CELEBRATING GOOD DESIGN

The Singapore Good Design (SG Mark) is a benchmark of good design and equalled design excellence. CNA-Design Singapore (CDS) launched SG Mark in 2013 in partnership with the Japan Institute of Design Promotion (JIDP) that conducted the prestigious Japan Good Design Award (GG Mark). SG Mark was established to set the benchmark for design quality that impacts businesses and communities in Singapore and beyond. Design has become a new source of growth and productivity in the economy as businesses realize the value of investing in quality design.

SG Mark Criteria

Criteria submitted shall embody the following:

Empathy
Understanding the needs and feelings of users. Designs should provide solutions to their needs.

Ethics
Designs that are socially responsible.

Function
Designs that are functional and practical.

Innovation
Designs that are new and unique.

Participation
Designs that engage users and communities.

Quality
Designs that are of high quality.

Sustainability
Designs that are environmentally friendly.

Theming
Designs that are aesthetically pleasing.

Value
Designs that are valuable and provide functionality.

Vision
Designs that are innovative and creative.

SG Mark Categories

Life (Business to Consumer)

Business (Business to Business)

Social (Education, Medical, Research)

Smart Nation

SG Mark Judging Process

Entries submitted to SG Mark awards through two rounds of screening: a carefully selected panel of professional and industry experts to assess if the products fulfill the criteria for the respective categories. Projects that cannot be physically assessed (e.g., educational/medical) undergo thorough evaluation and online screening if they are based in Singapore.

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GOOD DESIGN AWARD

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SG MARK SPECIAL MENTION WINNERS

INNOVATIVE FLOATING WETLANDS AND REGENERATIVE TOLERANT RANGEOVER

DESIGNER: Loo Kiew Tan & Associates

PROJECT TYPE: Design Concept

One of the driving successes of Pantanal Eco-Town’s sustainable development is its ecological greening and biodiversity. The award-winning project involves innovative ways to integrate the wetland’s pristine greenery through a network of floating (island) ecosystems and development of a floating wetlands system. This project has a positive impact on the environment.

SCDF MYOPROJET

DESIGNER: Singpore Civil Defence Force

PROJECT TYPE: Digital Solution

This new system streamlines communication first responders’ (CFIR) on a nearby potential cardiac arrest patient’s location and the nearest designated hospital (Defibrillator) station. The CFIR can alert medical personnel of their ability to respond before emergency medical services arrive. MyoProjet is the first in Asia to pair cross-country efforts with government emergency services to save lives.

POATTO PIRATES

DESIGNER: Royal Philips

PROJECT TYPE: Experience Design

This immersive experience and game teaches young, aged six and above, over 12 hours worth of programming concepts in 30 minutes in a fun, accessible and interactive way—all without a computer or smart device. Awarded an international ISB20220 award and over 1,000 balls worldwide, it is sold in 27 languages.

SG MARK PLATINUM WINNER

CHANGI AIRPORT TERMINAL 4

DESIGNER: Aedas

PROJECT TYPE: Architecture

Adopting the key principles of design thinking and innovation, it provides a fun, intimate and positive travel experience centered on passengers’ needs. The airport is equipped with state-of-the-art technology and facilities, including autogate check-ins, bag-drop machines and mobile gates and a key touchpoints such as check-in, bag-drop, immigration and boarding. Meanwhile, operational efficiency and productivity are enhanced with events-ready technologies and business-to-business application.

SG MARK GOLD WINNERS

ALZERIN360 CURVED MONITOR ANNIWAV

DESIGNER: Experience Design Group, Dell

PROJECT TYPE: Product

This premium, curved gaming monitor is designed to historically match the entire immersive experience and make the most of virtual-augmented reality. Its advanced features include a virtual 360-degree wrap-around screen with an aerial design that is highly recognizable and user-friendly, an immersive power, premium quality, high brightness and stability as a gaming machine.

CAR VENDING MACHINE

DESIGNER: Aishwarya Motors S’Pore Pte Ltd

PROJECT TYPE: Others

This ingenious system that doubles up as a car showroom overcomes the limitations of steel car in terms of its flexibility, as it can display cars in a vertical way. Customers make their choice with this touch of a button, and the selected car is “wrapped” appearing under a spotlight and on a turntable as all of its angles are automatically showcased.

LIGHTWATERFALL

DESIGNER: Idea International Design (No.1) Ltd

CLIENT: Daniel Real Potatoes

PROJECT TYPE: Architecture

Based on a water theme, the site gallery integrates natural materials and landscape design to create a space enriching in its air movement. The transformed concept of the design—combining pond, glass, water plants and LED—creates a serene, tranquil and light-quality mood with water feature, surrounded by the relationship between water, architecture and nature.

HEAVEN PCPP™ FEEDING BOTTLE PPSU

DESIGNER: Ico Designs Ltd

PROJECT TYPE: Product

Heaven’s feeding bottle is simply in its preparation with their one hand close. The soft silicone teats come in four flow rates and are flexible at the shape—mimicking the natural breast. The unobstructed flow allows babies to fixate on the sucking position, while the first soft silicon nursing bottle is safe and sound from any impacts.

HEALTH CONTINUUM SPACE

DESIGNER: Royal Philips

PROJECT TYPE: Experience Design

It’s a ‘Phil’-pot of all design innovation facility, in the world. It contains 12 fully-featured departments to hospital-like environments while also becoming the company’s center for healthcare innovations and ecosystems, tying in to life and continuing as the entire patient journey across the health continuum—delivering experiences from the home living, diagnosis and therapy, to recovery at home through smart monitoring.
Changi Airport Group Warming up: Changi Airport Terminal 4

Changi Champions Design Award for SI Design Platform

Designed to fly high

Changi Airport’s T4 redefines expectations of what an airport can offer its travellers

Changi Airport Group

Changi Champions Design Award for SI Design Platform

The Singapore Good Design Mark is a benchmark of good design and quality, launched in 2013 by the Design Business Chamber Singapore in partnership with the Japan Institute of Design Promotion. We highlight some of this year’s winners, by FRANCES KAN

Unveiled in September, T4 is the latest piece in a series of world-class gateways that Changi Airport has created to make its facilities a more streamlined and hassle-free tool of the traveller’s journey. This philosophy is best expressed at the recently opened Terminal 4 (T4), which has almost tripled the number of gates compared to Terminal 3 (T3) and includes a host of new technology and design features aimed at enhancing the travel experience as well as airport productivity.

Built on the southeast corner of Changi Airport, T4 is a two-storey, 22-metre high building with a gross floor area of 123,000 square metres, the equivalent of about 57 football fields. Opened last June, the terminal is fully integrated into existing facilities and transport accessibility is enhanced by building and construction further back.

T4, designed to be fun, whimsical and postmodern, seeks to redefine the airport experience, offering a unique blend of contemporary and creative qualities.

At the centre of the building, a giant R-piece art installation paves the way to a central atrium which is illuminated by a large skylight. This central feature is complemented by a 7-metre high glass wall which provides natural light to the terminal and highlights the modern and innovative design of the terminal.

Changi Airport’s Terminal 4, which bagged the Platinum Singapore Good Design Mark (SMGDM) award, features state-of-the-art design and 360-degree views of the Tanjong Pagar waterfront. Its Pier 8 offers a congregation point for seafarers and mariners, while the marina provides an opportunity to dock yachts and sailboats.

“Design has allowed us to create more sustainable infrastructure, supporting the concept of connectivity between Changi Airport Group (CAG) and the community,” said Ms Goh, Director, Airport Operations Management, Changi Airport Group.

The terminal’s design is not just aesthetically pleasing, but also functional, with various elements that help improve the passenger experience and enhance the overall travel experience. From the moment a passenger enters the terminal, they are greeted with a warm welcome and friendly staff.

The terminal also features aKids’ Corner, which is designed for children to relax and enjoy various activities. The Kids’ Corner is equipped with interactive games, toys, and a dedicated area for children to play and learn.

Other features include a large outdoor terrace which provides panoramic views of the airport and the surrounding area. The terrace is equipped with comfortable seating, tables, and umbrellas, making it a perfect spot for passengers to relax and enjoy the view.

The terminal also features a series of indoor gardens and green spaces which provide a relaxing atmosphere for passengers. These include a rooftop garden, a rooftop terrace, and a sky garden.

Overall, T4 is a remarkable achievement in airport design and demonstrates how innovation can be used to enhance the travel experience and create a more enjoyable and memorable journey for passengers.

Good design’s strategic role in business

Philip’s Design

Good design is a competitive advantage for businesses, helping them stand out in a crowded market, attract new customers, and increase loyalty among existing ones.

In the highly competitive lighting industry, where products are often seen as commodities, good design can be a differentiator. By delivering innovative, user-friendly, and aesthetically pleasing solutions, Philip’s Design has helped companies like Philips Lighting and ABB Lighting attract and retain customers.

On the digital side, Philip’s Design has worked with companies such as Samsung and Sony to create user-friendly and intuitive designs for their products. In the transportation sector, Philip’s Design has partnered with car manufacturers like BMW and Audi to develop innovative lighting solutions for their vehicles.

In the healthcare sector, Philip’s Design has worked with hospitals and medical device manufacturers to create designs that are both functional and aesthetically pleasing. This has helped improve patient outcomes and increase patient satisfaction.

The hotel industry has also benefited from Philip’s Design’s expertise. By creating designs that are both functional and aesthetically pleasing, Philip’s Design has helped hotel chains like Holiday Inn and Hyatt attract new guests and increase loyalty among existing ones.

Good design is not just about creating visually appealing products. It is about creating products that are functional, easy to use, and meet the needs of the user. By design, Philip’s Design has helped businesses meet these needs, and in turn, has helped businesses grow and succeed.

Leveraging digital technology for urban living

Kappel Land

Kappel Land overview, Keyakkal, Resistance, VR Show Studio, Credit: Kappel Land

Leveraging digital technology for urban living

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