





Mr Tai Lee Siang

Immediate Past President
Design Business Chambers Singapore

First, let me express my heartiest congratulations to all the winners listed here in the Singapore Design Awards (SDA) 2017 Winners Directory!

SDA was first conceived by the late Mr Lee Kuan Yew in 1988 to honour outstanding designers, design practices and design students from across the world.

It is encouraging that despite the economic challenges in the last year, we have witnessed a rise in the quantity and quality of entries received for SDA 2017. For this reason, we introduced a 'Special Mention' category this year to better differentiate the winners. The 16 SDA Winners were chosen from among 160 submissions in the competition for their exceptional design concepts behind their work.

It had been an exhilarating journey for me having served as the President at Design Business Chamber Singapore (DBCS) in the last four years. In April this year, I handed the baton to Mr Andrew Pang as I sit on the new Executive Committee as Immediate Past President. I am glad to hear of the progress that Andrew and his team have been making to take the Chamber forward.

Let's continue to build on the good work that was started by our late Founding Father and towards the loveable city we call Home.



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About Singapore Design Awards

The Singapore Design Awards (SDA) honours outstanding designers, design students and design practices from across the world and it remains the leading design award in Southeast Asia.

First conceived in 1988 and unveiled by then Prime Minister of Singapore Mr Lee Kuan Yew at the first Singapore International Design Forum, it was an initiative led by the Designers Association Singapore (now Design Business Chamber Singapore) and the Trade Development Board (now IE Singapore).

SDA aims to raise awareness of good design for the region and the strategic role of designers with Singapore at the heart of a dynamic Southeast Asia. Any designer and business seeking to raise its profile in this region must consider SDA as its gateway.

The Awards has assembled a group of principal figures across the multifaceted fields of design to provide a platform for the design community to showcase how they are transforming lives everywhere and highlighting promising designers to inspire the next generation of design leaders.





JURY PANEL

Judges for SDA 2017

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.

The submissions are evaluated based on a list of pre-determined criteria. However, each jury member bring their professional perspectives and expertise to the table governed by current future trends in the external environment and within the industry. This ensures a sharing of knowledge and experience the decisions made.

This year, we are honoured to have these 13 reputed judges of the entries submitted.



Yu Ming Lung

Art Director
Yu Ming-Lung Design Co.



Hans Tan

Assistant Professor
Division of Industrial Design, National University of Singapore



Chan Ee Mun

Senior Associate
WOHA



Keiji Takeuchi

Designer
Keiji Takeuchi



Chris Lee

Founder and Creative Director
Asylum



Peter Sim

Director
FARM



Janine Wunder

Vice President
Design Awards, German Design Council



Lawrence Chong

CEO
Consulus



Ulrich Schraudolph

Founding Director and Design Director
XentiQ



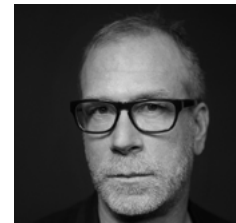
Timo Wong and Priscilla Lui

Founders
Studio JuJu



Peter Tay

Founder
Peter Tay Studio



Timothy Power

Adjunct Professor
Politecnico di Milano



ASIA'S TOP DESIGN PRACTICES

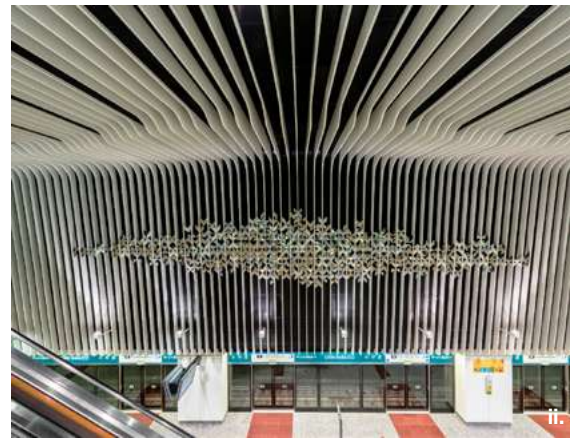
Spatial Design

Architects 61 Pte Ltd

architects**61**

Founded in 1974, architects61 remains one of the most established corporate architectural practices in Singapore.

Over the past decade, the firm has been awarded around one hundred local and international awards – including the first Singapore President's Design Award for the Fullerton in 2006-2007 – and is responsible for completing around hundred and fifty million square feet of floor space on projects worth more than S\$50 billion in Singapore alone.



Project Legend:

- i. AS8 New Administration Block
- ii. Little India MRT Station (DTL2)
- iii. Ardmore 3

One Plus Partnership Limited

ONE PLUS
PARTNERSHIP

One Plus Partnership Limited is an award-winning Hong Kong-based design firm established in 2004 by directors Ajax Law and Virginia Lung. One Plus designs a variety of projects, including cinemas, restaurants, retail stores, club houses, and sales offices. We also work on branding and product design projects. Over the past 13 years, One Plus has been awarded over 400 international interior design awards from USA, Germany, Italy, UK and Japan.

In 2016, One Plus was awarded the Cultural & Creativity Awards by the Hong Kong Association of Cultural Industries, officially recognised as the Hong Kong design company that has received the most international awards in the previous five years. One Plus has established itself as a significant brand in Hong Kong and overseas.



Project Legend:

- i. Exploded Cinema
- ii. Mezzi Master

Rockett

Rockett Studio Pte Ltd

Rockett is an innovative, concept-driven Interior Design Consultancy that creates beautiful and enduring environments in the everyday spaces in which we live, work and play. We specialise in providing bespoke design experiences for restaurants, bars, hospitality and leisure projects, and private residences.

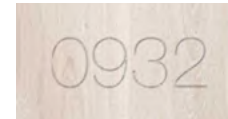
Our success is born from the experience and dedication of our small talented team who work hand in hand with our clients from concept to completion. The reputation we have built is a reflection of our commitment to design-thinking, our attention to detail, and our passion for premium craftsmanship. We approach every project with a fresh perspective and a keen interest in cultural and contextual considerations, whilst focused always on honouring our clients' vision and budget.



Project Legend:

- i. The Disgruntled Chef at The Club Hotel
- ii. Monti Italian Restaurant at The Fullerton Pavilion

0932 Design Consultants



0932 is a manifestation of Nizer's inspired musings - a collection driven by an admiration for delicately complex craftsmanship, behind what usually looks deceptively simple. We believe in working heartily. Being concerned with having an intimate acquaintance with building materials, we work them into our architecture.

Being inexplicably drawn to design that stays gracefully relevant despite durée, we are convinced that there is luxury in simplicity. Space is no Place if it does not kindle sentiments from its dwellers - the experience of ocular frames and angles, with spatial moods constructed from aural and tactile triggers is wont to be considered in our work methodology.



Project Legend:

- i. & ii. Villa 7



ASIA'S TOP DESIGN PRACTICES

Communication Design



Trine Design Associates

Trine Design Associates is an Independent multi-disciplinary creative studio based in Singapore with a reputation for delivering intelligent solutions with strategic results.

Their philosophy is grounded in constantly challenging the conventional norms of design. Their work can be seen across diverse disciplines ranging from product design, branding, packaging, installation art and literature.



Project Legend:

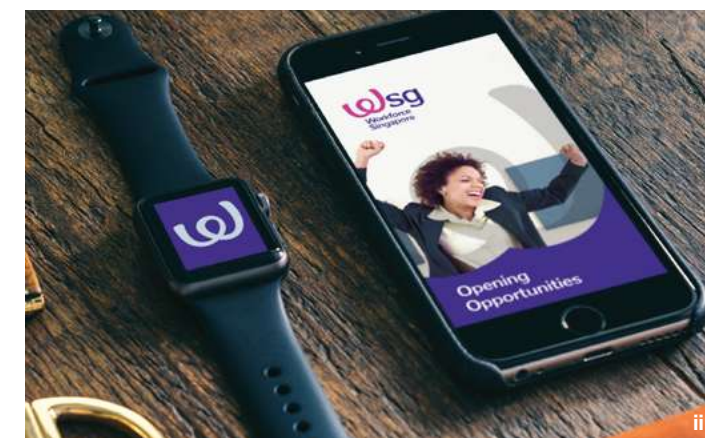
- i. The Sweets of Sunday Folks
- ii. UltraVault by Malca Amit



DIA Brand Consultants Pte Ltd

DIA is a strategic and creative brand consultancy that brings together the best of customer insights, branding expertise and innovation to unlock what's remarkable in your business.

We have helped to create and develop brands that many have come to love and admire, including local favourites, some of Asia's leading names, and brands that have grown to global recognition. With more than 30 years of experience in a wide spectrum of industries from hospitality, food & beverage and industrials, to automotive, aviation, resources, education, healthcare and public sector services, we have made a difference to our clients. Their success and the accolades we have received are a testament to our strategic thinking, passion and creativity.



Project Legend:

- i. Bali Hai Brewing (BHB)
- ii. WorkForce Singapore (WSG)



SiliconPlus Communications Pte Ltd

Silicon+ is an independent creative consultancy run by the very people who founded it in 1999. Operating from our office in Singapore, we are a mid-sized agency that continues to focus on growth. We remain true to our mission to tell compelling visual stories simply and authentically. We work with companies that appreciate an agency with experience and an indulgence in award-winning creatives.

Our clients are often surprised that we achieve the highest quality results even when the odds are stacked against us. We do this by embracing diversity. It is evident in our client base with representation from many industry groups like healthcare, financial, education, lifestyle, property and public services.



Project Legend:

- i. Mooi Brand Identity
- ii. Journal With The World's Port Of Call



ASIA'S TOP DESIGN INSTITUTIONS

Product Design



LASALLE College of the Arts

Product Name : Waist Bowl
Designer : Jonathan Saphiro Salim

Waist bowl is designed to have an elevated foot ring (thus the name "waist") to give comfort in gripping the bowl while moving it around. The bowl is designed in such way so people can still unconsciously search for the foot ring of the bowl use it in a more comfortable way. Waist bowl solves problem through valuable yet highly instinctive innovation.



Legend:

- i. Concept Art I
- ii. Concept Art II



Temasek Polytechnic

Product Name : ITUS
Designer : Jordan Ang

Embarrassment has always been an issue in public bathroom, be it sound or smell. It is usually solve in ways hidden from the public, for example by playing music from ceiling speakers or installing air fresheners.

ITUS is a cubicle partition that hides the embarrassing sound and smell more tangibly. It is mainly made of frosted glass, dividing the space between cubicles. When an occupant enters, a white curtain of air infused water separates the neighbouring cubicles from the cubicle in use. This running waterfall also mask the sound made by the user. The center column of ITUS is filled with plants to freshen up the bathroom with fragrance.



Legend:

- i. Presentation Boards



ASIA'S TOP DESIGN INSTITUTIONS

Spatial Design



Temasek Polytechnic

Product Name : Post Natal Confinement
Designer : Tan Yi Ann

BABES Pregnancy Crisis Support Ltd envisions a more inclusive society where every pregnant teenager needing support will not feel estranged or marginalised.

The idea was to mimic nature in the space, to create an encouraging and protective environment where they can improve themselves and also to create a sense of belonging. Taking inspiration from the forest and elements from nature, there are both communal and private areas to suit the mother's condition and needs.



Legend:
i. Concept Art I
ii. Concept Art II



Temasek Polytechnic

Product Name : Skills Future
Designer : Lin Shiyun

The average working adult's schedule is too hectic and tiring for them to attend courses after work. More so if the classes are scheduled far away from them.

Located at a HDB park connector, the Parasite is a convenient space for working adults. It is a space that aims to inspire and encourage people to take action for their dreams through an unconventional learning process. The open-door space is designed with steps to allow them to sit and rest whenever and wherever. Soft interiors, natural light and openness to nature also allows them to recharge themselves.



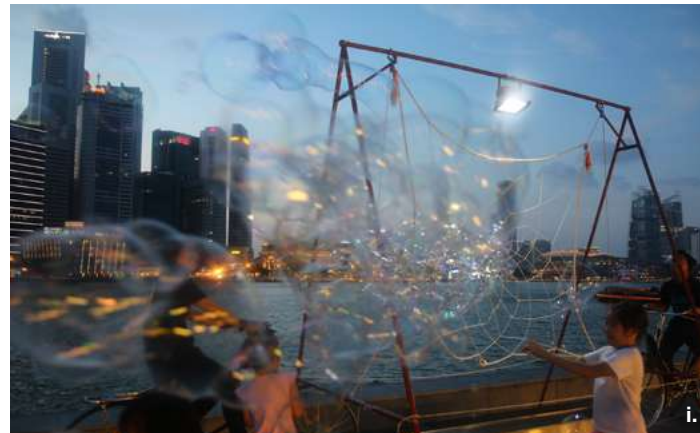
Legend:
i. Concept Art I
ii. Concept Art II



Nanyang Polytechnic

Product Name : Clockwork Stories
Designer : Spatial Investigation Department

This installation is a series of 5 playground contraptions design and hand built by the creators. They are conceived as characters who breathe bubbles when provoked. These characters breathe bubbles in their own ways as environmental receptors to the phenomenal and unnoticed at Marina Bay for iLight Marina Bay 2016. This work aims to spread and invite the participation of the public to engage in the simple joy of reconnecting with the environment; to empower our lives through the use of alternative resources, demonstrate a possible way to appreciate our daily nuances and shift the current way we live and experience the world.



Legend:

- i. Pedal Pop
- ii. Tako Man



ASIA'S TOP DESIGN INSTITUTIONS

Communication Design

Raffles Design Institute RCHE



Product Name : Singapore Art Museum
Designer : Lionel Tay Yee Dang

The brand concept builds on the vision and mission of the museum; to encourage people to participate and see the connection between their own creativity and the creativity of the artists exhibited in the museum. A key aim of the brand system is to encourage people to interact with the various brand materials and show how creative expression can be for everyone. This is achieved by presenting the brand materials as not only communication items but also as blank 'canvases' for visitors to draw on and interact with.



Project Legend:

i. to ii. Re-branding and Identity System for Singapore Art Museum

Raffles Design Institute RCHE



Product Name : Typographics
Designer : Shilvi Huang & Sheirly Novia Herryanto

Typographics is a design festival for people who love typefaces. It celebrates modern typography through workshops, talks and tours focusing on where typography is today and where its future may lie.

The new logotype design is made from a 3D typeface, which shows the structure of the typeface itself. The position of each letter is even but the shadow thrown by each letter makes them look like they are on different lines. The position of the logo is slanted to match the visual design, which contains one or more letters of the hidden typeface.



Project Legend:

i. to ii. Typographics



Raffles Design Institute RCHE

Product Name : Women Against Abuse
Designer : Thalissa Andhara, Kristine Thao

There are many types of woman abuse. The most violent ones are the physical and sexual abuses. Most of the time these two types of abuses are caused by man.

The goal of the print is to increase awareness of woman abuse and promote the Women Against Abuse organisation.

The message of the print aims to educate the public about the prevalence of abuse, encourage people to take action to end abuse, and to alert survivors of the assistance available in the Women Against Abuse organisation.



Project Legend:

i. Women Abuse A3 Poster



Temasek Polytechnic

Product Name : Life Less Plastic - Heartyware
Designer : Foo Kai Qi Celine, Nur Diyanah Bte Kamal

Our consumption on plastic poses a threat to many lives – animals, the earth, and even us, humans. In 2015, Singapore generated a total of 824,600 tonnes of plastic waste and only a mere 7% was recycled. We developed a 'throw-away culture' which places an emphasis on the new, quick and streamlined without any consideration for our environment.

The food and catering industry is one key area that contributes large amounts of plastic waste, from eating our lunches with plastic ware, drinking water from bottles to disposable party utensils. Hence, we would like to introduce an edible utensil company to Singapore's market.



Project Legend:

i. Series of print advertisements
ii. Product Packaging