



SINGAPORE  
GOOD  
DESIGN  
2019

design  
business  
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singapore

# Better Business by Design

A benchmark of good design and quality, the Singapore Good Design (SG Mark) was launched in 2013, in partnership with the prestigious Japan Good Design Awards (G Mark). Conceived and organised by the Design Business Chamber Singapore (DBCS), the SG Mark is supported by the DesignSingapore Council.

## The SG Mark:

- seeks to promote and recognise outstanding projects which embody quality and user-centred design that surround us in our everyday lives.
- advocates good design throughout the process of systematic thinking, planning and execution to enhance organisations/communities and improve the environment.

In addition to the usual groupings of Life, Industry and Social, this year's special category of Smart Design aims to align with Singapore's mandate of building a Smart Nation. Winners in this category demonstrate how the wider community's life, experiences and processes can be improved by creating new approaches and solutions to tackle existing challenges. All SG Mark winners automatically qualify for the final round of selection in the G Mark.

## SG Mark Criteria

Entries submitted should endeavour to embody the following:

### EMPATHY

Solving problems, improving lives and meeting the needs of users

### ETHICS & RESPONSIBILITY

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

### VALUE

Contribution of value through its design and user experience

### SUSTAINABILITY

Production efficiency and use of environmentally-friendly materials

### INSPIRATION

Galvanising and engaging society, community and environment

### 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 Design

## 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.

## ABOUT DESIGN BUSINESS CHAMBER SINGAPORE

As a dynamic community of business leaders, practitioners, and academia from diverse backgrounds, the Chamber believes that a pluralistic design approach is the key to gaining a competitive edge in today's global market.

A champion of applying design in business, DBCS seeks to raise the standard of professional practices and create business opportunities through cross-collaborations in local and international contexts.

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# Hand shower wins top design award

The Genie pressure booster hand shower by American Standard won 2019's SG Mark Platinum award for its simple but charming design

**T**HE humble hand shower has won the top honour at this year's Singapore Good Design (SG Mark) awards, the country's benchmark of good design and quality. Its winning the top spot is a testimony to the power of good design in transforming such a simple product used in most homes.

The Genie pressure booster hand shower, by global bath and kitchen products manufacturer American Standard, won the top accolade – the Platinum award – in 2019's SG Mark awards for its ability to bring the benefits of a soothing shower to everyone in spite of issues such as water scarcity, low water pressure and flow.

SG Mark awards organiser Design Business Chamber Singapore said that according to the panel of judges, the Genie pressure booster hand shower won for its simple but charming design. They also liked it for its ability to improve people's lives without straining environmental resources, while remaining affordable. The product has raised the bar in the consideration and design for personal hygiene products.

'Design does not exist in a vacuum. Beyond improving the aesthetics, design is a powerful tool which can be used to solve problems – in both the developing world and more developed economies, in beautiful, sustainable and engaging ways,' says Andrew Pang, president of the Design Business Chamber Singapore (DBCS).

As consumers become savvy and more demanding, more product makers have come to realise that good design can give them an edge over their competitors. Hence, the number of entries for the product category in the SG Mark awards had more than doubled this year, he adds.

'Good design can empower both enterprises and users, and enhance their lives by doing more with less,' says Mr Pang. The SG Mark 2019 winners showcase how design can empower both businesses and consumers to do more with less. Submissions by small and medium-sized enterprises (SMEs) and startups went up this year amid higher quality of entries, he adds.

Another trend that has emerged this year, Mr Pang noted, is that design and innovation play a more significant role, in line with DBCS' vision and mission to facilitate business transformation through design innovation. 'With design becoming a new source of growth and productivity, businesses are realising the value of investing in quality design,' he says, adding that consumers are the ultimate beneficiaries.

The SG Mark was launched in 2013 in partnership with the Japan Institute of Design Promotion, which founded the prestigious Japan Good Design (G Mark). The SG Mark – which receives support from DesignSingapore Council, has over the years registered a steady increase in participation by local and international companies. With the aspiration of positioning Singapore as a premier design hub, the two organisations envision the SG Mark serving as a universal endorsement of products and services that embody good design, according to DBCS.



Genie is an innovative hand shower with pressure boosting and water saving technology.

Beyond being recognised in Singapore and having the right to use the SG Mark logo in their marketing and collateral, SG Mark winners can also gain international recognition as they are admitted directly into the final round of the prestigious G Mark for its highest levels of awards.

Now in its sixth year, the SG Mark is awarded to innovative and exceptional designs which spur the imagination and enhance people's day to day lives, says DBCS. The awards for the 2019 winners were given out last month at the SG Mark 2019 awards ceremony held at Gardens by the Bay. The winners are being showcased to the public via a month long exhibition at Changi Airport Terminal 3 (iWalkway to Jewel). The exhibition will end on June 23, 2019.

When contacted by *The Business Times* for comments on winning the top award at this year's SG Mark event, Antoine Besseyre des Horts, vice president of design at American Standard, which is part of Lixil Corporation, said: 'The Singapore Good Design Award is globally recognised as a benchmark of good design and quality. This is truly an amazing achievement for my team and we are very proud of this Platinum award!'

## RECOGNITION

'It is also a great recognition of how closely all the functions of the organisation have worked together to offer a product that not only addresses the consumer insights of poor showering experience at low pressure but also features aesthetics and materials combination not seen at such price positioning.'

He went on to add that at American Standard, design is about addressing people's real life issues and daily needs. 'We started Genie's design process with the intent to solve three major pain points that we have identified in most Asian countries: the low pressure conditions preventing people to enjoy sooth-

ing shower experiences, the clogging of the outlets due to the poor water quality and the water scarcity.

'Genie addresses these pain points through a combination of sophisticated technologies with unique aesthetic and functional features. We have created a product that is inviting, iconic, and purposeful yet accessible to the many! I think it is this truly user-centric approach that appealed to the jury.'

Highlighting the special features of the Genie hand shower that led to its getting the top award, he says: 'The ingenuity of this hand shower relies on the absence of complex internal mechanisms! The inside cavity and micro-perforated spray face were carefully designed and engineered to boost the water flow and reduce the water consumption of several litres per minute in comparison to traditional hand showers.'

'Also, in parts of Asia, outlets get clogged easily as the water is often of a poor quality. Genie's transparent spray face and back part allow the users to see inside so they know when to clean the product. The back part features a simple and universal opening system. A slot in the centre can be easily rotated with a coin, a key or the specially designed tool, and

removed to clean inside. To achieve this simple looking yet sophisticated design, we have used an advanced dual injection process that ensures the perfect sealing of the spray face onto the body and allows us to achieve different colours and finishes.'

Genie is American Standard's truly innovative hand shower with a pressure boosting and water saving technology ensuring an indulging showering experience to people living in parts of Asia where water pressure and scarcity are daily issues. It features a simple yet very iconic design enhanced by unique functional features for more convenient daily usages, he adds.

## DIFFERENT

The company says that the Genie hand shower is different from competitors' offerings in that most hand showers don't perform well under low pressure conditions due to the size of the spray face and the internal mechanisms. 'Genie has been conceived focusing on providing the same benefits as a hand shower that is usually used with high pressure. We have engineered, prototyped and tested several designs to define the best ratio between spray face size, size of the holes, number of holes, and volume of the inside cavity so it performs well under poor pressure conditions while reducing water consumption,' says the company.

The award-winning hand shower's maker American Standard says that it has earned the trust of its customers by constantly delivering style, quality and reliability to their bathrooms. Today, backed by more than 140 years of pioneering legacy, American Standard continues to raise the bar in delivering dependable bathroom solutions that combine thoughtful designs and innovative technologies to create inviting bathroom sanctuaries, offering ultimate comfort and performance to its customers.

American Standard's parent, Lixil Corporation, says that it is a global leader in the housing and building industry. Its unique portfolio spans everything from technologies that revolutionise how we interact with water in our daily lives, to a full lineup of products and services for houses and major architectural projects.

Delivering core strengths in water, kitchen, housing, and building technologies, the company's brands including Lixil, Inax, Grohe, American Standard, and Permateel are leaders in the industries and regions in which they operate.

Lixil operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are, says the company.

— BY NARENDRA AGGARWAL

# SUTD's mobile app gets special mention

The designers say the Honk! app aims to support and sustain Singapore's heritage recycling economy, traditionally known as the karung guni trade

A DIGITAL solution designed by Singapore University of Technology and Design (SUTD) professor Lyle Fearnley and his engineering colleagues Poon King Wang and Andy Zheng has got special mention at this year's SG Mark awards.

The digital solution called "Honk!" is a mobile application that its designers say proves that the traditional karung guni (rag and bone) trade and modern technology can converge. Named after the iconic handheld horn used by such traders to alert residents of their presence, the app connects households directly with traders through their smart phones to deal in the sale and collection of second-hand goods or recyclable waste.

The designers of the mobile app say that it aims to support and sustain Singapore's heritage recycling economy, traditionally known as the karung guni trade, in order to simultaneously increase the domestic recycling rate and improve economic opportunities for small scale, mostly elderly recycling entrepreneurs.

"Remarkably, around 90 per cent of Singapore's domestic recycled waste is collected by informal karung guni, not government contracted public waste collectors (PWCs). Yet many still believe the karung guni is a vanishing trade that will be unable to keep up with rising transport costs and emerging technologies. We designed and built Honk! to challenge the assumption that traditional trades and technological futures can't be put together," say the designers of the new mobile app.

The karung guni men travel block to block, honking their hand-held horn to notify residents of their presence. "Our mobile app Honk! built for Android and iOS devices, utilises cellular network technology to allow

households and the karung guni men to connect and initiate trades in the 'data cloud'. With GPS to provide location data for both karung guni and households, photo snap posting of items, notification 'honks' and advance scheduling, the Honk! app expands and streamlines the karung guni economy for the digital era. Honk! turns waste into environmental treasure," they add.

Talking about the inspiration for creating this app, Dr Fearnley said: "I am a social scientist, more precisely a cultural anthropologist. Anthropologists don't usually develop apps or technologies of any kind. For me and several colleagues, the initial inspiration came from a social science study we conducted of Singapore households' waste recycling practices."

"In our interviews and fieldwork, one of the things that we found interesting was that despite the oft cited challenges of recycling in Singapore, many people do recycle, but in informal ways, such as reusing cardboard boxes, selling newspapers to karung guni or donating clothes to charity, rather than depositing things in the blue bins provided by the National Recycling Programme (NRP)."

## Vanishing trade

"At the same time, many people - even some karung guni collectors that we interviewed - kept repeating that karung guni is a vanishing trade. We wondered if there was a way to intervene to keep this traditional form of recycling going. More recently, the importance of doing so was highlighted by the statistics reported in *The Straits Times* that the informal sector currently collects nine times more domestic waste for recycling than the NRP. What would happen if that vanishes?"

Meanwhile, Dr Fearnley's engineering colleagues at SUTD's Lee Kuan Yew Centre for Innovative Cities (LKYCIC), Poon King Wang and Andy Zheng, were working on a separate research project on living with techno-



The Honk! app showing items posted for collection by recyclers. Items are geo-located on a map of Singapore.

logy and the future of work. After some casual conversations, they had the idea to explore using current digital city technologies like smart phones, mobile apps and databases to redesign the informal recycling sector, including karung guni and charities.

"We applied with this proposal to the SUTD-MIT International Design Centre, and with funding from them we began the design and development process. Our goal was to develop a digital platform that would increase recycling rates, but do so by building on and redesigning - not disrupting - the existing karung guni social system," says Dr Fearnley.

Sharing how the app works, he says that it is designed to work like a taxi booking app (like Grab) but connects households with mobile karung guni collectors and charities. Household residents can photo post items that they want to recycle. Karung guni will see these items listed on a real-time map of Singapore, and can follow-up by contacting the seller through SMS or phone.

"On the other hand, karung guni

can also post schedules of which neighborhoods they will visit, which will be pushed out as notifications to households in those neighborhoods. When their lorry enters into a neighborhood, the app will also ask them if they want to 'check in', which will send out notifications to households," says Dr Fearnley.

"In a sense, we aimed to replace the karung guni horn - the traditional way karung guni forge connections with households - with digital connectivity through the data cloud." The whole system works on a geo-spatial, or location based services platform, to improve connectivity. Anyone can register as a recycling agent, but the design is not intended to be a peer to peer recycling system (Carousell already does that). The goal is to increase recycling of lower value but higher volume items (compared with Carousell), such as newspaper, cardboard, and in particular, electronic waste (e-waste).

Asked what problems the new app solves, Dr Fearnley says that it aims to increase recycling rates and sustain a traditional, small scale entrepreneurial trade managed by predominantly, though not exclusively, elderly men. It does so through design by overcoming several problems in the existing informal recycling sector.

First, communication: how can we increase the efficiency of communication between recyclers and households, going beyond the karung guni horn? This is particularly relevant as many new housing estate designs are not conducive to karung guni as in the past, because of covered or underground car parks and pay per entry gantries.

"We noticed in our research that several karung guni already had started giving their phone numbers to residents for easier contacting, and our design extends this principle but makes communication ubiquitous and universal (many-to-many, rather than one-to-one). Second, can we increase the efficiency of routing, which is a key cost of recycling collection? Third, can we increase trust, which is an obstacle to the karung guni trade, by providing opportunities for review and evaluation of karung guni and households," says Dr Fearnley.

As for challenges faced when creating this app, he says the "primary challenge we face currently is how to enroll collectors, such as karung guni and charities. Although we successfully enrolled several karung guni during our pilot runs, to launch this in a sustainable way requires more organisational resources. During our pilot we also found significant discrepancies between household and karung guni expectations (people posted items that karung guni would never collect, which we are addressing in new design updates. Finally, there are other serious challenges to the karung guni trade that cannot be addressed by technology alone, such as falling global prices for recyclables."

Looking ahead, Dr Fearnley says that he and his team are currently looking at various ways to partner

with other organisations in order to develop a phase 2 launch of Honk!, as well as extending the system to collection of other kinds of waste, such as food waste and electronic waste.

He adds that while the app is available for download on App store and Google Play, and is fully functional, it is a prototype only as their pilot has ended. So there are no active collectors currently.

Turning to value creation through design, Dr Fearnley says that Honk! creates social value by supporting elderly karung guni traders who struggle to make a living. It also creates environmental value by increasing domestic recycling and closing the waste loop. Further, the app creates economic value by expanding the market for second hand goods and recoverable waste.

## Domestic recycling

Singapore's domestic recycling rate is much lower than comparable societies. Honk! is designed to grow community participation in recycling by enhancing the human face of waste recycling. The SUTD designers use digital tools such as geo-location, photo posting, and user reviews to increase trust and connectivity between household residents and karung guni traders.

Further there is minimisation of waste and environmental footprint. Honk! expands the market for second hand goods and recoverable materials, diverting domestic waste from Singapore's incinerator plants and the offshore Semakau landfill. By improving the efficiency of the karung guni routes, the app also optimises the "first-mile" of recoverable waste from households to recycling yards, reducing fuel use and carbon footprint.

Honk! pioneers the circular economy, using technology to expand informal recycling networks. With digital tools, Singapore's heritage can become its future, says the team.

- BY NARENDRA AGGARWAL



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## A MARK OF GOOD DESIGN : TOP AWARD WINNERS

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### SG MARK PLATINUM AWARD WINNER

#### LIFE

#### GENIE PRESSURE BOOSTER HAND SHOWER

Designer: American Standard In-House Design Team

Client: American Standard

Project type: Product



A soothing shower used to be impossible if one lived in certain parts of Asia with low water pressure and flow. In comes American Standard's innovative Genie Hand Shower, which uses pressure-boosting and water-saving technology to ensure a stable, soft spray. A transparent spray face with an operable back allows users to see when maintenance and cleaning is required.

### SG MARK GOLD AWARD WINNERS

#### LIFE

#### MOSS STONEHOUSE & GARDEN

Designer: Moss Design Studio (Tao Cheng Huat)

Project type: Architecture



One of Beijing's first non-commercial modern farmhouses for urbanites to escape city stress through farm stays, this project was inspired by local stone architecture dating back to the Ming and Qing dynasties. Tapping on local resources and craftsmen, this project transformed once-abandoned fruit orchards and inaccessible gardens into a rejuvenating getaway for families and friends to bond.

#### INDUSTRY

#### HP JET FUSION 3D PRINTERS

Designer: HP Global Experience Design Team

Client: HP Inc.

Project type: Product

These printers can be operated directly by designers, engineers or architects. It was designed to be a complete automated system, giving creators the capability to produce fully-functioning prototypes onsite.

#### INDUSTRY

#### DIAGEO SINGAPORE

Designer: M. Moser Associates (S) Pte Ltd (Daniel McGing, Melinda Lou, Dianne Coticco, Addy Walcott, Regina Almoete, Angelo Ong, Marilyn Porio, Bhavna Singhal, Nicole Tay, Patrick Loh, Lucas Loo, Kenneth Chiam, Jet Brillantes, Stephen Lyon)

Project type: Interior Design



In Diageo's new office, employees no longer have assigned desks. Instead, they can choose where and how they want to work, depending on their daily tasks. By blurring the lines between retail, hospitality, workplace and home, the lifestyle and consumer company brought its many brands together to build meaningful connections between its customers, brands, and its own people.

#### SMART DESIGN

#### DISRUPTION MANAGEMENT PROGRAMME

Designer: Cathay Pacific Airways Limited (Customer Experience and Design)

Project type: Experience Design

This programme enables passengers to gain greater control over their flight schedule. Airline staff would also benefit by having to do less manual work and focusing more on customer service.

# Special mention for POSB Smart Buddy watch

A SMART watch for school children designed by DBS Bank that encourages them to save and spend wisely by helping them to track their savings and spending habits digitally has won special mention at this year's SG Mark awards in the smart design category.

Worn by school children as a watch with contactless payment capabilities, the POSB Smart Buddy helps to develop sensible saving and spending habits among the young in an interactive and engaging manner, says the bank. Parents can remotely manage and monitor their children's spending and savings, and children learn to embrace digital banking, which is in line with Singapore's Smart Nation agenda, says DBS Bank.

POSB launched the POSB Smart Buddy programme, which comes with a free wearable device, in 2017. The programme teaches primary school students about digital payments and prepares them for the technology of tomorrow. The POSB Smart Buddy wearable can be used to make cashless payments at school canteens and bookstores.

The wearable, which doubles up as an activity tracker, also allows for cashless payments at any NETS contactless enabled retailer island wide such as the National Library Board, Popular Bookstore and more. Through an accompanying app, parents can remotely preset their child's daily allowance, and monitor their spending, savings, eating habits and activity levels.

Since the programme's launch, nearly 20,000 students now have the wearable and more than 40 schools have come on board. The POSB Smart Buddy programme is fully subsidised by POSB and operates on an opt-in basis only as parents decide whether they would like their children to participate in it.

"When we first introduced the POSB Smart Buddy in 2017, our aim was to help equip parents with the tools to teach their children how to save and spend wisely in a digital age. We've since found that beyond empowering students with the ability to set goals, track expenses and savings, the programme creates

opportunities for parents to have frank, value-based conversations with their children on the importance of responsible spending and saving for the long term," says Jeremy Soo, head of consumer banking group (Singapore) at DBS Bank.

"We've since built the POSB Smart Buddy digital ecosystem in 46 schools here, and issued close to 20,000 watches to students. As the programme grows, we continue to iterate and improve on POSB Smart Buddy's features by listening closely to parents' feedback. We believe that the importance of partnering parents in educating the students of today so that they are well prepared for the technology of tomorrow cannot be understated," he adds.

There are many benefits of the POSB Smart Buddy. To teach students how to save and manage expenses, daily transactions are tracked on the POSB Smart Buddy app, so that



students can monitor their savings and spending patterns over time.

DBS Bank says that students can create their own savings goals on the app, with completed goals recorded as badges. They can also buy digital Smiley Stamps at 50 cents each at their school bookstore to complete their digital stamp savings card. Once the card is complete, the savings will be automatically transferred to their ePOSbuddy savings account.

At the same time there is greater convenience for parents, coupled with security: Par-

ents can link their savings account with the POSB Smart Buddy app and effectively manage their child's spending by setting a daily allowance limit.

They can also view their child's purchases in real time, and increase the daily allowance limit remotely for emergency spending money. Accumulated savings can be automatically transferred into their child's ePOSbuddy account. If the child loses his watch, parents can remotely disable the device in an instant.

The free POSB Smart Buddy watch also doubles as a fitness tracker and can track stu-

Students with their POSB Smart Buddy watches. The watch helps to develop sensible saving and spending habits among the young in an interactive and engaging manner, says DBS Bank.

dents' daily steps, distance travelled, and calories burnt. Parents can in turn check on their child's fitness using the app.

The POSB Smart Buddy also supports those on the financial assistance scheme (FAS). Working with schools, the programme automatically credits students on FAS with their subsidies and allowances - replacing the usual coupons or vouchers. Support is therefore provided discreetly to needy students.

DBS says it is also exploring other features such as the alarm and sedentary alerts function on the wearable to encourage children to stay active. The bank has recently concluded a four month concession pilot programme in May 2019, where students were able to use their Smart Buddy watch to enjoy concessionary travel rates when taking public transport. Feedback and learnings will be gathered from the pilot, and DBS is also in talks with the authorities to extend the pilot.

What's more, to provide a more holistic experience to children, DBS says that it has also partnered education providers and recently launched the POSB Parents site that offers exclusive activities to suit their child's learning needs.

- BY NARENDRA AGGARWAL

## ONG&ONG wins SG Mark for Bedok Public Library's interiors

LEADING architectural firm ONG&ONG has won the SG Mark award for its interior design work for the National Library Board's Bedok Public Library at this year's SG Mark awards in the industry category.

Housed in Heartbeat@Bedok, the new integrated civic complex for the mature residential estate, the new Bedok Public Library is a test bed for ageing-in-place. Heartbeat@Bedok, the building itself, was also designed by ONG&ONG - the same architecture team that designed the library.

Says Robert Brodeth, associate director for architecture: "My team is delighted to have our design work recognised by the Design Business Chamber Singapore, especially since we went beyond expected architecture interiors, with purposeful bespoke furniture. We thank the National Library Board for giving us the chance to do this project - their attention and support really allowed us to push how we do third spaces."

The integrated complex allows for more cross agency-organised community activities and collaborative programmes for the long-settled families' needs and the interest of young families moving into the town.

Significantly, besides having elder-friendly design features, the new library also caters to the younger generation with wildlife inspired child-height shelves and soft, non-slip carpets for the toddlers.

ONG&ONG says that elder-friendly design features were specifically installed in the new Bedok library to serve the needs of the aged, along with its relevant reading collections and activities. At the same time, the objective to invite new families for the town's regeneration gives equal priority to younger demographics, providing inviting concepts and inventive shelves.

The new library is situated immediately facing its former building. This familiarity allows the Bedok Public Library to conveniently continue its role for the community.

With a view to solving problems, improving lives and meeting the needs of the users, the library is equipped to aid the elderly, such as slanted bottom shelves to view book titles with ease, abundant assisted handrails, reading lamps and electronic magnifiers.

The award-winning firm says that "the design allows the library to be an interactive resource for learning with digital archives, handheld devices for pre-schoolers, digital literacy classes, volunteer-led sessions for seniors, digital magnifiers and language input for OPAC. User zones are defined by furniture configurations and movable partitions for multi-functionality."

The inspiration behind the design of the new Bedok library project was to galvanise and engage the society, community and environment. "As an integral destination for learning, its 'library in a park' theme had to be engaging by incorporating elements of the design: way-finding, furniture design, layout and

lighting." The elder-friendly features, as well as those catering to the young then follow on from this 'library in a park' theme.

The library's spatial abundance provides dedicated sections for digital learning, early literacy and exhibition display.

Minimisation of waste and environment footprint was also an important element in designing the new Bedok library. The entire Heartbeat@Bedok development underwent compliance to Singapore's green building rating, called Green Mark, to evaluate its environmental impact and performance. It achieved the highest rating of platinum.

At the Bedok library the surrounding window design provides extensive day lighting, lowering energy consumption and light colour walls brighten the interiors.

The fixtures and furniture of the library can be reconfigured to allow multiple configurations for varying user needs.

- BY NARENDRA AGGARWAL



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## A MARK OF GOOD DESIGN : AWARD WINNERS

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### SG MARK SPECIAL MENTION AWARD WINNERS

#### SOCIAL

**DESIGN ORCHARD**  
Designer: WOHA Architects  
Client: JTC  
Project type: Architecture

This 3-storey development with a retail showcase, incubation spaces and rooftop events area is a multi-agency effort by JTC, Enterprise Singapore and the Singapore Tourism Board to nurture home-grown brands and profile emerging local design talents. The project epitomises the spirit of design innovation and collaboration aimed at growing and increasing consumer exposure to authentic Singapore design.



#### LIFE

**HONK!**  
Designers: Singapore University of Technology and Design  
(Lyle Fearnley, Poon King Wang, Andy Zheng)  
Project type: Digital Solution

Honk! is a mobile application that proves traditional karung guri (rag-and-bone) trade and modern technology can converge. Named after the iconic handheld honk used by traders to alert residents of their presence, the app connects households directly with traders through their smartphones to deal in the sale and collection of second-hand goods or recyclable waste.



#### SMART DESIGN

**POSB SMART BUDDY**  
Designer: DBS Bank Ltd  
Project type: Product

Worn by schoolchildren as a watch with contactless payment capabilities, the POSB Smart Buddy helps to develop sensible saving and spending habits among the young in an interactive and engaging manner. Parents can remotely manage and monitor their children's spending and savings, and children learn to embrace digital banking, which is in line with Singapore's Smart Nation agenda.



#### SMART DESIGN

**TRANSFORMATION OF SERVICE EXPERIENCE AT THE CPF BISHAN SERVICE CENTRE**  
Designer: D Perception Singapore Private Limited (Alton Chui)  
Client: Central Provident Fund Board  
Project type: Experience Design

A friendly customer service executive greets every elderly Singaporean at the door, before guiding them to the queue ticketing system and colour-coded service zones. The revamped service experience at the CPF Board's Bishan Service Centre to serve its mostly elderly customers successfully integrated digital technologies with face-to-face service, achieving an unprecedented high of 99% for its customer satisfaction rate.



### SG MARK PEOPLE'S CHOICE AWARD

This year, we launched the first ever SG Mark People's Choice Award where we invited the public to vote for their favourite SG Mark 2019 winner! Three (3) lucky voters were selected from the winning project with the most number of votes and will receive unique porcelain plates from Supermama Store who sponsored the prizes.

#### LIFE

**XTD XSTRAWINARY CALF STRETCHER**  
Designer: RenewFibre Asia Pte Ltd (Wong Tek Tin)  
Project type: Product

Made from natural agricultural straw with no formaldehyde additives, this personal muscle-care device combines modern health concepts with technological innovation in renewable materials to combat global warming. Apart from relieving aches and strengthening lower limb muscles, the XTD Xstrawinary Calf Stretcher can also serve as a piece of decoration for one's home or workplace.



For more information, you may go to:

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## A MARK OF GOOD DESIGN : AWARD WINNERS

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### LIFE



**AIRTABLE**  
Designer: Airtab @SUTD (Carlos Barón and Felix Raspol)  
Client: SUTD Digital Manufacturing and Design (DManD) Centre  
Project type: Product



**BEYONDAK**  
Designer: ONGKONG and School of Design, Nanyang Polytechnic  
Project type: Product



**CHILDLIKE PURITY**  
Designer: Ideas Design (Chen Jia-Pu)  
Project type: Interior Design



**DELL ULTRASHARP 49 CURVED MONITOR: U4919DW**  
Designer: Dell Experience Design Group  
Client: Dell  
Project type: Product



**DIGISAFE DISKCRYPT M10 / ULTRA-SLIM ENCRYPTED EXTERNAL SSD**  
Designer: We Are Perspective Pte Ltd (Jordan Yong Sit Wei, Wayne Soh Keh Yeng and Marcus Huang Muehan)  
Client: ST Electronics (Info-Security) Pte. Ltd.  
Project type: Product



**GENERIC DWELLING TEMPLATES FOR FUTURE URBAN HABITATION**  
Designer: SUTD-MIT International Design Centre (Oliver HECKMANN, Michael BUDIG, No O'Boon Amanda)  
Project type: Architecture



**HEGEN PCTO™ ELECTRIC BREAST PUMP**  
Designer: Hegen Pte Ltd (Yvon Beck)  
Project type: Product



**JOIE - FLEXIBLE FURNITURE FOR PUBLIC TO PRIVATE SPACES**  
Designer: Bonei Singapore Pte Ltd  
Project type: Product



**OH PLATFORM**  
Designer: Anish@SUTD (Carlos Barón and Felix Raspol)  
Client: Singapore University of Technology and Design (SUTD)  
Project type: Product



**PIGEON GOMINI ELECTRIC BREAST PUMP**  
Designer: Pigeon Singapore Pte Ltd, in collaboration with OcaDesign Consultants (Michael Tan Chong Nam, Srivatsa AVL Shanmugam, Kwok Chin Leong)  
Project type: Product



**PS SKIN**  
Designer: Immortal The Design Station (Stanley Tan)  
Client: PS Skin Pte Ltd  
Project type: Branding



**THE LOFT HOUSE**  
Designer: TALE Architects  
Project type: Architecture



**TOOMATO ITALIAN KITCHEN**  
Designer: Immortal The Design Station (Stanley Tan)  
Client: Hot Pot Pte Ltd  
Project type: Branding



**UB+ EUPHO E3**  
Designer: TGI Technology (Li Shihuang)  
Client: TGI Technology  
Project type: Product



**XTO XSTRAORDINARY CALF STRETCHER**  
Designer: RenewFibre Asia Pte Ltd (Wong Teck Tin)  
Project type: Product



**ZERORIM WATER CLOSET**  
Designer: Rigil Technology (R) Pte Ltd (R&D Team)  
Project type: Product



**360 CIRCLE BY ONG & ONG**  
Designer: Immortal The Design Station (Stanley Tan)  
Client: ONGKONG Pte Ltd  
Project type: Others



**A CONDUCTIVE HOME**  
Designer: Harassano Planners & Designers Pte Ltd (Kelvin Bing)  
Project type: Architecture



**COOP**  
Designer: School of Design Nanyang Polytechnic (Do Agency)  
Client: RenewMaterial  
Project type: Architecture



**CARBONQUAD**  
Designer: Bekind Solutions Pte Ltd (Tan Lee Tian)  
Client: sgrgncraftshop  
Project type: Product



**FAMILY BUSINESS NETWORK (FBN) ASIA, 10TH ANNIVERSARY COMMEMORATIVE BOOK**  
Designer: Immortal The Design Station (Stanley Tan)  
Client: Family Business Network Asia Limited  
Project type: Others



**SAW: SAMARA AUTOROTATING WINGS**  
Designer: Singapore University of Technology & Design (Fong ShaoKui, Soh Gion Song, Shane Kiyi Hui Win, Luke Thura Soe Win and Daniel Sullyan bin Shafiq)  
Project type: Product



**TREND MICRO SINGAPORE**  
Designer: M. Moser Associates (S) Pte Ltd (Shawn Colborn, Leoke Choo, Wen Hui Lee, Han Seung Lim, Kenneth Chiam, Lucas Lee, Raymond Carbone, Patrick Koh, Gyea Se, Ar Mathias, Stephen Lyon)  
Client: Trend Micro  
Project type: Interior Design

### SOCIAL



**BEDOK PUBLIC LIBRARY**  
Designer: ONGKONG Pte Ltd (Robert Rosem)  
Client: National Library Board  
Project type: Interior Design



**CIVIL SERVICE COLLEGE AT JURONG TOWN HALL**  
Designer: D'Perception Singapore Pte Ltd (Jas Tin Latt)  
Client: Civil Service College  
Project type: Interior Design



**GEZE ACTIVESTOP DOOR DAMPER**  
Designer: GEZE (Asia Pacific) Pte Ltd (Victor Yau)  
Project type: Product



**RIGIL - INTERNET-OF-TOILET MANAGEMENT SYSTEM**  
Designer: Rigil Technology (R) Pte Ltd (R&D Team)  
Project type: Digital Solution



**MANTIS: A MODULAR WINDOW FACADE CLEANING ROBOT**  
Designer: Singapore University of Technology and Design (Moham Rajash Elara, Manuel Vega Hecedia, Ayubulhasri Vargades, Ghazla Sri Hareha, Tan Yeh Wen, Shi Aoyan Binie Jafari, and Leong Tze Lyn Clairissa)  
Client: National Robotics Programme Office  
Project type: Product



**ORION**  
Designer: Singapore University of Technology and Design (R. Bouffanais & G.S. Son)  
Client: Ministry of Defence (MINDEF)  
Project type: Others



**POSB SMART SENIOR**  
Designer: POSB Bank Ltd  
Project type: Product



**SINGTEL DIGITAL FACILITIES: CYBER SECURITY INSTITUTE (CSI) & CENTRE OF DIGITAL EXCELLENCE (CODE)**  
Designer: D'Perception Ritz Pte Ltd (Choe Sa Bing)  
Client: Singapore Telecommunications Ltd  
Project type: Interior Design



**SINGTEL@8GEORGE**  
Designer: Kigmen Creatives Ltd (Gerald Tay)  
Client: Singapore Telecommunications Ltd  
Project type: Experience Design



**TINY THREADS | MASSIVE BLOCKS**  
Designer: Singapore University of Technology and Design (Michael Budig & Kenneth Tracy with Daniel Yong Kai, Korne Kua, Leo Le Xu Jian, Sean Jia Nang, Melissa Lee Wen Hui, Fabricators: Hoi Nam Lee)  
Client: Nepetree Investments Pte Ltd  
Project type: Product

### SMART DESIGN



**DESIGN INSPIRATION CARDS FOR 3D PRINTING**  
Designer: SUTD MIT International Design Centre (Blake Peraz)  
Project type: Product



**NATURAL COMPOSITE PILLAR**  
Designer: Singapore University of Technology and Design (Driesz & Fernando)  
Client: IDC Natic Demand  
Project type: Product



**NEW GENERATION OF LITHIUM SULFUR BATTERY BASED ON NANO-STRUCTURED OPEN-HOLLOW SULFUR/MN<sub>2</sub> CATHODE**  
Designer: Singapore University of Technology and Design (Yang Hai Ying & Huang Shaozhuan)  
Project type: Product

### LIFE

**BELLTREE GOKO-DORI**  
Designer: Airobot Inc. (Toshiko Yasuda)  
Client: Tokyo Sensoji Park Co., Ltd.  
Project type: Architecture

**CITY WAVE Y SET**  
Designer: Airobot Inc. (Toshiko Yasuda)  
Client: Tokyo Sensoji Park Co., Ltd.  
Project type: Architecture

**DELL 77 15 GAMING LAPTOP**  
Designer: Dell Experience Design Group  
Client: Dell  
Project type: Product

**DELL XPS 13 9500/9370**  
Designer: Dell Experience Design Group  
Client: Dell  
Project type: Product

**ECOSPHERE WATER PURIFIER**  
Designer: N. S. S. Enterprises (Jesse Barret)  
Project type: Product

**EMPI VACUUM BOTTLE**  
Designer: Sanshui Bio-Houseware Co., Ltd. (Korea Koo)  
Client: L. J. K. Shanghai Marketing Consultants Co., Ltd.  
Project type: Product

**HURO PROBIOTICS BRANDING PROJECT**  
Designer: NDI Consulting  
Client: HAN HOCO  
Project type: Branding

**NEST**  
Designer: Sankar's Nanyang Academy of Fine Arts (Phua Chiewee, Han Jun Wen, Shi Hui)  
Client: Singapore University of Technology and Design (SUTD)  
Project type: Product

**OCBC GREAT DESIGN PROGRAMME**  
Designer: OCBC Bank (Franklin Wu)  
Client: OCBC Bank Singapore Group  
Project type: Experience Design

**ONE PARK TAIPAI**  
Designer: Yuen Li Construction Co., Ltd (Zhou Hui)  
Client: Yuen Li Construction Co., Ltd  
Project type: Interior Design

**PARC PALAIS**  
Designer: HT Design (Kupura Limited Chocky, Lee Siu Kit and Ching, Lee Chue Lok)  
Client: HT Design (Kupura Limited)  
Project type: Interior Design

**THE SWIRE ZEN GARDEN TEA SET**  
Designer: Kiroa K. Design Studio (Kiroa Koo)  
Client: Kiroa K. Design Studio (Kiroa Koo)  
Project type: Product

**TRIFLEX INTELLI LIGHT**  
Designer: Triflex Home Electrical Pte. Ltd.  
Client: Triflex Home Electrical Pte. Ltd.  
Project type: Product

**Y'S HOUSE ZHENYU-12**  
Designer: Airobot Inc. (Toshiko Yasuda)  
Client: Osaka Sensoji Park Co., Ltd.  
Project type: Architecture

### INDUSTRY

**CROW: COMPACT ROTATING WING**  
Designer: Singapore University of Technology & Design (Fong ShaoKui, Soh Gion Song, Shane Kiyi Hui Win, Luke Thura Soe Win and Daniel Sullyan bin Shafiq)  
Client: Singapore University of Technology & Design (SUTD)  
Project type: Product

**ELECTROLUX MULTIDOOR REFRIGERATION**  
Designer: Electrolux S.E.A. Pte Ltd (Electrolux Group Design APAC)  
Client: Electrolux Group Design APAC  
Project type: Product

**ELECTROLUX ULTIMATECARE™ 800 WASHER & DRYER SET**  
Designer: Electrolux S.E.A. Pte Ltd (Electrolux Group Design APAC)  
Client: Electrolux Group Design APAC  
Project type: Product

**FACI OFFICE**  
Designer: ADX Architects Pte Ltd (Cathy Chui)  
Client: FACI Asia Pacific Pte Ltd  
Project type: Architecture

**MOC FOUNDATION FLASHCARDS**  
Designer: M. Moser Associates (S) Pte Ltd (Shawn Colborn, Leoke Choo, Wen Hui Lee, Han Seung Lim, Kenneth Chiam, Lucas Lee, Raymond Carbone, Patrick Koh, Gyea Se, Ar Mathias, Stephen Lyon)  
Client: M. Moser Associates (S) Pte Ltd  
Project type: Product

**OCBC HUMAN RESOURCE OFFICE**  
Designer: OCBC Bank (Franklin Wu)  
Client: OCBC Bank Singapore Group  
Project type: Experience Design

**ORIENTAL GARDEN**  
Designer: Kiroa K. Design Studio (Kiroa Koo)  
Client: Kiroa K. Design Studio (Kiroa Koo)  
Project type: Interior Design

**PEACE PALACE**  
Designer: Yuen Li Construction Co., Ltd (Zhou Hui)  
Client: Yuen Li Construction Co., Ltd  
Project type: Interior Design

**TREND MICRO SINGAPORE**  
Designer: M. Moser Associates (S) Pte Ltd (Shawn Colborn, Leoke Choo, Wen Hui Lee, Han Seung Lim, Kenneth Chiam, Lucas Lee, Raymond Carbone, Patrick Koh, Gyea Se, Ar Mathias, Stephen Lyon)  
Client: Trend Micro  
Project type: Interior Design

**UB+ EUPHO E3**  
Designer: TGI Technology (Li Shihuang)  
Client: TGI Technology  
Project type: Product

**UX DESIGN FOR HP JET FUSION 3D PRINTERS**  
Designer: HP Global Experience Design Team  
Client: HP Inc.  
Project type: Experience Design

**WOOD PLAY**  
Designer: Airobot Inc. (Toshiko Yasuda)  
Client: Osaka Sensoji Park Co., Ltd.  
Project type: Product

### SMART DESIGN

**HOLLAND VILLAGE OCBC BRANCH**  
Designer: OCBC Bank (Franklin Wu)  
Client: OCBC Bank Singapore Group  
Project type: Experience Design

**MYCFF MOBILE APP**  
Designer: Central Provident Fund Board  
Client: Central Provident Fund Board  
Project type: Digital Solution

**SUPER CS SYSTEM**  
Designer: Defence Science & Technology Agency (Design Innovation Team (Alan Loh, Ng Hui Nam, Yee Phang, Chuan Kah, Norman Yoo)  
Client: Defence Science & Technology Agency  
Project type: Digital Solution

### SOCIAL

**CHANDLER**  
Designer: Shuehbia and Playdolls Singapore  
Client: Chang Airport Group  
Project type: Product

**NAPA ARTS PRESCHOOL**  
Designer: NAPA Arts Preschool  
Client: NAPA Arts Preschool  
Project type: Interior Design

**NAVIGATOR**  
Designer: Kiroa K. Design Studio (Kiroa Koo)  
Client: Kiroa K. Design Studio (Kiroa Koo)  
Project type: Interior Design

**ONE PARK TAIPAI**  
Designer: Yuen Li Construction Co., Ltd (Zhou Hui)  
Client: Yuen Li Construction Co., Ltd  
Project type: Interior Design

**SHANGHAI BFC BONA CINEMA**  
Designer: One Pte Partnership Limited  
Client: One Pte Partnership Limited  
Project type: Interior Design

**SHENZHEN CINE SKY CINEMA**  
Designer: One Pte Partnership Limited  
Client: One Pte Partnership Limited  
Project type: Interior Design

**WUHAN PANLONG PLAZA YINXING CINEMA**  
Designer: One Pte Partnership Limited  
Client: One Pte Partnership Limited  
Project type: Interior Design

**XIANGYANG FANWEI LIAO INTERNATIONAL CINEMA**  
Designer: One Pte Partnership Limited  
Client: One Pte Partnership Limited  
Project type: Interior Design