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## **Singapore embarks on the first public programme to improve everyday living through better design**

*Singaporeans get to nominate and vote for 10 everyday things that they would like to see redesigned*

10TouchPoints, the first nationwide programme to improve everyday living through better design is now here. Initiated by DesignSingapore Council under the Ministry of Information, Communications and the Arts, it offers Singaporeans an unprecedented opportunity to participate in the redesign of our public items and places. It will involve the man in the street, designers, public and private agencies.

2. Scheduled to run to mid 2007, the initiative comprises three phases. Phase one, which begins today, calls for members of the public to nominate and vote for items, services or even type of places, that they would like see redesigned. Phase two will see designers responding to an open competition to redesign the top 10 most voted items. Phase three will focus on the review and implementation of winning designs by the item owners.

3. Good design directly improves the quality of our lives. It enhances accessibility for the less-able, protect the dignity of the aged, increase personal safety and facilitate social interaction. This national effort aims to redesign everyday items to address the needs of the ordinary Singaporean and highlight the impact of good design in their lives.

4. Touchpoints refer to items and objects encountered on a daily basis. Examples of what Singaporeans can nominate for redesign in the public domain are items and services such as public playgrounds, public toilets, directional signs and bus stops. Singaporeans will get a chance to share their points of view about why specific things need redesign at a newly created website, [www.10touchpoints.com.sg](http://www.10touchpoints.com.sg).

5. The closing date for nominations and voting is 11 January 2007. More details about the second and the third phases will be provided in the run up to the close of the voting and nominations.

6. Dr Milton Tan, Director of DesignSingapore Council said: "We have seen an increased awareness of design. This is evident from the rise of student intake in design schools, plethora

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of designer goods and extensive coverage on the mass media. However the understanding of how good design matters or the need for good design is not common knowledge. Design surrounds us; has varying consequences on our everyday lives, and can even make a difference between life and death. It is a consciousness that we hope to change through 10TouchPoints.”

7. As part of this nationwide effort, DesignSingapore worked very closely with major public and private agencies to enlist their cooperation in considering suggestions for redesign. Amongst the public and private agencies involved in 10TouchPoints are National Parks Board, Land Transport Authority, National Health Care Group, Housing Development Board, Capitaland Retail and National Environment Agency. They are potential item owners who have given their in-principle approval to review and implement winning redesigns under their purview. Others such as Building and Construction Authority, and National Library Board are supporting in other ways to make 10TouchPoints a truly accessible platform. (See Annex B)

8. The sponsors of 10TouchPoints are Autodesk, SPH MediaBoxOffice, Space Furniture and Cathay CinePlexes Pte Ltd. Abel Tan, Business Development Director, Autodesk ASEAN expressed “The 10TP initiative by DesignSingapore is an innovative programme addressing a key aspect of Singapore’s preparedness for the future, and we are glad to be its premier and technology sponsor. We see in the 10TP initiative a natural fit with what Autodesk stands for as a design technology leader for nearly 25 years, helping our customers turn their ideas into reality. With the 10TP initiative, we aim to help DesignSingapore build a greater awareness among people about the key role that design plays in everyday life.”

9. Over the next few months, there will be public workshops and activities organised to help everyone involved to think about how they can play a part to create an excellent living environment through better design. To kick off the series, is a public talk on ‘Good Design for Everyday Living’ featuring Dick Powell who is an International Advisory Panel member of DesignSingapore Council. The talk will be held at the Possibility-Imagination Room of the National Library Board Building, on 22 November 2006 from 10.15am – 12.30pm. To register, please email [tan\\_ying\\_ying@mica.gov.sg](mailto:tan_ying_ying@mica.gov.sg).

10. Dick Powell and his partner, Richard Seymour, are two of Europe’s leading industrial/product designers. Since forming Seymourpowell in 1984, the consultancy has risen to prominence on the international stage. Both Powell and Seymour have appeared in numerous TV and Radio programmes on design and are most remembered in the TV programme ‘Better by Design’. They firmly advocate that good design is about making life better for people.

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11. More information on 10TouchPoints can be found on [www.10touchpoints.com.sg](http://www.10touchpoints.com.sg). 10TouchPoints is an event under Crea@tive 2006 - Reinvent Your Future, a month-long showcase to celebrate and promote Singapore's creative industries.

**ISSUED BY DESIGNSINGAPORE COUNCIL,  
MINISTRY OF INFORMATION, COMMUNICATIONS AND THE ARTS**

16 November 2006

## Press Contacts

**For General Media, please contact Fleishman-Hillard Public Relations:**

Mustafa Bin Ehsan Sa'aid  
Fleishman Hillard Singapore  
Phone: +65 6424 6373  
Email: [binehsam@fleishman.com](mailto:binehsam@fleishman.com)

Joseph Rajendran  
Fleishman-Hillard Singapore  
Phone: +65 6424 6384  
Email: [rajendrj@fleishman.com](mailto:rajendrj@fleishman.com)

**For Design Media, please contact DesignSingapore Council:**

Charlotte Chin  
DesignSingapore Council  
Ministry of Information, Communications & the Arts  
T +65 6837 9290  
F +65 6837 9686  
140 Hill Street  
5th Storey MICA Building,  
Singapore 179369  
[charlotte\\_chin@mica.gov.sg](mailto:charlotte_chin@mica.gov.sg)

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ANNEX A

## 10TouchPoints

### A Call For Nominations and Votes

10TouchPoints is a call for the public to take this opportunity to positively impact the surroundings and how we live by having public nominations for what can be better designed known. It is an invitation to kickstart the redesign process where the public's input plays an important role in determining the subsequent phases of the programme.

### Touchpoints

2. The parking coupon, the seat at the hawker centre, or the neighbourhood playground – the list is endless. These are tangible bits of services we experience. They have become the ways in which people connect with the items consumed and the opportunities for services to make a connection with the consumer. This is why they are often called 'touchpoints'. It is also why it is so important to design these items well. Well-designed touchpoints close the gap between what people want and need, and what organisations do.

3. By bringing the public, designers and service providers to collaborate in a process of redesigning everyday items or services in the public realm, 10TouchPoints hopes to narrow this gap by meeting changing needs and leveraging on new opportunities.

### Demystify Design

4. 10TouchPoints simply seeks to demystify design. Not just about relative coolness and high prices, or what is seen on the glossy pages for the hip and rich, design makes up what is around us. Design is about the relationships people forge with things. Design is thus something to be valued as it has an effect on the energy we save, how we get to work, better communicate with each other.

### A Call For Good Design

5. 10TouchPoints is also a call for good design. Good design puts people in the centre of the design process. It incorporates systems thinking, technology, historical and contextual relevance. It is economically viable. It is informed by ethics and responsibility without impeding social and technical innovation. It is beautiful. Good design brings values such as sustainability, accessibility, usability and beauty to public spaces like our schools, hospitals, food places, and parks.

### Redesign For and Through The Public

6. Apart from the above, 10TouchPoints is ultimately a response to the desire for better design. Many recent letters to the media have shown the public's desire for good design in public facilities for the well-being of many.

7. This formed the basis for 10TouchPoints, which is a platform for the public to consider what could be better designed for better living. As a three-phase national redesign programme, it seeks to promote better user-centred design that benefits the community through a public voting process. It will collate the top voted items to be redesigned by the best redesign solutions through a design competition, and a redesign process that engages the users, designers and owners.

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## THE 3 PHASES OF 10TOUCHPOINTS

8. Good design that meets human needs requires the insights of the users, skills and vision of the designers, and resources of the service provider. 10TouchPoints is made up of three interdependent phases that seeks to engage all three parties as the public are invited to vote, designers to compete and service providers to remake.

### PHASE 1 – VOTE!

#### Why Nominate and Vote?

9. Design decisions have consequences on our everyday well-being. Delivering good design begins with an understanding of what needs to be made better, why it should be made better, and how it could best serve people's needs.

10. As users, public nominations and votes are critical in closing the gap between what is needed and what service providers can offer. It is about tapping into the intimate insights of a daily user, for designers and service providers to work with toward better and more applicable solutions. The top 10 most voted nominations will go toward the design competition, after which the winning redesign solutions will be considered by item owners for implementation.

#### What to Nominate and Vote?

11. It maybe hard to immediately think of what needs redesigning, since everything seems to be well taken care of. So instead of looking out for faults, consider the possibility of how things can be made better.

12. Good design can bring, or enhance different values of well-being (health, mobility, accessibility, safety, better communication, sustainability, usability, identity, beauty) to various living environments (housing estates, schools, public spaces, transport, parks, food courts, environment, hospitals, shopping places, supermarkets, workplaces).

13. Three up and coming filmmakers have been commissioned to produce three short films to show the role of design in the quotidian beats of urban lives. They are "Chope!" by Boi Kwong, "Stuck!" by Randy Ang, and "Dreams" by Nicholas Chee. One film will be released on the [www.10touchpoints.com.sg](http://www.10touchpoints.com.sg) website every two weeks in the coming month.

14. The website also provides the public a list of possible items and areas that can be nominated for redesign. The list, which has been suggested by some of the major service providers in Singapore, includes:

- Hawker centres, playgrounds, drainage gratings, street lighting, street furniture, pedestrian pathway, lift control panels, public toilets, mailboxes, parking lot greenery, hospital directional signs, bus stops, parking lot greenery, public seating in MRT stations, taxi stands or its seats, waste bins, elevator Interiors, zoning system for easy identification/location in parking lots, Directory signage in malls, customer service or information counters in malls. child-minding or play areas in malls, push carts, drop-off points or its canopy design, or wheel stoppers In parking lots.

15. The public can also nominate or vote by viewing the most recent nominations, or by searching or browsing through all other nominations online.

#### Phase 1: Highlights

##### **Launch of Public Nominations**

Nov 16, 2006

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**Public Talk on 'Good Design For Everyday Living'**  
with Dick Powell of SeymourPowell Design Consultancy  
Nov 22, 2006 | 1015am – 1230pm  
5<sup>th</sup> Floor | National Library Board Building

**Closing of Public Nominations**  
Jan 11, 2007

## How To Nominate and Vote?

16. The 10TouchPoints website will be the main portal for nominating and voting. 10TouchPoints is about redesigning items that exist in real context and in real time. It seeks to connect designers with the users during the Design Competition in Phase 2 and the implementation Process in Phase 3, to ensure an effective redesign solution.

17. All members of the public are able to use the website to:

- Nominate up to five items or services for redesign, along with their description and reason for each nomination;
- Vote for up to five other nominations that are worthy to be redesigned;
- Share thoughts on the 10TouchPoints blog

## PHASE 2 – COMPETE!

18. Ever imagined a better parking system? Or how HDB dwellers of the 20th floor can dry their clothes on poles without being challenged by strong winds? Or the possibility of personal reusable chopsticks that appeals to us? Phase 2 of 10TouchPoints is an opportunity to respond to the public's appeal of redesigning the top 10 voted items from Phase 1.

19. 10TouchPoints Design Competition presents 10 design briefs crafted for the redesign of the top 10 voted items. It is a call to all local designers to take part in a redesign process that gets designers in touch with the users and item-owners. Such interactivity and filtering of the best ideas with the micro-macro context in mind, aspires for a more effective redesign.

## PHASE 3 – REMAKE!

20. Phase 3 is when the 10TouchPoints initiative seeks to get the relevant item owners, public or private organisations, to implement the winning redesigns of items under their purview.

21. Under this phase, DesignSingapore Council hopes to raise the feasibility of implementing the winning redesigns. So far, DesignSingapore Council is grateful for the support of some of Singapore's major service providers in the private and public sector. (See Annex B for details)

22. By incorporating user feedback as well as tapping onto the expertise of the winning designers from the competition, Phase 3 is about better design, better services, better living and better user-owner relationships coming into fruition.

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ANNEX B

## LIST OF SPONSORS, PARTNERS AND SUPPORTERS FOR 10TOUCHPOINTS

### SPONSORS

**Autodesk**



**SPH MediaBoxOffice**



**Space Furniture**



**Cathay Cineplexes Pte Ltd**



### PARTNERS

**National Library Board**



### SUPPORTERS

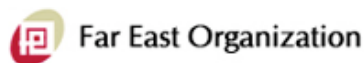
**Building and Construction Authority**



**Capitaland Retail**



**Far East Organization**



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**Food Junction Management Pte Ltd**



**Housing and Development Board**



**Land Transport Authority**



**National Environment Agency**



**National Healthcare Group**



**National Parks Board**



**NTUC Fairprice**



**Singapore Land Authority**



**SMRT**



**Urban Redevelopment Authority**



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ANNEX C

## 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 *SINGAPOREdge* 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 exhibitions to the 2004 Venice Biennale International Architecture Exhibition, Sao Paulo Architecture Biennial in 2005, World Expo 2005 at Aichi and, most recently, the Salone Internazionale Del Mobile in April 2006. DesignSingapore had recently presented at the Venice Biennale and London Design Festival in September 2006.

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

## Crea©tive 2006

Crea©tive 2006 – Reinvent Your Future is a month-long showcase to celebrate and promote Singapore's creative industries, which comprises the arts, design and media. Now in its second year, this international showcase is initiated by the Ministry of Information, Communications and the Arts (MICA) as part of the efforts to develop Singapore into a prominent Asian hub for the creative industries.

Bringing to Singapore and international audiences an experience of world-class creativity this year are Beyond 2006, Asia Media Festival, President's Design Award, Noise Singapore, GreenField, Creative Youth Xchange, 20/20 and 10TouchPoints.

For more information, please visit [www.mica.gov.sg/creative2006](http://www.mica.gov.sg/creative2006).