

Marks of Good Design

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Singapore

A STUDY desk made of cardboard may not look like much, but for children from underprivileged families, this piece of furniture was greatly appreciated especially since home-based learning became a part of school life due to the Covid-19 pandemic.

Created by design firm Chemistry Team, the #HBL Table is one of 84 winners at this year's Singapore Good Design Awards (also known as SG Mark).

Organised by the Design Business Chamber Singapore (DBCS), Singapore Good Design sets the benchmark for exceptional design quality that impacts businesses and communities in Singapore and beyond.

Since it started in 2013, there has been an increase in the number of submissions for the annual SG Mark award.

This year there were 158 submissions across seven categories – Architecture, Branding, Experience Design, Digital Solutions, Interior Design, Product Design and Sustainable Design.

A special category was added to this year's award.

Titled Singapore Together, the cat-

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PHOTOS: SINGAPORE GOOD DESIGN

egory recognises creative and innovative solutions that have been borne out of the Covid-19 pandemic, such as the #HBL Table. DBCS' president Chee Su Eing says, "as our generation faces one of the most

unprecedented times in modern history, facing a multitude of challenges including climate change, social issues and of course, the pandemic, it is heartening to witness how our awardees have utilised design to craft solutions to enhance our lives."

Another winner this year is Singapore Airlines' Seamless Travel Experience Digital Suite, designed to combat ever-changing travel situations during this pandemic.

The digital suite includes a new electronic food ordering system, an upgraded rebooking flight credit system and displays of relevant travel advisories on entry requirements for customers based on their nationalities and destinations.

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Just like in a conventional show, there are exhibit panels about each winning design, with information presented through write-ups, videos and interactive 3D panels.

■ View the Singapore Good Design Awards virtual exhibition is sgmark.org/virtualexhibition2021, from now till Oct 31.