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Special design award launched to mark nations 50th birthday

As Singapore looks to celebrate its 50th birthday next year, the Design Business Chamber Singapore (DBCS) has launched a special award to honour homegrown brands that have made a huge impact on the nation with their outstanding designs in the last 10 to 50 years or more. The SG Mark SG50 award will be handed out to companies and individuals who have crafted designs that withstood the test of time and have stamped their imprint on the Singapore design heritage. Tai Lee Siang, President of DBCS, said: The award is timely to showcase how design has contributed to building Singapore's brand name to be among the best in the world for quality and reliability. Registration for this one-off award is now open and runs till 31 December 2014. Entries will be assessed by a judging panel of industry experts that include reputed designers, and will be based on a stringent list of criteria such as empathy, value, inspiration, ethics and responsibility, sustainability and progress. Applications are also open to commercial and residential property developments. Launched last year, the Singapore Good Design Mark (SG Mark) awards honoured big name developers like Keppel Land for Ocean Financial Centre and CDLs W Singapore Hotel and CUBE 8 condominium. Application fees for the SG Mark start from \$200 while the winners package fee is \$4,600. The winners will be announced by March next year. **Romesh Navaratnarajah**, Singapore Editor of PropertyGuru Group, wrote this story. To contact him about this or other stories email romesh@propertyguru.com.sg

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