

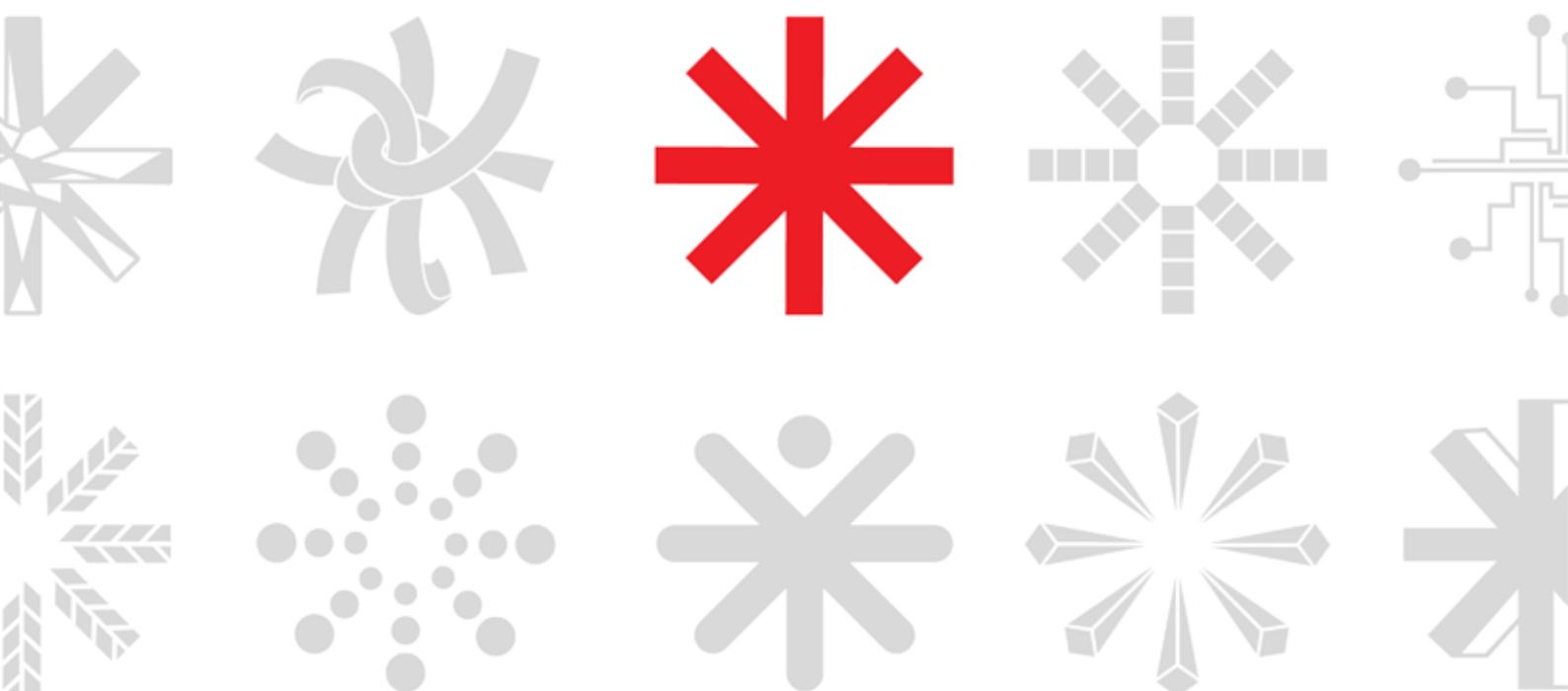
WINNERS DIRECTORY

WINNERS DIRECTORY

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WINNERS DIRECTORY





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ABOUT DESIGN BUSINESS CHAMBER SINGAPORE (DBCS)

DESIGN BUSINESS CHAMBER SINGAPORE (DBCS)

ABOUT

Design Business Chamber Singapore (DBCS) is the nation’s leading multidisciplinary design chamber.

Founded in 1985 by a diverse group of forward-thinking designers, we were formerly known as the Designers Association Singapore and were renamed Design Business Chamber Singapore in 2012.

DBCS’ vision is to establish a community of practice that embraces design-led innovation as a key driver for sustainable growth. We do so by forging partnership opportunities between the design and business communities.

In recent years, we incorporated the tagline – Better Business by Design as our manifesto in advocating the application of design thinking in business. Our ultimate aim is to rally businesses and communities to not just achieve Better Business by Design but to use design for social good.



ABOUT SINGAPORE GOOD DESIGN (SG MARK)

SINGAPORE GOOD DESIGN (SG MARK)

ABOUT

The Singapore Good Design (SG Mark) is a benchmark of good design and quality.

Design Business Chamber Singapore (DBCS) launched Singapore Good Design (SG Mark) in 2013 in partnership with the Japan Institute of Design Promotion (JDP) that founded the prestigious Good Design Award (G Mark).

SG Mark was established to set the benchmark for exceptional design quality that impacts businesses and communities in Singapore and beyond. Good design has become a source of growth and productivity in the economy as organisations recognise the value of investing in excellent design principles, processes and offerings.



CHAIRMAN'S MESSAGE


**HONG
KHAI SENG**

Vice President,
Design Business
Chamber Singapore
Chairman,
Singapore Good Design (SG Mark)

This year, we celebrate not just the winners of the Singapore Good Design (SG Mark), but the spark that ignites every great design—our theme, One Spark is All It Takes.

This spark represents the beginning of something extraordinary, the moment when an idea becomes a reality that can transform lives, industries, and societies. It ignites the creative journey, but the path from idea to reality is rarely straightforward. It is filled with challenges and creative tensions, where every decision matters. Balancing innovation with practicality, and pushing boundaries while maintaining standards - these tensions drive excellence in design. By navigating them, truly transformative designs emerge, making a lasting impact on our lives, industries, and societies.

At SG Mark, we celebrate designs that push boundaries while remaining grounded in practical, impactful solutions. Our winners consistently demonstrate the ability to resolve creative tensions, striking a balance between pushing the envelope and meeting the needs of users and society.

We want to inspire more designers to showcase their best work while ensuring that the SG Mark remains a symbol of true distinction; maintaining rigorous standards is crucial, as too much encouragement could diminish the award's prestige. By doing so, each SG Mark recipient exemplifies the best in design, reflecting the ethos that drives both Singapore and our design community.

This commitment to excellence elevates the process, turning it into a learning journey for all involved. The awards process benefits not just the winners and their clients but the entire industry, including our jurors. It fosters a culture of continuous improvement, where every participant, from jurors to designers, gains valuable insights.

My wish for the SG Mark is simple: May it continue to inspire designs that do well financially and do good socially. Let's keep pushing the boundaries of what's possible, one spark at a time.

“
**LET'S KEEP PUSHING
THE BOUNDARIES OF
WHAT'S POSSIBLE,
ONE SPARK AT A TIME.**

2024 JUROR (FIRST SCREENING)

2024 JUROR
FIRST SCREENING

The jury panel made up of esteemed industry leaders from each respective category will run through the evaluation guidelines and information provided by the participants online. From here, they will ascertain if a product has achieved the criteria necessary to receive the SG Mark and projects shortlisted for second screening.

SINGAPORE



ALEXANDER LAU

Vice President,
Venture Building,
ST Engineering

SINGAPORE



ALISTAIR NORRIS

Founder,
Generalist,
Brief

GERMANY



CHRISTOPH GREDLER

Design Lead,
Google

SINGAPORE



COLIN SEAH

Founder & Director of Design,
Ministry Of Design

SINGAPORE



DANIEL BOEY

Creative Curator,
Fashion Director,
Daniel Boey Creatives

SINGAPORE



EMILY LIM

Course Chair, Diploma in
Landscape Architecture,
Singapore Polytechnic,
Second Vice President,
Accreditation Chair,
Singapore Institute
of Landscape Architects

SINGAPORE



ESTHER HUANG

Associate Council Member,
Singapore Fashion Council

SINGAPORE



GOY ZHENRU

Principal Architect,
Goy Architects

SINGAPORE



JACKSON TAN

Creative Director,
BLACK Design

SINGAPORE



JAWN LIM

Associate Professor,
Deputy Cluster Director,
Singapore Institute
of Technology,
Chief Design Officer,
Singapore Productivity Centre

TAIWAN



JIMMY CHANG

CEO, UID Create,
Chairman, Chinese Industrial
Design Association,
Vice Chairman
of Taiwan Design Alliance

SINGAPORE



JO SOH

Deputy Director,
Industry Development Office (IDO),
DesignSingapore Council

MALAYSIA



JOE CHAN

Principal,
DesignTone Interior Practice

HONG KONG



JOEY HO

Design Partner,
P A L Design Group

SINGAPORE



JONATHAN YUEN

Founder,
Creative Director,
Roots

2024 JUROR (FIRST SCREENING)

SINGAPORE



JULIE SCHILLER

UX Lead,
Google

SOUTH AFRICA



JULIET KAVISHE

Vice President,
International Council of Design

SINGAPORE



KARIN AUE

Design Director & Partner,
Chemistry

SINGAPORE



MAISH NICHANI

Co-Founder,
PebbleRoad

SINGAPORE



MARK TEO SHAN CHIAN

Assistant Professor,
Business, Communication
and Design, Singapore
Institute of Technology

JAPAN



MARY REISEL

Founder, Manager,
The Ceruleans

SINGAPORE



KEVIN BOEZENNEC

Board Member,
INSEAD Alumni Association
Singapore

SINGAPORE



KEYNES YEO

Co-Founder,
Greydient Lab

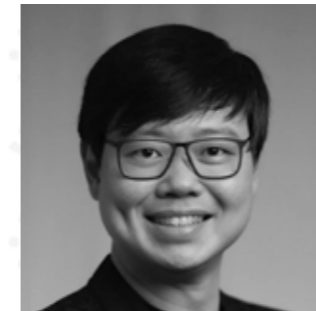
SINGAPORE



LEE JUNG-JOO

Assistant Professor,
Deputy Head (Research),
Division of Industrial Design,
National University of Singapore

SINGAPORE



MELVIN TAN

President,
Singapore Institute
of Architects,
Founding Partner & Deputy
Managing Director,
LAUD Architects

TAIWAN



MICHAEL YANG

Vice Chairman,
Chinese Industrial
Design Association,
Founder & CEO,
Vogito Innovation Co

SINGAPORE



MUHAMMAD JUNAIDI

Head of Design,
Meka Innovation

SINGAPORE



LEE LEONG CHYE

Head of Product,
Monokei

SINGAPORE



LEE TZE MING

Co-Founder,
STUCK

SINGAPORE



LOW CHEAW HWEI

Principal Consultant,
Designer

SINGAPORE



NATALIE SEISSER

Founder & Creative Director,
Anewkind Studio

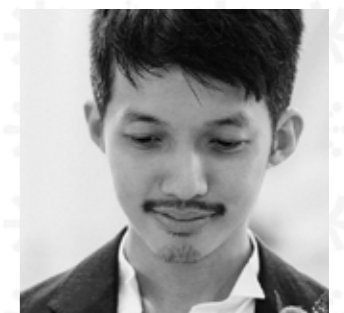
SINGAPORE



NATHAN YONG

Founder,
Nathan Yong Design,
Co-founder,
Design Director,
Grafunkt

SINGAPORE



NORMAN TEH

Senior Design Manager,
Grab

2024 JUROR (FIRST SCREENING)

SINGAPORE



OLIVIER SOUBIELE

Head, Service & Experience Design, Standard Chartered Bank

SINGAPORE



PANN LIM

Co-Founder, Creative Director, Kinetic Singapore

SINGAPORE



PETER TAY

Founder, Peter Tay Studio

SINGAPORE



TIAH NAN CHYUAN

Director, Farm

SINGAPORE



TUNG CHING YEW

President, Society of Interior Design Singapore, Founder & Managing Director, Spirit Of Design Analogy

SINGAPORE



WENDY WONG

Managing & Creative Director, 55 Minutes

SINGAPORE



RODNEY LOH

Founder, NextofKin Creatives

SINGAPORE



SONNY CHIONH

Executive Director, RSP Architects Planners & Engineers

CHINA



SRINI R. SRINIVASAN

Professor of Industrial Design & Chief Operations Officer, Design Innovation Institute Shanghai

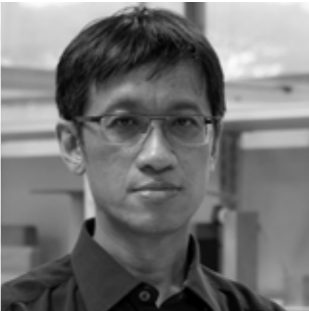
SINGAPORE



YANN FOLLAIN

Managing Director & Head of Design, WY-TO Singapore

SINGAPORE



YEN CHING CHUAN

Dean's Chair, National University of Singapore, Associate Professor & Founding Head, Division of Industrial Design

SINGAPORE



ZHANG TING TING

Chief Executive Officer, Singapore Fashion Council

HONG KONG



STEPHEN S.Y. WONG

Founder, Lead Curator, Design Thinking In Action (DTIA), Deputy Chairman, Ocean Park Corporation

SINGAPORE



TAMSIN GREULICH-SMITH

Director, School of X, DesignSingapore Council, Co-Learning Faculty Member, Centre for Healthcare Innovation

SINGAPORE



THIERRY DO

Principal Consultant, Founding Partner, Atelier Modus

2024 JUROR (SECOND SCREENING)

2024 JUROR

SECOND SCREENING

The second round of judging sets the benchmark for outstanding design standards and quality. The jurors meticulously examine the actual entries at a screening exposition and grade the products accordingly before convening to reach a mutual concession on the award winners. In certain cases, such as to determine recipients deserving of the Gold or Platinum Mark and to examine architectural structures, an additional screening process may be conducted either through presentations or on-site judging. Entries of exceptional calibre may be conferred the Platinum or Gold awards, the highest accolades for the Mark.

SINGAPORE



BOJAN BLECIC

Managing Director & Group
Head Customer Experience
of OCBC Bank

Bojan has over 20 years of experience in design and in enhancing customer experience in the banking industry. In his role, Bojan is responsible for the design and improvement of all major touchpoints between OCBC and its customers.

As the Group head of Customer Experience, he guides his team of talented designers to improve everything that interacts with the consumer, from products and branches to even the fine details such as correspondence with clients. He does this by managing constant change and transformation of processes. Bojan is responsible for developing a customer-centric culture across all bank employees.

2024 JUROR (SECOND SCREENING)

SINGAPORE



HANS TAN

Founder, Hans Tan Studio,
Dean's Chair, Associate Professor,
Division of Industrial Design,
National University of Singapore

Hans is a designer maker, curator, and Dean's Chair Associate Professor at the National University of Singapore. At his eponymous studio, he makes use of beauty and utility as a pretext for visual discourse, tiptoeing on the boundaries between design, craft and art.

As a three-time winner of Design of the Year at the President's Design Award, Hans was honoured with the Designer of the Year at the President's Design Award 2018, Singapore's highest recognition for a designer, for the impact of his body of work and his contributions to the design community through education. As an educator Hans has received multiple teaching awards, most significantly the Outstanding Educator Award, the university's highest award for teaching.

SINGAPORE



MARK DE WINNE

Creative Director & Founder,
Relay Room

Mark De Winne is one of nineteen esteemed recipients of 2018 Ascenders Awards from the Type Directors Club recognising his "remarkable achievement in typography, type, design, and lettering".

Bringing more than 16 years of experience designing branding and communications for a diverse range of clients. His commercial work includes the identity design for JJ Lin's coffee brand Miracle Coffee, the redesign of SaladStop's logo, the rebrand of Singapore radio stations KISS92FM and ONE FM 91.3FM, and Janice Wong's eponymous retail brand. His work for F&B client Plentyfull was awarded a Certificate of Typographic Excellence 2017 by Type Directors' Club, New York.

2024 JUROR (SECOND SCREENING)

SINGAPORE



SHAFIQ ALI

Founder & CEO,
meka

Shafiq Ali is an entrepreneur who believes that, “Everything is Figureoutable.” He is the Founder and CEO of Meka Innovation Pte Ltd (meka), a product design agency specialised in medical device design and development. Some of his previous clients in the medical field include National University Health System, TeleMedC, Respiree, National University Hospital and A*STAR SIMTech to name a few. meka also works with clients outside of medicine to build a variety of other products.

His approach to business is driven by a commitment to both learning or earning, ensuring that every venture he undertakes contributes to the growth and success of both him and his team.

JAPAN



SOSUKE NAKABO

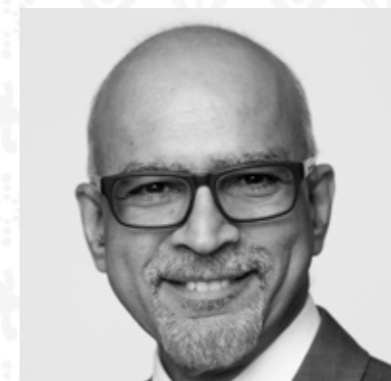
Product Designer,
Sosuke Nakabo Design Office

Sosuke Nakabo graduated in Product Design at Kyoto City University of Arts in 1998 and in Design Products at The Royal College of Art for postgraduate studies in 2002. He worked at Panasonic (Osaka), Muji (Tokyo) and Jasper Morrison’s office (London) and he opened an office in Kyoto in 2010.

He also served as an associate professor at Kyoto Institute of Technology, and as the Head of Design at MUJI, and now Visiting Professor at Kyoto City University of Arts.

2024 JUROR (SECOND SCREENING)

CHINA



SRINI R. SRINIVASAN

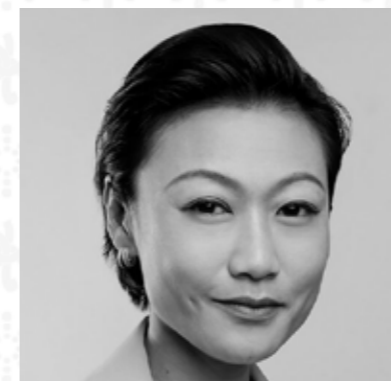
Professor of Industrial Design &
Chief Operations Officer, Design
Innovation Institute Shanghai

Srini Srinivasan is an industrial designer and design educator. His focus areas are mechatronics and have designed award-winning products in several categories.

Srini is currently based in Shanghai, China, and is a Professor of Industrial Design and Chief Operations officer at the Design Innovation Institute Shanghai (DIIS). He is also a visiting Professor of Industrial Design at Politecnico di Milano for several years and is also a Distinguished Professor of Design at the Shanghai Academy of Fine Art (SAFA).

Srini is a Senator and past President of the World Design Organization (WDO) the global professional body for industrial design. He was elected Board Member for three terms and eventually elected to be the President from 2019 until Feb 2022.

SINGAPORE



ZHANG TING TING

Chief Executive Officer,
Singapore Fashion Council

Zhang Ting Ting is a familiar face to many as she has been serving as the Director of Sustainability in Singapore Fashion Council (SFC) for the past months and moved into a bigger role as the Chief Executive Officer of SFC.

With a diverse background in architecture, design, supply chain, and e-commerce and with experience in global organisations as well as dynamic start-ups, Ting Ting previously held significant roles in global sourcing strategy at Li & Fung, a renowned fashion retail and supply chain conglomerate based in Hong Kong.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

PLATINUM WINNER

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

PLATINUM WINNER (SPECIAL CATEGORY: HEALTH & WELLNESS)

SILVER PRIDE LION TROUPE



CLIENT

Lien Foundation

DESIGNER

NextOfKin Creatives &
Bridging Generations

Silver Pride Lion Troupe is a culturally-fused active ageing program dedicated to promoting seniors' physical, mental and social well-being through modified lion dance activities. Modifications such as a redesigned pulley system and padded grips are incorporated to improve seniors' comfort and control. Both ambulant and wheelchair-bound participants can stay active while being connected and culturally enriched.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

GOLD WINNER

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

GOLD WINNER (EXPERIENCE DESIGN)

RE-ROUTE FESTIVAL



CLIENT

Singapore Tourism Board

DESIGNER

Plus Collaboratives

Re-Route Festival is a creative investigation of a place, commissioned by the Singapore Tourism Board. Re-Route seeks to refocus visitors' attention from areas frequented by tourists to areas that are functional cores to the on-site Indian community, which has been identified through mapping studies to be disassociated from the popular tourism traffic. Re-Route festival's strategies were focused on getting people to move, exposing them to the rich socio-cultural value on site.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

GOLD WINNER

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

GOLD WINNER (SUSTAINABLE DESIGN)

SUMU YAKUSHIMA – REGENERATIVE LIFE STUDIO



CLIENT

Sumu Yakushima

DESIGNER

tono Inc. (Tsukasa Ono)

Sumu is an innovative housing co-op that applies “regenerative architecture” to reconceptualise the relationship between human habitation and Yakushima Island. The name Sumu means both “to live” and “to become clear,” expressing its core concept of living in a way that positively impacts the landscape. Inbuilt with off-grid energy sources, the underground environment and architecture are based on an in-depth understanding of water and air flows through the landscape, combining traditional Japanese civil engineering with contemporary technology.

2024 TOP WINNERS



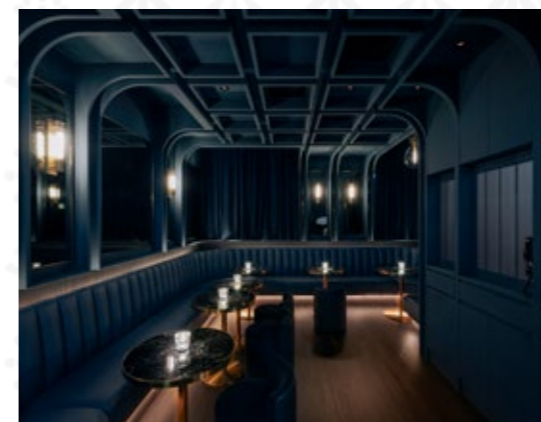
SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

SPECIAL MENTION (SPATIAL DESIGN)

001 BAR TAI KWUN



CLIENT

001 Bar

DESIGNER

Canalside Studio
(Francis Lam, Etain Ho)

Located in Tai Kwun, the former Central Police Station compound in Hong Kong, 001 Bar Tai Kwun pays homage to its site and the original 001. A secretive experience is to be explored nestled within the prison blocks. The Blue Room features an elegant waffle-like ceiling and is designed with an underground atmosphere while the Green Room houses the main bar with warm wood and a gold ladder referencing a prison escape story. The play of colour and design blends history, culture and nostalgia for an immersive and charming experience.

2024 TOP WINNERS



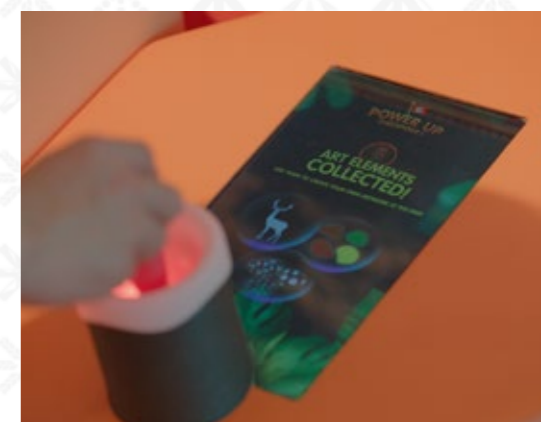
SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

SPECIAL MENTION (EXPERIENCE DESIGN)

A BRUSH WITH FOREST FIRE



CLIENT

National Gallery Singapore,
Keppel Centre of Art Education

DESIGNER

The Merry Men Works,
Make Studios

National Gallery Singapore tackled the challenge of engaging children with historical art, particularly Raden Saleh's Boschbrand. Their solution, "A Brush With Fire," combines physical and digital elements, with Raden Saleh acting as a mentor. Children use a magical paintbrush to interact with the artwork, learning about art principles and creating their masterpieces. This physical experience bridges the gap between urban Singaporean children and 19th-century painting, fostering creativity and connection.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

SPECIAL MENTION (PRODUCT DESIGN)

ION M1-S



DESIGNER

ION Mobility Pte. Ltd
(ION Team)

The M1-S is an intelligent, future-focused electric motorbike designed for Southeast Asia's urban environment. This electric motorbike offers a range of 150 km, speeds up to 105 km/h, and impressive acceleration. Its step-through design and 26 litres of storage ensure functionality and style. The M1-S aims to transform urban mobility, offering performance and sustainability to combat environmental challenges.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

SPECIAL MENTION (PRODUCT DESIGN)

LUNA MENSTRUAL DISPOSAL STATION



CLIENT

Kohler Co.

DESIGNER

Kohler Co, Kohler Design &
Trigger Design

Through extensive user testing, the Luna menstrual disposal station is an all-in-one solution for all women's needs and wants in commercial toilets. It features an antimicrobial top to provide ample space for belongings and a dispenser built with a gesture-activated sensor for intuitive access and improved hygiene practice. Installation is also highly configurable with the modular design of hand sanitiser, tissue, pad dispenser and touchless disposal bins, perfect for adaptation of any restroom interior.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

SPECIAL MENTION (ARCHITECTURE)

OLA HALE – RESTAURANT & BAR



CLIENT

Ola Hale - Restaurant & Bar

DESIGNER

CHIO Architects
(Ar. Chio Wen Tian, Chua Yixi)

Ola Hale Restaurant & Bar, situated on Hai Ba Trung Street, overlooks Saigon's historic Tan Dinh church. Housed in a Southern Vietnamese modernist building, it infuses historical charm into its concept. Featuring a lush green front yard and inspired by the Hawaiian term “ohana” for “home,” the restaurant aims to create a welcoming atmosphere, fostering a sense of belonging akin to returning home for its patrons.

2024 TOP WINNERS



SINGAPORE
GOOD
DESIGN
2024

SPECIAL MENTION

AWARDED BY DESIGN BUSINESS CHAMBER SINGAPORE

2024 SG MARK WINNERS (SPECIAL CATEGORY: HEALTH AND WELLNESS)

PIONEERING EARLY BRAIN DECLINE DETECTION WITH NEUROWYZR'S DIGITAL BRAIN FUNCTION SCREEN (DBFS)



DESIGNER

Neurowyze Pte Ltd

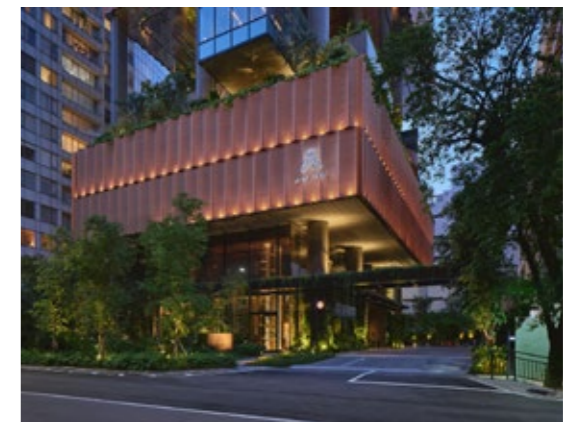
Setting new standards of patient outcomes in brain healthcare, the Digital Brain Function Screen is a pioneering 15-minute medical digital assessment tool that screens for early brain decline. Upon screening, it generates instant medical reports for timely interventions and personalised care. It democratises access to cognitive health assessment, improving accessibility to healthcare and reducing costs associated with severe brain decline in the long run.



SINGAPORE
GOOD
DESIGN
2024

ARCHITECTURE

ARTYZEN SINGAPORE



CLIENT

Shun Tak Holdings Limited

DESIGNER

ONG&ONG

Artyzen Singapore is a modern lifestyle hotel for luxury travellers. This iconic heritage landmark, located in the heart of the city at Cuscaden Road, was once the sprawling tropical-garden mansion named “Villa Marie” by the great-grandson of Singapore’s well-known philanthropist, the late Mr Tan Tock Seng. Embracing this unique heritage, Artyzen Singapore offers 142 spacious rooms & suites — all with balconies, ceiling fans, and luxurious bathrooms.

ARCHITECTURE

CHANGI AIRPORT TERMINAL 2 EXPANSION



CLIENT

Changi Airport Group
(Singapore) Pte Ltd

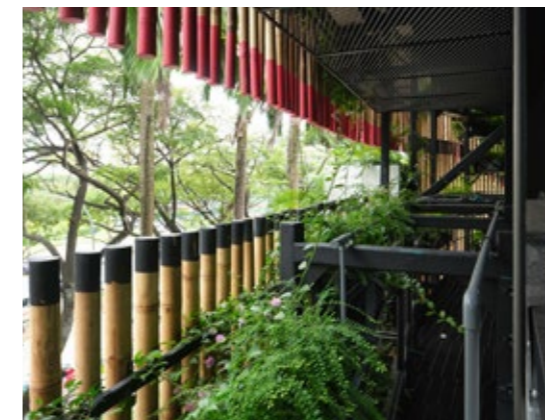
DESIGNER

RSP Architects Planners &
Engineers (Pte) Ltd,
BOIFFILS Architectures

The Changi Airport Terminal 2 Expansion project aimed to add 21,000 sqm to the terminal building and increase Changi Airport's overall capacity by five million passengers per annum (mppa) to 90 mppa when the works were completed at the end of 2023. Spaces were added in arrival, departure, and transit areas to provide more room for visitors. The refreshed T2 sported greenery and natural elements at every turn in keeping with Changi's signature garden theme.

ARCHITECTURE

DBS NEWTON GREEN



CLIENT

DBS Bank Limited

DESIGNER

KAIA Architects Pte Ltd

DBS Newton Green's upgrade to a net-zero energy building involved integrating M&E technologies with architectural interventions. A bamboo landscaped façade aligns with the bank's ethos and blends with surrounding greenery. The extended roof maximizes solar panel installation, while planter boxes and maintenance catwalks fill leftover spaces. The façade, promoting natural ventilation and shading, supports threatened native species. Relocated, naturally ventilated pantry and lounge areas enhance sustainability.

ARCHITECTURE

K11 MUSEA



CLIENT

K11 Concepts Limited

DESIGNER

Kohn Pedersen Fox
(Bill Louie and Forth Bagley)

K11 MUSEA was crafted by 100 Creative Powers, a roster of more than 100 international architects, artists, and designers who sought to create the ultimate space for all to embark on “a journey of imagination”. Hong Kong’s Silicon Valley of Culture, K11 MUSEA, is the latest museum-worthy landmark that aims to usher in a new era of cultural-retail which speaks to the growing consumer demand for immersive experiences in art, culture, nature, and commerce.

ARCHITECTURE

OLA HALE – RESTAURANT & BAR



CLIENT

Ola Hale - Restaurant & Bar

DESIGNER

CHIO Architects
(Ar. Chio Wen Tian, Chua Yixi)

Ola Hale Restaurant & Bar, situated on Hai Ba Trung Street, overlooks Saigon’s historic Tan Dinh church. Housed in a Southern Vietnamese modernist building, it infuses historical charm into its concept. Featuring a lush green front yard and inspired by the Hawaiian term “ohana” for “home,” the restaurant aims to create a welcoming atmosphere, fostering a sense of belonging akin to returning home for its patrons.

ARCHITECTURE

PLAY@HEIGHTS PARK



DESIGNER

Playpoint Asia

PLAY@HEIGHTS PARK, nestled in the heart of Singapore at 144 Toa Payoh Lorong 2, offers a distinctive family-friendly experience amidst HDBs. Featuring amenities like adventure playgrounds, a water park, trampolines, and fitness stations, it caters to three generations of families. Positioned as a unique tourist attraction, it taps into Singapore's trend-setting reputation, offering visitors an array of exciting activities in a neighbourhood setting.

ARCHITECTURE

PUNGGOL LIGHTHOUSE



CLIENT

Suncare SG Limited

DESIGNER

YWA Studio Pte Ltd
(AR. Tan Yue Wei,
Zachary Tay Ren Siong)

The Lighthouse at Punggol consists of 6 repurposed shipping containers playfully and strategically placed to create unique spaces for different activity nodes. Taking advantage of the gradual and sloping topography of the site, an auditorium-like stage was created through the hardscape design. An overarching origami-inspired roof provides shelter from the elements and connectivity to the surrounding structures. What is achieved is a playful, interactive, engaging, and inspiring environment for the youth.

ARCHITECTURE

SCIENCE CENTRE ENTRANCE PLAZA



CLIENT

Science Center Board Singapore

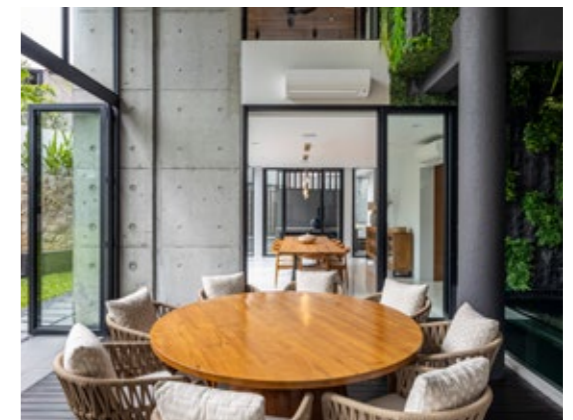
DESIGNER

Paper Plane Architects
(Kwah Meng Ching, Shireen Yeo)

The Metamorphosis Play-GROUND was conceptualised as a public space intervention designed to activate the intermediate entrance space between the Jurong Town Hall Road and the Science Centre main building for play, events and drawing visitors into the Science Centre. Inspired by the main building design of the Science Centre which features triangulated geometric shapes and colours, the ground is transformed into a dynamic terrain where visitors, both young and old, are invited to explore and interact in creative ways.

ARCHITECTURE

VIRIDIAN HOUSE



DESIGNER

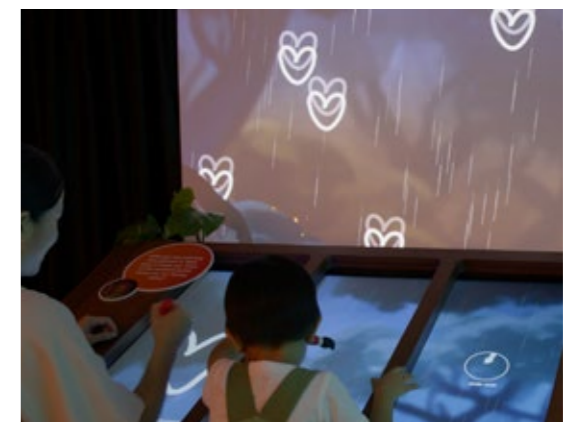
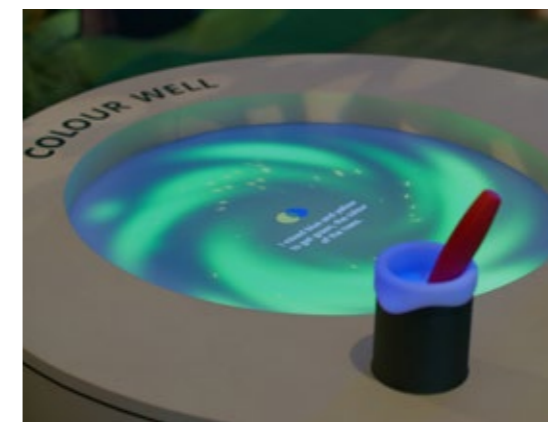
Trace Design + Build Pte. Ltd.

The Viridian House emerges through a screen of swaying bamboo trees, offering a glimpse of its facade—a hidden gem within Singapore's exclusive Good Class Bungalows. Transforming an aged Balinese-themed structure into a Modern Minimalist Tropical house, and in commitment to the "Build Less" ethos, Trace Design employed an Additions and Alterations (A&A) approach for Viridian House, retaining approximately 84% of structural elements from the original build.

DIGITAL DESIGN

DIGITAL DESIGN

A BRUSH WITH FOREST FIRE



CLIENT

National Gallery Singapore,
Keppel Centre of Art Education

DESIGNER

Make Studios,
The Merry Men Works

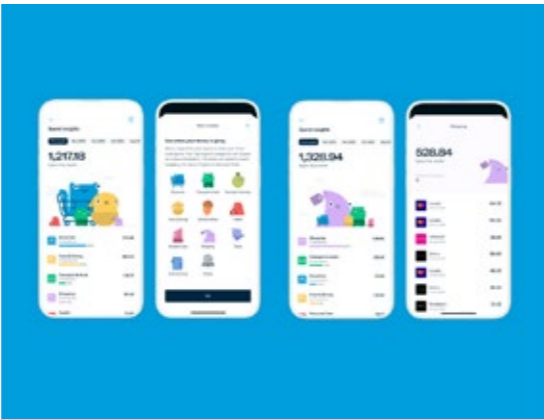
National Gallery Singapore tackled the challenge of engaging children with historical art, particularly Raden Saleh's Boschbrand. Their solution, "A Brush With Fire," combines physical and digital elements, with Raden Saleh acting as a mentor. Children use a magical paintbrush to interact with the artwork, learning about art principles and creating their masterpieces. This physical experience bridges the gap between urban Singaporean children and 19th-century painting, fostering creativity and connection.

BUDGET BUDDIES



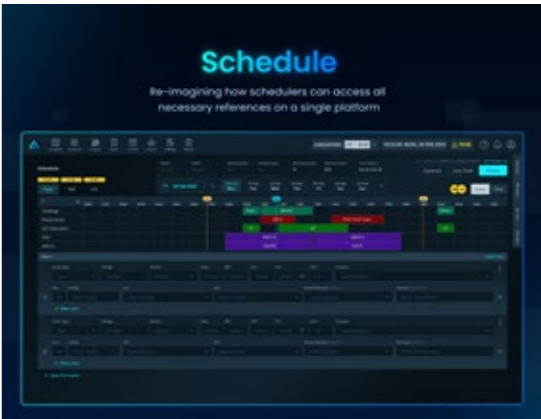
DESIGNER

Trust Bank Singapore
Design Team



Trust Bank introduces Budget Buddies, transforming mundane spending tracking into an engaging experience. This innovative tool replaces traditional charts with animated Buddies that grow with spending in different categories. Inspired by '90s Tamagotchi, Budget Buddies inject fun into budgeting, making it easy and insightful. With over 30,000 Trust App users interacting with it within days of launch, Budget Buddies revolutionises how users visualise and manage their spending habits.

RSAF FLIGHT SCHEDULING AND AIRCREW MANAGEMENT SYSTEM



CLIENT

Republic of Singapore Air Force

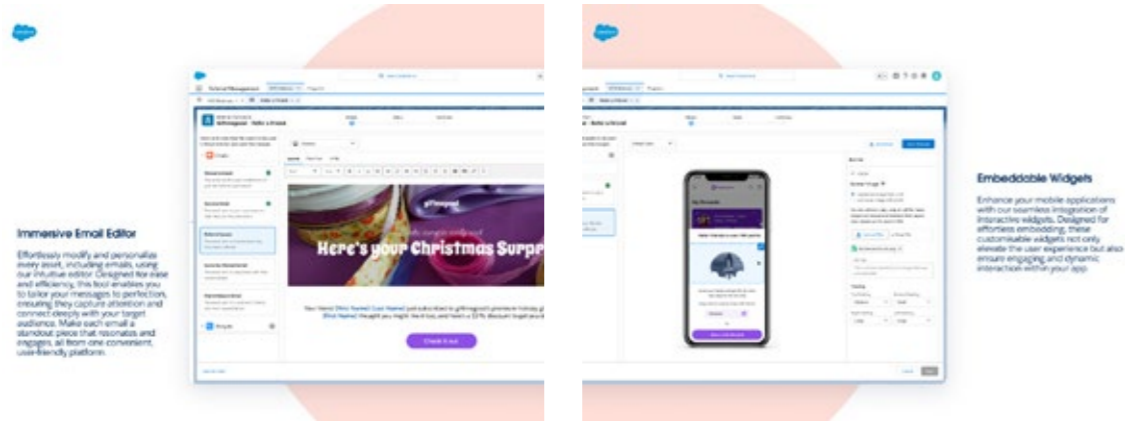
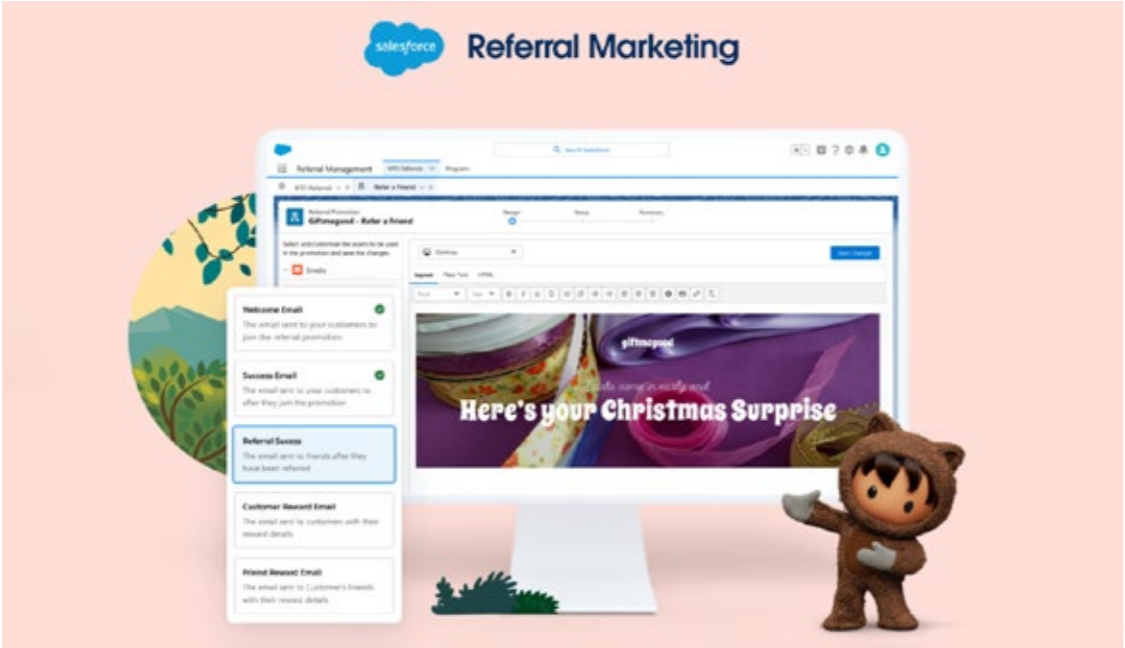
DESIGNER

Defence Science and
Technology Agency
(Ng Yun Chi, Zenas
Lim, Bertram Yeo)

The Republic of Singapore Air Force (RSAF) introduced Product FlightBridge, an integrated suite of digital applications. FlightBridge revolutionises scheduling, flight statistics, and currency tracking, enhancing efficiency and accuracy. With intuitive planning tools and automated alerts, it optimises resource allocation and minimises errors. FlightBridge elevates RSAF's operational prowess, providing a seamless hub for mission-critical information and freeing up aircrew to focus on flight and training activities, ultimately ensuring unparalleled operational excellence.

DIGITAL DESIGN

SALESFORCE REFERRAL MARKETING



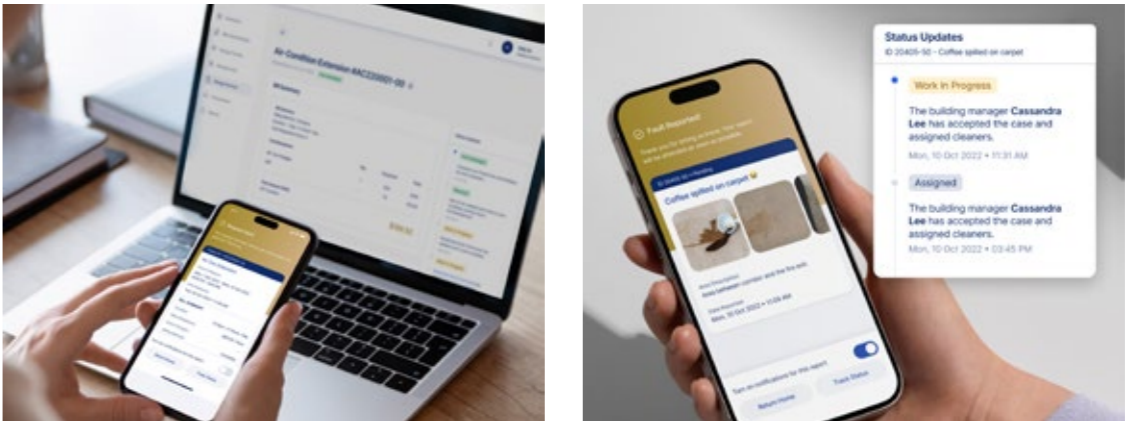
DESIGNER

Salesforce Inc
(Raagul Manoharan, Abhay Vyas,
Vimal Sharma & Malhar Gupta)

Experience streamlined referral marketing with Salesforces' innovative platform, simplifying the process into three steps for businesses of all sizes. Features include customizable templates, intuitive campaign design, visual journey views, interactive mobile widgets, and efficient workflows. This tool empowers businesses to launch impactful campaigns quickly, leveraging their audience network effectively while minimising customer acquisition costs. Salesforce Referral Marketing revolutionises the landscape, making referral marketing accessible and effective for business growth.

DIGITAL DESIGN

SINGAPORE LAND BUILDING MANAGEMENT SYSTEM AND MOBILE APPLICATION



CLIENT

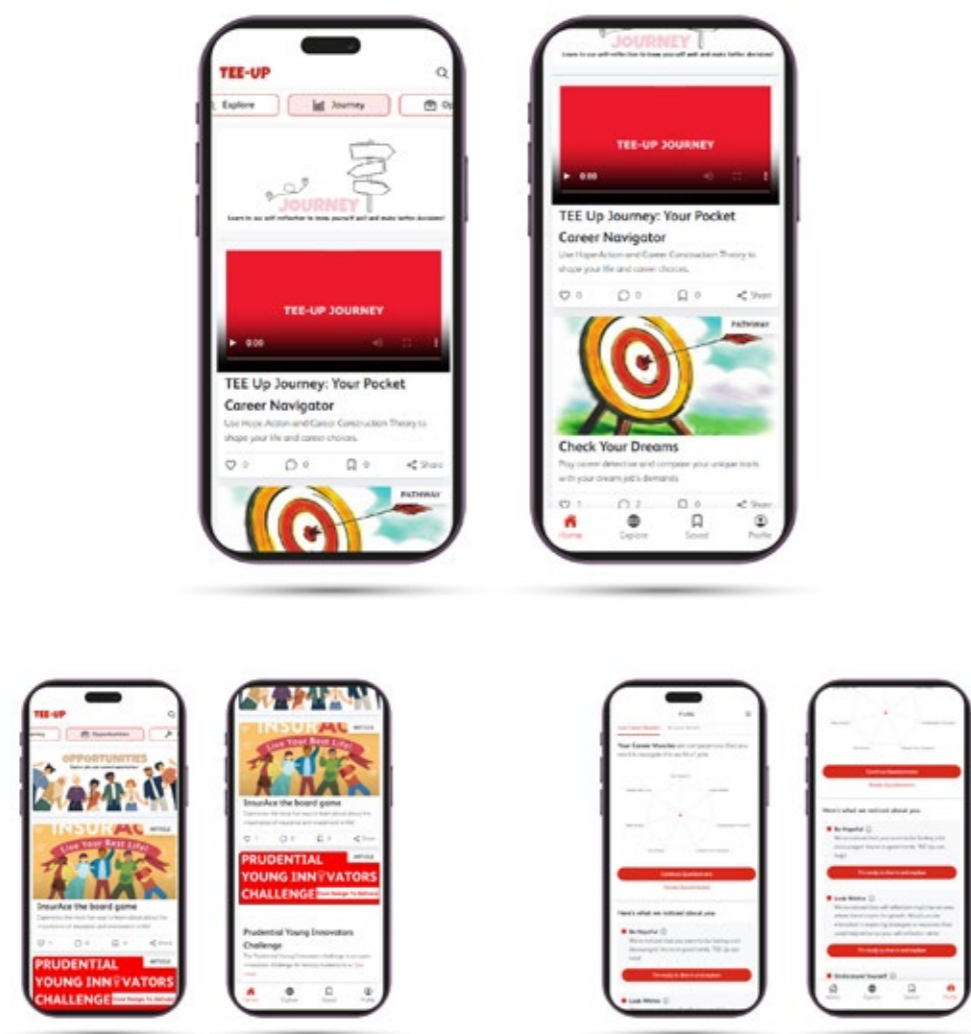
Singapore Land Group Limited

DESIGNER

Greydient Lab
Design Consultancy

The Greydient Lab and SingLand team co-created a bespoke building management system shaped by users. The team embarked on a user-centric design approach to understand users' needs and translate them into a digital product. The team aims to enrich the experiences of building teams, tenants and visitors through simplifying workflow and digitisation of manual processes. It comprises a backend operational dashboard and mobile app that bridges the gaps of communication, enhances workplace efficiency, real-time data reporting and promotes sustainability.

TEE-UP(TALENT ENGAGEMENT ECOSYSTEM)



DESIGNER

Prudential Innovation Team

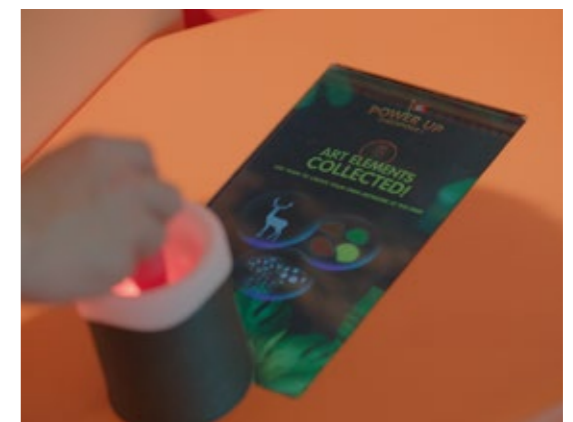
TEE-Up is a curated program designed to boost the employability of Gen Z individuals and empower them as they transition into adulthood. TEE-Up combines the Hope-Action Theory and Career Construction Theory. It offers resources like career videos, mentorship programs, and masterclasses. Participants engage in self-discovery, career exploration, and build essential “career muscles.” The program connects young adults with industry experts, educators, and peers, fostering purposeful career paths and personal growth.



EXPERIENCE DESIGN

EXPERIENCE DESIGN

A BRUSH WITH FOREST FIRE



CLIENT

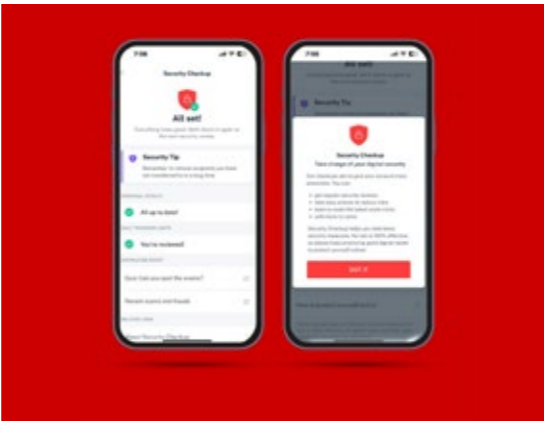
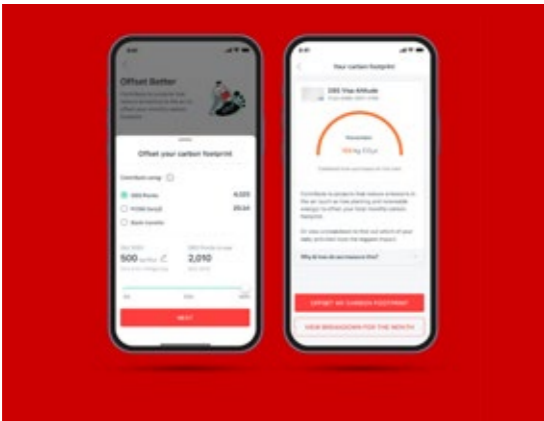
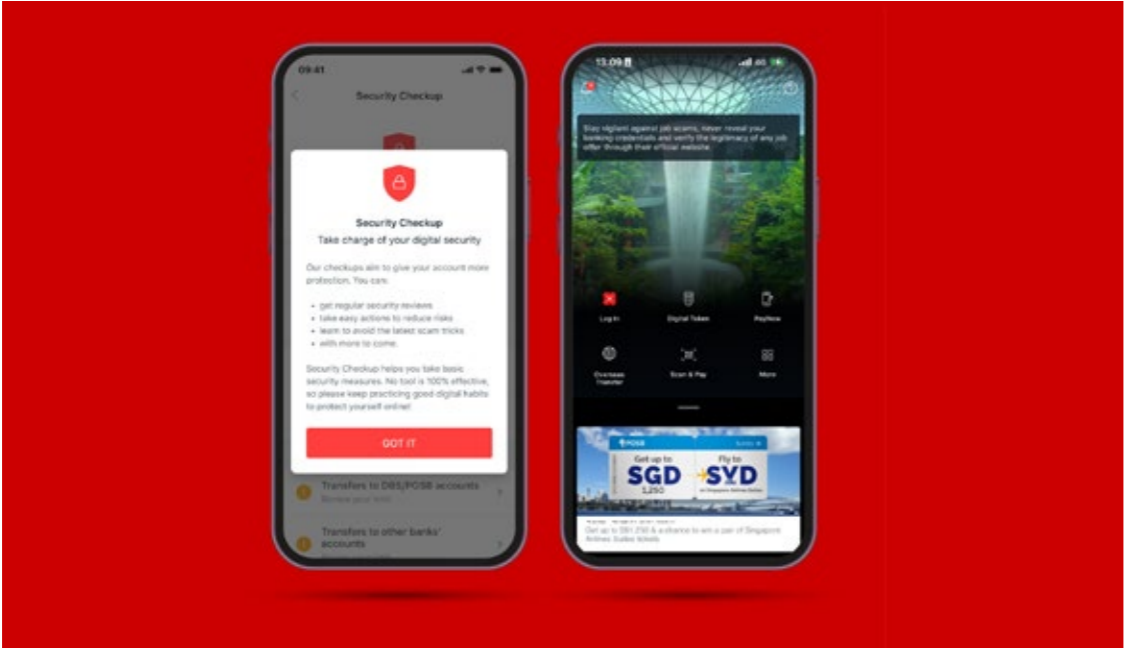
National Gallery Singapore,
Keppel Centre of Art Education

DESIGNER

The Merry Men Works,
Make Studios

National Gallery Singapore tackled the challenge of engaging children with historical art, particularly Raden Saleh's Boschbrand. Their solution, "A Brush With Fire," combines physical and digital elements, with Raden Saleh acting as a mentor. Children use a magical paintbrush to interact with the artwork, learning about art principles and creating their masterpieces. This physical experience bridges the gap between urban Singaporean children and 19th-century painting, fostering creativity and connection.

DBS DIGIBANK

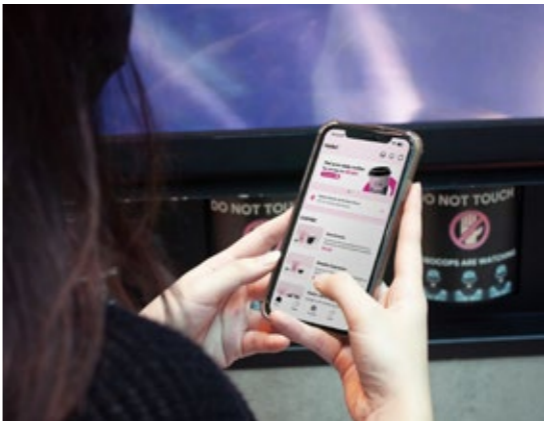
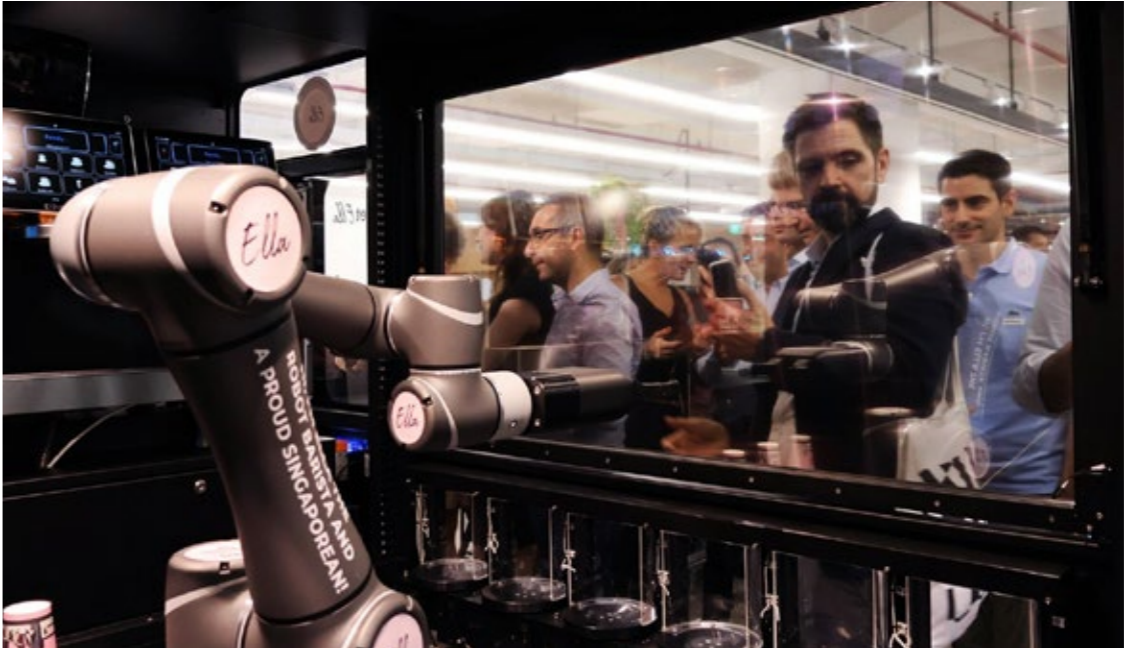


DESIGNER

DBS Bank
(CBG Digital Banking)

DBS doubles down on its responsible and sustainable banking agenda with Digibank, fostering community sustainability and financial literacy. The platform democratises sustainability-focused banking, promotes inclusivity, and enhances security measures against scams. Through sustainable investing initiatives and an expanding digital ecosystem, DBS aims to empower customers with accessible, secure, and joyful banking solutions, reaffirming its commitment to creating delightful and reliable banking experiences for all.

ELLA, THE ROBOT BARISTA



CLIENT

Crown Digital

DESIGNER

Crown Digital
Marketing Team

Ella revolutionises the coffee experience with robotic precision and heartfelt connection. Customers enjoy personalised beverages through touch-screen kiosks and a mobile app, enhancing convenience and efficiency. Ella prioritises customizability, efficiency, accessibility, and sustainability, embodying more than just a barista but a platform for meaningful interactions. Ella envisions coffee shops as social hubs where humans and robots collaborate, creating memorable moments and fostering innovation in every cup.

EXPERIENCE DESIGN

F1 PADDOCK CLUB SINGAPORE 2023



CLIENT

Singapore GP (SGP) Pte Ltd

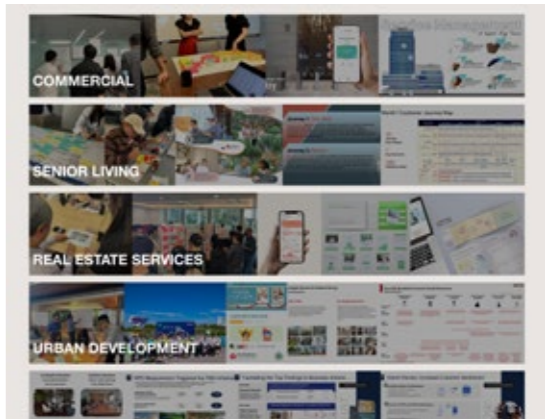
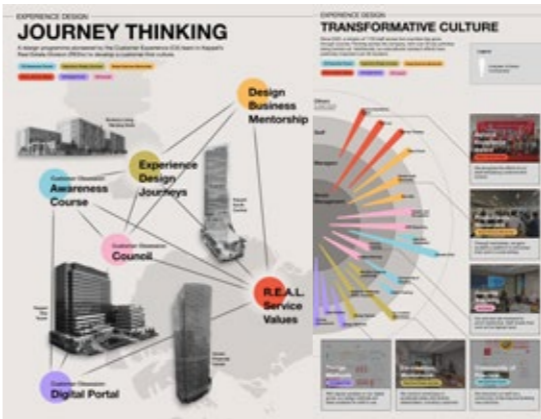
DESIGNER

DP Design Pte Ltd
(Mike Lim, Claudia Nam & Thea Teo)

The Circuit Design Language concept, inspired by F1 circuits, creates a seamless journey from the lobby to the atrium. Circuit-inspired ceilings and lighting elevate the experience. Strategic spatial planning and material choices enhance comfort throughout, including the L2 Courtyard and L3 Roof Terrace. Intimate spaces like the Paradiso Bespoke Bar and Suites offer exclusivity with ambient lighting. Five renowned restaurants, like Nobu and Dani García, offer diverse culinary experiences, each meticulously designed to reflect their identities.

EXPERIENCE DESIGN

JOURNEY THINKING: SCALING EXPERIENCE DESIGN WITH CUSTOMER OBSESSION



DESIGNER

CX, Real Estate Division,
Keppel Ltd.

Keppel's Real Estate Division (REDiv) spearheads organisational transformation with its "Journey Thinking" program, championing customer-centricity. Led by the Customer Experience (CX) team, interventions include comprehensive online training, equipping front-line staff with service qualities, collaborative journey designing, business mentorship, a digital resource hub, and a Quarterly Customer Obsession Council. The program has impacted 1150 staff, resulting in a significant 57% year-on-year growth in Net Promoter Score (NPS) and 16 recognized R.E.A.L. ambassadors.

EXPERIENCE DESIGN

LIFELAB@SLEC



CLIENT

St. Luke's ElderCare Pte Ltd

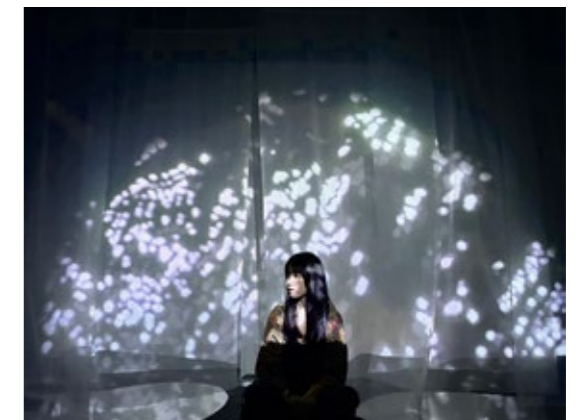
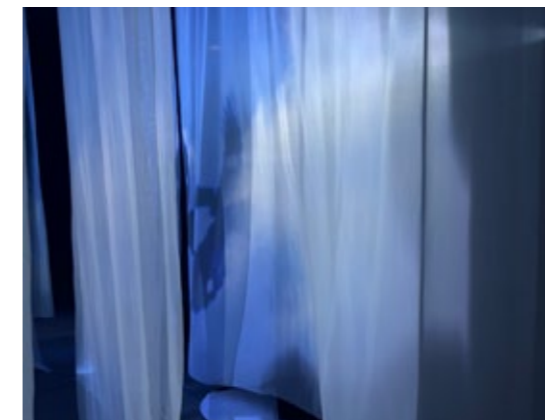
DESIGNER

ID21 Pte Ltd

ID21 designed and built LifeLab@SLEC, an experiential learning centre for St Luke's ElderCare (SLEC) focusing on technology, innovation, and research. Sensory elements and virtual technologies engage visitors, including SLEC staff, caregivers, volunteers, and students, in exploring eldercare. LifeLab@SLEC offers immersive experiences, scenario-based training, and interactive elements like ageing simulation suits, facilitating learning and empathy. The space is adaptable for various activities, showcasing SLEC's commitment to innovative eldercare solutions and improving the community care sector.

EXPERIENCE DESIGN

OH!TENANG



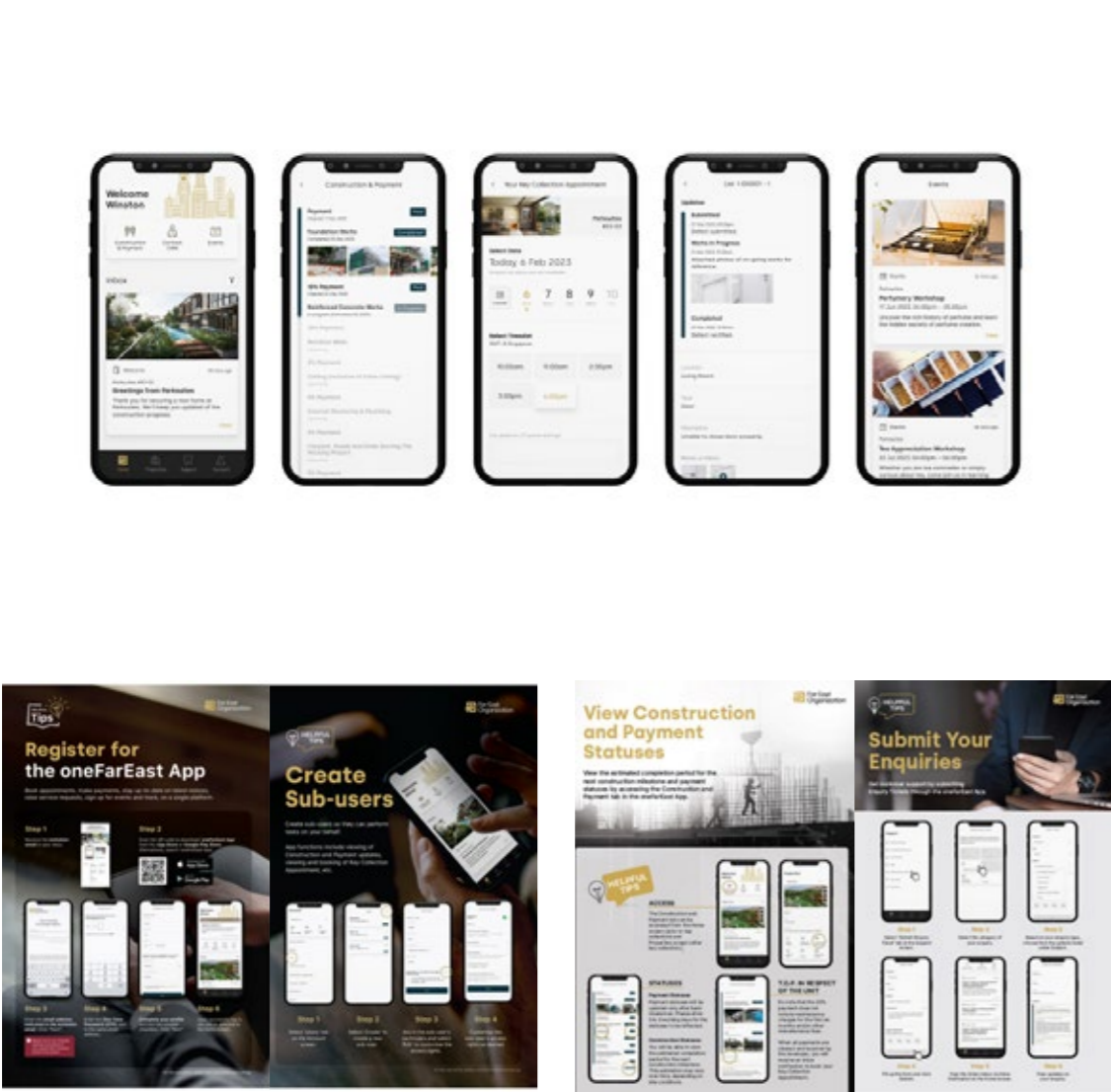
DESIGNER

OtherHalf Studio
(Sumay Cheah)

OH!Tenang invites visitors into a serene world amidst city bustle, blending natural and cultural elements through visuals, sound, and scent. This inclusive space features soothing melodies from local instruments, harmonised with nature sounds and nurturing scents, promoting tranquillity. Designed for all ages and abilities, it offers multilingual descriptions and Braille, fostering inclusivity. Beyond art, OH!Tenang hosts community programs and workshops, intertwining culture and calmness to foster an appreciation for nature and heritage.

EXPERIENCE DESIGN

ONEFAREAST APP



CLIENT

Far East Organization

DESIGNER

Codigo

Far East Organization introduces the oneFarEast app, a comprehensive digital platform for property management. Designed for buyers and tenants, it offers single-login access to schedule appointments, access documents, and handle payments. Users can submit feedback, service requests, book facilities, and register for events, streamlining property management. The app aims to simplify processes, enhance convenience, and elevate the overall customer experience, integrating various property-related tasks into a seamless interface.

EXPERIENCE DESIGN

RE-ROUTE FESTIVAL



CLIENT

Singapore Tourism Board

DESIGNER

Plus Collaboratives

Re-Route Festival is a creative investigation of a place, commissioned by the Singapore Tourism Board. Re-Route seeks to refocus visitors' attention from areas frequented by tourists to areas that are functional cores to the on-site Indian community, which has been identified through mapping studies to be disassociated from the popular tourism traffic. Re-Route festival's strategies were focused on getting people to move, exposing them to the rich socio-cultural value on site.

EXPERIENCE DESIGN

SAI KUNG HOI ARTS FESTIVAL 2022-2024



CLIENT

Tourism Commission,
HKSAR Government

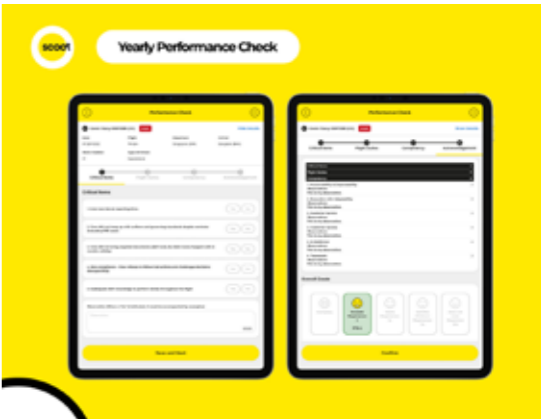
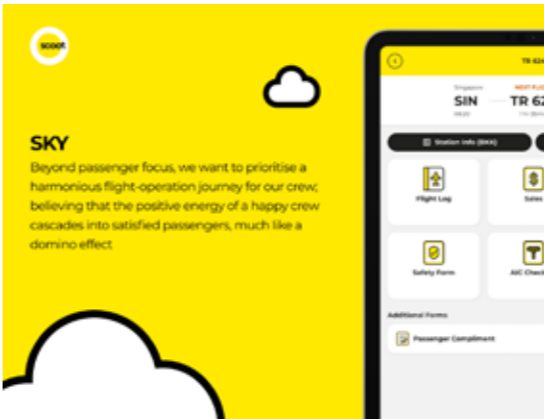
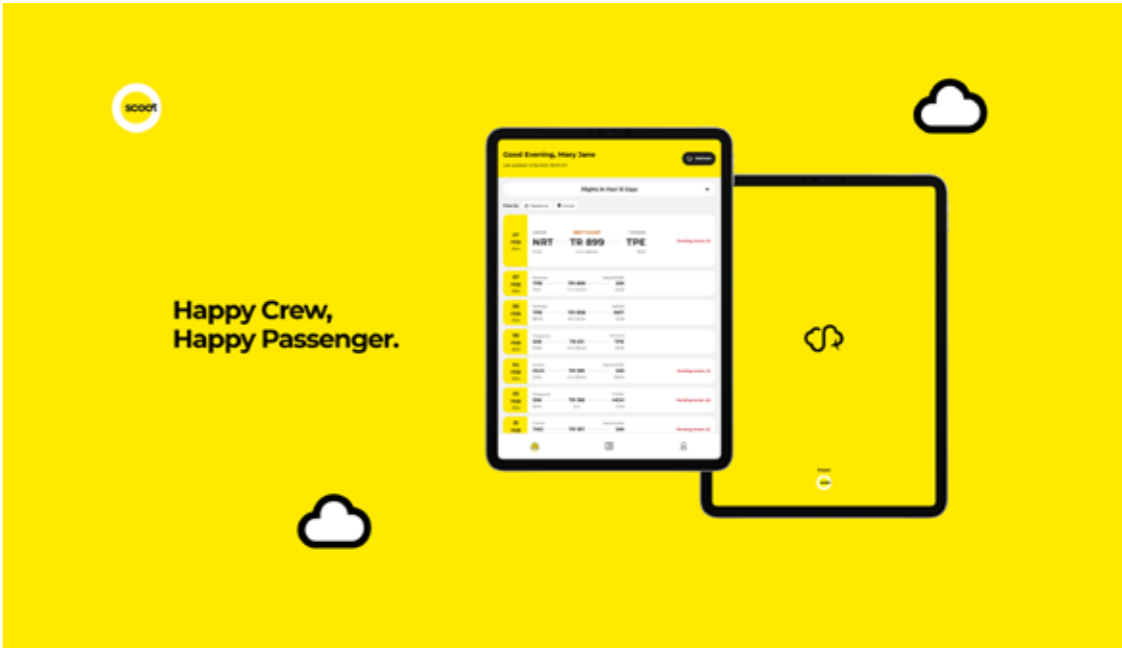
DESIGNER

One Bite Design Studio Limited

Sai Kung Hoi Arts Festival (SKHAF), curated by Onebite and supported by Hong Kong Geopark and Hong Kong Tourism Commission, celebrates artistic excellence and societal impact. The festival features 18 artworks, themed programs, guided tours, and media coverage, showcasing creativity, innovation, and transformative power. From interactive exhibits to sculptures, SKHAF ignites community involvement, leaving an indelible mark on Asia's cultural landscape, and demonstrating the profound impact of art.

EXPERIENCE DESIGN

SCOOT 'SKY' FOR CREW



CLIENT

Scoot Pte Ltd

DESIGNER

Scoot UX Design Team
(Tam Wai Hong & Ong Pei Yu)

Scoot introduces 'SKY' for Crew, aiming to streamline processes and boost efficiency for flight crews. This unified platform consolidates essential tools, minimising manual tasks and promoting productivity. By prioritising crew satisfaction, we aim to enhance the flight-operation journey, fostering a positive ripple effect for passengers. With SKY for Crew, our goal is to create a harmonious work environment, where crews can focus on delivering exceptional service and enjoying a fulfilling experience, contributing to our airline's success and reputation.

EXPERIENCE DESIGN

VAN GOGH: THE IMMERSIVE EXPERIENCE



CLIENT

Resorts World Sentosa (RWS)

DESIGNER

Hustle and Bustle

Van Gogh: The Immersive Experience debuted in Singapore in March 2023, a collaboration between H&B, Exhibition Hub, Fever, and Resorts World Sentosa (RWS). Visitors delved into Vincent Van Gogh's world through replica paintings and large-scale digital projections, experiencing emotional soundscapes and VR. With rave reviews and a 4.6 Google rating, it joins Singapore's esteemed exhibitions, cementing its status as a beloved experience and showcasing Singapore as a destination for remarkable experiences.

EXPERIENCE DESIGN

WANDERING THE GREEN – GREEN@KWUN TONG ENVIRONMENTAL CAMPAIGN



CLIENT

Environmental Protection Department, HKSAR Government

DESIGNER

One Bite Design Studio Limited

"Wandering the green" at Green@Kwun Tong is a sustainability initiative transforming underutilised spaces into dynamic hubs for sustainable living. Curated by Onebite and the Environmental Protection Department, the program spanned five weekends from October to November 2023, with full-day events promoting recycling and eco-friendly practices. Thematic workshops engaged families and individuals, fostering unity and environmental awareness. Collaborators included MUDWORK, HKDI, and Green Ladies, amplifying the program's impact on community engagement and environmental stewardship.



PRODUCT DESIGN

PRODUCT DESIGN

3D VEIN VIEWER LOCATOR



CLIENT

Adison Biomedical Co., Ltd.
(Shih-Min Lin)

DESIGNER

Megaforce Company Limited
(Jhen-Ming Liao, Yi-Chi Li)

The patented 3D Vein Viewer Locator demonstrates excellent visualisation of intricate veins beneath dense subcutaneous fat layers, particularly in 6-10-month-old/premature babies, dark-skinned, kidney, cancer, and burn scald patients. This cutting-edge technology minimises incidences of failed insertions and related complications by 30%. With a design based on familiar insertion postures, its one-time success rate surpasses competitors by 13%, reaching an impressive 94%. The nurse-exclusive screen reduces medical stress and disputes.

PRODUCT DESIGN

BIO-HOME LAUNDRY SHEET DETERGENT



DESIGNER

Lam Soon Singapore Pte Ltd

bio-home Laundry Sheet Detergent offers eco-friendly home cleaning solutions with plant-based ingredients to ensure family safety and environmental protection. The innovative Laundry Sheet Detergent, packaged in a plastic-free, compact box, is dermatologically tested for sensitive skin. Each pre-measured sheet is designed for easy use, dissolving completely in hot or cold water without residue. bio-home's commitment to sustainability and convenience makes laundry simple and eco-conscious, supporting a zero-waste journey.

PRODUCT DESIGN

DELL 24 TOUCH USB-C HUB MONITOR

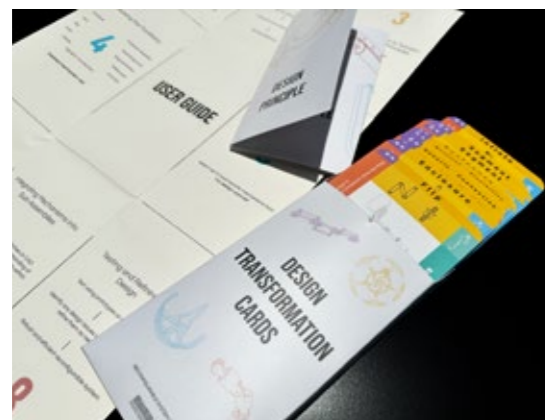


DESIGNER

Dell Technologies

The Dell 24 Touch USB-C Hub Monitor (P2424HT) is designed for hybrid work environments, blending Dell's professional identity with modern home aesthetics. Key features include a minimalistic screen design for an intuitive user experience, USB-C for quick setup, accessible yet concealable ports, smooth adjustments, integrated speakers, increased screen height for comfort, flexible screen angles, improved stability, and Low Blue Light technology for eye comfort. The design emphasizes a softer, inviting look with rounded edges for comfortable adjustments.

DESIGN TRANSFORMATION CARDS



CLIENT

Edurobo Technologies

DESIGNER

Singapore University of Technology and Design
(K MANI, AA HAYAT, C RIXI, P VEERA, MR ELARA, KL WOOD)

Designed for engineers, designers, and enthusiasts, the Design Transformation Cards is a perfect comprehensive toolkit for the conceptualisation and creation of reconfigurable systems. It uses tested and validated principles drawn from engineering design and robotics to visually illustrate transformation modes and means for easy explorations of suitable mechanisms. Examples of system mechanisms associated with each principle also offer practical insights and starting points to encourage the creativity and confidence of users.

EXLICON MX A DRAWING TOOL WITHOUT BOUNDARIES



DESIGNER

Ddiin Concept Limited
(Sofia Lee Pik Shan)

The Exlicon MX – a revolutionary compass that pushes the limits of traditional compasses. Its ability to extend the rulers allows for a wide range of radius options from 10mm to 475mm, suitable for use on A0 paper. Drawing multiple shapes has never been easier with its offering of over 120 different sizes of geometric shape capabilities. Its needleless design also eliminates the risk of perforation and makes for a more convenient tool to work with while its detachable magnetic base and rolling measurement ruler for precise measurements add to its versatility.

PRODUCT DESIGN

FLIP CAP SILICONE BABY FEEDING BOTTLE



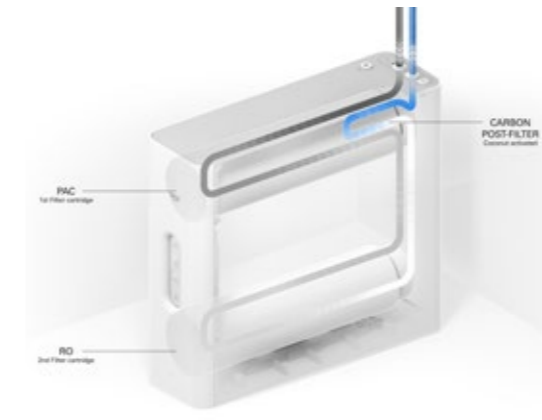
DESIGNER

Guangdong Shunde
Remon Technology
(NICEPAPA)

The Nicepapa baby feeding bottle is a flip-cap bottle with its patented design for easy one-handed flip-cap opening. Setting itself apart from traditional baby bottles, the lid and bottle body are connected thus reducing the number of operating steps and cap contact from other surfaces for a cleaner and hygienic experience. This one-handed operation enables mothers to multitask with their other hand while its ultra-pure food-grade silicone material mimics breastfeeding to reduce bottle rejection and nipple confusion issues.

PRODUCT DESIGN

GROHE PURE RO SYSTEM



CLIENT

Grohe

DESIGNER

LIXIL - Asia
(LIXIL Global Design Team, Asia)

The GROHE Pure RO is a reverse osmosis filtration system that removes up to 99% of contaminants to obtain safe clean water. This system offers variants with different levels of functions for multiple configurations to suit different lifestyle needs. Its minimalist squarish design allows flawless fit under counters and its intuitive graphics aid in guiding user interactions.

PRODUCT DESIGN

HP 22 INCH ALL IN ONE



DESIGNER

HP Inc. (HP Design)

Another step towards sustainability, the HP 22-inch transforms their existing 27-inch and optimises it for more recycled material in construction, smaller packaging and increased pallet density. Its display is shipped faced down in the box with its stand and base alongside it, reducing the box size from past models by 56% and pallet density is increased by 88%. Using 60% post-consumer recycled material, 45% ocean-bound plastics and EPEAT gold in the construction of the product, increases its sustainability efforts by a lot.

PRODUCT DESIGN

HP 727PM



DESIGNER

HP Inc. (HP Design)

The HP 727pm combines luxury and leisure. It features a sleek design with strong audio performance with a speaker grille that invites a sense of luxury while its colour calibration, 120Hz refresh, thunderbolt connectivity, and 2000:1 IPS contrast ratio for creation and media consumption guarantees high performance. Made up of 90% PCR plastics, 90% recycled aluminium and 100% recycled packaging, the product is pushing its sustainable efforts.

PRODUCT DESIGN

HP 925 ERGONOMIC WIRELESS MOUSE



DESIGNER

HP Inc. (HP Design + Native)

The HP 925 Ergonomic Wireless Mouse redesigns the traditional mouse while demonstrating HP's commitment to sustainability. Having conducted human factor studies, features were added to arrive at an ergonomically neutral mouse. The wrist rest magnetically attaches to the mouse and ergonomically positioned buttons for people with different hand sizes to reach within the arc of their thumb to ensure comfort, productivity and prevention of injuries.

PRODUCT DESIGN

HP COLOR LASERJET PRO 3000 SERIES PRINTERS



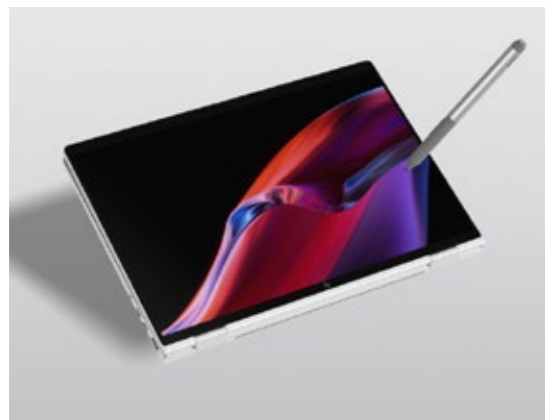
DESIGNER

HP Inc. (HP Global Experience Design Team)

The HP Color LaserJet Pro 3000 series ensures professional performance. Its modern multi-touch control panel coupled with advanced productivity features provides an integrated fleet management solution while its fast, high-quality colour printing and scanning, laser productivity, and trusted reliability enhance an efficient work experience. The versatile design also allows for easy implementation of various colours, materials and finishes, perfect for any workplace.

PRODUCT DESIGN

HP ELITE 1040 X 360 G11 2-IN-1 NOTEBOOK PC



DESIGNER

HP Inc. (HP Design)

The HP Elite 1040 x 360 G11 2-in-1 series notebook is designed to adapt to changing work environments. The product had to be stylish, reliable and sustainable. A machine learning engine, advanced thermal design and camera auto frame provide comfort and a quiet work environment best for office work. Its premium machined AL construction with multiple uses of sustainable materials ensures reliability and mobility while still pursuing sustainable efforts.

PRODUCT DESIGN

HP ELITEBOOK 1040 14 INCH G11 NOTEBOOK



DESIGNER

HP Inc. (HP Design)

With an emphasis on balancing work and mobility, the HP Elite 1040 14 Inch G11 series notebook is designed with sustainability, security and lightweight in mind. Its higher-density fan blades spin at lower RPMs, allowing 19dB quieter operation and poly studio audio, great for conferencing. Made from 90% recycled magnesium with an ultra-slim shell, it is very lightweight, enabling users to take the laptop anywhere.

PRODUCT DESIGN

HP ENVY MOVE



DESIGNER

HP Inc. (HP Design + Native)

Being battery-powered and wireless, the HP Envy Move can be placed on the floor, on the kitchen counter or outdoors, suited for any environment. Its battery-powered feature coupled with an innovative handle at the back allows for easy handling and movement of the desktop. Unlike laptops, it acts as a full-sized desktop without sacrificing space on your screen display.

PRODUCT DESIGN

HP ERGONOMIC WIRELESS KEYBOARD



DESIGNER

HP Inc. (HP Design)

The design of the HP ergonomic keyboard focuses on high comfortability and natural postures of users. It features a split keyboard fitted for most users and a wrist rest in leather covering the length of the keyboard for comfortable typing while the separate keypad allows for better ergonomics. For increased readability, the keycaps are printed in large font. All in all, creating a user-friendly keyboard suited for long periods of use.

PRODUCT DESIGN

HP OFFICEJET PRO 9100 SERIES PRINTERS



DESIGNER

HP Inc. (HP Global Experience Design Team)

The HP OfficeJet Pro 9100 series printer is perfect for any business. Equipped with cloud-connected HP+ smart printing features and solutions, it enables seamless integration into any business environment. Managing different departments is now easier with cloud-based and job-specific solutions in its new “workflow” user interface. Coupled with a modern and robust engineering design, the printer elevates workplace productivity and efficiency.

PRODUCT DESIGN

HP SPECTRE X360 14 & 16 INCH 2-IN-1 LAPTOP PC



DESIGNER

HP Inc. (HP Design + Native)

Designed for advanced collaboration in hybrid working environments, the HP Spectre x360 14 & 16 Inch 2-in-1 Laptop is an excellent tool for everyday use. Its 16:10 ratio camera matches the screen and 4x image sensitivity to capture larger and better visuals for conference calls. Its cutting-edge 9MP camera and AI chip also handles camera functionalities separately from the CPU, ensuring good preservation of battery life, to deliver great performance for video calls and extended usage.

PRODUCT DESIGN

ION M1-S



DESIGNER

ION Mobility Pte. Ltd
(ION Team)

The M1-S is an intelligent, future-focused electric motorbike designed for Southeast Asia's urban environment. This electric motorbike offers a range of 150 km, speeds up to 105 km/h, and impressive acceleration. Its step-through design and 26 litres of storage ensure functionality and style. The M1-S aims to transform urban mobility, offering performance and sustainability to combat environmental challenges.

PRODUCT DESIGN

LUNA MENSTRUAL DISPOSAL STATION



CLIENT

Kohler Co.

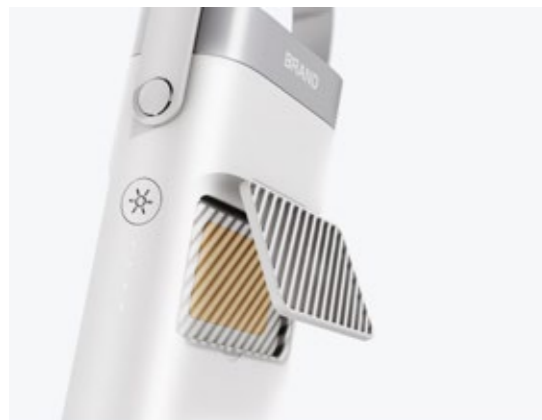
DESIGNER

Kohler Co,
Kohler Design & Trigger Design

Through extensive user testing, the Luna menstrual disposal station is an all-in-one solution for all women's needs and wants in commercial toilets. It features an antimicrobial top to provide ample space for belongings and a dispenser built with a gesture-activated sensor for intuitive access and improved hygiene practice. Installation is also highly configurable with the modular design of hand sanitiser, tissue, pad dispenser and touchless disposal bins, perfect for adaptation of any restroom interior.

PRODUCT DESIGN

MULTI – FUNCTION OUTDOOR ENERGY MOBILE POWER LAMP



DESIGNER

Shenzhen QiAo
Communication Tech Co., Ltd.
(Internal Design Team)

This multi-function outdoor energy mobile power lamp is sure to be on every backpacker's wishlist. Centering around the concept of green and environmental protection, it utilises solar charging to reduce environmental pollution and hold positive social value. Its compact design packs multiple tools such as a night light, flashlight, mobile power bank, soaring and mosquito repellent, providing convenience and reducing excessive weight. The ability to illuminate up to 200 metres and long battery life also ensures ample lighting outdoors, further enhancing user experience.

PRODUCT DESIGN

NILFISK SC25



CLIENT

Nilfisk

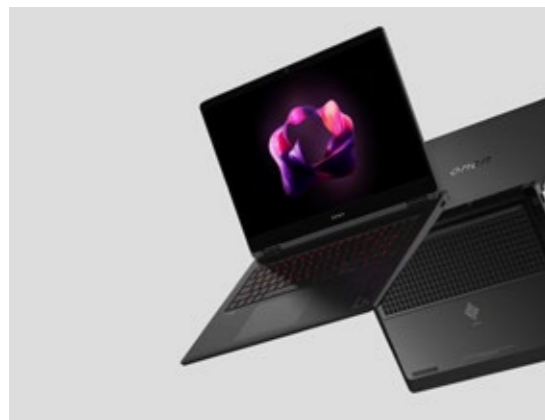
DESIGNER

Lionsbot International
(Kwa Li Ying, Tan Wei Hua)

The SC25 is designed in hopes of encouraging cleaners to embrace the use of technology and alleviate difficulties in the cleaning industry. It features interchangeable floor brushes to effectively clean 4 different floor types and includes different precision brushes to perform a 0-centimetre edge cleaning while cleaning up huge areas of floor space, for enhanced efficiency. To improve user safety, Dual LiDARs enable a 360° field of vision and an AI object identification system is used. Equipped with an autonomous mode, planned mapping and self-docking for recharging and refilling further increasing efficiency without manual control.

PRODUCT DESIGN

OMEN 17 GAMING LAPTOP



DESIGNER

HP Inc. (HP Design + Native)

Having talked to gamers, HP OMEN 17 features bigger screens and re-engineered thermal management to give gamers what they need. The large 17-inch screen and the latest NVIDIA graphics mean sharper graphics and an enhanced gaming experience. Larger internal space with larger air ventilations also allows for better airflow and heat dissipation for cooler and quieter use.

PRODUCT DESIGN

OMEN 35L BY HP



DESIGNER

HP Inc. (HP Design)

The HP 35L denotes power and reassures users that they've bought the right machine that will continue to perform. The glass side panel and illumination display the intricate internal works of the computer that evoke sophistication and enable accessibility for the personalisation of parts. A 240mm water cooler radiator and 120mm rear fan with large blades also ensure greater cooling and quieter operation.

PRODUCT DESIGN

OMEN BY HP TRANSCEND 14 GAMING PC



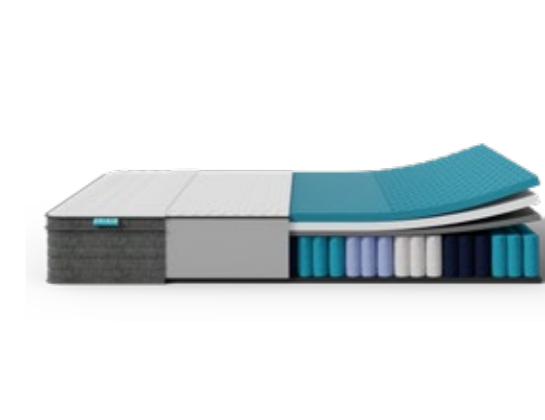
DESIGNER

HP Inc. (HP Design + Native)

Introducing HP's thinnest and lightest gaming laptop, the HP Transcend 14 enables work and gaming use from anywhere without compromising the ability to handle the toughest of graphical and processing bosses. Made from aluminium, the PC is thin, and lightweight yet durable, great for travelling. The PC is also designed to be powerful enough for day-to-day use, with a long battery life and a bright screen.

PRODUCT DESIGN

ORIGIN HYBRID MATTRESS



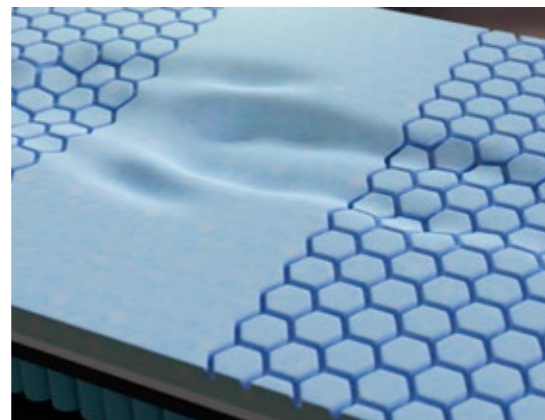
DESIGNER

Origin Sleep Pte Ltd

Through extensive testing and experimentation with over a thousand different designs and materials, Origin Hybrid Mattress balances affordability and high-quality sleep without compromising either. It utilises pressure mapping technology to evenly distribute pressure across joints, incorporating antigravity springs for optimal weight support and integrating cooling materials to regulate temperature, delivering an unparalleled sleeping experience.

PRODUCT DESIGN

ORIGIN HYBRID PRO MATTRESS



DESIGNER

Origin Sleep Pte Ltd

Apart from its affordable counterpart, Origin Hybrid Pro Mattress features 8 meticulously designed layered composites composed of premium materials for guaranteed comfort and exceptional sleep experience. The HexaGrid™ Plus comfort layer provides enhanced support in the middle section of the mattress that promotes a healthier back while the SmartClimate™ cooling system, a three-step cooling mechanism, is engineered to retain ideal temperatures for deep sleep.

PRODUCT DESIGN

ORIGIN LUMBARCLOUD™ MATTRESS



DESIGNER

Origin Sleep Pte Ltd

Origin LumbarCloud™ Mattress is expertly crafted with cutting-edge sleep technology and premium materials, focusing on back and joint care. Its 9-layer construction that stretches to 35cm for pain-free sleep guarantees the ultimate opulence and comfort. Further alleviating back discomfort, 3000 ComfortPlus™ titanium springs work in unison to offer an additional layer of support.

PRODUCT DESIGN

POLY STUDIO X52



CLIENT

HP Inc.

DESIGNER

Poly Design

The Poly Studio X52 is an all-in-one video bar designed to simplify and optimise video conferencing in mid-sized meeting spaces. It uses a narrower FOV camera with 20 megapixels and a 4k camera module to provide sharp and clear optics, even in big spaces. Paired with Poly DirectorAI, made from smart camera technology, enables everyone in the room to be more connected during the call, enhancing the meeting experience.

PRODUCT DESIGN

POLY SURROUND 85 UC



CLIENT

HP Inc.

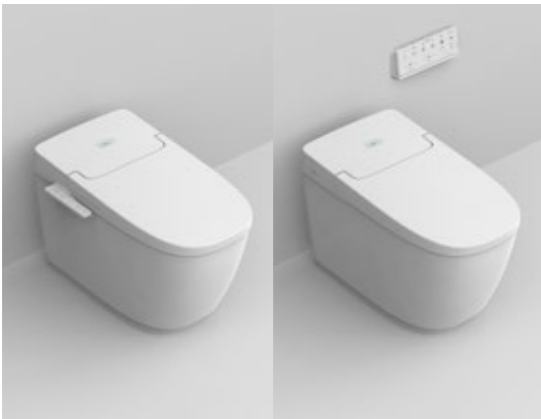
DESIGNER

Poly Design

Designed for hybrid and flexible workers who deal with ambient and distracting noise challenges, the Poly Surround 85C headphones deliver rich, clear audio for calls and music. Adaptive noise cancellation (ANC) and 40mm speaker drivers aid in tuning out noises for improved concentration. Its wireless charging stand also simplifies cable management, enabling users to work effortlessly anywhere, anytime.

PRODUCT DESIGN

SARAS SHOWER TOILET



CLIENT

INAX

DESIGNER

LIXIL - Asia
(LIXIL Global Design Team, Asia)

INAX SARAS offers 3 shower toilets with different functions and price points to cater to differing purchasing power and needs. The core functions of a shower toilet coupled with an intelligent interface make usage intuitive, improving the toilet experience. Its hygiene-enhancing technologies also ensure effective flushing regardless of water pressure.

PRODUCT DESIGN

SMART KID SCHOOL BAG
3.0 PLUS



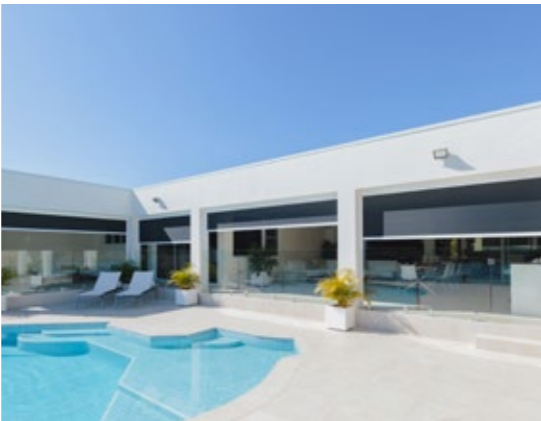
DESIGNER

PUGO Co., Ltd.
(Chen Tzu Hsien)

Smart Kid School Bag 3.0 is designed to promote intelligent organisation and learning for children. Multifunctional internal storage space with adjustable dividers allows for interchangeable styles and intuitive packing. Inspired by a pendulum-shaped weight distribution concept, its innovative shoulder strap offers three segments for adjustments, ensuring good weight distribution for healthy physical growth.

PRODUCT DESIGN

ZIPSCREEN

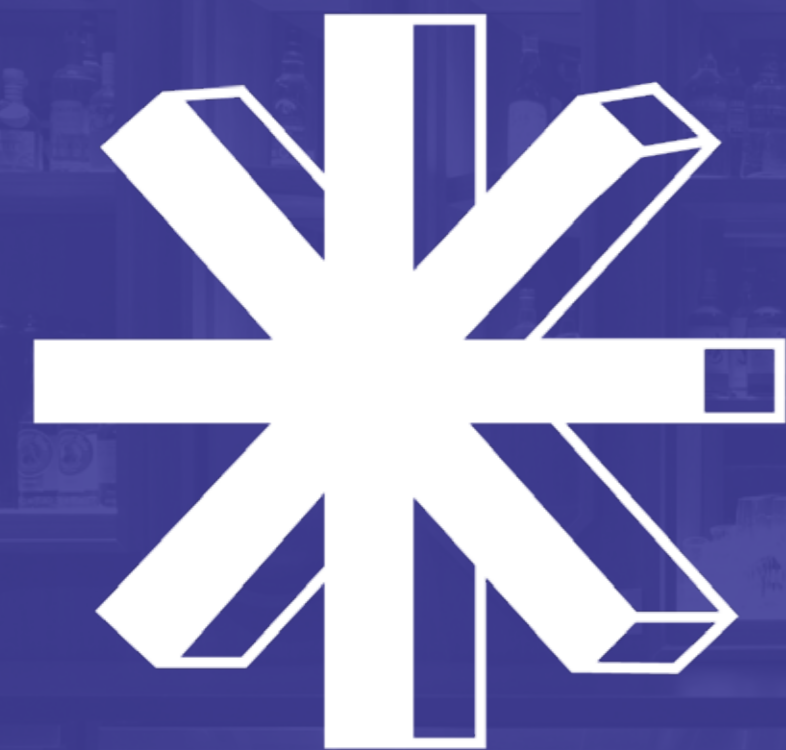


DESIGNER

Rollease Acmeda Pty Ltd

ZipScreen™ offers durable protection from the sun, UV rays, and weather while providing an insect-free environment. Ideal for outdoor residential or commercial use, it features customizable fabric options for desired privacy and visibility. Its stylish design enhances home or office aesthetics, extending living or entertaining spaces. With 30 years of history, ZipScreen™ delivers a sleek, secure, and durable outdoor shade solution tailored to fit any space.

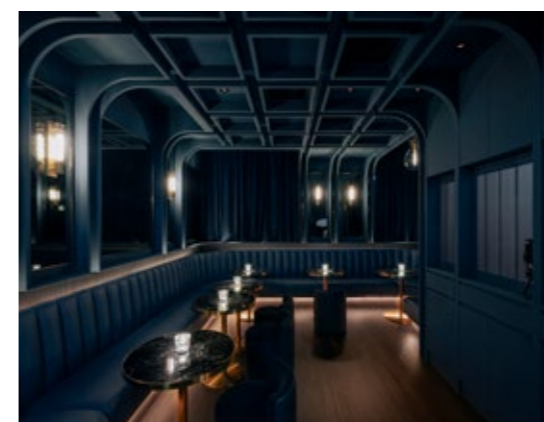
2024 SG MARK WINNERS



SPATIAL DESIGN

SPATIAL DESIGN

001 BAR TAI KWUN



CLIENT

001 Bar

DESIGNER

Canalside Studio
(Francis Lam, Etain Ho)

Located in Tai Kwun, the former Central Police Station compound in Hong Kong, 001 Bar Tai Kwun pays homage to its site and the original 001. A secretive experience is to be explored nestled within the prison blocks. The Blue Room features an elegant waffle-like ceiling and is designed with an underground atmosphere while the Green Room houses the main bar with warm wood and a gold ladder referencing a prison escape story. The play of colour and design blends history, culture and nostalgia for an immersive and charming experience.

SPATIAL DESIGN

A VERDANT WORKPLACE



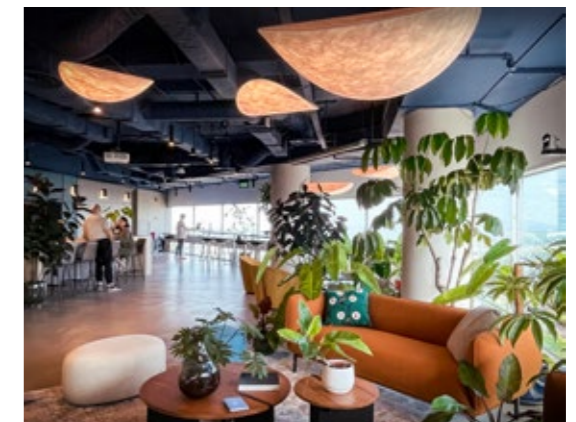
DESIGNER

DP Design Pte Ltd
(Allan Wang, Mike Lim,
Ng Yubing)

A Verdant Workplace adopts “a park within an office” concept to create a sustainable, collaborative and conducive work environment that supports employee well-being and promotes productivity. Social spaces are scattered and nestled intermittently within a garden environment to encourage gatherings. Controlled biophilia also provides an enveloping landscape in the workplace to create calm and wellness. The transformative design of the workplace encourages fruitful collaborations, aligning with the company’s branding.

SPATIAL DESIGN

BENOY SINGAPORE STUDIO



CLIENT

Benoy

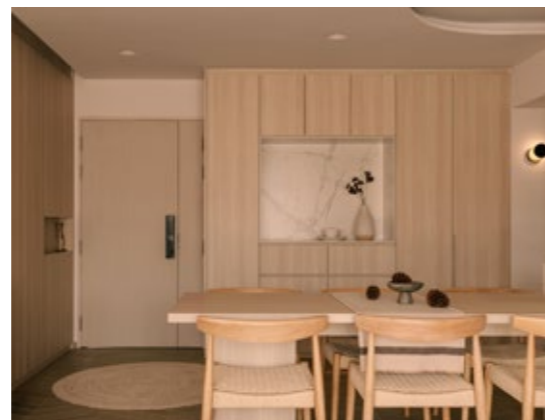
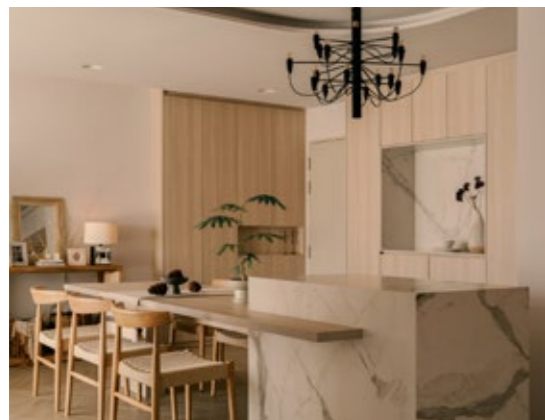
DESIGNER

Benoy

The Benoy Singapore Studio aims to lead the future of workspaces by blending biophilia with functional spaces to foster creativity and sustainability in Singapore. Diverse functional zones, including workstations, meeting spaces, acoustic pods and rest areas are carefully designed to prioritise work efficiency, team collaboration and employee well-being. Enveloped in biophilia, it envisions a people-centric future of work.

SPATIAL DESIGN

BUANGKOK LINK



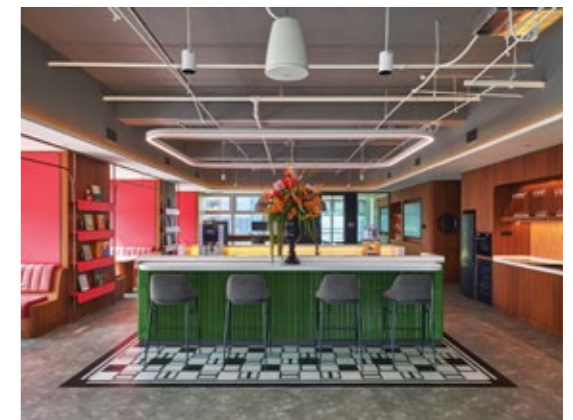
DESIGNER

Anhans Interior Design Pte Ltd
(Schubert Ho)

This flat blends Japandi elements seamlessly to achieve a down-to-earth ambience that reflects both homeowner's identity and profound appreciation for design. Chevron tiles, rustic brick walls and glass blocks harmoniously embody the fusion of minimalist elegance and heritage charm. The use of sleek tiles and textured bricks also resonates with an organic feel, evoking an organic atmosphere. A timeless story is told in this curated sanctuary that once was only a dwelling place.

SPATIAL DESIGN

CONEXUS STUDIO @ MTOWER



CLIENT

Conexus Studio

DESIGNER

Conexus Studio

"Designed to Connect", Conexus Studio's office integrates state-of-the-art technology and generous communal areas spanning over half the 7,320 square feet of floor space. An extensive resource library and communal cafe at its heart with multi-sensory touches cultivate deep connections between clients, suppliers and employees. With a variety of productivity and collaboration settings, the agile workspace is designed to cater to their hybrid work model, to promote well-being, productivity and creativity.

SPATIAL DESIGN

COVE @ TIONG BAHRU



DESIGNER

mono.poly
(Chio Wen Tian, Chua Yixi)

COVE @ Tiong Bahru merges bold, distinctive with a calming aesthetic that captures the dynamic essence of the clients. A spacious communal area is crafted for an ideal setting for lively social gatherings. Abundant concealed storage tackles clutter concerns, enhancing functionality to access interconnected areas. These elements create a harmonious synthesis of style and practicality, providing a dynamic yet serene environment for the vibrant couple.

SPATIAL DESIGN

DBS BANK JOYSPACE – TAIPEI



CLIENT

DBS Bank

DESIGNER

Horizon Design

Following DBS's "Joy Space initiative" and "+1 concept", signifying the notion is "I'm in!". The office is designed to create an inclusive workspace that beckons employees back from the prevalence of remote work. A flexible floor plan empowers users to engage with colleagues at any moment while having a sense of privacy when needed. Extending to the essence of "let's do it together", each floor is adorned with 4 distinct themes: camping, bazaar, exercising and clubbing. This selection of themes ensures that each floor boasts a unique ambience and diverse life experiences.

SPATIAL DESIGN

IMC PAN ASIA ALLIANCE GROUP



CLIENT

IMC Pan Asia Alliance Group

DESIGNER

ID21 Pte Ltd

ID21 transformed IMC Pan Asia Alliance Group's 19,360 square foot office at Springleaf Tower into a hospitality-inspired workplace promoting collaboration and socialisation. A year later, they designed a 1,949 square foot space on a separate floor, featuring a dining room, tea appreciation rooms, and a cooking studio for team-building. Both spaces reflect the company's values, fostering creativity, collaboration, and well-being in a tranquil, luxury-inspired environment.

SPATIAL DESIGN

JAPANESE RYOKAN FOR CATS



CLIENT

Hermitcat

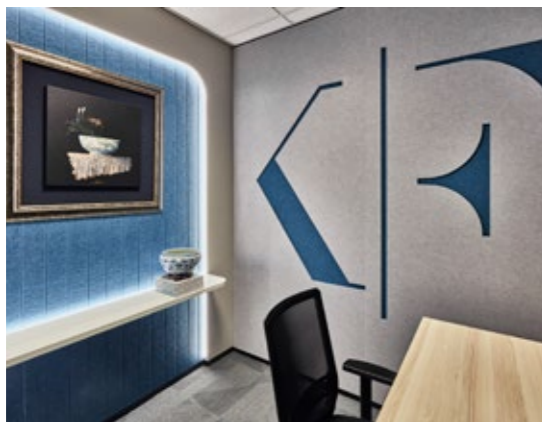
DESIGNER

Dial Interior Design Co., Ltd.
(Shiho Chu)

The Japanese Ryokan for Cats takes the concept of treating pets as family members to a whole new dimension for our cats. It takes the services we obtain at five-star Japanese hotels, adapted for the cats to enjoy the same exoticism and thought services provided. This meaningful space makes it capable of improving the spiritual state and substantial feelings of the owner and the pets in the process of vacation.

SPATIAL DESIGN

KORN FERRY SINGAPORE OFFICE



CLIENT

Korn Ferry Singapore

DESIGNER

Conexus Studio

Korn Ferry's new Singapore office redefines the work environment, promoting open conversation and collaboration while breaking traditional hierarchical barriers. Designed using participatory principles, the space reflects employee input to foster engagement and cater to diverse needs. The fluid, open layout with huddle spaces and flexible furniture prioritises comfort and efficiency. Integrating Korn Ferry's values, sustainability, and brand identity, the office celebrates its connection with Singapore through thoughtful design elements.

SPATIAL DESIGN

LONG-TERM STAY RESIDENTIAL CO-LIVING



CLIENT

Meir Investment Pte Ltd

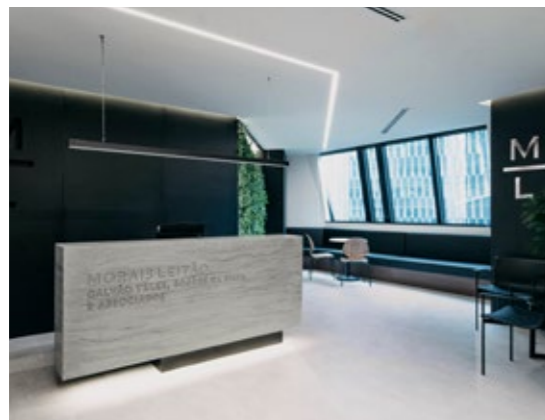
DESIGNER

Cove Living Pte Ltd

Situated in the vibrant Geylang district, this residential co-living space seamlessly blends historic charm with modern communal living featuring refurbished architectural elements. Carefully curated pieces are used to highlight the high ceilings and skylights, preserving the building's character. Versatile spaces enable solitude or social engagement, fostering community and connection among residents of diverse backgrounds. The space not only honours tradition but actively shapes a shared present.

SPATIAL DESIGN

MORAIS LEITÃO SINGAPORE OFFICE



CLIENT

Morais Leitao Pte Ltd

DESIGNER

Earnest Designer &
Project Pte Ltd
(Esther Hiu)

Morais Leitao's Singapore office pays homage to its Lisbon headquarters, combining elements to form a fusion of global elegance and local identity. An "interior garden" theme features tropical plants to create a unique ambience, symbolising Singapore's tropical allure while the integration of premium materials ensures an elegant aesthetic. The creation of versatile spaces seamlessly embodies Morais Leitao's role as a legal bridge between continents. Clients are invited into a realm synonymous with trust and expertise, mirroring the firm's ethos.

SPATIAL DESIGN

NIUM HEADQUARTERS, SINGAPORE



CLIENT

Nium

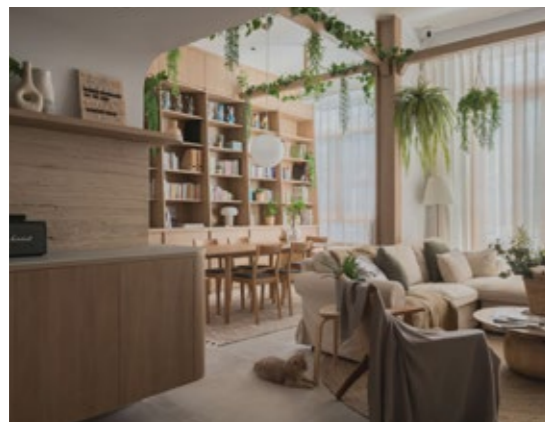
DESIGNER

Conexus Studio

Nium's new headquarters at Capital Tower embodies its dynamic identity, showcasing innovation and global connectivity. The arrival experience features LED-lit logos and striking installations, setting the tone for the office. Integrated workout amenities and unexpected ceiling features reflect the tech industry's agility. Vibrant colours complement Nium's brand identity. The space fosters collaboration with coworking areas and a social cafeteria. It offers diverse work zones tailored to employee needs, promoting productivity and creativity.

SPATIAL DESIGN

PAST . PRESENT . FUTURE



DESIGNER

Urban Home Design 二本設計家
(Emma Yui, Ken Wong)

This 4-bedroom condo promotes a reading culture and eco-conscious living for a family and their pets. Versatile spaces encourage literature appreciation, with a large bookshelf as the centrepiece. Wooden beams, inspired by the homeowner's steel drafting background, elegantly divide living areas. Natural elements like travertine stone and wood laminate enhance aesthetics and sustainability. Integrated smart lighting and low VOC materials prioritise comfort and ecological well-being, fostering a timeless design ethos.

SPATIAL DESIGN

POWER 8 LIGHTING SHOWROOM



CLIENT

Power Eight Lighting
Technology (Xiamen) Co., Ltd

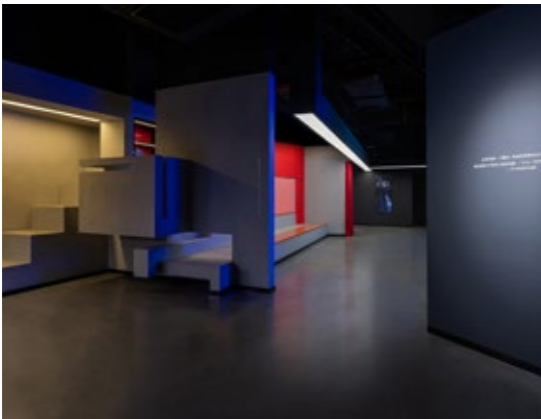
DESIGNER

SANJ Design Studio
(Jianhuang Chen)

Power 8 Lighting Showroom aims to “explore the infinite possibilities of light.” Through deconstructed virtual space, designers offer diverse light experiences. The “Indefinite” space lacks set routes, guiding visitors solely through light. Basic geometric forms define the virtual realm, disconnecting from reality. By cutting and rearranging blocks, light penetrates, creating dynamic associations. Reflective materials and varied lighting methods enhance spatial depth. This echoes the brand's ethos of exploring light's endless potential through “deconstruction and reorganisation.”

SPATIAL DESIGN

THE TEN-STORY
THEATRE SPACE



CLIENT

Chongqing Drama Theatre

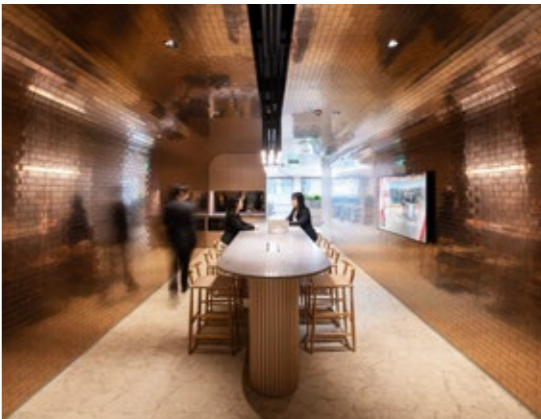
DESIGNER

Chongqing Light
Industry School
(Chongqing Yunma Brand
Design Consultant)

Chongqing Drama Theatre introduces the Ten-Story Theatre Space, an immersive experience blending practical functionality with artistic aesthetics. Breaking the barrier between daily life and stage drama, the design offers a multi-dimensional journey for audiences. This professional drama venue aims to attract theatre enthusiasts, especially urban youth, fostering a vibrant cultural hub. Serving as a business card for Chongqing, it provides a platform for local and international drama exchanges, enriching the city's cultural landscape.

SPATIAL DESIGN

THE WORK SUITE



DESIGNER

DP Design Pte Ltd
(Allan Wang, Janice Kwa,
Jared Ng)

A hotel-inspired hybrid office at Marina Central, blending hospitality warmth with corporate efficiency. This three-level hybrid office features biophilic elements like indoor plants and natural daylight, promoting wellness and enhancing the work environment. The human-centred design encourages physical movement, supports mental health, and fosters inclusion. The transformed workspace aligns with the company's rebranding, fostering collaboration, inspiration, and productivity.



SUSTAINABLE DESIGN

SUSTAINABLE DESIGN

GAIA



CLIENT

Nanyang Technological University

DESIGNER

RSP Architects Planners & Engineers (Pte) Ltd, Toyo Ito & Associates, Architects

Named after the Greek Earth Goddess, Gaia represents a bold marriage between Toyo Ito & Associates, Architects and RSP's excellence in the design of education environments and sustainable architectural expertise. The 6-storey construction is the largest Mass Engineered Timber (MET) building in Asia, serving as a hub for learning, research and innovation. Its timber interior fosters a welcoming and warm atmosphere, enhancing students' well-being and creating a comforting ambience.

SUSTAINABLE DESIGN

SINGAPORE PAVILION AT UNITED NATIONS CLIMATE CHANGE CONFERENCE COP28



CLIENT

Prime Minister's Office
Strategy Group
(NCCS)

DESIGNER

Pico Creative Studio &
AirLab@SUTD

For the United Nations Climate Change Conference COP28 in Dubai UAE, a pavilion was organised to showcase climate solutions and partnerships to accelerate collective climate action. The 200 sqm exhibition adopted a "Waste to Wonder" concept created through circular design principles by upcycling plastic waste to 3D print a unique centrepiece that combined substantial innovations to reduce wastage and create new aesthetics in architecture. It transformed beyond physical space to include over 70 programmes, rallying around 100 organisations to support and advance climate goals.

SUSTAINABLE DESIGN

STARBUCKS BIRD PARADISE



DESIGNER

Starbucks Coffee
Singapore Pte Ltd

Setting the benchmark for eco-friendly design, Starbucks Bird Paradise is designed with recycled wood, energy and water efficiency in mind. It features initiatives like promoting reusables with a 50-cent incentive, a plant-based menu and packaging made of recycled material to engage customers in waste reduction. Its nature-inspired artwork and double-glazed glass panels connect the interior to the surrounding greenery and offer energy-efficient insulation, showcasing Starbucks' commitment to environmental responsibility.

SUSTAINABLE DESIGN

SUMU YAKUSHIMA – REGENERATIVE LIFE STUDIO



CLIENT

Sumu Yakushima

DESIGNER

tono Inc. (Tsukasa Ono)

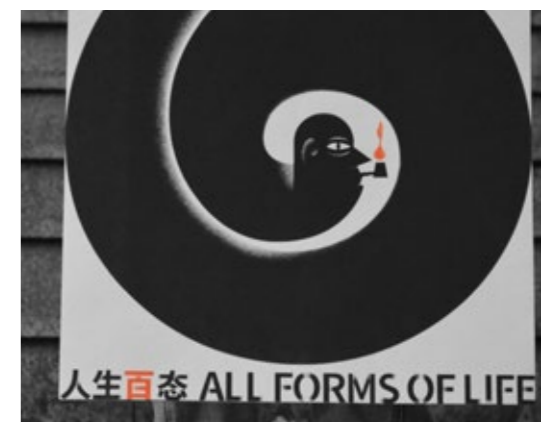
Sumu is an innovative housing co-op that applies “regenerative architecture” to reconceptualise the relationship between human habitation and Yakushima Island. The name Sumu means both “to live” and “to become clear,” expressing its core concept of living in a way that positively impacts the landscape. Inbuilt with off-grid energy sources, the underground environment and architecture are based on an in-depth understanding of water and air flows through the landscape, combining traditional Japanese civil engineering with contemporary technology.

2024 SG MARK WINNERS

VISUAL DESIGN

VISUAL DESIGN

ALL FORMS OF LIFE



DESIGNER

Shenzhen Yixiaojianda Creative Culture Co., Ltd.
(Xu Hanmin, Li Caixia)

“All Forms of Life” is a series of posters highlighting people's life experiences being different from birth, old age, sickness and death, joys and sorrows. Various states and appearances are expressed through actions and states. Each word in the phrase is represented by people in different positions to evoke emotions felt from life experiences. The process of production, done by hand and screen printing is cumbersome, reflecting the process of life.



SPECIAL CATEGORY

VISUAL DESIGN

SPECIAL CATEGORY: HEALTH AND WELLNESS

PIONEERING EARLY BRAIN DECLINE DETECTION WITH NEUROWYZR'S DIGITAL BRAIN FUNCTION SCREEN (DBFS)



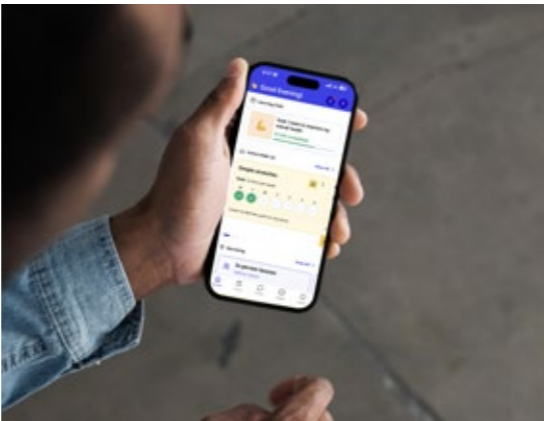
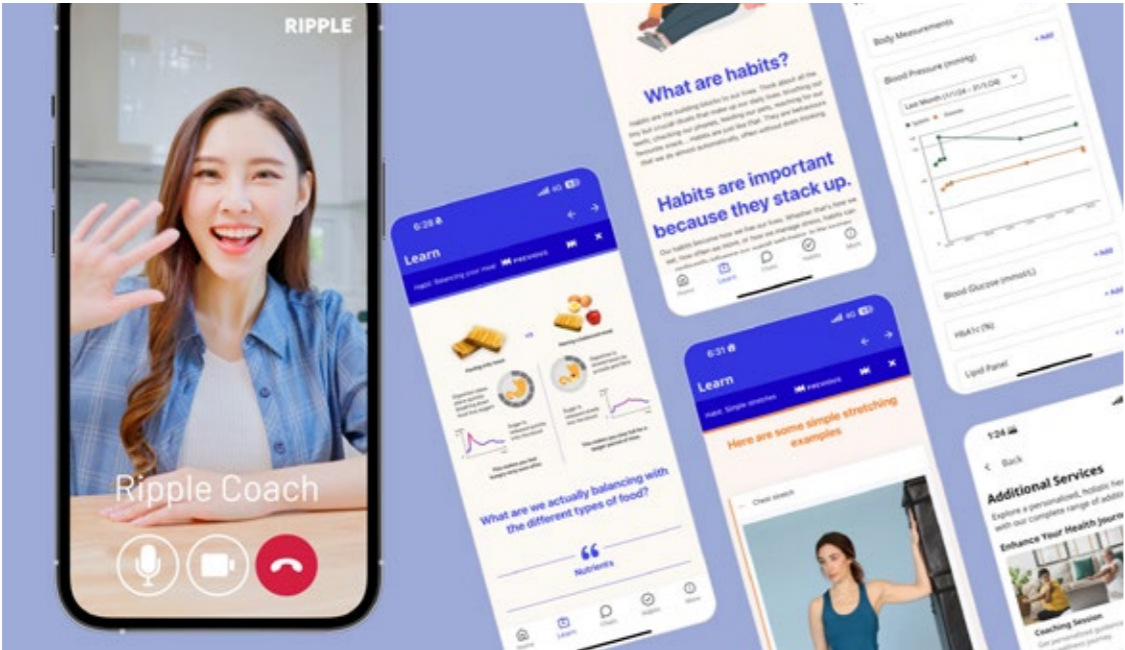
DESIGNER

Neurowyze Pte Ltd

Setting new standards of patient outcomes in brain healthcare, the Digital Brain Function Screen is a pioneering 15-minute medical digital assessment tool that screens for early brain decline. Upon screening, it generates instant medical reports for timely interventions and personalised care. It democratises access to cognitive health assessment, improving accessibility to healthcare and reducing costs associated with severe brain decline in the long run.

SPECIAL CATEGORY: HEALTH AND WELLNESS

RIPPLE®



CLIENT

Sheares Healthcare

DESIGNER

Agency

Ripple® is transforming lifestyle habits for chronic conditions by blending traditional support with modern convenience. It offers practical tips and skills in simple, hassle-free ways, tailored to individuals' needs to cultivate lasting habits. From one-on-one consults to self-paced access, Ripple® adapts to every individual's needs, creating convenience and improved accessibility.

SPECIAL CATEGORY: HEALTH AND WELLNESS

SILVER PRIDE
LION TROUPE



CLIENT

Lien Foundation

DESIGNER

NextOfKin Creatives & Bridging Generations

Silver Pride Lion Troupe is a culturally-fused active ageing program dedicated to promoting seniors' physical, mental and social well-being through modified lion dance activities. Modifications such as a redesigned pulley system and padded grips are incorporated to improve seniors' comfort and control. Both ambulant and wheelchair-bound participants can stay active while being connected and culturally enriched.

SPECIAL CATEGORY: HEALTH AND WELLNESS

VENTRIA REHABILITATION CENTRE



CLIENT

Chevalier Group

DESIGNER

Canalside Studio
(Francis Lam, Etain Ho)

Ventria Rehabilitation Centre is a reputable clinic in Hong Kong, equipped with the most advanced technology and designed to be warm and welcoming. Interiors surrounded by wood texture and curved corners evoke feelings of relaxation while bronze accents add elegance to the space. In the exercise area, visitors will be greeted by the Road to Recovery constructed in a chequered floor pattern demarcating milestones for an assessment.

2023 TOP WINNERS

PAST SG MARK WINNERS

PLATINUM WINNER



PHILIPS CTAINER

CLIENT

Mittaphab Hospital, Vientiane, Laos

DESIGNER

Philips Experience Design Singapore

2023 TOP WINNERS

GOLD WINNER



DBS BETTER WORLD CAFÉ

DESIGNER

DBS Bank

GOLD WINNER



REIMAGINING THE MIGRANT WORKERS' LIVING ENVIRONMENT

CLIENT

Dormitory Association Singapore Limited

DESIGNER

Agency (Alistair Norris, Pete Overy)

2023 TOP WINNERS

SPECIAL MENTION

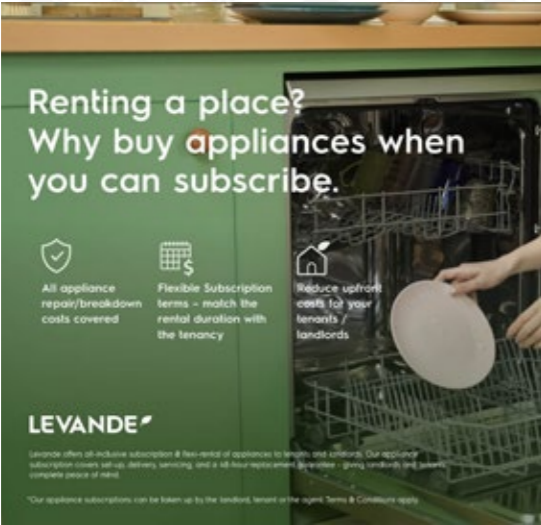


HP 27 INCH ALL-IN-ONE DESKTOP PC

DESIGNER

HP Design + Native

SPECIAL MENTION



LEVANDE – AN APPLIANCE SUBSCRIPTION PLATFORM

DESIGNER

Electrolux Group (APAC & MEA Design Team)

2023 TOP WINNERS

SPECIAL MENTION



THE DON'T MIND IF I ASK INAUGURAL INDUSTRY REPORT

CLIENT

Don't Mind If LLP

DESIGNER

Outeredit Private Limited

SPECIAL MENTION



UNI GREEN SERIES

DESIGNER

Dress Green (Emma Yu)

SPECIAL THANKS - PARTNERSHIPS

SPECIAL THANKS

PARTNERSHIPS

ORGANISED BY



A PARTNER OF



EVENT PARTNER



MEDIA PARTNER



PR PARTNER



VIDEO PARTNER



WINE PARTNER



SPECIAL THANKS - SPONSORS

SPONSORS

SUPPORTED BY



DESIGN SINGAPORE COUNCIL

At the DesignSingapore Council, we are passionate about unleashing the power of design to drive growth and economic success, bring people together and improve lives. The design sector is poised to enhance Singapore's value proposition and contribute to its economic growth and progress. Thus, the DesignSingapore Council was established in 2003 as the national agency that promotes design.

BRONZE



HEALTH & WELLNESS SPONSOR

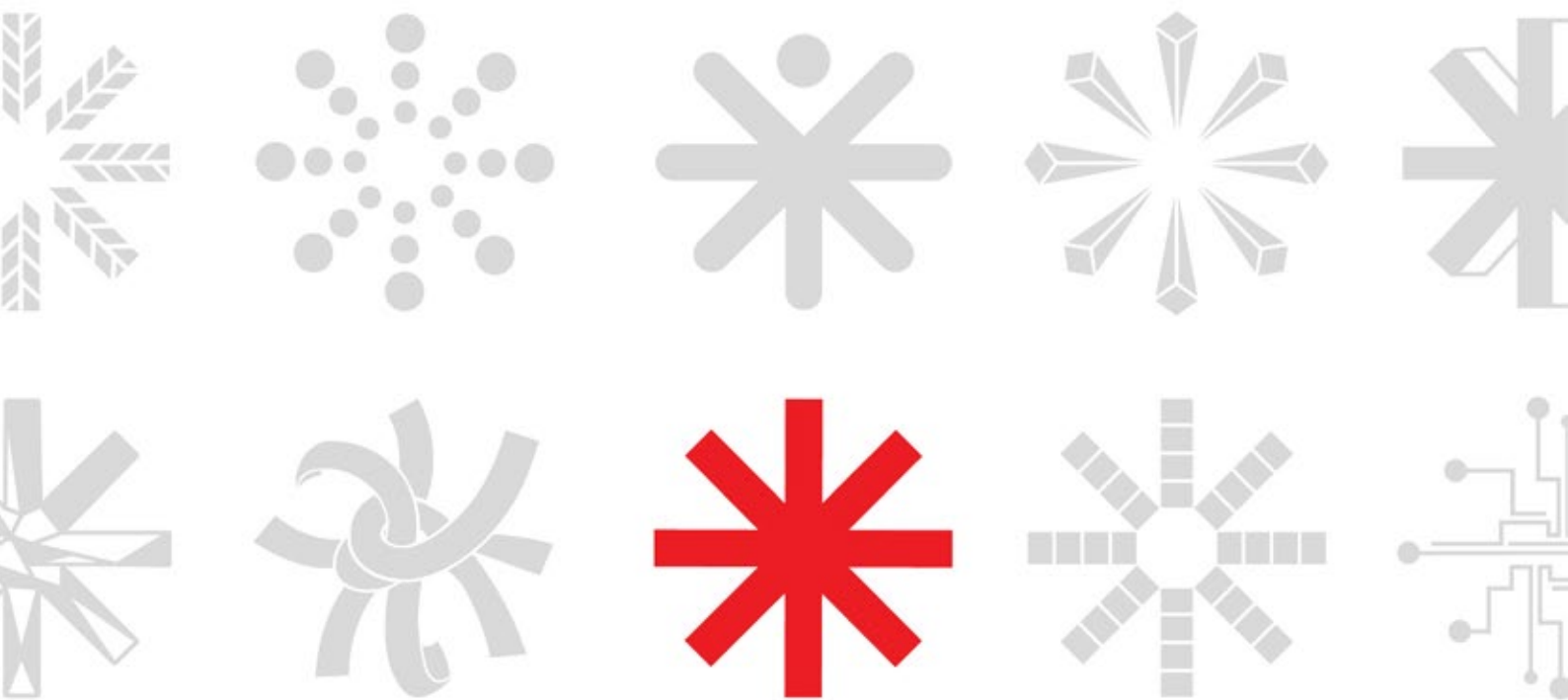


GOODRICH GLOBAL

Goodrich Global is Asia's leading supplier of wallcoverings, fabrics, carpets and flooring materials. Our track record shows our determination to be the leader in our industry. Our success can be attributed to our motivated team of professionals and their commitment to achieve excellence in all areas of our operations. We execute our business with a precision that is enlivened with creativity.

MĒKĀ

Established in May 2013, mēkā (pronounced Mek-ca), Japanese for "maker", is an ISO9001 certified product design agency. We focus on hardware innovation. From our roots in retail and distribution of 3D printers and materials, we have evolved into a full-service product design agency.



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Singapore Good Design Mark



Design Business Chamber Singapore



Design Business Chamber Singapore



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