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

More than 180 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 only redefined the local and global reputation of the Award but continue to also generate business benefits.

Singapore home-grown creative lighting specialist, Mr Andy Lee, CEO of Otto Siontong Pte Ltd said, “The SG Mark Award has given us a huge lift in the competitive lighting industry. With this Award, we have seen our sales climb as our customers and business partners now view our unique lighting designs in the same light as the best internationally, as the Award is well-respected and exemplifies great 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, Mr Chang Ean How, “The Payoff is tremendous. This year, the award cannot come at a better time. The Payoff was conceived to spark Headline Singapore’s public housing development, and it’s a town of many ‘yes’, 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 reinvigorating existing ones. We will continue to do our best to deliver comprehensive towns, quality homes and adequate 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 SG50 Award winners is 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, GICS has also awarded 3 companies with the SG 50 Special Award. These companies have crafted outstanding designs that wellfit the time of and have stamped their imprint on the Singapore design heritage over the past 50 years.

GICS also awarded the SG 50 to the Asian Women’s Welfare Association (AWA) — the first voluntary welfare organisation to receive the Award. In addition, 5 building designs from local schools have also won the SG 50 Mark award for their innovative concepts.

DESIGNFUTURE FORWARD - NEW IDEAS FOR NEW DESIGN DYNAMICS
- by Mr. Tai Leong 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 solve 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 becoming increasingly applied to the business world where a multiplicity approach – from business modeling, 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 go greater communally.

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 intersectional effects of emerging technologies such as nanomaterials and the evolutionary computation of design and production technologies will bring radical inputs for new architectural and urban design processes. New remanufacturing technologies will also bring about new consumer products such as wearable electronics that now 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: JIC Corporation
Project: Spring Roots
designer: OTHM (Ottomphon Multidisciplinary, GDC, DCD), (Consulting: Jaring Consultants Limited, UOE (Urban Engineering and Construction), P3 Parques Brasisdeh.)

Client: National Parks Board
Project: Singapore Botanic Gardens
designer: National Parks Board

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

Client: National Parks Board
Project: Singapura Invitation Entry (SIE)
designer: Singapura Invitation Entry

Client: Lee Hsien Low Pte Ltd
Project: Apsara
Design: Studio Skinny (Pte) Ltd

GOLD WINNERS

Client: Goodyear
Project: Shrima Cycling World
Designer: Eight Inc

Client: Centre for AIDS Research
Project: WeCare Hospital and Medical Hub
Designer: DP Architects Pte Ltd

Client: Royal Philips
Project: Simplicity Life LED Lamp NB
Designer: Philips Design

Client: Lam Soon Singapore Pte Ltd
Project: Kidis Cooling DI
Designer: Mr. Whang Sheng Ying, Lam Soon Group

Client: GP LTD (KEKE work winner)
Project: KEKE
Designer: TITI SUKINDA WATANAGODI, GP LTD

Client: vivoconnect Pte Ltd
Project: Jioji
Designer: vivoconnect Pte Ltd

Client: Infosys Pte Ltd
Project: Project Drive
Designer: We’re Perspective Pte Ltd

Client: Royal Philips
Project: Simplicity Life LED Lamp NB
Designer: Philips Design

SG 50 SPECIAL AWARDS WINNERS

Client: Lam Soon Singapore Pte Ltd
Project: Chong Guan DI
Designer: Mr. Whang Sheng Ying, Lam Soon Group

Client: Kinley International Pte Ltd
Project: Kinley Captain - Kinley Base
Designer: Kinley International Pte Ltd

Client: National Parks Board
Project: Singapore Asian Gardens
Designer: National Parks Board

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

Client: Kingsmen Design Ltd
Project: Singapura New Generation Pod Office
Designer: Kingsmen Design Ltd

Client: Changi Airport Group
Project: Changi Airport Singapore
Designer: 5H Reard Consultancy Pte Ltd

Client: Takenishi Corporation
Project: Takenishi
Designer: Takenishi Corporation

Client: Tanoto Foundation
Project: TFI 2.0
designer: TFI (Tanoto Foundation)