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Lianhe Wanbao

优良设计标志奖

刀标油与咖椰罐 获建国50周年奖

▲ 基里尼咖啡老板发福盛与旗下产品，除了历史悠久的咖椰膏，基里尼也从1999年起推出传统美食酱料。

第二届新加坡优良设计标志 (Singapore Good Design Mark, 简称SG Mark) 颁奖典礼日前圆满。

主办单位主席兼礼期 (新加坡设计业总会主席) 说，比赛获102份提名，共有三个银金奖、九个金奖和五个建国50年特别奖。

今年特设的建国50年特别奖，得主包括创立刀标油的南顺集团和基里尼咖啡店。

发福盛说，这些品牌历史悠久，家喻户晓，与时俱进的同时，保留了传统元素，值得肯定。“一般人可能认为设计是离我们不远的概念，但它其实离我们很遥远，就在我们身边。”

获颁建国50年特别奖的还有植物园和大巴窰组屋区。

发福盛说：“走进植物园时，能感受到它的互动性与丰富历史，这都是设计师的功劳。半世纪的大巴窰组屋区则承载三代人的感情，拥有值得赞赏的建筑设计与建筑，让它富有永续性。”

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在金沙举办的优良设计标志颁奖礼，加特利福精的刀标油，新潮设计的传统咖椰罐，注入新活力的大巴窰组屋区，和充满互动性的植物园，获得今年特设的建国50周年

◀新设计的刀标油。

连接手机测醉器 凭创意荣获金奖

连接到手机的测醉器，节能省电，也特别容易获奖。

令人眼前一亮的测醉器 OOPSY，由InfiniSquare公司设计。通过类似喇叭连接到智能手机，让用户随时随地查看体内酒精量，确保适量饮酒。

发福盛说：“这一定会很畅销。”

Simdlyle LED富有现代感的鼻

造型灯泡，由Royal Philips设计，高效节能搭配有趣造型，颠覆了传统灯泡设计。

颁奖典礼昨晚在滨海湾金沙举行，总理公署部长兼环境及水源部和外交部第二部长傅海燕颁奖。

得奖作品自起至7月在国家设计中心展出，时间是每天早上9时至下午5时，入场免费。

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连接手机的测醉器、节能扁灯泡，也凭创意荣获金奖。

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Singapore Good Design Mark

Knife Cooking Oil and Killiney Kaya won the SG50 Special Award

Unveiled at the Singapore Good Design Mark (SG Mark) awards ceremony held at the Marina Bay Sands last night was Lam Soon Group's Knife Cooking Oil which sports a newly designed special grip handle, a newly packaged traditional Killiney Kaya, a revitalised Toa Payoh HDB estate, and a fully interactive Singapore Botanic Gardens were among the SG50 Special Award winners.

The second annual Singapore Good Design Mark (SG Mark) award winners were announced last night.

Mr Tai Lee Siang, the president of Design Business Chamber Singapore (DBCS) said, "We received 102 product entries. A total of three Platinum, nine Gold and five SG50 Special Awards will be presented this year."

Lam Soon Group Knife Cooking Oil and Killiney Kaya produced by Killiney Kopitiam were among the SG50 Special Award winners.

Mr Tai added, "These brands have a long history, well-known, and are able to withstand the test of time while still retaining their traditional elements. Most people probably think the design is a distant concept, but it is actually close to us."

Additionally, the SG50 Special Awards were also presented to Singapore Botanic Gardens and the HDB's renewal programmes in Toa Payoh New Town.

Mr Tai said "When walking into the Botanic gardens, we can feel its interactivity and rich history - this can be credited to the good efforts of the designer. Toa Payoh town turns 50 this year, and is home to three generations, with its robust building design and green features enabling it to be sustainable over time. "

Smartphone Breathalyser among SG Mark Gold Award Winners

Smartphone Breathalyser and energy-saving Philips LED Lamp were also among the SG Mark Gold Award winners.

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The attractive breathalyser OOPSY – developed by InfiniSquare Pte Ltd, can be plugged into a smartphone through an audio jack allowing users to use this device and test their alcohol level anytime and anywhere.

Mr Tai chuckled: “It will be very popular.”

SlimStyle LED Lamp is a very contemporary flat design bulb, designed by Royal Philips. Its energy-efficient bulb deviates from the traditional bulb concepts.

The award ceremony was held at Marina Bay Sands last night. It was officiated by Guest of Honour – Ms Grace Fu, Minister for Prime Minister’s Office, Second Minister for the Environment and Water Resources and Second Minister for Foreign Affairs.

Winning products will be displayed at the National Design Centre from today to end July from 9.00 am to 5.00 pm daily. Admission to the SG Mark Exhibition is free.