



SINGAPORE
GOOD
DESIGN
2018

CELEBRATING GOOD DESIGN

The Singapore Good Design (SG Mark) is a benchmark of good design and quality. Design Business Chamber Singapore (DBCS) launched SG Mark in 2013 in partnership with the Japan Institute of Design Promotion (JDP) that founded the prestigious Japan Good Design Award (G Mark). SG Mark was established to set the benchmark for design quality that impacts businesses and communities in Singapore and beyond. Design has become a new source of growth and productivity in the economy as businesses realise the value of investing in quality design.

SG Mark Criteria

Entries submitted should endeavour to embody the following:

Empathy

Solving problems, improving lives and meeting the needs of users

Value

Contribution of value through its design and user experience

Inspiration

Galvanising and engaging society, community and environment

Ethics & Responsibility

Contribution that realise and/or transform societies, communities, the environment and lifestyles

Sustainability

Pioneering the future and use of environmentally-friendly materials

Progress

Pioneering the future and presenting strategic value to businesses and communities

SG Mark Categories

Life (Business to Consumer)

Industry (Business to Business)

Social (Education, Medical, Research)

Smart Nation

SG Mark Judging Process

Entries submitted for SG Mark went through two rounds of screening by a carefully selected panel of professional and industry experts to assess if the projects fulfil the criteria for the respective categories. Projects that cannot be physically submitted (i.e. architectural work) either went through a portfolio evaluation or on-site screening if they are based in Singapore.

Partner



Supported By



SG MARK SPECIAL MENTION WINNERS



INNOVATIVE FLOATING WETLANDS AND FRESHWATER-TOLERANT MANGROVES
DESIGNER Housing & Development Board (Lim Han Vincent)
PROJECT TYPE Product

One of the desired outcomes of Punggol Eco-Town's sustainable development is enhanced greenery and biodiversity. This award-winning project involves innovative ways to intensify Punggol's waterway greenery through cultivation of freshwater-tolerant mangroves and development of a floating wetlands system. These result in a positive impact on the environment.

Be aware of Cardiac Arrest cases in Singapore



View AEDs locations in Singapore



SCDF MYRESPONDER

DESIGNER Singapore Civil Defence Force
PROJECT TYPE Digital Solution

This app notifies community first responders (CFR) of a nearby potential cardiac arrest patient's location and the nearest Automated External Defibrillators. The CFR can alert medical dispatchers of their ability to respond before emergency medical services arrive. myResponder is the first in Asia to pair crowdsourcing efforts with government emergency services to save lives.



POTATO PIRATES

DESIGNER Codomo Pte Ltd (Aditya Batura, Fendy Lieanata, Lim Jia Xuan, Seah Tat Leong)
PROJECT TYPE Product

This strategic tabletop card game teaches anyone, aged six and above, over 10 hours' worth of programming concepts in 30 minutes in a fun, accessible and interactive way – all without a computer or screen time. Having raised more than S\$250,000 from over 5,000 backers worldwide, it is available in 21 languages.



SG MARK PLATINUM WINNER



CHANGI AIRPORT TERMINAL 4
DESIGNER Changi Airport Group
PROJECT TYPE Experience Design

Adopting the key principles of design thinking and innovation, T4 provides a fun, vibrant and positive travel experience centred on passengers who are empowered with ergonomically-designed automated machines and gates at key touch points such as check-in, bag-drop, immigration and boarding. Meanwhile, operational efficiency and productivity are enhanced with avant-garde technologies and extensive automation.

SG MARK GOLD WINNERS



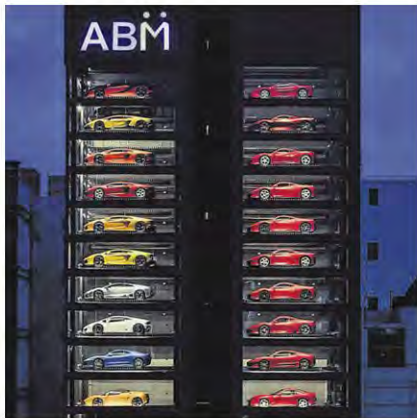
ALIENWARE 34 CURVED GAMING MONITOR AW3418DW
DESIGNER Experience Design Group, Dell
PROJECT TYPE Product

This premium, curved gaming monitor is designed to holistically match the entire Alienware ecosystem and meet the requirements of PC enthusiasts and gamers. It gives users an immersive gaming experience with an overall design that is highly recognisable and communicates power, premium quality, reliability and stability as a gaming machine.

CAR VENDING MACHINE

DESIGNER Autobahn Motors (S) Pte Ltd (Gary Hong)
PROJECT TYPE Others

This industrial space that doubles up as a car showroom overcomes the limits of its small site. Inspired by Matchbox car display racks, it innovatively displays the vehicles in a vertical way. Customers make their choice with the touch of a button, and the selected car is "dispensed", appearing under a spotlight and on a turntable so all its angles are automatically showcased.



LIGHT WATERFALL

DESIGNER Kris Lin International Design (Kris Lin)
CLIENT Dowell Real Estate
PROJECT TYPE Architecture

Based on a water theme, this sales gallery integrates interior, architectural and landscape designs to create a space resembling an art museum. The transparent concept of the design – comprising ponds, glass, a curtain wall made of LED light strips and a 16-metre tall, light-coloured marble wall entrance – underscores the relationship between water, architecture and nature.

HEGEN PCTO™ FEEDING BOTTLE PPSU

DESIGNER Hegen Pte Ltd
PROJECT TYPE Product

Hegen's feeding bottles simplify milk preparation with their one-hand closure. The soft silicone teats come in four flow options and are elliptical in shape – mimicking the natural breast. The off-centred teats allow babies to feed in an upright position, while the smart anti-colic air venting system safeguards them from tummy upsets.



HEALTH CONTINUUM SPACE

DESIGNER Royal Philips
PROJECT TYPE Experience Design

This is Philips' first-of-its-kind innovation facility in the world. It comprises 12 fully reconfigurable home-to-hospital clinical environments while also housing the company's various healthcare innovations and solutions. It brings to life and contextualises the entire patient journey across the health continuum – illustrating experiences from healthy home living, diagnosis and treatment, to recovery at home through remote monitoring.



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SG MARK RECIPIENT – SOCIAL CATEGORY



KL SPORTS CITY PHASE 1
DESIGNER
Populous & Limelight atelier
CLIENT
Malaysian Resources
Corporation Berhad



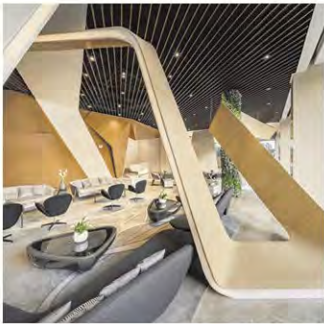
LUMINOUS WALL
DESIGNER
Kris Lin International Design
CLIENT
Sunshine City Group Co Ltd



**ST. LUKE'S ELDERCARE
AYER RAJAH CENTRE**
DESIGNER
D'Perception Ritz Pte Ltd
CLIENT
St. Luke's ElderCare Ltd



TANYUE MANSION
DESIGNER
Kris Lin International Design
CLIENT
Sunshine City Group
Co Ltd



WAVING RIBBON
DESIGNER
Kris Lin International Design
CLIENT
Sunshine City
Group Co Ltd



ZHONGNAN MANSION
DESIGNER
Kris Lin International Design
CLIENT
Zhongnan-Zhidi

SG MARK RECIPIENT – INDUSTRY CATEGORY



ASTRAZENECA OFFICE
DESIGNER
ID21 Pte Ltd
CLIENT
AstraZeneca Singapore
Pte Ltd



AVALOQ APAC OFFICE
DESIGNER
ID21 Pte Ltd
CLIENT
Avaloq Asia Pacific Pte Ltd



**AVOCADO GREEN TEA
ICE CREAM (TREE OF LIFE)**
DESIGNER
Consulus Pte Ltd
(Vincent Chee, Rawi Ahmed)
CLIENT
Harvest Prime Corporation
Pte Ltd



**CAREERS CONNECT
AT LIFELONG
LEARNING INSTITUTE**
DESIGNER
D'Perception
Singapore Pte Ltd



**CENTRAL PROVIDENT
FUND – MAXWELL
SERVICE CENTRE**
DESIGNER
D'Perception
Singapore Pte Ltd



**CHEERS@ESSO BRAND &
DESIGN REVITALISATION**
DESIGNER
Spinnaker360 Pte Ltd
(James Kwan)
CLIENT
Cheers Holdings (2004)
Pte Ltd



**CONSUMER CARE
EXPERIENCE CENTER**
DESIGNER
Royal Philips



DIGITAL PLANNING LAB
DESIGNER
TA.LE Architects



EATON SINGAPORE
DESIGNER
D'perception Ritz Pte Ltd
CLIENT
Eaton Industries Pte Ltd



**34L NUTRITASTE STEAM
ROSE GOLD
MICROWAVE OVEN**
DESIGNER
Electrolux Group Design,
Asia Pacific
CLIENT
Electrolux SEA Pte Ltd



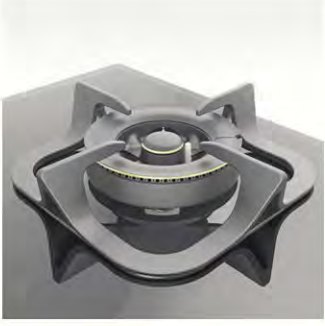
**HAPPY PARK AT
WATERWAY POINT**
DESIGNER
Playpoint (Singapore) Pte Ltd
CLIENT
Frasers Centrepoint Trust



OPTIMIS™ DESKING
DESIGNER
Herman Miller Asia Pte Ltd



PAPI MOP SYSTEM
DESIGNER
We Are Perspective and
Michael Yeo
CLIENT
Cleantools (S) Pte Ltd



**POTENZA BUILT-IN
GAS HOB RANGE**
DESIGNER
Electrolux Group Design,
Asia Pacific
CLIENT
Electrolux SEA Pte Ltd



**SABHA COLLABORATIVE
SEATING™**
DESIGNER
Herman Miller Asia Pte Ltd



**SCHNEIDER ELECTRIC AT
50 KALLANG AVENUE**
DESIGNER
D'Perception
Singapore Pte Ltd



**SEPHORA HEAD OFFICE
AT NGEE ANN CITY**
DESIGNER
D'Perception
Singapore Pte Ltd



SHRILK
DESIGNER
Singapore University of
Technology and Design
(Javier G. Fernandez,
Stylianios Dritsas)



**SINGAPORE LAND
AUTHORITY AT
PSA BUILDING**
DESIGNER
D'Perception
Singapore Pte Ltd



**SWIRL: SURVEYOR WITH
INTELLIGENT ROTATING LENS**
DESIGNER
Singapore University of
Technology & Design
(Foong Shaohui, Danial Sufiyan
Bin Shaiful, Kyi Hla Win,
Tan Chee How, Ang Wei Jun,
Matthew Ng, Pheh Ying Hong,
Luke Soe Thura Win, Low Jun En,
Sai-Kit Yeung & Lim Hock Beng)



**THE PROPELLER
– A COLLABORATIVE
WORKSTATION DESIGN**
DESIGNER
TA.LE Architects



**THOR: TRANSFORMABLE
HOVERING ROTORCRAFT**
DESIGNER
Singapore University of
Technology & Design
(Foong Shaohui, Soh Gim Song,
Low Jun En, Luke Soe Thura Win
& Danial Sufiyan Bin Shaiful)



**TIM: TREE INSPECTION
MICRODRONE**
DESIGNER
Singapore University of
Technology & Design /
National Parks Board of Singapore
(Foong Shaohui, Soh Gim Song,
Jake Goh Tze Huan, Ang Wei Jun,
Lee Jiong Le, Tan Chee How &
Ervine Lin Shengwei)

SG MARK RECIPIENT – LIFE CATEGORY



**ALIENWARE GAMING
KEYBOARD AND MOUSE**
DESIGNER
Experience Design Group,
Dell



AOX COMPAC SERIES
DESIGNER
AOX Pte Ltd (Jeffrey Tan)



**AVOCADO GREEN TEA
ICE CREAM (JOYFUL HEART)**
DESIGNER
Consulus Pte Ltd
(Vincent Chee, Rawi Ahmed)
CLIENT
Harvest Prime
Corporation Pte Ltd



**AVOCADO GREEN TEA
ICE CREAM**
DESIGNER
Consulus Pte Ltd
(Vincent Chee, Rawi Ahmed)
CLIENT
Harvest Prime
Corporation Pte Ltd



BELLA TAIPA
DESIGNER
CINCHstudio Spacial Design
(Clement Tung Jeun Cheng)



ECO
DESIGNER
DP Architects Pte Ltd
CLIENT
Far East Organization,
Fraser's Property Limited
and Sekisui House



FRANK 3.0
DESIGNER
Experience Design
Department, OCBC Bank
(Kang Hyun Jin, Kong Ming Jie,
Fabian Ng, Leong Huang Zi,
Jeremy Ng)



**HEGEN PCTO™
MANUAL
BREAST PUMP**
DESIGNER
Hegen Pte Ltd



**HEGEN PCTO™
BREAST MILK
STORAGE PPSU**
DESIGNER
Hegen Pte Ltd



HOUSE WITH SCREENS
DESIGNER
ADX Architects Pte Ltd
(Casey Chua Kae-Shin)



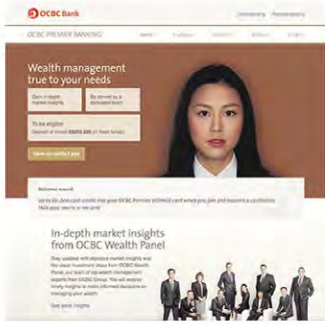
INSTABILITY DESK
DESIGNER
Digital Manufacturing and
Design Centre (DManD),
SUTD (Kenneth Tracy,
Christine Yogiama,
Eugene Kosgoron, Pang Xin Hua,
Pamela Chua Dychengbeng)



OXIDESK
DESIGNER
Markant Office &
d'Doubles Pte Ltd



POCKET MONEY
DESIGNER
SUTD-MIT IDC x Ring Theory
(Edward Tiong, Delane Foo,
Jack Zhang, Kenneth Teo,
Dexter Chew Xuan Han)



**PREMIER PRIVATE CLIENT
WEB PAGES**
DESIGNER
Experience Design
Department, OCBC Bank
(Torsten Stracke)



RETRACING OUR ROOTS
DESIGNER
Experience Design
Department, OCBC Bank
(Erene Ng, Jeremy Ng,
Leong Huang Zi)



SIGNUM
DESIGNER
CINCHstudio Spacial Design
(Clement Tung Jeun Cheng)



THE SCOTTS TOWER
DESIGNER
UN Studio & ONG&ONG
CLIENT
Far East Organization



**ULTRATHIN
CONSUMER MONITOR**
S2719DM / S2419HM
DESIGNER
Experience Design Group,
Dell



WONDERWALL
DESIGNER
AQUARING Inc.
CLIENT
Tosho Associate Corporation



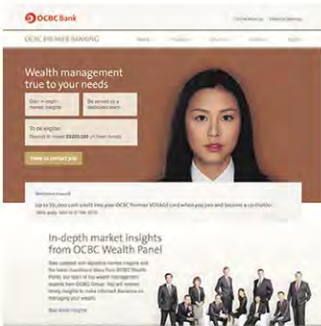
**YOUNG LIVING
SHOWROOM & OFFICE**
DESIGNER
ID21 Pte Ltd
CLIENT
Young Living Singapore
Pte Ltd



**OCBC ATM AT
OUE DOWNTOWN**
DESIGNER
Experience Design
Department, OCBC Bank
(Leong Huang Zi)



OCBC PAYANYONE
DESIGNER
Experience Design
Department, OCBC Bank
(Tiffany Ho, Esmerella Fong)



OCBC PREMIER BANKING
DESIGNER
Experience Design
Department, OCBC Bank
(Franklin Wu)



OCEAN ONE
DESIGNER
Kris Lin International Design
CLIENT
Zhongnan Construction
Group Co Ltd

SG MARK RECIPIENT – SMART NATION CATEGORY



**CORALS AT KEPPEL BAY
– HABITAP SMART HOME APP**
DESIGNER
Philip Tang & Sons Pte Ltd
CLIENT
Keppel Land



**DBS API
DEVELOPER PORTAL**
DESIGNER
DBS Bank Ltd (Saket Saith)



DOLLY BY SATS CATERING
DESIGNER
SATS Catering in
collaboration with Doog Inc.



GENERAL POST OFFICE
DESIGNER
Kingsmen Design Pte Ltd



**INFORMED DESIGN
PLATFORM**
DESIGNER
SUTD
(Bige Tuncer, Xin Hexu, You Linlin)



**HIGHLINE RESIDENCES
VR SHOW SUITES**
DESIGNER
VMW Group
CLIENT
Keppel Land



**KLOUD SMART
MOBILE APP**
DESIGNER
Philip Tang & Sons Pte Ltd
CLIENT
Keppel Land



**NU SKIN
SINGAPORE SHOWCASE**
DESIGNER
ID21 Pte Ltd
CLIENT
Nu Skin Enterprises
Singapore Pte Ltd



**STETRO: A MODULAR RECONFIGURABLE
STAIRCASE CLEANING ROBOT**
DESIGNER
SUTD-MIT International Design Centre (IDC) (Manojkumar Devarassu,
Mohan Rajesh Elara, Manivannan Kalimuthu, Shi Yuyao, Karthikeyan Elangovan,
Veera Jagadheeshwar, Thein Than Tun, Ayyalusami Vengadesh, Pratap Kandasamy)
CLIENT
National Robotics R&D Programme Office

The Singapore Good Design Mark is a benchmark of good design and quality, launched in 2013 by the Design Business Chamber Singapore in partnership with the Japan Institute of Design Promotion. We highlight some of this year's winners. **BY FRANCIS KAN**

Designed to fly high



Changi Airport's T4 redefines expectations of what an airport can offer its travellers

Changi Airport Group
Winning project: Changi Airport Terminal 4
Category: Experience Design
Award Tier: SG Mark Platinum

USING innovative design concepts, Changi Airport Group has worked to make its facilities a memorable and hassle-free part of the traveller's journey. This philosophy is best expressed at its recently opened Terminal 4, or T4, which has adopted the principles of design thinking to create an enhanced travel experience as well as improve productivity.

Built at the southern end of Changi Airport, T4 is a two-storey, 25 metre-high building with a gross floor area of 225,000 square metres, the equivalent of about 27 football pitches. Opened last year, the building received the Green Mark Gold Plus and Universal Accessibility awards by the Building and Construction Authority.

"T4, designed to be fun, vibrant and positively surprising, seeks to redefine the airport journey. Lively colours, quirky furniture and vibrant art

pieces are specially curated for that purpose. Wall-spanning digital screens featuring customised scenes to help passengers relax at the security screening area and the Peranakan Love Story at the Heritage Zone further augment the passenger experience as a multi-sensory and immersive one," said Jayson Goh, managing director, Airport Operations Management, Changi Airport Group.

"Design has allowed us to create memorable and unforgettable journeys, thereby strengthening the connection between Changi Airport and passengers. It is this connection that makes Changi a choice airport and one that passengers choose to revisit time and again," he added.

The terminal leverages a host of leading-edge technologies that enhance the traveller's experience. Facial recognition systems, centralised security screening, and numerous self-service options make it possible for a traveller to go from the airport entrance to the aircraft without needing any human contact.

Key to this "contactless" system are the self-service options dubbed FAST (Fast And Seamless Travel). This features ergonomic design at key



T4, which bagged the Platinum Singapore Good Design Mark 2018 award, features state-of-the-art design in all its spaces (above left). Its Peranakan Love Story at the Heritage Zone (above) is a multi-sensory and immersive passenger experience like no other. PHOTOS: CHANGI AIRPORT GROUP

touch points such as check-in, bag-drop, immigration and boarding. "The basis of good design is the concept of user-centredness; a desire to understand and meet consumer needs. With that in mind, the Fast and Seamless Travel programme in T4 allows passengers to go through airport processes as quickly as possible," said Mr Goh.

Meanwhile, many functions of passenger and flight handling are designed to improve productivity at T4. For instance, the extensive use of automation and other technologies is expected to yield around 20 per cent in manpower savings, while enabling staff to upskill and take on higher value jobs.

However, the drive for productiv-



"Design has allowed us to create memorable and unforgettable journeys, thereby strengthening the connection between Changi Airport and passengers."

Jayson Goh MD, Airport Operations Management, Changi Airport Group

ity and efficiency has not compromised service to its customers, noted Mr Goh. "With design closely considered in the implementation of technology, passengers can enjoy a great experience that comes with the ease

of self-service. A quicker check-in process frees up their time to enjoy the amenities designed for them in the terminal."

Mr Goh said that Changi Airport Group's participation in the SG Mark

Awards has provided it with the opportunity to learn about and be inspired by how design is employed in different industries and product groups. "We encourage such cross-fertilisation of ideas to spur greater business innovation and generate positive externalities for the community."

He added: "The SG Mark ethos to enrich the community through good design resonates with Changi Airport's motivation to bring about the best passenger experience through design."

"We are honoured to receive the Platinum SG Mark 2018 Award for T4. It encourages us to, through design, do more to deliver a personalised, stress-free and positively surprising Changi experience."

Car vending machine that's an industry eye-opener

Autobahn Motors
Winning project: Car Vending Machine
Category: Others
Award Tier: SG Mark Gold

WHEN Autobahn Motors' general manager Gary Hong visited Toys 'R' Us with his son a few years ago and saw a display case for Matchbox cars, he was struck with an idea for his own business. That led to the world's largest "vending machine" for cars at the family-owned used car dealership's showroom at Jalan Kilang in Bukit Merah, which opened in December 2016.

With a capacity to hold 60 cars, the building dispenses luxury automobiles, including Ferraris and Porsches and Minis. The S\$3 million-facility enabled Autobahn to showcase its cars in an eye-catching manner while scrimping on space. The company had moved to its new location from its previous showroom at Bukit Timah Road, which it had occupied



At Autobahn Motors' showroom at Jalan Kilang in Bukit Merah, which opened last December, customers use a touchscreen on the ground floor to select a car which is brought to them within minutes.

BT FILE PHOTO

since the business started almost 30 years ago. Mr Hong credits good design for the new showroom's effectiveness in drawing customers, estimating that sales have gone up about 30 per cent since.

"Design has enhanced our ability to present the selling of used cars in an innovative way with the touch of buttons," he said. Customers use a touchscreen on the ground floor to select a car which is brought to them within minutes. "I am always a fan of innovation and creativity. Take the new Changi Airport Terminal 4, which makes the travelling experience exciting right from when you check in." He said that being conferred the SG Mark Gold has endorsed the firm's efforts to bring some innovation and creativity to the car industry here. "It has set a benchmark in design as well as set a new standard in the way we sell cars."

He added: "I would encourage other companies to participate in the SGMark, as I believe there are many good creators, innovators and designers out there."

Leveraging digital technology for urban living

Keppel Land
Winning project: Highline Residences VR Show Suites, Corals at Keppel Bay - Habitat Smart Home App, and KLOUD Smart Mobile App
Category: Digital Solution
Award Tier: SG Mark

AS A leading real estate player, Keppel Land offers innovative living solutions in its portfolio of residential developments, integrated townships and commercial properties.

One example is the Habitat app for residents at its Corals at Keppel Bay condominium development. The app is Asia's first fully integrated smart home management system, combining smart home and condominium management features, as well as lifestyle offerings. Homeowners at Corals can control their smart home devices and manage condominium facility bookings. This provides added convenience and improves the lives of homeowners with just a few taps on the app.

Keppel Land is also the first developer in Singapore to create 360-degree immersive virtual reality (VR) show suites for the Highline Residences in the Tiong Bahru precinct. Harnessing Oculus Rift VR technology, the developer was able to showcase different configurations and apartment types without having to create the physical show suite, which is a more efficient solution in land-scarce Singapore. The techno-

logy also enabled the company to reach out to overseas customers. "We are constantly exploring new ways to provide our customers with an enhanced experience through our innovative designs, which go beyond aesthetics to cover multi-dimensional considerations such as usability, reliability and maintainability," said Louis Lim, chief operating officer at Keppel Land.

On the commercial front, Keppel Land's serviced co-office, KLOUD, is the first in Asia to feature a smart mobile application which allows its office users to access its premises using just a mobile application, without the need for an access card. With the KLOUD app, office users can perform office functions with a tap of their mobile screens, such as booking of meeting rooms and controlling of lighting and presentation systems.

"This is again a testament of Keppel Land's ability to harness technology to provide convenience and improve the experience of office users at KLOUD," said Mr Lim. Keppel Land's digital initiatives have helped the firm snag the SG Mark in the Digital Solution category.

Said Mr Lim: "Good design is key in providing the competitive edge that is needed to differentiate the company's products from the rest in the market. Keppel Land's commitment to create thoughtfully designed developments that meet the needs of its homeowners and tenants have enabled it to become an established and trusted brand, known for its quality hallmark."

Good design's strategic role in business

Philips Design
Winning project: Health Continuum Space (Innovation Facility)
Category: Experience Design
Award Tier: SG Mark Gold

TO ENHANCE its innovation efforts in the healthcare sector, Philips created a space that brings to life different medical scenarios, such as a home setting, an ambulance, emergency and recovery rooms, as well as an intensive care unit.

Known as the Health Continuum Space, the first-of-its-kind innovation facility for Philips globally, allows government officials, healthcare professionals and related stakeholders to collaborate on solutions across the health continuum.

Using Philips's signature "iterative co-create" approach to design, the fully-configurable facility helps these various parties to visualise a patient's journey - from living healthily at home, to being diagnosed and

treated for an illness. The space is the brainchild of Philips Design.

"Philips Design has more than 90 years of experience and is behind most of what you see from Philips - from our consumer products to the professional healthcare equipment and solutions to our work in designing hospitals and hospital workflows for healthcare professionals," said Low Cheaw Hwei, head of design at Philips Asean Pacific. "Philips Design plays a key role in partnering with the various business teams in-country and has an integral part especially as the company transforms itself to become a global health technology leader."

He noted that the Health Continuum Space project was a design-led initiative to create a radical "business tool" in the form of an innovation facility that reflects the company's transformation into a solutions-based business.

Mr Low believes that the role of design has evolved beyond the cre-



Philips' Health Continuum Space is the first innovation facility for healthcare stakeholders to collaborate on solutions. PHOTO: PHILIPS DESIGN

ation of end-products and services, and has taken on a strategic role that is represented at the management team level and consulted upon to solve business problems.

In particular, it sits in the "sweet spot" of "understanding people, translating the abstract into something tangible and practical, dealing with fuzziness, creating empathy, and synthesising multidisciplinary solutions".

"These are necessary elements that will help any business increase its chances of doing better and in navigating the Fourth Industrial Revolution," said Mr Low. He noted that Philips participates in all leading global design competitions as it is important for the company to gauge where it stands in terms of design quality and capability in the region.

"Our participation in SG Mark 2018 also demonstrates our support for the Singapore design industry and its development. It is a recognition of the quality of design we deliver and also the value of design as a contributor to the Philips business transformation journey in becoming a health technology leader."