



NEWS RELEASE

DesignS Launched to Advance the Singapore Brand in Design

Annual PUSH Awards also rebranded as PUSH Showcase

Singapore, 29 June 2010 – DesignS, a group partnership of design-centric institutes and associations in Singapore, was officially launched today. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises eight member institutes - the Association of Accredited Advertising Agents Singapore (4As), Designers Association Singapore (DAS), Interior Design Confederation (Singapore) (IDCS), Singapore Furniture Industries Council (SFIC), Singapore Institute of Architects (SIA), Singapore Institute of Landscape Architects (SILA), Singapore Institute of Planners (SIP) and the Textile & Fashion Federation (TaFF). The new brand name was unveiled by Mr Lui Tuck Yew, Acting Minister for Information, Communication and the Arts.

The launch of DesignS comes at a time when Singapore is increasingly becoming an interpreter for different and varied levels of design possibilities and creative ideas. DesignS will continue to build on the foundations that have been set and aims to etch out new value propositions to help Singapore remain globally relevant amidst the growing regional and international competition through locally-designed products and projects.

Mr Tai Lee Siang, Chairman of DesignS said: “Singapore’s most valuable and lucrative resource is its people. We have to tap into this resource and maximize its tremendous potential as we head towards higher levels of creativity, and

innovation culminating in great design driven concepts and ideas. The formation of DesignS as an over arching brand name will help us leverage on the design capabilities of our member institutes to further promote the Singapore brand across all design related disciplines to a global audience and provide us with a suitable platform to celebrate such achievements. “

Drawing inspiration from Singapore’s multi-lingual culture and its status as a business hub, DesignS will address Singapore’s ability to connect with the rest of the world by creating a bridge of communication, bringing together the best of Eastern and Western countries, values and cultures, while at the same time transforming and propelling Singapore into a hub for the exchange and convergence of ideas.

Mr Jeffrey Ho, Director, DesignSingapore Council, welcomed the collaboration between the partners and highlighted the importance of design as an enabler for the creation of innovative products and services in all industries. He said, “In the intensifying global competition, we must leverage more on design and design thinking to drive the innovation process and sharpen our industries’ competitiveness for Singapore. The competitive edge is no longer based simply on value-add but a fundamental rethink on the way we do business. By incorporating design thinking into our business model, we can generate new value and fashion fresh user experiences that draw out once undiscovered desires to revolutionise the marketplace.

The PUSH Awards, an annual initiative spearheaded by DesignS, to acknowledge and recognise award winners of the eight member institutes and associations will also see some changes this year. The event which previously consisted of an awards ceremony will now feature up to three prominent projects from each institute in a commemorative video showcase. The new format will be branded as the PUSH Showcase 2010 and will be hosted and organised by the

SFIC. The showcase will celebrate award-winning projects across the various design disciplines.

Amongst those receiving special mention include WOW Architects Pte Ltd / Warner Wong Pte Ltd in association with Spazzio Design Architecture Pvt Ltd's urban hotel project, Vivanta by Taj, which drew inspiration from traditional Indian dance forms of twisting and circling, incorporating "folds" and "twists" in the design of the building. JWT Singapore was also honoured for their work with the World Wildlife Fund called "Noughts and Crosses", aimed at getting people to think about how their daily choices affected endangered animal species. Other award-winning projects that are part of the showcase include the Electrolux Design Innovation Centre by Simon Chrisandra Associates Pte Ltd, Koi Chair by Jarrod Lim of Jarrod Lim Design, the Kolam Ayer River Revitalisation by the National Parks Board and Public Utilities Board, Nicholas the clothing line by Nic Wong, the Revamp of Zouk Nightclub entertainment outlets by Philips Conner and the CleanTech Park project by Team JTC.

Mr Andrew Ng, President of SFIC said, "Design has become so intrinsically intertwined with the way we live, work, play and interact with our surroundings that we can no longer overlook the importance of it in our daily lives.

Good design improves the quality of life, creates new possibilities to expand and improve upon our work environment and helps us to overcome daily challenges. The DesignS brand name brings together a varied collection of creative talent that can effectively collaborate on joint development and projects to promote and advance the Singapore brand not only locally but to an international audience as well. This ultimately will be Singapore's winning proposition in terms of design."

Added Mr Chong Lit Cheong, Chief Executive Officer of International Enterprise Singapore, "Design is an important and useful strategy that enterprises can use to differentiate themselves in the global market. We encourage companies to

integrate design into the way they work as it will improve sales, profits and growth. Singapore has nurtured a pool of companies with world-class design capabilities in wide ranging industries such as furniture, fashion, and even urban solutions. Such design-centric capabilities can be exported overseas, and IE Singapore is committed to providing assistance to these companies.”

DesignS will also be organising several activities to further promote Singapore as a creative centre for design including a trade mission to Shanghai in September 2010 as well as a showcase of selected works at the Singapore Pavilion at the World Expo in Shanghai. For more information, log on to www.designs.com.sg.

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About DesignS

DesignS is a joint partnership of eight creative design-led institutions in Singapore. They are the Association of Accredited Advertising Agents Singapore (4As), Designers Association Singapore (DAS), Interior Design Confederation (Singapore) (IDCS), Singapore Furniture Industries Council (SFIC), Singapore Institute of Architects (SIA), Singapore Institute of Landscape Architects (SILA), Singapore Institute of Planners (SIP) and Textile & Fashion Federation (TaFf).

DesignS was established in 2009 to collaborate on common issues within the local design industry and the primary goals of DesignS are:

- To foster a sense of community and network amongst the design fields
- To work in concert on joint educational and continual professional development
- To jointly promote and advance the “Singapore Brand” of design

DesignS is also committed towards several anchor events and activities, all aimed at ensuring the sustainability and promotion of Singapore’s Design community. These events include the annual PUSH Showcase to recognise talented designers amongst the eight member institutes and planned activities to promote continued professional development as well as Singapore’s creativity capabilities to the world market..

www.designs.com.sg

About Singapore Furniture Industries Council

SFIC was established in 1981 as the official representative body of Singapore's furniture industry. It currently represents 95 per cent of established furniture manufacturers in Singapore, of whom

65 per cent have subsidiary manufacturing plants in the region including China, Indonesia, Malaysia, Myanmar, Thailand and Vietnam. Its primary role is to promote the interests of its members and the Singapore furniture industry. Many of its initiatives aim to facilitate members' exposure to the world market, develop local talent and encourage entrepreneurship. SFIC organises the annual Furniture Design Award and PLATFORM to spur trendsetting furniture designs from Asia.

SFIC, the parent company of International Furniture Fair Singapore Pte Ltd, is the organiser of the annual International Furniture Fair Singapore and ASEAN Furniture Show.

It also manages the International Furniture Centre, a year-round platform for international buyers to source and trade for a wide range of quality, well-designed furniture from Singapore and the region.

To ensure the industry's growth and viability, SFIC continues to forge close partnerships with the government and trade-related agencies to harness technology, knowledge and information for effective strategic planning.

SFIC is a network partner of DesignS.

www.singaporefurniture.com

Issued by : **Foreword Communications Pte Ltd**

On behalf of : **Singapore Furniture Industries Council**

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