

CONGRATULATIONS TO THE INAUGURAL WINNERS



SINGAPORE GOOD DESIGN

The Singapore Good Design Mark (SG Mark) is awarded to innovative and exceptional designs which spur the imagination and enhance our day-to-day lives. Launched by Design Business Chamber Singapore (DBCS) with the support of DesignSingapore Council, with the aspiration of positioning Singapore as a premiere design hub, the Mark serves as a universal endorsement of products and services that embody good design. Applications for SG Mark 2015 open on 2 September 2014. Find out more at [www.sgmark.org](http://www.sgmark.org).

<p><b>SG Mark Platinum Winners</b></p>											
<p><b>SG Mark Gold Winners</b></p>											
<p><b>SG Mark Winners</b></p>											
<p><b>Student Winners</b></p>											

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**TECE is a leader in the world of good design. TECE is a leader in the world of good design. TECE is a leader in the world of good design.**

**NANYANG**

**Nanyang Polytechnic (NYP) is proud to feature the creative works of our finest students of the Singapore Good Design Mark.**

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**MUJI**

**Aroma Diffuser**

**OTO Vfront**

# Nurturing the next generation of design talent

As more businesses become aware of the economic benefits of good design, demand for professional design skills are continuing to rise, says Tai Lee Hong, president of the Design Business Chamber Singapore (DBCS).

To cater to the demand, Singapore has seen a proliferation of design schools within the last five years.

Established in 2002, the Singapore University of Technology and Design (SUTD) is one of the first in the world to incorporate the art and science of design and technology into a multi-disciplinary curriculum. Today, it has a student population of more than 900, and the numbers are rising.

Apart from SUTD, Singapore's other established universities, the National University of Singapore (NUS) and Nanyang Technological University (NTU), and a variety of publicly-funded institutions have their own design facilities as well. Private schools, such as Management Development Institute of Singapore (MDES) and New Media Design Institute, offering design courses, have also emerged in recent years.

MDES started its School of Fashion and Design here in 2011 to nurture a new generation of creative professionals, specialising in fashion design, fashion marketing and branding, says its Managing Director, secretary-general of the MDES, "We are offering an undergraduate programme, together with university partner, Nottingham Trent University, to meet the rising demand for design talent in the global fashion industry."

Industrial design, also known as product and functional design, has gained its popularity with both the growth of the elderly population and workplace safety requirements. With the public's growing environmental awareness, designers work formal training or experience in green or energy-efficient design in particular are expected to enjoy better job prospects. According to the US-based Human Factors and Ergonomics Society (HFES), from 2009 to 2011, there was a 9 per cent increase in those salary for ergonomic professionals.

"With the growth in service industries worldwide, design is also becoming recognised as a mainstream profession - with designers taking on multiple roles including knowledge of major corporations," says Mr Tai.

Start-ups, too, are fueling the surge in demand for design talent. With Singapore's rising status as the Asian hub for start-ups, an increasing number of start-ups are looking to pay big bucks to find top designers - especially those with the potential to create breakthrough technological innovations.

Given the design emphasis, there are also recommendations for the Singapore government to create low-cost incubators for creative enterprises, by facilitating a diverse range of creative enterprises within existing or new creative clusters or locations.



**"With the growth in service industries worldwide, design is also becoming recognised as a mainstream profession."**

— Mr Tai Gabriel

like Shazak, Gilman, Village or Madrasah.

As part of the overall "Professional Development Programme", the DBCS aims to reinforce the value of design among the young, especially those from pre-tertiary and tertiary schools, by targeting and encouraging students to be designers of our future.

DBCS works with both public and private organisations to support the national objective of building strong professional design competencies and capabilities in Singapore. It provides opportunities to leading designers by linking schools to industry through internships, mentorship programmes and industry attachments so that they can have first-hand experience of real-life workplace expectations and challenges.

Earlier this year in March, DBCS signed collaborative memoranda of understanding with three leading design schools in Singapore - MDES based at Eastbury and Design, Nanyang Polytechnic School of Design and Nanyang College of Higher Education. The signing ceremony was held at the launch of Singapore's inaugural Design Business Summit. "Going forward, more tie-ups with schools and industry will be sought. Scholarships and increased governmental funding for design education are expected to draw even more talent to the exciting field," says Mr Tai.

# A mark of innovation and creativity

SG Mark is an international design award inspired by Japan's prestigious Good Design Mark (G Mark). The latter was inaugurated in 1957 and approximately 60,000 awards have been given out to date.

Launched in late October 2005 by the Design Business Chamber Singapore (DBCS), with the support of DesignSingapore Council and an agreement to establish Singapore as a premier design hub, the SG Mark is seen as a universal endorsement of products and services that embody good design.

It is not a competition, says Tai Lee Hong, president of DBCS. "It confers recognition to designers' innovation and creativity."

The aim is to encourage and award holistic design practices, beyond aesthetic and mechanical. "The Mark" aims to acknowledge competent and professional who have incorporated design to enhance industrial development and growth here.

"We expect this will encourage businesses to adopt design for innovation and competitiveness, raise professional design standards and increase the awareness of the value of good design among businesses, designers and the public," says Jeffrey Lim, executive director of the DesignSingapore Council.

The next opportunity to apply for SG Mark is by Dec 31, 2014. Singapore firms that are awarded the SG Mark will be eligible to apply for the second triennial of Japan's G Mark without going through the first round, now open for G Mark recipients. This goes in line with the memorandum for cooperation on design collaboration and exchange that Singapore and Japan signed in 2012.

"Like the Japanese G Mark, we hope to see strong business support and acceptance and look forward to the SG Mark becoming a highly respected and visible benchmark created by consumers and sought after by marketers," says Mr Tai.

The competition accepts three divisions - life, industry and social - and spans two categories - product and experience. It covers any product that comes under the purview of design in eligible for entry, for example, architectural works, products and industrial design, machines, and more. Designs that are already in the market, or at the pre-launch stages, are subjected to local and international comparisons, designers' reviews will be awarded.

Designers entries will be awarded the gold or platinum award - the highest accolade for "The Mark", and winners will be showcased in SG Mark's website, pressbook and exhibition.



**Enriching lives:** Marina Bay Sands' design director demonstrates how an urban water solution can be applied to meet water needs and also to enhance the living environment and improve the quality of life. While Cardio Leaf (left), a portable medical device that monitors human vital signs, has transformed a health monitoring technology into an exceptional consumer-friendly product, more is to come.

ness. It allows urban water consumption, going beyond water supply and control to effectively incorporate back into the water system. This can be effectively applied to limit water costs and also to enhance the living environment and improve the quality of life.

In the "Life" category, one of the two regional awarded platforms was ClearBridge Technology, a spin-off subsidiary of the National University of Singapore that develops CardioLeaf - a wearable medical device that monitors human vital signs.

According to Mr Tai, CardioLeaf received the platinum recognition for design because it transformed a health monitoring technology into an exceptional consumer-friendly product. "It is also the world's thinnest fully-integrated 3-axis 32G accelerometer-based device that is attractive, friendly and comfortable to use."

For "Industry", the best category, one of the two platinum award recipients was Singapore Airlines' design by Ong & Ong.

SIA went for the embodiment of the soothing and comfortable experience in an SIA lounge, for passengers who expect the best standards of service, says Mr Tai.

But in general, entries that fall SG Mark's six criteria will be able to display the work's logo on their products, stationary and marketing materials.

The inaugural SG Mark that took place earlier this year gave platform awards to two entries in each division.

Gardens by the Bay, which covers three waterfront gardens at Marina Bay, was one of the two recipients of

platinum award in the "Social" division.

It was designed to drive home the theme of Singapore's national garden in the heart of the city, meeting its principles of environmental sustainability, especially of energy and water, and the concept of sustainability for biodiversity into the garden's design, says Mr Tai.

The silver recipient was PUB, National Waterworks' design stand out be-

# The business of design

Good design adds value, improves efficiencies and gives firms a leg up in the marketplace, while differentiating them from the competition

MOST people are still not sufficiently aware that our lives are completely surrounded by design, says Tai Lee Siang, president of the Design Business Chamber Singapore (DBCS). "There is not a single object around us that is not designed, and we, more often than not, overlook the importance and value of this paradigm."

Design is getting increasingly prominent. Global giants such as Apple, Samsung and BMW have used design as their main competitive edge, spurring more businesses to view good design as an integral element to succeed.

But beyond business conglomerates and multi-national corporations, others are also benefiting from design - hotels and buildings, cities, utilities and infrastructures, online sites, industrial systems, teleo systems and even toilet wares and F&B players. The list goes on.

While social media has been touted as a social equaliser for consumers in the new millennium, design is becoming a norm in today's business space.

It is a concept not exclusive to only established designers or creative directors of large firms which have access to creative talent and financial resources. While those do come in handy, it is not the sole determinant of great design.

Many successful designs have stemmed from individuals, start-ups and SMEs. In fact, many winning design giants today have humble origins.

In the inaugural SG Mark awards given out earlier this year, almost 60

per cent of the winning designs were from SMEs.

Start-up innovations such as CardioLeaf from ClearBridge VitalSigns, a National University of Singapore spin-off company that aims to commercialise wearable healthcare technology, shared the limelight with big names such as the iconic Gardens by the Bay - both scoring Platinum Awards.

Design adds value to businesses through innovation. Companies that are ardent adopters of design in their products and services gain through better branding and greater usability and performance. Many have also benefited from lower costs and less wastage through efficient design.

Designers can improve the efficiency of businesses - by simplifying the manufacturing process while increasing the quality, agility and efficiency of use. Design has been used to improve functionality and user interfaces by placing more emphasis on the customer, and enhance product and service features to improve their usage experience - optimising ease of use, safety and productivity as well as delivery of enhanced performance while reducing costs and wastage.

According to a survey conducted by the largest community of design and innovation leaders, Boston-based Design Management Institute (DMI), over the last 10 years, results show that design-led companies such as Apple, Coca Cola and Ford have maintained significant stock market advantage, outperforming the S&P by an extraordinary 228 per cent.

The survey, dmi: Design Value In-

dex, tracked the value of selected publicly held companies and monitored the impact of their investments in design and innovation on stock value over time relative to the S&P Index. These "impacts" consist of quantitative outcomes such as increased sales, profits, market share growth, and market valuation.

Design is giving companies a leg up in the marketplace. Design methods can be applied to understand customer needs better as well as to simplify complex problems so as to bring about tangible solutions in hardware, software and service interactions. This helps companies grow faster through differentiation and better customer experiences.

## Recognition

The SG Mark is Singapore's first step towards gaining international recognition of good design quality and standards among Singapore-based companies and showcasing the wealth of diverse design talent here for businesses to enhance global competitiveness.

Awarded by DBCS, the inaugural SG Mark attracted a total of 80 product entries from 46 organisations when submissions closed in February this year. Looking ahead, as the role of design is now recognised to be integral to an increasing number of businesses and with positive government support for design innovation among SMEs, DBCS is anticipating more submissions for the upcoming awards.

Like good design, the SG Mark Award is accessible to individuals and businesses of all sizes, so that they can gain the recognition and a competitive edge to stand out in the marketplace.



**Big impact:** Start-up innovations shared the limelight with big names such as the iconic Gardens by the Bay (above) in the inaugural SG Mark awards given out earlier this year, where almost 60 per cent of the winning designs were from SMEs. [bit.ly/1W170](http://bit.ly/1W170)