

COMPANIES CHOOSE TO GET THE WINNING EDGE WITH THE SINGAPORE GOOD DESIGN MARK (SG MARK) & SG50 SPECIAL AWARDS



More than 100 companies this year have achieved the Singapore Good Design Mark (SG Mark) and SG50 Special awards since the Award was launched last year.

Awarded by Design Business Chamber Singapore (DBCS) and modelled after Japan’s prestigious Good Design Mark (G Mark), the SG Mark is a comprehensive design system created to promote global quality standards for business competitiveness and growth.

Award winners, ranging from Small-Medium Enterprises to Multinational Companies and public sector organisations, have not just relished the local and global recognition that the Award conferred but they also gained business benefits!

Singapore home-grown creative lighting specialist, Mr Andy Lai, CEO of Otto Solutions Pte Ltd said, “The SG Mark Award has given us a leg up in the competitive lighting industry. With this Award, we have seen our sales climb as our customers and business partners now view our lighting designs to be among the best internationally as the Award is well-respected and exemplifies good product design.”

Public sector organisations such as Housing Development Board (HDB), another SG Mark Gold Award winner, the Award brings national pride. Said HDB’s CEO Dr Cheong Koon Hean, “Toa Payoh turns 50 this year, and this award cannot come at a better time. Toa Payoh was conceptualised to spearhead Singapore’s public housing development, and it is a town of many ‘firsts’, be it in planning, architecture, or community building. This award is an affirmation of our hard work in implementing good design when developing new towns or rejuvenating mature ones. We will continue to do our best to deliver comprehensive towns, quality homes and a better living environment for our residents.”

For the iconic Singapore Botanic Gardens, which is currently in the final phase of its bid to be inscribed as a UNESCO World Heritage Site, the SG Mark award serves as another significant recognition of the Gardens and its immense impact on design of tropical gardens, not just in Singapore but throughout the region.

To celebrate Singapore’s 50th anniversary this year, DBCS has also awarded 5 companies with the SG 50 Special Award. These companies have crafted outstanding designs that withstood the test of time and have stamped their imprint on the Singapore design heritage over the past 50 years.

DBCS also awarded the SG Mark to the Asian Women’s Welfare Association (AWWA) – the first voluntary welfare organisation to receive this Award. In addition, 8 budding designers from local schools have also won the SG Mark award for their innovative concepts.

SG MARK 2015 WINNERS

PLATINUM WINNERS



Client: JTC Corporation
Project: Jurong Rock Caverns
Designer: STM (Sintef-Tritech-Multiconsult), GK-JCPL (Geostock- Jurong Consultants Consortium), HDEC (Hyundai Engineering and Construction), PB (Parsons Brinckerhoff)



Client: National Parks Board
Project: Singapore Botanic Gardens
Designer: National Parks Board



Client: Housing & Development Board
Project: Toa Payoh – A Pioneer Town Reborn
Designer: Housing & Development Board

GOLD WINNERS



Client: Eight Inc.
Project: Shimano Cycling World
Designer: Eight Inc.



Client: Far East Organization
Project: Novena Lifestyle and Medical Hub
Designer: DP Architects Pte Ltd



Client: Procter & Gamble
Project: P&G Singapore Innovation Centre (SGIC)
Designer: Procter & Gamble



Client: Luxx Newhouse Pte Ltd
Project: Acropolis
Designer: Snaidero (Pininfarina Designer)



Client: InfiniSquare Pte Ltd
Project: OOPSY – Personal Smartphone Breathalyzer
Designer: We Are Perspective Pte Ltd



Client: Royal Philips
Project: SlimStyle LED Lamp 60W
Designer: Philips Design



Client: Lam Soon Singapore Pte Ltd
Project: Knife Cooking Oil
Designer: Mr. Whang Shang Ying, Lam Soon Group



Client: GOP CO.,LTD.(G mark winner)
Project: SG CETUS
Designer: TETSUHIRO WARITA/GOP CO.,LTD



Client: Teika Pharmaceutical Co., Ltd. (G mark winner)
Project: “Howatt” Technologies
Designer: Takao shimatani, Hiroko Ito, Takahiro Kawagishi, Naochisa Wada, Hiromi Iwawaki, Chikako Shimada. / Teika Pharmaceutical Co., Ltd

SG 50 SPECIAL AWARDS WINNERS



Client: Lam Soon Singapore Pte Ltd
Project: Knife Cooking Oil
Designer: Mr. Whang Shang Ying, Lam Soon Group



Client: Killiney International Pte Ltd
Project: Killiney Kopitiam - Killiney Kaya
Designer: Killiney International Pte Ltd



Client: National Parks Board
Project: Singapore Botanic Gardens
Designer: National Parks Board



Client: Housing & Development Board
Project: Toa Payoh – A Pioneer Town Reborn
Designer: Housing & Development Board



Client: Kingsmen Design Pte Ltd
Project: SingPost New Generation Post Office
Designer: Kingsmen Design Pte Ltd



Client: Changi Airport Group (Singapore) Pte Ltd
Project: Changi Airport Singapore
Designer: DIA Brand Consultants Pte Ltd