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Singapore Good Design Awards 2021 To Showcase Winners in First Ever Virtual Exhibition

DATES & TIME

01 SEP - 31 OCT 2021

12:00 AM - 11:59 PM

VISIT WEBSITE



Singapore's multidisciplinary design chamber, the Design Business Chamber Singapore (DBCS), is set to showcase the designs of its annual Singapore Good Design Awards (also known as SG Mark) winners in its first-ever virtual exhibition, which will run from 1 September to 31 October 2021. For the first time in the award's history, the 2021 edition of the Singapore Good Design Awards winners' exhibition will take place virtually, working around Singapore's COVID-19 event capacity restrictions to enable all members of the public to freely navigate the exhibition as they wish, online.

The virtual exhibition will feature the seven categories, consisting of Product, Architecture, Interior Design, Experience Design, Digital Solutions, Branding and Sustainable Design. Previously introduced as a special category in 2020, Sustainable Design has been included as a permanent SG Mark category as of 2021. This is a part of DBCS' efforts towards continually promoting sustainability in the design ecosystem. As an addition to these existing design categories, this year's exhibition will also feature a 2021 special category titled "Singapore Together". Created in partnership with the Ministry of Culture, Community and Youth (MCCY), this category aims to recognise and celebrate the numerous creative and brilliant solutions that have been borne out of the COVID-19 pandemic.

This year's notable Singapore Good Design Awards winners include Singapore Airlines, for its Seamless Travel Experience Digital Suite under the Digital Solutions category. Under the Interior Design category, music streaming service, Spotify, has been recognised for its new Singapore office space which enhances its identity as a vibrant, playful and collaborative company. Additionally, Zhong Yuan Festival has been recognised for its website, which hosted last year's virtual hungry ghost festival.

Visitors of the virtual exhibition will be able to have a say in deciding which of the awardees they feel is deserving of further recognition, through the Singapore Good Design People's Choice Awards. They can do so by casting their votes within the virtual exhibition site. Thereafter, the top three awardees will be recognised, based solely on the highest number of votes received from the public. Lucky voters will also stand a chance to win attractive prizes worth over \$8,000, courtesy of AOX, Changi Airport Group, HP, Rado, and other winners.



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da:ns festival 2021: Force
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