

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Nine Winners Received the Inaugural President's Design Award

Singapore President S R Nathan conferred the President's Design Award, Singapore's highest accolade for its designers, to its first nine recipients during the inaugural Award Ceremony on 23 November 2006.

2. The Award Ceremony and cocktail event was held at the Asian Civilisations Museum and was attended by 200 industry leaders. President Nathan also opened the public exhibition showcasing the winners' works and designs.
3. The President's Design Award acknowledges that Singapore's design industry has reached a key milestone by attaining significant achievements in fields such as architecture and urban design, fashion design, industrial and product design, interior design and visual communications design. It is awarded to individuals and designs that are pushing the boundaries of Singapore design, tangibly making a difference to the lives of Singaporeans and larger global communities.
4. Administered by the DesignSingapore Council, Ministry of Information, Communications and the Arts, and the Urban Redevelopment Authority, the Award has two categories:
 - a. *Designers of the Year*: Awarded to individuals based on body of works and contribution;
 - b. *Designs of the Year*: Awarded to specific design projects.
5. The two recipients of the 2006 President's Design Award, *Designers of the Year* category are:
 - a. **Mr Chan Soo Khian**, SCDA Architects Pte Ltd
 - b. **Mr Theseus Chan**, Work Advertising Pte Ltd
6. The seven recipients of the 2006 President's Design Award, *Designs of the Year* category are:
 - a. **6 Special Exhibitions at Asian Civilisations Museum (Empress Place)**
Mr Sebastian Chun (and team), Asian Civilisations Museum
 - b. **Church of St Mary of the Angels**
Mr Wong Mun Summ and Mr Richard Hassell (and team), WOHA Architects Pte Ltd
 - c. **Esplanade – Theatres on the Bay**
Mr Koh Seow Chuan (and team), DP Architects Pte Ltd
in association with Michael Wilford & Partners (London)

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

d. Fullerton Hotel / One Fullerton

Mr Tay Lee Soon (and team), Architects 61 Pte Ltd

e. HP Deskjet 460 mobile printer

Ms Mylene Tjin (and team), Hewlett Packard Singapore Pte Ltd

f. MINI Habitat

Mr Brett Cameron (and team), Kingsmen Exhibits Pte Ltd

g. New Majestic Hotel

Mr Colin Seah (and team), Ministry of Design Pte Ltd
in association with DP Architects Pte Ltd

7. The list of winners and the jury's citation of their works are found in Annex A. Four specialist panels evaluated the 97 submissions over a three-day judging session held in late August 2006. The full profile of the international jury members is found in Annex B.

8. The winners of the *Designers of the Year* category are eligible for a President's Design Award Grant. The Grant will provide funding support for approved projects that would contribute positively to the community and/or environment. Such projects may focus on redesigning a space or object in the public domain, or the creation of a completely new and original design that serves the community. The Grant provides funding of up to \$50,000 per applicant. More details about the Grant are found in Annex C.

9. To specially mark the inaugural Award, URA will separately commission this year's *Designer of the Year* in the Architecture & Urban Design category, Mr Chan Soo Khian, to design a public space at Dhoby Ghaut, as part of a community project. Details of this public space will be announced at a later date. Future winners may be considered for similar commissions should such opportunities become available.

10. The exhibition held at the Special Exhibitions Gallery, Asian Civilisations Museum (Empress Place), will run till 17 December 2006. The award visual identity, exhibition and limited edition publication were designed by Black Design Pte Ltd.

11. The President's Design Award is a highlight of Crea[®]tive 2006 - Reinvent Your Future, a month-long showcase to celebrate and promote Singapore's creative industries.

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

ISSUED BY

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

22 November 2006

PRESS CONTACTS

Ms Elaine Khoo
Asst Manager, Design Promotion
DesignSingapore Council
140 Hill Street
5th Storey MICA Building,
Singapore 179369
T +65 6837 9632
F +65 6837 9686
E-mail elaine_khoo@mica.gov.sg

For matters pertaining to Architecture and Urban Design:
Ms Pearly Cheong
Public Relations Officer
Urban Redevelopment Authority
T +65 6321 8129
F +65 6226 3549
Email pearly_cheong@ura.gov.sg

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

ANNEX A: ON THE WINNERS

Designers of the Year

- 1. Mr Chan Soo Khian**
SCDA Architects Pte Ltd
- 2. Mr Theseus Chan**
Work Advertising Pte Ltd

Designs of the Year

- 3. 6 Special Exhibitions at Asian Civilisations Museum (Empress Place)**
Mr Sebastian Chun (and team)
Asian Civilisations Museum
- 4. Church of St Mary of the Angels**
Mr Wong Mun Summ and Mr Richard Hassell (and team)
WOHA Architects Pte Ltd
- 5. Esplanade – Theatres on the Bay**
Mr Koh Seow Chuan (and team)
DP Architects Pte Ltd in association with Michael Wilford & Partners (London)
- 6. Fullerton Hotel / One Fullerton**
Mr Tay Lee Soon (and team)
Architects 61 Pte Ltd
- 7. HP Deskjet 460 mobile printer**
Ms Mylene Tjin (and team)
Hewlett-Packard Singapore Pte Ltd
- 8. MINI Habitat**
Mr Brett Cameron (and team)
Kingsmen Exhibits Pte Ltd
- 9. New Majestic Hotel**
Mr Colin Seah (and team)
Ministry of Design Pte Ltd in association with DP Architects Pte Ltd

PRESIDENT'S DESIGN AWARD

DESIGNERS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME



Chan Soo Khian

Principal Architect, SCDA Architects Pte Ltd

Chan Soo Khian was born in Penang, Malaysia, in 1962. He studied architecture at Washington University and Yale University. After more than 10 years away, during which he worked with Kohn Pederson Fox in New York, Soo Khian returned to Asia. A registered architect in Singaporean and the United States, Soo Khian is the founding principal and design director of SCDA Architects Pte Ltd which he established in 1995. Substantial one-off houses, apartment buildings and condominiums form the focus of SCDA and Soo Khian's interest in new ways of organizing space and creating distinctive forms has won him several prestigious international awards and accolades.

His varied works range from the Heeren Street Shophouse project in Malacca to Lincoln Modern, a 30-storey residential development in the heart of the city in Singapore to others as diverse as the Singapore High Commission (New Delhi) and hotels in Dubai, India, Maldives and Vietnam. Soo Khian also lectures part-time at the National University of Singapore since 1996 and was Visiting Professor at Syracuse University in Fall 1998.

PRESIDENT'S DESIGN AWARD

DESIGNERS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Jury Citation:

Soo Khian has impressed the Jury with a wide repertoire of projects in Singapore and abroad. His design is driven by an interest in new ways of organizing space, resulting in the creation of distinctive forms. His work displays originality and skilful control over proportion, massing and the use of colour. The high level of ambition evident in his work is also complemented by his drive to experiment and constantly challenge accepted norms, yet within the framework of a consistent architectural language. Soo Khian's work challenges us to remain modern yet rooted in the Southeast Asian context. His design solutions have demonstrated an awareness of wider urban design considerations. He is an excellent role model.

Significant Achievements/Appointments:

- 2005 – 6th Sao Paulo International Biennale of Architecture and Design Commissioning Panel
- 2004 – Venice Biennale Commissioning Panel
- 2003 – DesignSingapore Council member
- 2000 - Curriculum Advisory Committee, NUS School of Architecture
- 1995 - Founding principal and design director of SCDA Architects Pte. Ltd

International Awards:

- 2006 – SIA-Getz Architecture Prize for Emergent Architecture in Asia
- 2005 – Lincoln Modern was one of seven works awarded with a RIBA Worldwide award.
- 2003 - one of ten young firms featured in Design Vanguard 2003, selected by Architectural Record [the journal of the American Institute of Architects
- 2002 - highly commended at the ar+d 2002 Emerging Architecture Award

PRESIDENT'S DESIGN AWARD

DESIGNERS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME



Theseus Chan

Founder, Work Advertising Pte Ltd

Theseus Chan was born in Singapore in 1961. Graduated from Nanyang Academy of Fine Arts in 1986, he started working as a visualizer in an international agency. The decade was spent with three other agencies as art director. Honoured with many local and international awards along the way, he is recognized as one of the creative industry's "most provocative creative minds".

In 1996, he set out to design a company in which the ethos is based on innovation, independence and integrity. Theseus then founded WORK, a cross-disciplinary company which encompass communications, graphic design, publishing (WERK magazine) and fashion retailing (COMME des GARCONS Guerrilla Store +65). His client list extends to cover local companies such as Tangs, Club21, Fashion Institute of Singapore, Singapore Biennale 2006 and international collaborators like Colette, Adidas Originals and Comme des Garçons.

PRESIDENT'S DESIGN AWARD

DESIGNERS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Jury Citation:

Theseus' diverse portfolio and his prolific career bear testimony to a journey of discovery and self-reflection. His work is experimental and contemporary, yet naturally so, and displays refreshing genuineness borne from a real desire to push the boundaries of creativity. This has been invaluable in inspiring the next generation of young designers. His distinct personal style strikes the balance between international relevance, while capturing the spirit of the Singaporean and Asian identity without being contrived. Unconventional, edgy and irreverent, Theseus challenges our thinking to the extent that we constantly expect him to surprise. And he does not disappoint.

Significant Achievements/Appointments:

- 2005 - Judge for D&AD Awards
- 2004 - Collaboration with international fashion label Comme des Garcons in Guerilla Store+65 project
- Editor, WERK Magazine
- 1997 – Present, Founder, WORK

International Awards:

- Awards at Art Director's Club of New York, British D&AD
- 2000 - Jury Prize, Stockholm International Film Festival for Art Director, Eating Air.
- 2000 - Young Cinema Award, Singapore International Film Festival for Art Director, Eating Air.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

6 Special Exhibitions at the Asian Civilisations Museum (Empress Place)



*Top row from left: Nyonya Kebaya, From the Land of the Ottoman Sultans, Spirit of Wood
Bottom row from left: Power Dressing, Journey of Faith*

Exhibition Designer:

Mr Sebastian Chun (and team)
Asian Civilisations Museum

Jury Citation:

The 6 special exhibitions at the Asian Civilisations Museum – Spirit of Wood, Sari to Sarong, From the Land of the Ottoman Sultans, Nyonya Kebaya, Journey of Faith, and Power Dressing – deftly cross-pollinate design and theatrical elements, to provide viewers with a complete and immersive visual experience. Rather than tread the conventional path of transporting the visitor back into the past, the exhibitions employ the language of theatre to “float” the visitor in a dreamlike panorama of images and memories evocative of the past. The exhibitions show consistent quality and attention to detail throughout, and elegantly utilize design to enhance the subject matter.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Church of St Mary of the Angels



From Left: View of main courtyard, sanctuary and chapel, The Columbarium.

Designer:

Mr Wong Mun Summ and Mr Richard Hassell (and team)
WOHA Architects Pte Ltd

Jury Citation:

The Church of St Mary of the Angels demonstrates the depth and richness embedded in architecture and urban design, regardless of the physical size. Central to the project is the idea of building a community in relation to its surroundings, which infuses the experience of space, light and nature with spiritual and social significance. Although the material palette is muted, the design is never too austere, allowing flexibility for secular or social activities in the central plaza. At the detailed level, the design displays an in-depth understanding of the individual's needs for inner sanctum. The Jury appreciates how the design draws deeply from early liturgy and traditions, yet proves to be one of the most forward-looking, nuanced expressions of our modern times, context and climate.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Esplanade – Theatres on the Bay



Designer:

Mr Koh Seow Chuan (and team)

DP Architects Pte Ltd in association with Michael Wilford & Partners (London)

Jury Citation:

The Esplanade Theatres rise up to the urban design challenge of creating a 360-degree building with no true rear or backyard, fully addressing the waterfront and the surrounding developments in the Marina Bay area and the Civic District. The Jury commends the Esplanade's exemplary provision of public spaces to encourage vibrant activities, technical dexterity and its seamless transition from the outside to inside. With its distinctive roof, the Esplanade Theatres emerge from the foreground of Marina Bay as a contemporary icon, anchoring the northwest corner of the waterfront with a sweeping view of the bay. It has also placed a high value on achieving superb acoustic performance. The Esplanade Theatres have grown to become a talking point for Singaporeans and visitors alike and is one of the most recognisable icons representing Singapore.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

Fullerton Hotel / One Fullerton



From Left: The Fullerton Hotel, One Fullerton

Designer:

Mr Tay Lee Soon (and team)
Architects 61 Pte Ltd

Jury Citation:

The Fullerton Hotel / One Fullerton combination encompasses boldness and sensitivity both in its adaptive reuse and contemporary approach. Fullerton Hotel is an excellent example of how built heritage can be successfully adapted for modern use, resulting in a high quality development with memorable spatial qualities. One Fullerton sports a dynamic, modern look but maintains a low building profile, complementing the neo-classical Fullerton Hotel. It weaves in a 'city room' which maintains visual porosity to Marina Bay. Although the two buildings appear as independent structures, the Jury appreciated how they are seamlessly connected to each other and the waterfront. This sensitivity to context and urban design is further expressed through the strategic positioning of a view corridor, allowing glimpses of the bay when travelling along Fullerton Road. Together with the Merlion and city skyline, the Fullerton Hotel / One Fullerton forms a distinctive, signature view of Singapore which is reflective of the city's growth across the ages.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

HP Deskjet 460 Mobile Printer



Industrial Designer:

Ms Mylène Tjin (and team)
Hewlett-Packard Singapore (Pte) Ltd

Jury Citation:

The DeskJet Printer's design is classical, well-executed and not overtly expressive, showing a high level of maturity in approach. Its sleek, stylish and mobile appearance is visually inviting, while offering the user a tactile experience. Being both functional and aesthetically appealing, the printer has enjoyed proven market success and demonstrates the value of design in lending a competitive edge to products in the marketplace.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

MINI Habitat



Architectural Design / Interior Designer:

Mr Brett Cameron (and team)

Kingsmen Exhibits Pte Ltd

Jury Citation:

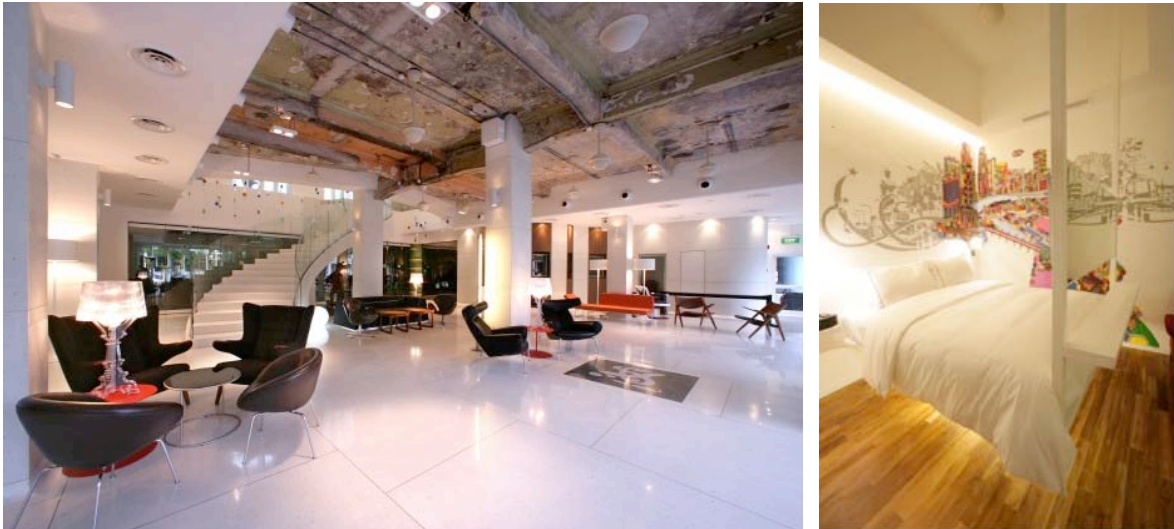
The project is the first freestanding, experiential hub for the MINI brand that takes showcasing cars to a new level by incorporating lifestyle into the buying experience. The showroom skillfully draws on the interior architecture to articulate the philosophy and visual experience of the MINI brand to a niche market. The resolution of the interior design uses appropriate materials and demonstrates comprehensive and consistent design detail throughout. Natural and artificial light is used in an innovative way. As the first of its kind in the world, the MINI Habitat in Singapore is now used by BMW Group worldwide as a benchmark for how the MINI brand should be presented, and amply demonstrates the success of design as a tool for competitive advantage.

PRESIDENT'S DESIGN AWARD

DESIGNS OF THE YEAR AWARD WINNERS

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

New Majestic Hotel



From left: Main Lobby of New Majestic Hotel, Room type with loft bed and commissioned artwork.

Interior Designer:

Mr Colin Seah (and team)

Ministry of Design Pte Ltd in association with DP Architects Pte Ltd

Jury Citation:

The New Majestic Hotel is an imaginative change-of-use of the traditional Singapore shophouse and provides a welcome alternative to the standard international hotel experience. The project is an excellent example of design collaboration involving the client, consultants and other artists. The design solution displays creativity and fun, with the integration of art and the clever use of small spaces to provide a memorable experience. Light is skillfully used to bring new life to historically dark spaces. The Jury enjoyed the sense of theatre the designer has brought to this project. Always provocative, the hotel is a talking point for both visitors and Singapore residents alike, and is an icon among boutique hotels.

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

ANNEX B: 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

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

ANNEX C: PRESIDENT'S DESIGN AWARD GRANT

Objectives

The President's Design Award Grant is set up so that the winners of the *Designers of the Year* category can:

- a. Contribute back to the public in a tangible way via a community-driven project. The project should demonstrate how design can significantly improve life in the public realm and drive changes in improving arts and culture, society and the environment; and
- b. Collaborate with other disciplines and push the edges of design and imagination with a wide and unexpected array of partners (e.g. joint projects with arts, community, business, science, healthcare, environment or other technology-driven organizations or individuals). Collaborations can take place through studio projects, mentorship, collectives or other formats.

Eligibility

2. Winners of the *Designers of the Year* category can apply for the President's Design Award Grant. The proposed projects will be subject to approval by the DesignSingapore Council and Urban Redevelopment Authority.

Scope of Projects

3. The proposed projects should be:
 - a. Community-driven in spirit and demonstrate cross-disciplinary / multi-sectoral collaborations; and
 - b. New and original work or original work that present new solutions to existing problems. For example, by identifying a gap in society and resolving how innovative design solutions can provide profound and much needed change. Or provide elegant design resolutions to persistent universal challenges like natural disasters, accessibility issues for the disabled, and so on. Or design/redesign a space or object in the public domain that also serves the community.

Grant Quantum

4. The Grant provides funding of up to \$50,000 per applicant.

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

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.

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". URA carries out its 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 is also the Development Agency for the Marina Bay and Greater Marina Bay Area, which includes the waters of Marina Bay, Marina Channel, Singapore River and Kallang Basin). As the Development Agency, URA takes a holistic approach to spearhead initiatives, coordinates the physical planning of the sites and programming of events and activities, implements infrastructure, and promotes and markets the area. It works 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.

PRESIDENT'S DESIGN AWARD

Media Release

EMBARGOED UNTIL 23 NOVEMBER 2006, 20 00 HRS, SINGAPORE TIME

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.