

# PRESIDENT'S DESIGN AWARD

## Media Release

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## First President's Design Award Presentation on 23 November 2006

- *Winners to be announced during ceremony*
- *Series of exciting public programmes organised in conjunction with Award*

On 23 November 2006, the winners of the inaugural President's Design Award will receive their awards from President S R Nathan at the Award Ceremony, which will be held at the Asian Civilisations Museum.

2. Launched by President S R Nathan a year ago, the President's Design Award recognises and honours Singapore's best designers and designs. The inaugural President's Design Award attracted a total of 97 submissions for both the *Singapore Designers of the Year* and *Singapore Designs of the Year* categories. The jury comprising 13 Singapore and international judges concluded their deliberations at the end of August.
3. Administered by the DesignSingapore Council of the Ministry of Information, Communications and the Arts and the Urban Redevelopment Authority, the Award has two categories. The *Singapore Designers of the Year* recognises the design impact of individuals or design teams demonstrated by a sustained portfolio or works. The *Singapore Designs of the Year* is awarded to projects with national significance and outstanding design value.
4. During the three-day judging sessions held in late August 2006, specialist panels reviewed the designs and held a series of interviews for shortlisted nominees. A list of the full jury panel is found at Annex A. Commenting on the jury's approach for selecting the Singapore Designers of the Year, Prof Don Ryun Chang, Chair of the Visual Communications Jury and President-Elect of the International Council of Graphic Design Associations (ICOGRADA) explained, "A sense of cultural identity, commitment to pushing the edge, and an aspiration to lead the younger generation and industry leadership were some of the holistic factors considered by the jury."
5. Similarly, for the Singapore Designs of the Year, the jury looked at the broader aspects including the value, significance and quality of the design. Mrs Cheong Koon Hean, Chief Executive Officer of the Urban Redevelopment Authority and Chair of the Architecture & Urban Design (A & UD) Jury elaborated, "Outstanding projects are those that are not only visually stimulating but are also sensitive and respectful to their surrounding developments and environments. The testament of a good design will ultimately be the direct spin-offs it generates in terms of economic, social-cultural and environmental benefits."
6. The judges were impressed with the diversity of creativity, recognising several outstanding entries of high calibre. Dr Milton Tan, Director of DesignSingapore Council expressed, "Each nomination was weighed against international design standards, with stringent judging criteria and processes, exhaustive debates, interviews and site visits. This is to

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ensure that the inaugural award will set the benchmark as Singapore's highest honour for its designers."

7. To complement the Award Ceremony, a series of design programmes have been organised for the public with the objective of raising awareness of the value of good design. Highlights include:

- a. An exhibition showcasing the winners' works and designs which will be launched at the Award Ceremony and run till mid-December 2006.
- b. The President's Design Forum on 23 November 2006.
- c. The Architecture and Urban Design Winners Forum on 24 November 2006.
- d. Tours of the winning designs in the Architecture & Urban Design category, led by their respective architects on 1 and 4 December 2006.

8. The President's Design Forum, entitled "Shaking It Up", is a platform for Singapore's educators to question and debate on the development of an environment for nurturing creative thinkers. The panel of speakers will include the judges for the President's Design Award, with participants from design education and industry sectors. There are a limited number of seats available for the public. The event is presented by DesignSingapore Council and Urban Redevelopment Authority, in collaboration with Republic Polytechnic.

9. The Architecture & Urban Design Winners Forum will serve as a dialogue platform for the winners, jurors and public. The winners will also share on their design philosophy, experiences and views on the creative process of architecture and urban design. This Forum is presented by URA with the Singapore Institute of Architects, and supported by DesignSingapore Council.

10. More information, including registration details, for the above events can be found in Annex B.

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ISSUED BY

DESIGNSINGAPORE COUNCIL,  
MINISTRY OF INFORMATION, COMMUNICATIONS & THE ARTS  
AND  
URBAN REDEVELOPMENT AUTHORITY

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### ANNEX A: PRESIDENT'S DESIGN AWARD 2006 JURY MEMBERS

#### Architecture & Urban Design

1. **Cheong-Chua Koon Hean** (Mrs)\*  
Chief Executive Officer, Urban Redevelopment Authority (Singapore)
2. **Shozo Baba** (Mr)  
President, Architectural Communication Consultant Limited, Japan (Tokyo, Japan)
3. **Alan Choe** (Mr)  
Consultant Architect / Planner, Alan F C Choe Consultant (Singapore)
4. **Rita Soh** (Ms)  
President, Singapore Institute of Architects and Board Member, Board of Architects (Singapore)

#### Interior Design

5. **Madeline Lester** (Ms)\*  
President, International Federation of Interior Architects / Designers (IFI) and Managing Director, Madeline Lester + Associates (Sydney, Australia)
6. **Shashi Caan** (Ms)  
Principal, Shashi Caan Collective (New York, USA)
7. **Kerry Hill** (Mr)  
Principal, Kerry Hill Architects (Singapore)

#### Product and Industrial Design

8. **Peter Zec** (Prof Dr.)\*  
President, International Council of Societies of Industrial Design (ICSID); President red dot GmbH & CoKG; President, Design Zentrum Nordrhein Westfalen; and Professor for Business Communication, University of Applied Sciences Berlin (Essen, Germany)
9. **Verena Kloos** (Ms)  
President, BMW Group DesignworksUSA (Los Angeles, USA)
10. **Jae-Jin Shim** (Mr)  
Vice-President, Digital Display & Media Design Lab  
Corporate Design Center, LG Electronics Inc. (Seoul, Korea)

#### Visual Communications

11. **Don Ryun Chang** (Prof)\*  
President-Elect, International Council of Graphic Design Associations (ICOGRADA), and Department Chair of Visual Communications Design, Hongik University (Seoul, Korea)
12. **Lim Sau Hoong** (Ms)  
CEO and Executive Creative Director, 10AM Communications (Singapore)
13. **Milton Tan** (Dr)  
Director, DesignSingapore Council (Singapore)

\* Chair of Jury Panel

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## ANNEX B: PUBLIC EVENTS FOR PRESIDENT'S DESIGN AWARD

### **A. President's Design Forum: Shaking It Up**

"Every child is an artist. The problem is how to remain an artist once he grows up."

**pablo picasso**

The creative industries of Arts, Design and Media are gaining huge support from the Singapore government and nations around the world. The Government has also embarked on promoting and developing design as an important sector. SHAKING IT UP is a forum for Singapore's educators to question and discuss what can be done to enable a platform for nurturing creative thinkers. The Jury of the inaugural President's Design Award will be invited to sit on the panel of speakers for the Forum.

#### **Date & Time**

Thursday, 23 Nov 2006, 9:00am – 12:30pm.

#### **Location**

Republic Polytechnic, 9 Woodlands Avenue 9, Singapore 738964  
LT-W2 (W2-01-22)

#### **Tickets/Registration**

Tickets at \$20 are available at [catherine\\_ong@rp.sg](mailto:catherine_ong@rp.sg)

#### **Partners**

Presented by DesignSingapore Council and Urban Redevelopment Authority, in collaboration with Republic Polytechnic

### **B. Architecture & Urban Design Winners Forum**

Singapore architects and urban designers are unfolding their talents to reveal diverse works which capture the attention and imagination of both local and international audiences.

To bring design to the forefront, the 2006 Award winners and jurors will gather in a public forum to share and exchange their design philosophy, experiences and views on the process of making, thinking and experiencing architecture and urban design.

The public can take this opportunity to be the first in Singapore to see the President's Design Award exhibition, sign up for an architectural tour of the winning projects and observe their finer points through the creators' eyes.

#### **Date & Time**

Friday, 24 Nov 2006, 1:30pm – 6:00pm.

#### **Location**

Asian Civilisations Museum, Ngee Ann Auditorium

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1 Empress Place, Basement Level

### **Tickets/Registration**

Admission to the Forum is free. Forum participants will also be given free admission to view the President's Design Award Exhibition at the Asian Civilisations Museum's Special Exhibitions Gallery (Level 2). To register for the Forum, please contact Mdm Choi See Moy, Urban Studies Section, Urban Redevelopment Authority at Tel: 63218164 or email : aude@ura.gov.sg by 21 Nov 2006.

### **Partners**

Presented by Urban Redevelopment Authority in collaboration with the Singapore Institute of Architects and supported by DesignSingapore Council.

### **C. Architectural Tour of Winning Designs**

Participants of the Architecture & Urban Design Winners Forum can sign up for a tour of the winning designs which will be held on 1 and 4 Dec 06. Don't miss this opportunity to view the winning projects and appreciate the design intent as explained by the architects involved.

### **Date & Time**

Friday, 1 Dec 2006, (Morning)

Monday, 4 Dec 2006, (Morning & Afternoon)

### **Location**

On-site visits to the various winning designs.

### **Tickets/Registration**

Registration for the tour will be at the Architecture & Urban Design Winners Forum on 24 Nov 06. Do come early and register for the tour as spaces are limited. There will be a fee of \$15 per person (inclusive of transport and light refreshments). Confirmation will be upon payment on a first-come, first-served basis.

### **Partners**

Presented by Urban Redevelopment Authority

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### ABOUT DESIGNSINGAPORE COUNCIL

Design changes and improves lives, inspires creativity and new forms of expression. It also enhances business competitiveness in today's crowded marketplace.

DesignSingapore is Singapore's response to these propositions and opportunities. As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multi-disciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets.

The DesignSingapore Council, set up since August 2003 by the Ministry of Information, Communications and the Arts, is the public organisation for promotion and development of Singapore design.

In 2005, the Council presented *SINGAPOREEdge* featuring 100 of Singapore's design talents in London and launched the inaugural Singapore Design Festival with 134 events contributed by 88 partners. The Council has also taken Singapore design to the Sao Paulo Architecture Biennial in 2005, World Expo 2005 at Aichi, the Salone Internazionale Del Mobile in April 2006, and most recently, the Venice Biennale 10. International Architecture Exhibition and the London Design Festival in September 2006. The Council will launch a nation-wide campaign for the redesigning of public elements in November 2006.

More information on the Council is available at [www.designsingapore.org](http://www.designsingapore.org).

### ABOUT THE URBAN REDEVELOPMENT AUTHORITY

The Urban Redevelopment Authority (URA) is Singapore's national land use planning authority. URA's mission is "to make Singapore a great city to live, work and play in". We carry out our mission by planning and facilitating the physical development of Singapore, in partnership with the community, to create a vibrant, sustainable and cosmopolitan city of distinction.

URA is the main land sales agent for the State and the sale of sites is an essential part of land use planning. Through land sales, Government attracts and channels private capital investment and market expertise to the development of sites for meeting Singapore's land use planning needs.

To create an exciting cityscape, URA also actively promotes architecture and urban design excellence. URA organises architecture exhibitions and seminars, as well as design competitions, to create an awareness and appreciation for good design and to encourage greater creativity in design.

URA as the Development Agency for Marina Bay also covers the Greater Marina Bay area. As the lead agency, URA will take a holistic approach to spearhead initiatives, coordinate the physical planning of the sites and programming of events and activities, implement infrastructure, and promote and market the area. It will work with relevant agencies and private stakeholders to ensure that the above functions are well coordinated and streamlined.

More information on URA is available at [www.ura.gov.sg](http://www.ura.gov.sg).