
DBCS launches SG Mark SG50 Special Award to honour home-grown brands 50 years or older

2014-09-02

URL:

Calling all home-grown brands, 50 years or older, and which have successfully adapted to changing consumer tastes to stay relevant and thrive. Their product brands have evolved with innovative designs to retain existing and attract new customers.

Design Business Chamber Singapore (DBCS), Singapore's premier multidisciplinary design business chamber wants to honour them as part of Singapore's 50th anniversary celebration of independence next year.

DBCS launched its special SG50 SG Mark Award today as a symbol of design excellence to be awarded to companies and individuals in Singapore who have crafted outstanding designs that withstood the test of time and have stamped their imprint on the Singapore design heritage in the past 50 years.

Registration for this one-off SG50 SG Mark Award is open from now till 31 December 2014. Winners will be announced by March 2015. In addition to this SG Mark SG50 Special Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015 - which it is organising for the second consecutive year.

Last year's inaugural launch of the SG Mark received overwhelming participation from both public and private sector organisations - including start-ups and SMEs. A total of 80 product submissions were received from 46 organisations - with 6 Platinum, 9 Gold award and 45 SG Mark winners. Most of the SG Mark winners have entered into the second Screening of the prestigious Taiwan's Golden Pin Awards and Japan's G Mark.

In line with DBCS' role in the development of professional practices for the design sector, the chamber will be working closely with the Singapore Workforce Development Agency (WDA) over the next year to explore new industry-relevant workshops and initiatives targeted at design professionals. One of such is the alignment of the judging requirements of the SG Mark to the Creative Industries Workforce Skills Qualifications, which is a national credentialing system to recognise professionals for their skills level.

Mr. Tai Lee Siang, President of DBCS said: "Next year 2015 - will be a very special year for Singapore and DBCS will be marking Singapore's golden jubilee with a special SG50 SG Mark award to give recognition to home-grown design that have withstood the test of time and made an impact on our design heritage. The award is timely to showcase how design has contributed to building Singapore's brandname to be among the best in the world for quality and reliability.

We are also pleased that we are organizing the SG Mark for the second consecutive year. We look forward to more submissions - especially from SMEs and start-ups that have made design their winning edge in an increasingly competitive marketplace.

Sustainability and talent development are also key to design excellence. As such, we will continue to work with WDA to build design capabilities of Singapore SMEs through training as well as encourage design as a rewarding career path for Singaporeans to succeed locally and globally."

To nurture design talent, DBCS has also signed a Memorandum of Understanding (MOU) with First Media Design School (FMDS), one of the private design schools in Singapore - to provide tuition grants to DBCS members for design courses and to promote design competencies. FMDS is the fourth design school to sign MOU with DBCS. In March this year, DBCS signed MOUs with Design Schools of the Management Development Institute of Singapore (MDIS), Nanyang Polytechnic (NYP) and Raffles College of Higher Education (RCHE) - as part of its overall strategy to work more closely with schools to nurture design talent.

配合我国明年独立50年，新加坡好设计标志奖增设奖项类别



1



0



分享

0



配合我国明年独立50年，新加坡好设计标志奖增设奖项类别，肯定多年来与时并进的本地良好设计和品牌。

颁发奖项的新加坡设计业总商会表示，这些产品或品牌必须在新加坡市场上至少10年，同时在改善或提升国人的生活方面有一定的贡献。

商会主席戴礼翔表示，希望通过这个名为SG50新加坡好设计奖的特别奖项提高国人对本地设计的认识。

他说：“不一定是很大的贡献，可大可小。大的可能是他们在环境上所作出的贡献。其他的例子是：家庭里面所用的，小孩子所用的，可能是一些我们从小到大一路来所吃的一些食物。这一类的品牌对我们成长过程有贡献的产品，我会希望他们加入。新加坡虽然说是个年轻的国家，可能只有50年的历史，但是50年历史不仅是经济繁荣和政府管理上有成就，其实我们在设计上也取得很大的成就，但是很多人都不知道它是什么。”

特别奖同明年的新加坡好设计标志奖同步接受报名，截止日期是12月31号，获奖名单将在明年3月公布。



配合我国明年独立50年，新加坡好设计标志奖增设奖项类别，给令多年来与时并进的本地良好设计和品牌。颁发奖项的新加坡设计业总商会表示，这些产品或品牌必须在新加坡市场上至少10年，同时在改善或提升国人的生活方面有一定的贡献。商会主席戴礼翔说，希望通过这个名为SG50新加坡好设计奖的特别奖项，提高国人对本地设计的认识。

“...是很大的贡献，可大可小，大的可能是他们在环境上所做出的贡献，那其他例子说家庭里面所用的、小孩子所用的，可能是一些医药、可能是一些我们从小长大一路来所吃的一些食物，这一类品牌对我们成长过程有贡献的产品，我会希望他们来加入。我们新加坡可说是年轻的国家，只有50年的历史，但是50年历史不是完全在金融上的成就，也不是说在政府管理上的成就，其实在设计里面我们有很大的成就，但是很多人都不知道它是什么。”

特别奖同名的新加坡好设计标志奖同步接受报名。截止日期是12月31号。获奖名单将在明年3月公布。

Special design award launched to mark nation's 50th birthday

Sep 3, 2014

[Like](#) [0](#) [Tweet](#) [Comment](#) [E-mail to friend](#) [Bookmark & Share](#)

As Singapore looks to celebrate its 50th birthday next year, the Design Business Chamber Singapore (DBCS) has launched a special award to honour homegrown brands that have made a huge impact on the nation with their outstanding designs in the last 10 to 50 years or more.

The SG Mark SG50 award will be handed out to companies and individuals who have crafted designs that withstood the test of time and have stamped their imprint on the Singapore design heritage.

Tai Lee Siang, President of DBCS, said: "The award is timely to showcase how design has contributed to building Singapore's brand name to be among the best in the world for quality and reliability."

Registration for this one-off award is now open and runs till 31 December 2014. Entries will be assessed by a judging panel of industry experts that include reputed designers, and will be based on a stringent list of criteria such as empathy, value, inspiration, ethics and responsibility, sustainability and progress.

Applications are also open to commercial and residential property developments. Launched last year, the Singapore Good Design Mark (SG Mark) awards honoured big name developers like Keppel Land for Ocean Financial Centre and CDL's W Singapore Hotel and CUBE 8 condominium.

Application fees for the SG Mark start from \$200 while the winners' package fee is \$4,600.

The winners will be announced by March next year.





DBCS launches SG Mark SG50 Special Award to honour home-grown brands 50 years or older

Photo: Mr. Tai Lee Siang (second from left), President of Design Business Chamber Singapore signing the collaboration MOU with Mr. Mark Phoo (third from left), Principal of First Design Media School during the launch of SG50 Awards and SG Mark Awards 2015 at Marina Bay Sands. (photo: DBCS)

Calling all home-grown brands, 50 years or older, and which have successfully adapted to changing consumer tastes to stay relevant and thrive.

Design Business Chamber Singapore (DBCS) launched its special SG50 SG Mark Award on 2 September 2014 as a symbol of design excellence to be awarded to companies and individuals in Singapore who have crafted outstanding designs that withstood the test of time and have stamped their imprint on the Singapore design heritage in the past 50 years.

Registration for this one-off SG50 SG Mark Award is open from now till 31 December 2014. Winners will be announced by March 2015.

In addition to this SG Mark SG50 Special Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015 – which it is organising for the second consecutive year.

In line with DBCS' role in the development of professional practices for the design sector, the chamber will be working closely with the Singapore Workforce Development Agency (WDA) over the next year to explore new industry-relevant workshops and initiatives targeted at design professionals. One of such is the alignment of the judging requirements of the SG Mark to the Creative Industries Workforce Skills Qualifications, which is a national credentialing system to recognise professionals for their skills level.

Mr. Tai Lee Siang, President of DBCS said: "Next year 2015 – will be a very special year for Singapore and DBCS will be marking Singapore's golden jubilee with a special SG50 SG Mark award to give recognition to home-grown design that have withstood the test of time and made an impact on our design heritage. The award is timely to showcase how design has contributed to building Singapore's brandname to be among the best in the world for quality and reliability. We are also pleased that we are organizing the SG Mark for the second consecutive year. We look forward to more submissions – especially from SMEs and start-ups that have made design their winning edge in an increasingly competitive marketplace. Sustainability and talent development are also key to design excellence. As such, we will continue to work with WDA to build design capabilities of Singapore SMEs through training as well as encourage design as a rewarding career path for Singaporeans to succeed locally and globally."

To nurture design talent, DBCS has also signed a Memorandum of Understanding (MOU) with First Media Design School (FMDS), one of the private design schools in Singapore – to provide tuition grants to DBCS members for design courses and to promote design competencies. FMDS is the fourth design school to sign MOU with DBCS. In March this year, DBCS signed MOUs with Design Schools of the Management Development Institute of Singapore (MDIS), Nanyang Polytechnic (NYP) and Raffles College of Higher Education (RCHE) – as part of its overall strategy to work more closely with schools to nurture design talent.

Special award to mark 50 years of good S'pore designs

Prize is part of run-up to Republic's half-century

PUBLISHED ON SEP 3, 2014 1:22 AM



Two designs which were awarded the SG Mark 2014 - the touch-sensitive Tocco Switch, and the Star5 water ionizer, which provides seven types of water for everyday consumption. - PHOTO: DESIGN BUSINESS CHAMBER SINGAPORE

BY RENNIE WHANG

IN THE lead-up to Singapore's 50th birthday next year, the nation's top designers are in for some special recognition.

The SG50 SG Mark Award, awarded by the Design Business Chamber Singapore (DBCS), was launched yesterday.

The award aims to honour designs which have "stood the test of time and made an impact on our design heritage," said DBCS president Tai Lee Siang.



"We want to recognise their contribution to building Singapore's brand name as one of the best in the world for quality and reliability."

Apart from the one-time SG50 SG Mark Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015, now in its second year.

Last year, 80 product submissions came from 46 organisations in both the public and private sectors. Six received platinum awards, nine gold awards and 45 more the SG Mark.

Among them was CardioLeaf, heart monitoring technology from Clearbridge Vitalsigns. The spin-off company from the National University of Singapore came up with what is described as the world's thinnest 3-lead electrocardiogram (ECG) device, which is also easy for consumers to use.

Other winners last year were Gardens by the Bay and Marina Barrage.

Local business chamber to give regional marketing boost to homegrown designers

The chamber is working with WDA to explore new industry-relevant workshops, initiatives for design professionals

View all 0 comments

Like Share 1 Pin It 0 Tweet 1

BY WONG WEI HAN
wongweihan@mediacorp.com.sg
PUBLISHED: 5:53 PM, SEPTEMBER 2, 2014

SINGAPORE — The Design Business Chamber Singapore (DBCS) aims to help Singapore designers market their products and solutions in regional markets, as it continues to promote the awareness for good design among local companies and consumers.

These will be achieved through DBCS' Singapore Good Design Mark awards, which was inaugurated this year and received strong participation, the chamber's president Mr Tai Lee Siang said today (Sept 2) when speaking to reporters at the Build Eco Xpo.

"Among the 80 product submission, we awarded 6 platinum awards, 9 gold awards and 45 SG Mark winners. As part of our partnership with Taiwan's Golden Pin Awards and Japan's G Mark, many of these have entered their second screening," he said. "This marks our efforts to help market Singapore's designs and innovations to overseas."

Among this year's winners, Philips Design received a platinum award for the wireless lighting system HUE. The PUB also received a platinum award for Marina Barrage's design, which demonstrates effective urban water sustainability.

Moving forward, as part of the SG Mark, DBCS is working with the Workforce Development Agency over the next year to explore new industry-relevant workshops and initiatives targeted at design professionals. More details will be unveiled later.

Following this year's awards, SG Mark will return in 2015 with a focus on heritage brands.

"SG50 SG Mark will give recognition to home-grown design that have withstood the test of time and made an impact on our design heritage. The award is timely to showcase how design has contributed to building Singapore's brandname to be among the best in the world," Mr Tai said, adding that submission period will be open from now until Dec 31.

YAHOO! NEWS
SINGAPORE

Special design award launched to mark nations 50th birthday

As Singapore looks to celebrate its 50th birthday next year, the Design Business Chamber Singapore (DBCS) has launched a special award to honour homegrown brands that have made a huge impact on the nation with their outstanding designs in the last 10 to 50 years or more. The SG Mark SG50 award will be handed out to companies and individuals who have crafted designs that withstood the test of time and have stamped their imprint on the Singapore design heritage. Tai Lee Siang, President of DBCS, said: The award is timely to showcase how design has contributed to building Singapore's brand name to be among the best in the world for quality and reliability. Registration for this one-off award is now open and runs till 31 December 2014. Entries will be assessed by a judging panel of industry experts that include reputed designers, and will be based on a stringent list of criteria such as empathy, value, inspiration, ethics and responsibility, sustainability and progress. Applications are also open to commercial and residential property developments. Launched last year, the Singapore Good Design Mark (SG Mark) awards honoured big name developers like Keppel Land for Ocean Financial Centre and CDLs W Singapore Hotel and CUBE 8 condominium. Application fees for the SG Mark start from \$200 while the winners package fee is \$4,600. The winners will be announced by March next year. **Romesh Navaratnarajah**, Singapore Editor of PropertyGuru Group, wrote this story. To contact him about this or other stories email romesh@propertyguru.com.sg

Special award to mark 50 years of good S'pore designs

Prize is part of run-up to Republic's half-century

By RENNIE WHANG

IN THE lead-up to Singapore's 50th birthday next year, the nation's top designers are in for some special recognition.

The SG50 SG Mark Award, awarded by the Design Business Chamber Singapore (DBCS), was launched yesterday.

The award aims to honour designs which have "stood the test of time and made an impact on our design heritage," said DBCS president Tai Lee Siang.

"We want to recognise their contribution to building Singapore's brand name as one of the best in the world for quality and reliability."

Apart from the one-time SG50 SG Mark Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015, now in its second year.

Last year, 80 product submissions came from 46 organisations in both the public and private sectors. Six received platinum awards, nine gold awards and 45 more the SG Mark.

Among them was CardioLeaf, heart monitoring technology from Clearbridge Vitalsigns. The spin-off company from the National University of Singapore came up with what is described as the world's thinnest 3-lead electrocardiogram (ECG) device, which is also easy for consumers to use.



Two designs which were awarded the SG Mark 2014 – the touch-sensitive Tocco Switch, and the Star5 water ionizer, which provides seven types of water for everyday consumption. PHOTO: DESIGN BUSINESS CHAMBER SINGAPORE

Other winners last year were Gardens by the Bay and Marina Barrage.

The SG Mark hopes to educate the public about what is good design, and so enable them to purchase "intelligently", said Mr Tai.

It is given to products and services under three categories: lifestyle and personal (business to consumer); industry (business to business); and public services like education, research and medical.

Apart from aligning itself with globally recognised standards of the Japanese G Mark, the SG Mark is also aligning judging requirements with the Workforce Development Agency's (WDA) Creative Industries Workforce Skills Qualifications.

DBCS will be holding workshops for interested companies

on these standards – such as sustainability, and whether a design contributes to the progress of society.

To foster design talent here, DBCS also signed a memorandum of understanding (MOU) yesterday with private design school First Media Design School, which will see DBCS members getting tuition grants for design courses.

This is the fourth MOU inked with a design school so far, joining MOUs signed in March with the Management Development Institute of Singapore, Nanyang Polytechnic and Raffles College of Higher Education.

Submissions for both awards are open until Dec 31. Winners will be announced by March next year.

✉ wrennie@sph.com.sg