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





ore 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.

DESIGNFUTURE FORWARD – NEW IDEAS FOR NEW DESIGN DYNAMICS

- by Mr Tai Lee Siang, President of Design Business Chamber Singapore (DBCS)

WHAT ARE THE CURRENT AND FUTURE TRENDS THAT WILL DEFINE THE DESIGN **LANDSCAPE IN ASIA?**

Design is not a panacea for everything but it embodies innovation that can help open up new dimensions for business growth.

Therefore design is constantly evolving to meet the demands of changing economic, social and cultural as well as environmental needs.

We see transformational design as becoming increasingly applied to the business world where a multidisciplinary approach – from business modelling, innovative product design and business leadership as well as strategic use of technologies to design for an overall better human experience, is taken.

This is a new paradigm that is gaining significance as more and more businesses are realizing the power of design to drive business growth.

So, the trend forward will be one where business and design will see greater commonality.

Another trend is the rise of new technologies that will impact design in a significant way. Not just new games and tech gadgets. But the interdisciplinary effects of emergent technologies such as biomimetics and the evolutionary computation of design and production technologies will bring creative inputs for new architectural and urban design processes. New minimization technologies will also bring about new consumer products such as wearable electronics that wow not just the young but also the senior citizens who rely on wearable tech and new medical devices to help them in their daily activities.

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



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

Designer: Philips Design

Project: SlimStyle LED Lamp 60W

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, Naohisa 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 **Project:** Singapore Botanic Gardens **Designer:** Killiney International Pte Ltd **Designer:** National Parks Board



Client: National Parks Board



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





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



















