in the development of a sustainable and inclusive creative ecosystem. Colin Seah, Design Director and Founder of Singapore architectural and interior design firm Ministry of Design, represented Singapore in a panel discussion on success stories in design from the region.

## WHEN DESIGN MET MUSIC, LITERATURE AND FILM

Move Along, The Community Thread

Singapore | March 2018 – March 2019



Top:

Jane Beeke (Sydney) providing a tour of her installation, The Community Thread, at the National Design Centre

Bottom:

Using their very own phones, visitors were treated to augmented reality (AR) activations that brought the street art to life

Singapore partnered three Australian cities in the UNESCO Creative Cities Network — Sydney, Melbourne and Adelaide — to co-create inclusive community design projects that were inspired by music, literature and film. Responding to the theme “[In the Neighbourhood](#)”, the collaborations began in 2018 when three Australian creatives — Jennifer Greer Holmes, Jane Beeke and Thuy Nguyen — visited Singapore to present their ideas and meet local creatives. This led to two projects that were presented around the National Design Centre during the Singapore Design Week 2019.

While The Community Thread offered a nostalgic trip down five sites along Bras Basah Bugis, the precinct where the Centre is located, Move Along explored familiar places through stories of love and loss inspired by connections between the cities of Adelaide and Singapore. Over 10,000 visitors enjoyed both works during the week.

*“Cross-border just meant she’s there, I’m here. Artistically, that didn’t matter at all. For me, collaboration is always about finding common ground and learning from each other’s stories and perspectives. I’ve never made a work like this before, and I’ve already started dreaming up new projects.”*

## JENNIFER GREER HOLMES

who worked with Singaporean multidisciplinary artist Ferry to realise Move Along



# LOOKING AHEAD PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

From 2020 to 2023, Singapore’s plans as a City of Design will remain guided by the Design 2025 Masterplan. We will continue to support the UNESCO Creative Cities Network in uplifting the role of culture, creativity and design innovation to develop a sustainable city of the future.

SUPPORTING SUSTAINABLE DEVELOPMENT GOALS:



## Our priorities for 2020 to 2023 are:



To raise awareness and develop a better appreciation of the value of design and the benefits it brings to the economy, the community and the city, as well as to develop a design-empowered workforce. We will do so through knowledge exchange platforms, collaborative projects, outreach activities and design education.



To tap on the varied strengths of members of the Cities of Design sub-network to create, produce and distribute new and innovative products and services that are mutually beneficial.



To seek opportunities for Singapore designers and Singapore design brands to reach out to an international market.



To forge and deepen inter-city engagements and partnerships, starting with the creative cities in the Asia-Pacific and Southeast Asia.

### ESTIMATED ANNUAL BUDGET FOR ACTION PLAN

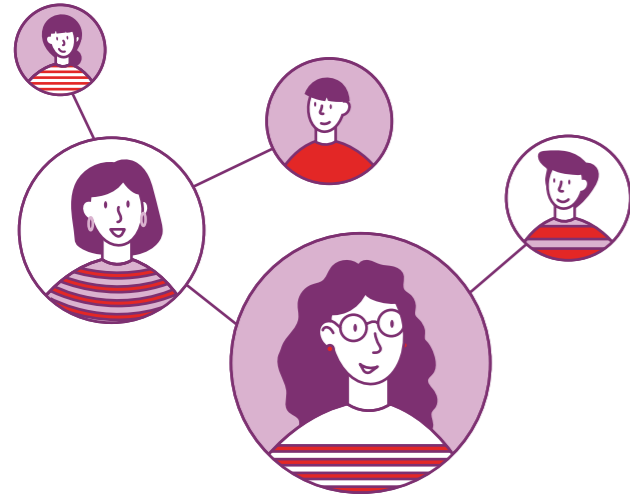
UNESCO Creative Cities Network projects initiated by DesignSingapore Council will be funded for the next four years from the Council’s budget. The Council is funded by the Government of Singapore.





# DEVELOPING DESIGN IN SINGAPORE

## Achieving the Objectives of the Network Locally



### NATIONAL DESIGN CENTRE: THE NEXT CHAPTER

The National Design Centre, the nexus of design in Singapore, hosts many programmes including the permanent *Fifty Years of Singapore Design* exhibition, a rotating showcase of international and local design exhibitions, and a myriad of hands-on design activities aimed at raising the level of awareness, appreciation and understanding of design. The Centre also works closely with other cultural and heritage agencies in Singapore on projects that cut across disciplines.

It is envisaged that the National Design Centre will play a bigger role in inspiring and supporting the realisation of the Design 2025 vision. The DesignSingapore Council is conducting a review of the Centre's objectives, strategies and programmes, and aspires to establish National Design Centre as a world-class centre that investigates, incubates and inspires. In the next few years, we can look forward to exciting new plans that will bring engagements and participation to the next level to deepen appreciation and understanding of the value of good design and the benefits it can bring to better the lives of people in Singapore and the world.

### SCHOOL OF X: AN OPEN LEARNING PLATFORM FOR DESIGN

Following the pilot in 2019, DesignSingapore Council will launch this programme proposed by the Design Education Review Committee to create real-world design learning platforms for professionals. The School of X will offer opportunities for working professionals to learn and practise design-led creative thinking, and to co-create solutions for the community. Through the programme, participants will get a better understanding and appreciation of design as a framework and mindset for creative problem-solving, beyond aesthetics.

The School of X will partner interested stakeholders from both the private and public sectors to curate design challenges and connect challenge sponsors to a selected pool of facilitators and participants. By getting participants from different industries and backgrounds to collaborate, learn and master design-led creative thinking together, we hope to develop empathy, creative confidence and a spirit of innovation and resilience that will make Singapore a more liveable and loveable city.

### DESIGN EDUCATION SUMMIT: UPCOMING IN 2020

After the success of Singapore's first conference focused on design education in 2018, the biennial event will return in 2020. While the inaugural edition focused on bringing about a culture of innovation through design education, the 2020 summit will showcase successful examples of design education and innovative educational practices. It will again bring together thought leaders from the design education sector, industry professionals from design and non-design sectors, as well as Singapore educators from across the education and learning continuum. We hope to see more speakers and participants from education and design, both from Singapore and overseas, in particular, fellow UNESCO Creative Cities of Design.

# NURTURING NEW COLLABORATIONS

## Achieving the Objectives of the Network on an International Level



### DEVELOPING A COMMON UNDERSTANDING OF DESIGN'S VALUE

While design creates immense value, it remains challenging to measure because of the different definitions of design, methodologies and reporting units. DesignSingapore Council is kickstarting an initiative to facilitate the exchange of best practices and knowledge on measuring the value created by design. In collaboration with Good Design Australia, the Council convened a networking and discussion session during the Asia-Pacific Creative Cities Conference hosted by Adelaide in October 2019. It attracted over 20 attendees from like-minded organisations and city councils. Singapore hopes to set up a network of cities who are interested to develop some standard metrics to measure the value of design.

### BRINGING TOGETHER CITIES OF DESIGN IN SOUTHEAST ASIA

Southeast Asia is currently home to 11 designated Creative Cities spanning four countries and three creative fields as of November 2019. As the creative economy gains speed in a region that is also experiencing robust technological advances, Singapore is keen to understand how these trends, together with Southeast Asia's burgeoning spirit of entrepreneurship and historical fortes in manufacturing and craft, offers new value propositions to the UNESCO Creative Cities Network. We will organise a meeting of Southeast Asia's Creative Cities of Design to better understand one another's aspirations and strengths. It will also bring about opportunities to work more closely in the areas of policy, education, business and communication.

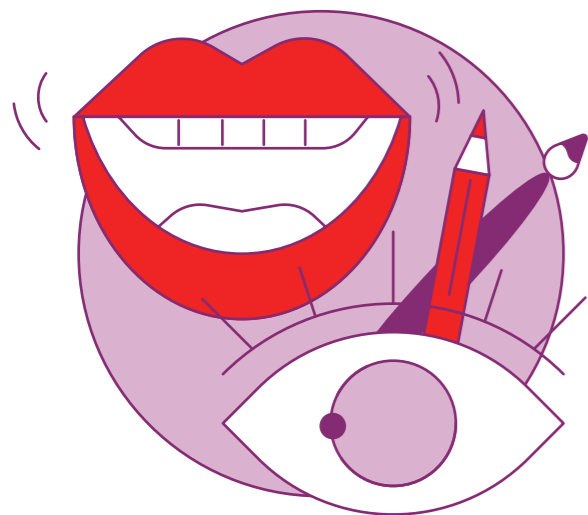
### DEEPENING BILATERAL COLLABORATIONS

Over the next four years, Singapore will deepen and develop greater-value partnerships with our international collaborators. Building upon our participation in Bandung's Connecti: City Conference, we are starting a pilot project with the city to bring our designers together to tap on each other's strengths and cultural backgrounds to develop new products. The experience gathered from the project can be used by Singapore and Bandung to develop future collaborations with other cities.



# GROWING DESIGN CONVERSATIONS

## Plan for Communication and Awareness



### A MORE TARGETED OUTREACH

Singapore promotes and raises awareness of design and its value through a multitude of outreach initiatives and communications and media programmes. For instance, the Singapore Design Week and Brainstorm Conference brings thought leadership, connects businesses to designers and engages the wider public and international visitors in delightful activities that demonstrate the value of design. The President\*s Design Award raises awareness of the role of design in making economic, social and environmental impacts, as well as profiles the designers behind the projects. School visits to the National Design Centre give students an insight into how design is contributing to different aspects of life in Singapore. Design Learning Journeys enable companies to visit and learn first-hand from other design-led organisations. Seminars like the UNESCO Creative Cities of Design Public Forum and country showcases at the National Design Centre create awareness of international design developments and spark conversations.

In 2020, DesignSingapore Council will develop a framework to define audience sub-segments and engagement strategies, and an impact assessment framework to assess the effectiveness of outreach programmes.

### MAKING DESIGN MORE RELATABLE

DesignSingapore Council has been creating content about design, as well as curating content from partners to amplify across online and offline platforms. Based on research on public sentiments towards design in Singapore and visitor perceptions of the Singapore Design Week, the Council discovered a general awareness of design, an appreciation of design's impacts on our lives and a sense of pride in Singapore's design capabilities. However, there is room to improve. For instance, getting businesses to recognise, support and invest in design; having students and parents see design as a career of choice; encouraging working adults to embrace design mindsets; and raising the level of appreciation and participation of the general public in design.

Going forward, DesignSingapore Council will develop more customised content and messages for specific segments to make design more relatable and accessible to all. The Council will enlist the help of other public sector partners to reach out to their communities through their communications campaigns and channels. Efforts will also be made to engage the media in experiential learning activities to deepen their understanding of design and become its advocates.

While Singapore continues to promote the objectives of the UNESCO Creative Cities Network and disseminate the programmes of our fellow Cities of Design through our communication channels, we are also committed to contributing content to the Cities of Design website.

## SINGAPORE DESIGN AND SUSTAINABLE DEVELOPMENT

An overview of how Singapore is achieving the 2030 Agenda for Sustainable Development by design.

### Chapter 2 OUR MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL

*Thrust 1:*  
Infuse Design into  
Our National Skillset



*Thrust 2:*  
Expand Role of Design in  
Business and Government



*Thrust 3:*  
Strengthen the Competitiveness  
of Design Firms



*Thrust 4:*  
Bring Design into  
the Community



*Thrust 5:*  
Develop the Singapore  
Design Brand



### Chapter 3 OUR MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION

Sharing Experiences,  
Knowledge and  
Best Practices



Engaging in  
Communication and  
Awareness-Raising Activities



Driving and Participating in  
Pilot Projects, Partnerships  
and Initiatives



### Chapter 4 PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

Developing  
Design in Singapore



Nurturing New  
Collaborations



Growing Design  
Conversations





## ACKNOWLEDGEMENTS

*This report and Singapore's achievements as a UNESCO Creative City of Design would not have been possible without strong support and contributions of the following:*

The Ministry of Trade and Industry, the Ministry of Communications and Information, Singapore Economic Development Board, and the Singapore National Commission for UNESCO. Special mention should be given to Dr. Yaacob Ibrahim (Minister for Communications and Information, 2012-2018) who was instrumental in Singapore's successful bid for the UNESCO Creative City of Design designation in 2015.

DesignSingapore Council Advisory Board members, and all our colleagues, past and present.

DesignSingapore Council's local and international partners including the design community, educational institutions, public sector agencies, businesses, industry associations, High Commissions and Embassies, and international organisations.

The focal points, representative organisations and partners of the 31 UNESCO Creative Cities of Design (as at October 2019) and the other cities of the UNESCO Creative Cities Network.

In Plain Words for the written text.

BLACK for the publication concept and design.

We sincerely apologise that we are unable to acknowledge every individual and organisation but would like to thank everyone who has been involved in one way or another in supporting Singapore's UNESCO City of Design designation and its associated programmes and efforts.

## DESIGNSINGAPORE COUNCIL

**DesignSingapore Council's** 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 DesignSingapore Council is a subsidiary of the **Singapore Economic Development Board**.

