CONGRATULATIONS TO THE INAUGURAL WINNERS

The Singapore Good Design Mark (SG Mark) is awarded for innovative and exceptional designs which spur the integration and enhancement of daily life. Launched by Design Business Chamber Singapore (DBCS) with the support of DesignSingapore Council, the Mark serves as an endorsement of products and services that embody good design. Applications for SG Mark 2015 open on 2 September 2014. For more details, visit www.designmark.org.

HONOURING SINGAPORE’S VERY BEST IN GOOD DESIGN - WINNERS SHOWCASE

SG Mark Platinum Winners

SG Mark Gold Winners

SG Mark Winners

Student Winners

Designers don’t like you

Philosophy: Thinking Unboxed

FRANK by DeCoff Studio

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Nurturing the next generation of design talent

All the more impressive because aware of the economic benefits of good design, demanded for both industrial design and services design. Dr. Lee Song, Director of the NUS School of Design and Environment, has a student population of about 2,000.

Apart from NUS, Singapore's other tertiary education institutions, including the University of Singapore (NUS) and Nanyang Technological University (NTU), have also invested heavily in design programmes for the future. NUS, NTU, and the Singapore Institute of Design (SID) have formed the Singapore Design Institute (SDI), offering design programmes in collaboration with the NUS, NTU. They are all being developed in partnership with overseas universities and institutions.

In the past, design was considered a low-status job, but now it is seen as a profession with high status and high pay. Designers are seen as innovators, problem solvers, and entrepreneurs, and are in high demand. The design industry is a major contributor to the economy, providing jobs for thousands of people.

With the growth in service industries worldwide, design is also becoming recognised as a mainstream profession. The report of the Ministry of Education (MOE) shows that design is one of the most important industries in Singapore. The MOE has identified design as a key sector for growth and has set up a Design Council to promote design and design education.

In 2020, Singapore's design sector contributed S$4.2 billion to the economy, with over 16,000 jobs in design-related industries. The design sector is expected to grow at a rate of 5% per year, with the number of design-related jobs expected to reach 20,000 by 2025.

A mark of innovation and creativity

In today's world, design is becoming increasingly important. Design is not just about creating aesthetically pleasing products, but also about solving problems and improving lives. Design is about creating a better future for all.

Design is a powerful tool to help address global challenges such as climate change, poverty, and inequality. Design can help create sustainable and inclusive products and services that meet the needs of all people.

Design is also becoming increasingly important in the digital age. Designers are now using digital tools and technologies to create new products and services that are more efficient, effective, and user-friendly.

Design is not just about creating products, but also about creating experiences. Design can help create meaningful and engaging experiences for people, whether it's through a product, a service, or an event.

In conclusion, design is a crucial component of innovation and creativity. Design is about creating a better future for all. It is about solving problems and improving lives. Design is a powerful tool to help address global challenges and create a more sustainable and inclusive world.
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 Ted Lee Siaong, 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 success.

But beyond business competitors, and multi-national corporations, others are also benefiting from design — hotels and buildings, cities, utilities and infrastructures, online sites, industrial systems, take-out systems and even toilet wars and R&D players. The list goes on.

While social media has been treated as a social organiser for consumers in the new millennium, design is becoming a worm 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 these 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 Cardel, founded from Clear Bridge Vitalsigns, a National University of Singapore spin-off company that aims to commercialise wearable healthcare technology, shined the brightest 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 recent adopters of design in their products and services gain through better branding and greater stability 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 a significant stock market advantage, outperforming the S&P by an extraordinary 228 per cent.

The survey, DMI Design Value Index, tracked the value of listed publicly held companies and measured the impact of their investments in design and innovation on stock values 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 and is being used about tangible solutions in hardware, software, and service interactions. This helps companies grow faster through differentiation and better customer experiences.

Recognition

The SG Mark in 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 60 product entries from 46 organisations when submissions closed in February this year. Looking ahead, on the role of design in nanotech recognition is to be integral to an increasing number of businesses and with permit government support for design innovation among Skills, DBCS in anticipating more submissions for the upcoming awards.

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

Big Impact: Start-up innovations shone at the start 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.