

Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

ANNEX A: PRESIDENT'S DESIGN AWARD 2012 RECIPIENTS

Designer of the Year

- 1. Hanson Ho**
Creative Director
H55
- 2. Tan Cheng Siong**
Principal
Archurban Architects Planners
- 3. Voon Wong**
Director
VW+BS
- 4. Yang Yeo**
Chief Creative Officer
JWT Shanghai

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Design of the Year

1. 19 Sunset Place

ip:li architects

Yip Yuen Hong

Matthew See

Thanyaphat Sukhonthatam

Koh Kai Li

2. Bishan–Ang Mo Kio Park

Atelier Dreiseitl Asia Pte Ltd

Herbert Dreiseitl

Tobias Baur

Leonard Ng

Stefan Brueckmann

Hendrik Prost

3. Building as a Body

kwodrent

Grace Tan

In collaboration with

Zarch Collaboratives Pte Ltd

Randy Chan

4. Dell All-in-One Desktop PC Family

Dell Global B.V. (Singapore Branch)

Chan Wai Lim

Yong Khang Chian

Mark Chan

Lee Leong Chye

Kenneth Ding Yin Hean

Greg Breinholt

Etienne Thetard

Celia Law

Erene Teo Tan Lun Cheak

Darren Lin

Joyce Lu Tay Yan Bing

Shamindri Perera

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Dell Austin Design Centre

Mike Morten
Ed Boyd
Joe Jasinski
Michael Ellis
Paula Cox

5. Martin No.38

Kerry Hill Architects

Kerry Hill
Henry Sauerbier
Lim Chee Hong
Goh Wei Kiat
Paul Semple
Bernard Lee

6. Pelé Sports Trinity 3E

Pelé Sports Innovation Team

Sonny Lim
Greg Lever-O'Keefe
Ezio Margiotta
Darryl Cassingham

7. Spotted Nyonya Collection

Hans Tan Studio

Hans Tan

8. The Browsing Copy Project

A Beautiful Design

Roy Poh

9. Wonder Box

Spacedge Designs

William Chan

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Designer of the Year

1. Hanson Ho

Creative Director

H55



Hanson Ho



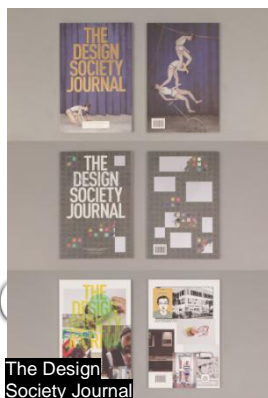
1000 Singapores:
Venice Biennale



Ong Siew May
Distinguished Lecture Series



Independence:
The History Of Graphic Design In
Singapore Since The 1960s



The Design
Society Journal



Lee Kuan Yew
World City Prize



Noise Singapore
Campaign



Rabbit Box Set



Rabbit: Fill-In-
The-Blanks T-Shirt



Nation of Singapore

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ABOUT HANSON HO

Mr Hanson Ho is an award-winning creative director of Singapore-based design studio H55, which he founded in 1999. Since then, Mr Ho has created numerous visual identities, brand applications and publications that have represented Singapore at an international level. These include the visual identity design for the Singapore Pavilion at various Venice Biennales, and the Lee Kuan Yew World City Prize.

Named one of the top graphic designers in Singapore in *The Sunday Times*, Mr Ho has received recognition and awards from some of the most prestigious international design competitions including the D&AD in London, Type Directors Club in New York and Tokyo, One Show Design, Creative Circle Awards, and the New York Art Directors Club.

Apart from the multiple roles he plays at H55, Mr Ho is also the curator for Singapore's Mass Rapid Transit Art in Transit programme for nine of the upcoming Downtown Line (DTL) stations, and is managing editor for *The Design Society Journal*.

JURY CITATION

Hanson Ho is one of the most articulate and intelligent designers practising today. He brings style, class, economy, purity and method to his work that few of his contemporaries can achieve.

Hanson's body of work is consistently based on simple truth and logic. He expresses every element with simplicity, restraint and intelligence - very much in keeping with his personality.

Hanson sets a new standard for designers who wish to be nominated and recognised for the 'Designer of the Year'.

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2. Tan Cheng Siong

Principal

Archurban Architects Planners



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ABOUT TAN CHENG SIONG

Mr Tan Cheng Siong holds a diploma in architecture and a Master's degree in Urban Planning. He founded Archynamics Architects in 1967 and Archurban Architects Planners in 1974.

In the late 60s, Mr Tan's architecture firm won a URA site tender on design merit, even though the client put up the lowest land price tender. The Pearl Bank Apartments design is now considered a beacon of Singapore's super high-rise, high-density housing. Mr Tan rose to become Singapore's star architect of the 60s and 70s; and it wasn't long before The Development Bank of Singapore appointed his firm to design the first condominium housing estate in Pandan Valley.

He was an active member of the Singapore Institute of Architects in the late 70s and was elected vice president in 1984 and remained till 1986. The National University of Singapore and polytechnics regularly invited him to teach, lecture and present papers. Throughout the 80s and 90s, Mr Tan has acted as consultant in various capacities for institutions, government agencies and educational facilities. When China opened up in the 80s, Mr Tan travelled there with the intention of understanding the country's urban plight. And he did.

Shenzhen Special Economic Zone invited him to be a member of the Planning Committee — the central body that guided the Zone's planning and construction developments. It is because of Mr Tan that China has learnt much from Singapore's experience in housing and property development, and for this they have honoured him the title of "Father of Luxury Housing".

JURY CITATION

A pioneer behind some of Singapore's residential typologies like the iconic Pearl Bank Apartments and the Pandan Valley Condominium, Tan Cheng Siong has made many deep imprints on Singapore's residential architecture. His career spans five decades. At the age of 75, he is still pursuing his passion for architecture with rigour and energy, when many of his peers have retired.

His passion is driven by his desire to create good living environments. One of his memorable works is the Pearl Bank apartment built in the late 60s. It was the first super high-rise in Singapore that introduced quality living on the ground while living in the air. Another notable work is Pandan Valley Condominium, where he pioneered the first condominium housing typology with community spaces for residents.

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Cheng Siong has a remarkable ability to skilfully mediate between the characteristics of architectural sites and the function and experience of spaces. His enduring works continue to resonate with users and the architectural community. Most notably, Cheng Siong introduced the condominium concept to Shenzhen in the 90s, benefiting the Chinese communities with Singapore's experience in housing development.

The Jury recognises Cheng Siong's courage and perseverance in creating architectural innovations in spite of the challenges of changing times. His unwavering pursuit of architectural excellence makes him a role model for younger generations.

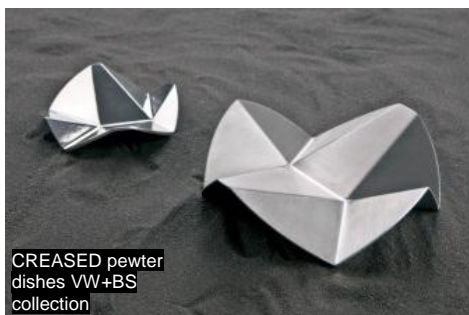
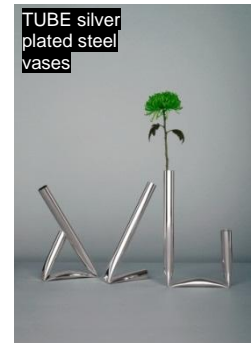
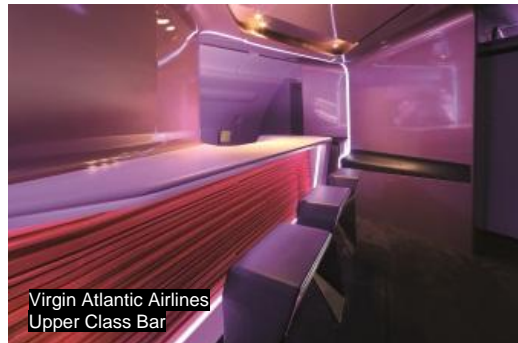
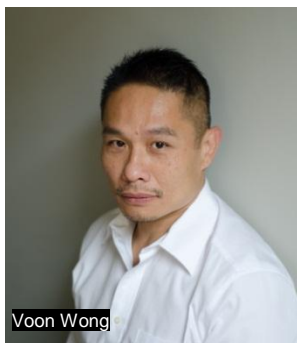
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3. Voon Wong

Director
VW+BS



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ABOUT VOON WONG

Mr Voon Wong was born in Singapore in 1963. He attended the National University of Singapore as a student in the Department of Architecture, and the Architectural Association in London. He has worked with some of the United Kingdom's leading architectural practices, and tutored at the University of North London. He has also gained significant commercial experience working in Singapore.

During the years 1990 to 1991, 1994 and 1995, Mr Wong worked as an architectural assistant at Zaha Hadid Architects. During that time, Mr Wong was recruited to be part of the competition team assigned to work on the winning design for the Cardiff Opera House. Unfortunately, the building was never built. Between the years 1995 to 1997, Mr Wong established VX Designs with Ian Chee. Their works include several new high-end buildings and refurbishments of residential projects in London.

Thereafter, Voon Wong Architects was formed with an emphasis on exclusive residential and commercial work. Past projects include the redevelopment of numerous historic residential buildings in London, a hotel extension in Australia, house and apartment fit-outs in Singapore and China, a residential complex and an industrial building in China, as well as set designs for the Institute of Contemporary Art, London, and the Hong Kong Arts Festival. The practice is currently working on residential and commercial projects in London and Singapore.

Mr Wong was involved in award-winning product design alongside Malaysian designer Benson Saw. Together, they won the OXO Peugeot Design Award for lighting for their series of lamps fitted with electroluminescent wire. Mr Wong's most recent project on Virgin Atlantic's cabin design integrated the various disciplines of his expertise in product, lighting and interior design. The project was well received and has been featured in online and print magazines like *Designboom*, *Wallpaper**, and *The Business Times*.

JURY CITATION

Voon Wong has built a global reputation and a comprehensive collection of great design work, which is widely recognised by his peers.

He is a multi-disciplinary designer who displays consistency in his work, which covers a wide spectrum of products, architecture, interiors and, more recently, aircraft interiors. He consistently demonstrates a deep thought process in his work, blending consultancy with the creation of his own products, and exploring material possibilities in new and surprising ways.

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The Jury was particularly impressed by Voon's venture into the difficult area of aircraft interiors, where the complexities of weight reduction, structure, and space utilisation in an environment that presents complex functional needs, is a notorious challenge for designers. His solution for Virgin Atlantic's Upper Class Bar and Cabin captures the spirit and vibrancy of their brand, presenting passengers with an iconic and impressive welcome as they board the aircraft, and a memorable in-flight experience.

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4. Yang Yeo

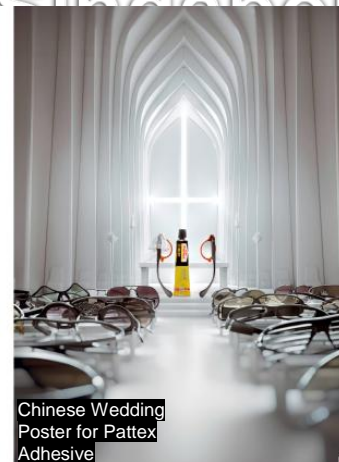
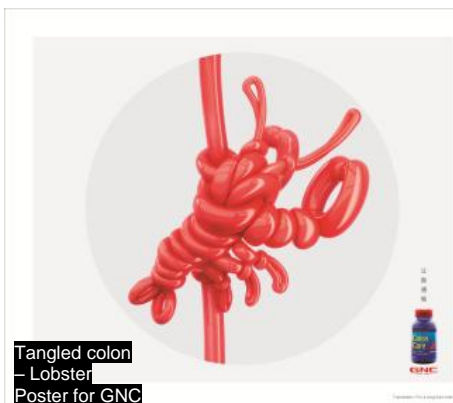
Chief Creative Officer
JWT Shanghai



Heaven & Hell
Poster for Samsonite Asia Pacific



National Architecture Award Singapore



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ABOUT YANG YEO

Known for his infectious laughter and passion for good food, Mr Yang Yeo is also famed for shaping advertising creativity in China.

Since his arrival in Shanghai in 2006, Mr Yeo has led campaigns that have been listed in four Top Ten rankings — including *The Gunn Report's* most awarded print advertisement of all time. The adidas Beijing Olympics campaign, led by Mr Yeo, won China its first Gold Lion at the Cannes Lions International Festival of Creativity in 2008. Mr Yeo and his team continued to make history by winning China's first ever Grand Prix at Cannes Lions three years later with the "Samsonite: Heaven and Hell" print campaign.

Under Mr Yeo's leadership, JWT Shanghai won Advertising Agency of the Year at ADFEST 2009 with the "Shan Shui" public service campaign for the China Environmental Protection Foundation. JWT Shanghai also won Campaign's Agency of the Year in 2011. The same jury also named Mr Yeo Creative of the Year, for his astounding accomplishment in the Greater China region.

Mr Yeo's creative reputation, solid leadership and consistent track record earned him a seat on the board of the Cannes Chimera Committee. He will act as a mentor in the Grand Challenges Exploration — an initiative of the Bill & Melinda Gates Foundation (B&MGF).

JURY CITATION

Yang Yeo is an important regional voice for advertising. His concepts involve strategic thinking that not many other creative directors deliver these days.

Yang has an outstanding portfolio, the outcome of many years of work. It is not an easy task to set up Bartle Bogle Hegarty and Fallon without being great. His achievements in China are tremendous: winning Agency of the Year and Creative Director of the Year in Asia. For his original thinking and for being a mentor and role model to other Singaporeans, Yang deserves the 'Designer of the Year'.

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Design of the Year

1. 19 Sunset Place

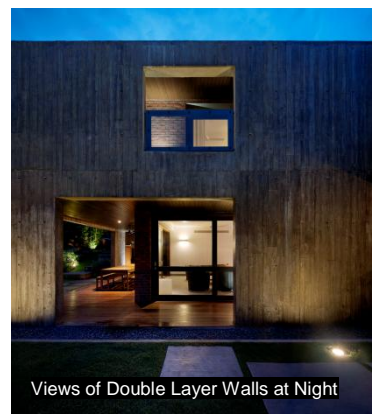
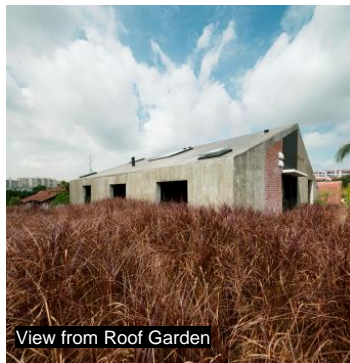
ip:li architects

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PROJECT WRITE-UP ON 19 SUNSET PLACE

A stark, arresting concrete façade encases a charming dark-stained timber floor and wall interior from the 70s. 19 Sunset Place possesses a retro-futuristic charm.

By constructing a concrete shell over the existing structure — new patio spaces were created at the front of the house with additional new rooms in the back — the original form and texture of the exo-skeleton is preserved.

On the inside, new tactile spaces were created between the old and the new as concrete structures over original parts came together to form sheltered patios, balconies and even a semi-outdoor glass shower.

Keeping intact the memories of the existing interior space while fulfilling the client's need for more space, 19 Sunset Place is a union of innovative design, building and customisation by ip:li architects.

ABOUT THE DESIGNER

Mr Yip Yuen Hong

Mr Yip Yuen Hong is the principal architect at ip:li architects, founded in 2002 together with Lee Ee Lin. Mr Yip has been practising architecture in Singapore for nearly three decades. Under the tutelage of the country's pioneer architects including William Lim, Tay Kheng Soon and Liu Thai Ker, Mr Yip's well-honed skills have enabled him to excel in a variety of projects, ranging from the interiors of commercial and retail outlets, private homes like 9 Leedon Park and 3 L'Hermitage Road, as well as educational institutions like the Tisch School of Arts Asia, Singapore.

The firm approaches each project as a "crafted piece". Careful considerations are given to the client's request, site and climate opportunities, historical and contemporary influences, building control guidelines and technology. ip:li architects is sensitive towards merging the firm's vision with the memory and soul of the original environment. Under Mr Yip, the studio has developed its own language in contemporary residential and tropical architecture. Utilising simple materials to create signature designs, Mr Yip often calls his residential projects "modern kampung houses".

19 Sunset Place is the epitome of the studio's design philosophy, and the result of Mr Yip's vision and meticulous grasp of the client's aspirations. Last year, he received the President's Design Award for the residence he designed at 26 Cable Road. The studio continues to develop and stretch the boundaries of design, producing creative, elegant and economically viable architectural solutions.

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JURY CITATION

19 Sunset Place was created out of the desire to accommodate additional space requirements while preserving the original brick house built during the 70s. The solution was radical - a concrete shell was built over the existing structure, generating interesting in-between spaces. The house is a simple abode with a pitched roof based on the existing brick house. In its raw form, it reminds us of the houses we would draw as children. This treatment inspires one to question the typology of the house itself.

The Jury commends the exceptional integration of old and new, with remarkable sensitivity to the existing structure, breathing new life into the old. The architect's passion in his art is obvious. Materials are painstakingly sourced and composed with flawless details. The intentional placement of lalang on the roof porch invokes a wild and rustic feel. 19 Sunset Place is an intelligent response to the pressing challenge of integrating the new and old successfully.

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2. Bishan–Ang Mo Kio Park

Atelier Dreiseitl Asia Pte Ltd

Herbert Dreiseitl

Tobias Baur

Leonard Ng

Stefan Brueckmann

Hendrik Prost



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PROJECT WRITE-UP ON BISHAN-ANG MO KIO PARK

Underlying the park and river rejuvenation is a holistic, multi-layered design that balances functional, ecological and communal needs for sustainable co-existence — and to protect Singapore's precious, limited freshwater asset.

Efficiently engineered to direct storm water away from the rapidly urbanizing satellite towns of Bishan and Ang Mo Kio; this smooth-walled canal channels water at high velocities during heavy downpour. Fences were rigged up around this section of the Kallang Canal for the safety of park-goers. However, they also created a barrier between the park and surrounding neighbourhood.

Adopting a "natural" approach, the new design combines effective drainage with soil bio-engineering. The new river does not compromise the drainage capacity of the waterway. Rather, it helps alleviate potential flooding further downstream.

Ecologically, the varieties of edge conditions create more than one ecotone, promoting the growth of flora and fauna. This is supplemented with natural cleansing biotopes to remove pollutants from the pond water. The immediate post-construction survey conducted by the National Parks Board showed a 30 per cent increase in biodiversity.

The natural soft edges with undulating profiles and gradients along the river's length contribute to an "inclusive" and seamless design. This encourages people to approach and even enter the stream during periods of low water level. A big part of protecting our scarce water resources involves changing mind-sets about our relationship with water and its supporting infrastructure. This beautiful space achieves that by evoking a sense of public ownership, reflected in the community-led initiative, "Friends of Kallang River" which includes neighbourhood river patrols against vandalism and pollution of the river.

Traditional concrete canals have been relegated. A living river on the other hand, adds value to the urban environment above and beyond the provision of drainage. This integrated multi-functional design promotes a sustainable balance between the need for effective storm water management, a healthy site ecosystem and pleasurable urban spaces.

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ABOUT THE DESIGNER

Mr Herbert Dreiseitl

Mr Herbert Dreiseitl is a sculptor, artist and interdisciplinary urban planner with 30 years of experience. He founded Atelier Dreiseitl in 1980 with a vision for liveable cities, inspired by a deep understanding of water. Mr Dreiseitl is committed to bringing to reality a new generation of sustainable infrastructure that combines city resource and needs with space for nature and people. He has designed and overseen the construction of ground breaking pilot projects that bring together urban hydrology, storm water management, urban design and landscape architecture.

Mr Dreiseitl is a passionate lecturer. He travels worldwide to share his enthusiasm and talent for communicating his vision for holistic city design. He has authored many publications including three editions of *Recent Waterscapes: Planning, Building and Designing with Water*.

JURY CITATION

With political leadership and committed designers, a significant new physical and social environment has taken shape in the Bishan–Ang Mo Kio Park, enhancing the lives of the community living around it.

The design team has transformed a storm water canal that had separated residents from an existing park, into an outstanding new facility for users young and old.

Through years of research and development by a team of dedicated on-site landscape architects, a soil bio-engineering technique was devised to ensure that the riverbank does not erode and is safe for communal use.

In successfully resolving a series of interrelated challenges, the design shows Singaporeans a confident attitude for water and its uses. The project has potential to influence and be replicated in the region.

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3. Building as a Body

kwodrent

Grace Tan

In Collaboration with

Zarch Collaboratives Pte Ltd

Randy Chan



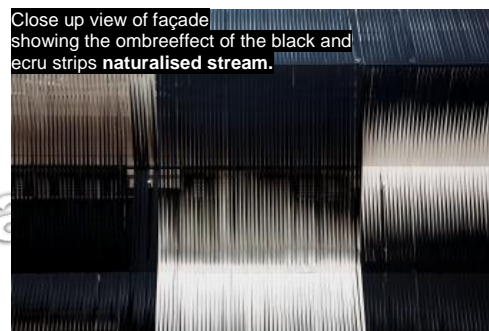
Installation viewed from street level along Armenian Street



View of The Substation and its surrounding buildings on Armenian Street



Detail shot of the black and ecru strips



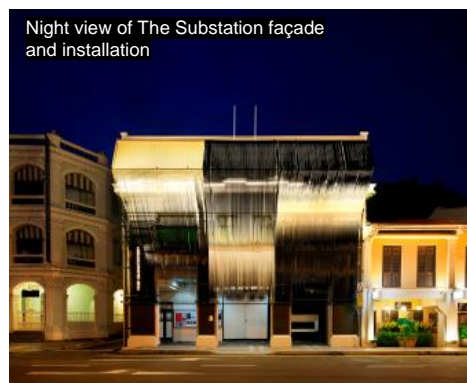
Close up view of façade showing the ombreeffect of the black and ecru strips naturalised stream.



Construction of Body As A Building



Night view of installation from junction of Armenian Road and Stamford Road



Night view of The Substation façade and installation

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PROJECT WRITE-UP ON BUILDING AS A BODY

Building as a Body is the result of conversations between an architect and a fashion-trained designer investigating the history, function and presence of The Substation. The project, a public art installation on the concept of veiling, was commissioned in late 2011 by the Singapore Art Museum for *The Singapore Show: Future Proof*.

The Substation is veiled by a series of interlacing black and ecru PVC strips, secured to horizontal bars placed strategically on the fittings and fixtures of the building's face. Put together with patience and care by construction workers, each strip sits in its rightful place, maintaining optimal placement and tension. The strips conceal and reveal the building façade from different angles, inviting passers-by and visitors to take a second look at this familiar establishment.

The installation also embodies the synergy between fashion and architecture. Using the facade as a starting point, the design and composition of the veil gradually emerge, pushing the concept of the veil both symbolically and technically.

ABOUT THE DESIGNER

Ms Grace Tan

Ms Grace Tan is a multi-disciplinary practitioner specialising in wearable and spatial structures. Her experimentations often combine design, art and mathematics. Formally trained in fashion design, Ms Tan has accumulated an extensive fashion portfolio as well as collaborative projects. In 2003, she started kwodrent, an art and design practice.

The kwodrent series is Ms Tan's pivotal artistic and experimental expression. It consists of a progressive collection of spatial and wearable designs that stems from the study of rectangles, materials and construction methods. The kwodrent series has been exhibited in the Singapore Art Museum, ICA LASALLE, as well as represented Singapore at international events such as the London Design Week, Venice Biennale, State of Design Melbourne and Designtide Tokyo.

Ms Tan is also a teacher at School of The Arts, Singapore and an associate artist with The Substation Associate Artist Research Programme. Born in Malaysia, Ms Tan is currently based in Singapore.

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ABOUT THE DESIGNER

Mr Randy Chan

Mr Randy Chan graduated from the National University of Singapore in 1997 with a Bachelor in Architecture. He pursued further architectural studies for one year at the Sophia University, Japan. He then returned to Singapore to practise architecture. In 1999, Mr Chan started his first architectural practice, Zong Architects, leading the design for a spectrum of projects ranging from houses and condominiums to exhibitions, stage design and competitions.

As one of Singapore's leading young architects, Mr Chan has been profiled in various design-related publications, among which is the *20 under 45 Up and Coming Architects* book published in 2004 by the Urban Redevelopment Authority. He was a Gold Award recipient at the 3rd SIA Façade Design Excellence Awards in 2006 for his work on the Singapore Pavilion at the World Expo 2005 in Aichi, Japan. He also received a Gold Award at the 10th SIA Architecture Design Award 2010 for a residential house in Holland Park.

Mr Chan is currently the principal architect of Zarch Collaboratives. His belief in the arts and creative collaboration has inspired him to cofound a graphic arts gallery and a bar. These collaborations constantly offer new perspectives, design elements as well as spatial experiences.

A professional member of the Singapore Institute of Architects, Mr Chan takes a multi-disciplinary approach to his projects. He specializes in the convergence of art and architecture.

JURY CITATION

Building as a Body transformed with stylish visual impact the façade of the arts venue, The Substation, on Armenian Street. The extraordinary "subversion by intervention", changed the ways art and architecture is viewed in relation to the historical street.

An architect and a fashion designer collaborated on the project. Working around building conservation regulations, the duo cleverly executed their idea in an inexpensive yet effective way. They explored materials and assembly methods on a limited budget. The results impressed the Jury.

This approach to design has the potential to influence and inspire further dialogue between existing buildings and temporary façades.

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4. Dell All-in-One Desktop PC Family

Dell Global B.V. (Singapore Branch)

Chan Wai Lim
Yong Khang Chian
Mark Chan
Lee Leong Chye
Kenneth Ding Yin Hean
Greg Breinholt
Etienne Thetard
Celia Law
Erene Teo Tan Lun Cheak
Darren Lin
Joyce Lu Tay Yan Bing
Shamindri Perera

Dell Austin Design Centre

Mike Morten
Ed Boyd
Joe Jasinski
Michael Ellis
Paula Cox



Archives of Singapore



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PROJECT WRITE-UP ON DELL ALL-IN-ONE

The new AIOs are designed to enhance productivity with a focus on saving space and creating a clutter-free work station ideal for the home and office. Available with either a basic or adjustable stand for touch scenario, each AIO is designed for a best-in-class viewing experience. The AIO is ergonomically designed for comfort with an easy screen tilt adjustment for long hours of computer use. All Dell AIOs come with the option of non-touch or touch screen technology that further personalizes and enhances the interactive experience. Each AIO has a wireless slim-profiled keyboard and mouse.

A range of AIOs across different Dell sub-brands addresses the needs of different users. The XPS 2710 is positioned as the best-in-class performance for viewing, processing and sound. The Optiplex range is designed for wall and office arm mounting, common in banking and academic settings. It is also equipped with security features that prevent any unwanted public interference. Optiplex AIOs are designed to comply with industry standards, and thus, they bear the GS mark and are also TCO certified. The Inspiron range focuses on easy home computing and multimedia usage, addressing the significance of digital media.

Global user insight research and design validation lead the creation of the new Dell AIO. Front treatments are kept subtle without distracting details. Speakers are kept facedown to achieve a clean front. The soft surface material on the back is shaped to achieve a compact yet sensual appeal. All rear ventilation slots are kept to the minimum, to keep the back of the computer sleek. The whole component is kept inside the display back without the need for an external power adapter.

Two USB ports and a multimedia card reader are located on the left of the AIO for quick access. The rear connector is easily accessible for direct routing through the U-shape stand, ensuring quality cable management solutions. The cast aluminium stand is elegantly shaped at a 45-degree angle to give the user easy access to the rear connectors. The stand also allows forward and backward tilt considerations for various viewing scenarios. The user can choose to fully recline the type stand for a better touch experience. The webcam is fitted with a privacy cover and tilt adjustment to provide security during a web conference whether at home, in the office or public space. Other safety features include cable covers and Nobel lock mounts.

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ABOUT THE DESIGNER

Ms Chan Wai Lim

Ms Chan Wai Lim is an industrial designer from Singapore. She graduated from Temasek Polytechnic with a diploma in product and industrial design in 1999. Since then, she has worked for design consultancy firm Design Exchange, GE/Fitch and Dell's Experience Design Group. Her works have garnered many honours including the Red Dot design award, IF design award, Best of CES, Innovations award, G-mark award, and one from the Singapore Furniture Industry Council. Ms Chan believes that design can improve people's lifestyles and should always contain an element or a story that touches the heart of the user. Ms Chan is inspired by music, nature, travel and modern art.

JURY CITATION

The Dell All-in-One Desktop PC Family shows the effectiveness and value of high quality industrial design for mass produced consumer products. The Jury recognised the enormous difficulties the Dell team faced in creating a product which matches the competition on quality, performance and design, but which can sell at a significantly lower and therefore more affordable price.

The design resolution is thoughtful and detailed, demonstrated by the context sensitive touch keys, camera-lock and discreet ventilation. The power switch is well-organised at the centre and the stand that supports the computer is simple, but well-engineered, to provide finger touch adjustability when required, and stability in regular use. And the aluminium back of the product is well resolved, with solutions for effective but discreet cable management.

The hard work, imagination and sheer craft of in-house designers around the world, who bring passion and creativity to that most difficult task of delivering great design at an affordable price, is rarely acknowledged by design competitions. This award recognises the issues the design team had to overcome in delivering a fine piece of industrial design while, at the same time, making it accessible to so many more people by keeping the cost down.

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5. Martin No.38

Kerry Hill Architects

Kerry Hill

Henry Sauerbier

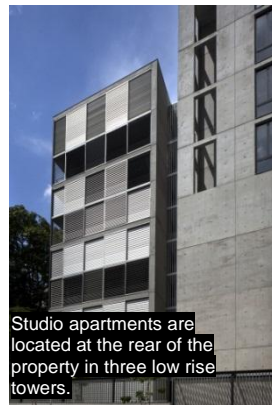
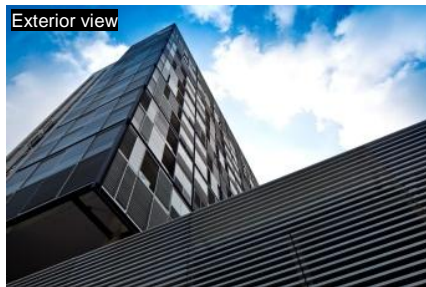
Lim Chee Hong

Goh Wei Kiat

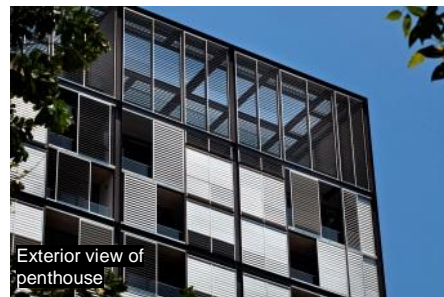
Paul Semple

Bernard Lee

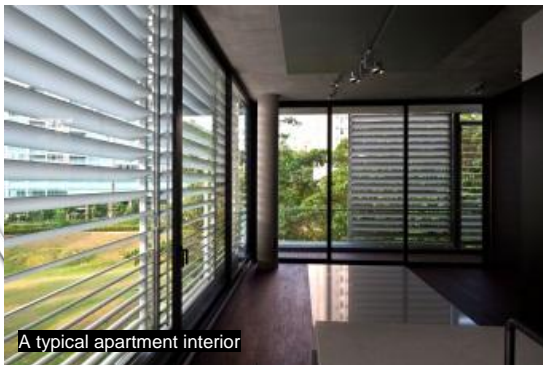
Exterior view



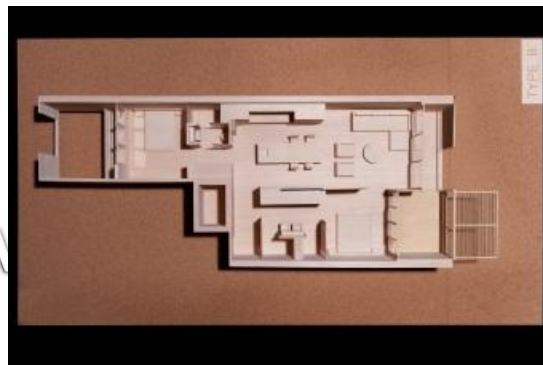
Studio apartments are located at the rear of the property in three low rise towers.



Exterior view of penthouse



A typical apartment interior



Private roof top pool for penthouse



Street View from Martin Rd.

Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

PROJECT WRITE-UP ON MARTIN No. 38

Martin Road No. 38 is a residential and commercial development located in a former warehouse area close to the Singapore River and the Central Business District. The building occupies an area in the city where the planning authorities have encouraged the conversion of building use from commercial to residential. The brief was to design a building providing loft-type spaces for young professionals who seek to live close to the heart of the city, the river, and to a nearby entertainment enclave, yet who desire to have a refuge from their busy working lives.

Low maintenance, off-formed concrete is used for the main wall elements, both for the exterior and interior. Fundamental to the design is the response to location, climate and local construction methods. With this in mind, a series of passive systems was employed to reduce energy consumption. The building faces the south allowing maximum daylight penetration, thus reducing the dependence on artificial lighting. In conjunction with the extensive façade of operable aluminum sun louvers, the internal spaces are kept cool with big open windows. All units are naturally cross-ventilated, thus reducing the desire to turn on the air-conditioning.

A two-storey café and restaurant on the ground floor facing Martin Road, makes up the commercial component of this project. On the second level is a gymnasium, a sky terrace with a 33m-long swimming pool, sundeck and other communal facilities. The residential part of the building is arranged in three, nine-storey towers and one 15-storey block. The apartments offer open floor plan layouts, permitting alternative space usage and internal flexibility. There are pied-à-terre units stacked in the 9-storey towers at the rear, and larger two- and three-bedroom apartments with balconies that look out into the city. Penthouses with private roof terraces and swimming pools offer views from a higher perspective.

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ABOUT THE DESIGNER

Kerry Hill Architects

The practice has a strong commitment to architectural solutions that exhibit a strong relationship to the physical and cultural context of their site and environment.

They maintain a belief in the primacy and uniqueness of each site resulting in an architecture that, whilst maintaining a harmony with site and context, nonetheless advances new typologies and innovative building solutions.

The strength of this design methodology lies in the ability to produce a memorable architectural experience, which is carefully and sympathetically responsive to its particular environment.

Kerry Hill Architects is experienced with complex architectural parameters, major planning issues and the need to be flexible to meet the expectations of complex client wishes in order to produce a strong and coherent work of architecture.

JURY CITATION

Quiet, raw yet elegant, Martin Road No. 38 is inspired by the history of the site, being a former warehouse district close to the Singapore River. The interior is designed with precise and consistent detailing, enabling residents to use the spaces according to their lifestyle needs. The design mediates the transition between the house and city, encouraging connectivity between public and private spaces. Residents and the public are drawn in to interact with each other with a gymnasium, sky terrace and swimming pool at the roof level and a restaurant on the ground floor.

The design of the building cleverly reduces energy consumption. Orientated to the south, daylight penetrates deep into the building to reduce the reliance on artificial lighting. Operable aluminium sun louvres provide cross-ventilation in all units, keeping internal spaces comfortable and cool. The Jury is impressed with how the structure and elements of the building have been masterfully executed, creating clean, simple and beautiful spaces.

Media Release

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6. Pelé Sports Trinity 3E

Pelé Sports Innovation Team

Sonny Lim

Greg Lever-O'Keefe

Ezio Margiotta

Darryl Cassingham



Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

PROJECT WRITE-UP ON PELÉ SPORTS TRINITY 3E

The Pelé Sports Trinity 3E is designed to deliver comfort and maximum acceleration, while its unique stud geometry naturally decreases the risk of injury and enhances the speed and precision of the football player. It was intended as an ultra-light boot with a completely new type of outsole, to provide players with the perfect shoe for sprints, tackles and quick movement during matches.

With an average of 2.7 injuries per football team worldwide, Pelé Sports placed protection against injury and propulsion performance at the heart of its design. The unique patent-pending asymmetrical stud geometry harnesses the natural mid-foot motion, ensuring the earliest possible force generation, accelerating the wearer's response rate.

The unique positioning of the rear tripod studs triggers earlier ground contact and stability with high velocity release. The forefoot studs permit excellent traction and acceleration. The studs work cohesively to distribute the pressures exerted on the foot and improve grip. The outsole plate is specifically designed to prevent rolling over of the ankle — a common cause of most injuries sustained in football.

The team worked together with engineers at Formula One to strip away unnecessary weight and improve the structure of the conventional boot design. Despite extremely low weight characteristics (158g), all Trinity 3E materials were selected for maximum durability. The outsole is created from a futuristic hybrid of fibre reinforced lightweight polymer that results in an optimised rigidity directly related to the biomechanics of the foot.

The synthetic upper Symbioskin™ is an extremely low density, tri-laminate material designed specifically for the Trinity 3E. These three unique elements are fused together to create symbiotic functionality and ultimate underfoot support.

ABOUT THE DESIGNER

Mr Sonny Lim

Mr Sonny Lim graduated magna cum laude from the Delft University of Technology in the Netherlands with a Master of Science degree in industrial design engineering. He conducted his graduation project at the Sony Ericsson Creative Design Centre in Lund, Sweden. Lim started his design career at adidas where he was responsible for innovative football shoe lines worn by some of the world's top football players like Lionel Messi and David Beckham. He left the company six years later to become senior designer at BMW Group DesignworksUSA in Singapore. He was the creative lead for numerous internal design projects for BMW, Mini and Rolls-Royce.

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In addition, he led a variety of strategic projects for third-party clients including Sennheiser, Hewlett-Packard and NeilPryde Bikes.

His collaboration with the Pelé Sports Innovation Team was the direct result of his extensive design knowledge in high-performance, advanced and premium sports lifestyle products. In his current role as senior design consultant at Philips Design in Singapore, Mr Lim draws upon a deep knowledge base to formulate innovative strategic design approaches and to create meaningful innovations.

Says Mr Lim: "I see design as looking for possibilities and possible futures, instead of only solving present-day problems. Products are the means of getting people to behave and to feel in a particular way. Products earn their meaning in their interaction with people. The way you use a product is determined by the context for which it is designed. Future contexts demand new and different behaviours. My creative process is context-driven and I often ask myself questions like: 'Why does this product exist?', 'why does it exist in this way?', 'what aesthetic conventions does it use?', and 'how did it evolve to be the way it is?' The fun part is developing the vision for the product and its meaning to the users. In essence, this is the story the product should tell."

JURY CITATION

The Pelé Sports Trinity 3E was thoroughly researched to find ways to reduce foot injuries and improve foot stability, especially during the fast directional changes where ankle injuries are most common. There are three innovations in repositioning the studs to achieve this. The first is the positioning of the front studs as close as possible to the edge of the boots to better stabilise the foot in fast directional changes, to reduce the chance of ankles injury; the second is the positioning of the rear studs further back to allow the wearer to accelerate faster and increase stability; and the third is the asymmetrical stud layout to improve traction in acceleration and deceleration.

The studs and sole of the boots are triple injected. The pre-moulded studs are first placed in the mould, and then double injected to create a sole of the right structure and characteristics for the player.

The design process also considered sustainability, using lightweight but durable materials and an eco-friendly water-based solvent to glue the parts and joints of the shoes, giving a simple resolution and design.

The Jury appreciates that the design process of the Pelé Sports Trinity 3E was thorough and innovative, resulting in a persuasive new design.

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7. Spotted Nyonya Collection

Hans Tan Studio

Hans Tan



Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

PROJECT WRITE-UP ON SPOTTED NYONYA

Spotted Nyonya is an industrial re-interpretation of Nyonya porcelain, the traditional domestic wares attributed to the Peranakan Chinese of Southeast Asia. Launched by Hans Tan Studio in September 2011, the first *Spotted Nyonya* collection comprised five items: a candleholder, a container without lid, big and small containers with lids and a platter.

The traditional objects took on a contemporary look when their original multi-coloured surfaces were embellished with dotted stickers, placed at precise intervals. Adapting a similar technique to the resist-dyeing technique applied to dye fabric patterns in Batik craft, the porcelain pieces masked with the dotted stickers were sandblasted, so that the areas protected were preserved, while the original glaze sections from exposed areas were erased, revealing the white porcelain that laid beneath.

Spotted Nyonya is created through a reductive method — the process of removing material. The result is an array of geometrical dots in harmony with elaborate traditional patterns, imbuing the pottery with new values and a fresh mode of appreciation.

ABOUT THE DESIGNER

Mr Hans Tan

Born and based in Singapore, Mr Hans Tan studied industrial design at the National University of Singapore and later pursued a Master's degree programme at the Design Academy Eindhoven. Upon graduation, Mr Tan opened his studio and focused on contextual research. His investigations in the field of design employ function as a medium. His designs often explore values, rituals and materiality.

In 2009, Mr Tan was nominated for the Designer of the Future Award at Design Miami/Basel; then spotted by DesignNet (a reputable monthly design magazine from Seoul, Korea); he was selected as one of the 36 Young Asian Designers. In that same year, he won the Martell VSOP Rising Personalities Award, which recognised passionate and driven individuals from different creative fields. Mr Tan has exhibited his works in "Singletown" at the Venice Biennale, "Surface art/design" in Dortmund and Cologne, and "No Boundaries" at ArtStage Singapore. Most recently, Mr Tan emerged victorious at the Fall edition of Maison et Objet 2012 in Paris when *Spotted Nyonya* won the "Les Découvertes" (Best Innovative Product) prize.

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Mr Tan is actively engaged in curatorial work. He produced the exhibitions “Rest & Relax” for Singapore Changi Airport, and co-curated “MadeForSam” for the Singapore Art Museum. In March this year, Mr Tan led 13 students from the Division of Industrial Design at the National University of Singapore (NUS), to produce a collection of work, questioning conventional notions of modern-day comforts and material obsession.

Mr Tan’s penchant for design pedagogy includes developing imaginative thinking tools that provide novel approaches to the design process based on generative deformations, use of language and systematic reflection. He is currently teaches in NUS.

JURY CITATION

The design process of the Spotted Nyonya Collection reinterprets and transforms traditional objects from the past and invests them with a contemporary attitude. The collection is a particularly important reflection of Asian culture and craft, but repurposed in a modern way.

The Jury was impressed by the originality of the idea and its beautiful and painstaking execution, with a high level of craftsmanship reflecting the craft values of past traditions.

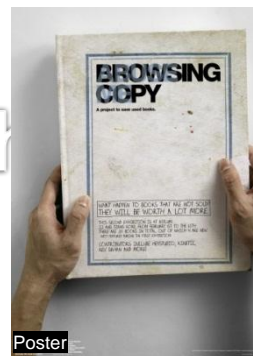
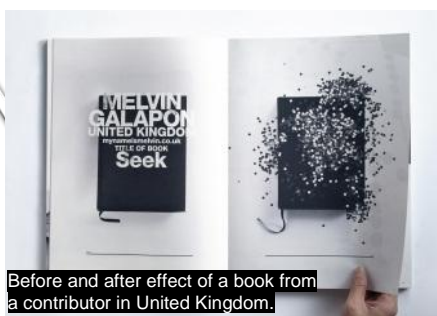
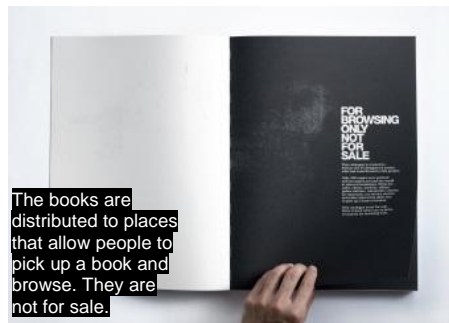
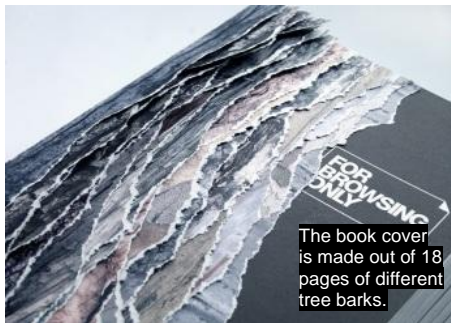
The merging of classic craft with contemporary design changes our perception of these traditional and originally functional Peranakan products, investing them with authorship and, in the process, giving them a new twist, to create completely new and beautiful pieces.

National Archives of Singapore

Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

8. The Browsing Copy Project A Beautiful Design Roy Poh



Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

PROJECT WRITE UP ON THE BROWSING COPY PROJECT

Not everyone is keen to take home a bookstore's "browsing copy". Despite being the most read, the fate of this book is to rest on the shelf never to be purchased nor loved. Inquisitive individuals may thumb through a "browsing copy" but only to return it to the shelf, then buy a mint copy.

Every year, more than two billion books and magazines are unsold. That's in America alone. For most major retail bookstores, unwanted publications are generally discarded rather than kept, as a more economical option.

So with a focus on unloved books from local bookstores, The Browsing Copy Project began in 2009. Creative individuals from around the world are invited to use these books as canvases for creative expressions, thus giving the books a lease of new life. The "before" and "after" impressions of the book are documented and uploaded online for display. Each edition of this on-going project attracts about 25 participating designers.

As an extension to the online exhibition, their work is also compiled into the publication *For Browsing Only*. So far, 45 contributors have participated in two editions. Only 300 copies are printed and circulated worldwide. They are found in bookstores, boutiques, cafés, libraries and design studios. The concept is to present a "mini exhibition" for people to pick up, browse and read.

Both local and international designers share in equal parts to make *For Browsing Only*. All are well-known graphic designers, illustrators, product designers, fine art practitioners, graffiti artists as well as embroidery experts. This project creates opportunities for fellow local creatives as well as those from around the world to showcase their work side by side. It also allows for multi-disciplinary experimentation. The forthcoming third edition will feature a reputable local chef as well as an architect.

Each edition is 280 pages, in full-colour with a customised cover. Each edition also contains 18-layered pages made from the bark of a variety of trees. No one cover is the same as each is individually crafted with the access pages used as invitations or notes for participants, leaving nothing to waste. Minimum paper wastage is observed during the printing process. Rejected print copies are also used, giving the catalogues a unique and distinct disposition.

For Browsing Only has received international praise for its novel approach to saving unwanted books. It was featured in *The Wall Street Journal*, *IDN's* post of the month, as well as in other numerous design books and online news portals, and mentioned on the Graphics News Network in South America.

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ABOUT THE DESIGNER

Mr Roy Poh

Mr Roy Poh, creative director of design studio A Beautiful Design, has been nominated by the Institute of Advertising Singapore for four consecutive years, to be among the 15 most influential creative directors in Singapore. His projects have also garnered awards overseas. Mr Poh's most recent successes are a Golden Pencil from the One Show awards, New York; two D&AD In Book awards from the United Kingdom; a bronze cube at the Art Director's Club of New York; and a bronze lion at the Cannes Lions International Festival of Creativity.

Mr Poh also devotes his time to nurturing the Singapore design sector. He tutors students, contributes his services to councils and associations, sits on various advisory panels for art schools and supports the various design festivals. Last year, he presented a talk in London on the "Creativity in Singapore" together with former Minister of Information, Communications and the Arts, Dr Lee Boon Yang.

As one of the co-founders of The Design Society — a Singapore registered, non-profit organisation — Mr Poh is dedicated to raising the standard of design in Singapore, and extending its reach globally. He continues to inspire commitment in local designers, and foster greater public awareness and appreciation for good design. His work has been featured in design annuals such as *Creative Review* and *Communication Arts*. Mr Poh has also been invited to judge at both international and local awards ceremonies such as the D&AD Global Awards, Cannes Lions Awards, YoungGuns and Spikes Asia awards.

JURY CITATION

The Browsing Copy Project is an exceptional initiative, originally developed to save the books discarded by bookstores. Engaging other creative individuals to participate in the project is a part of its ingenuity.

More than simply an exercise in print design layout, the project pulls together and builds a global fraternity of designers, illustrators and artists.

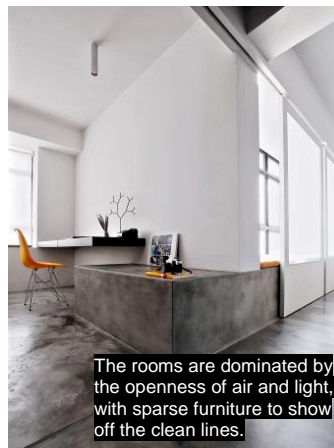
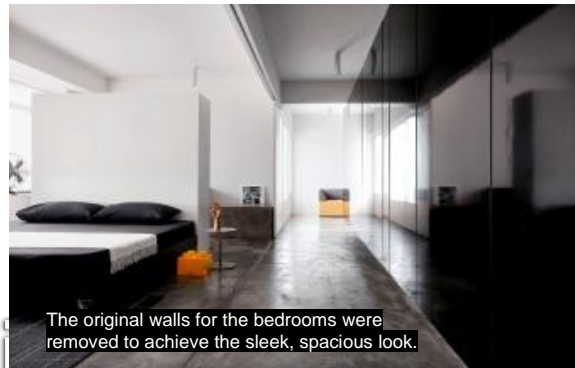
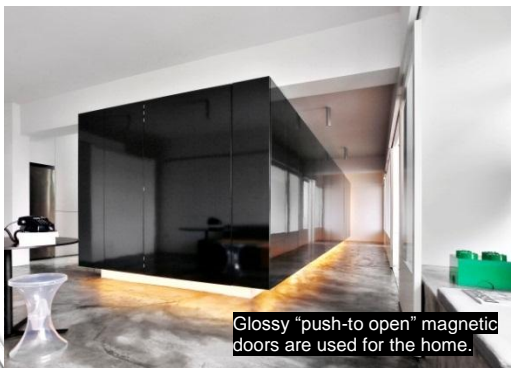
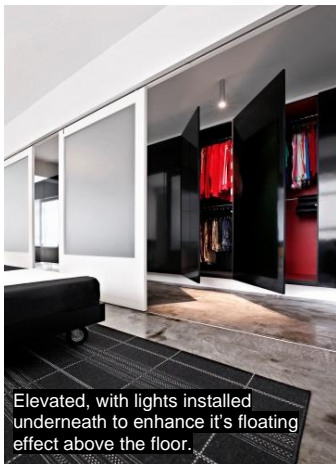
Media Release

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9. Wonder Box

Spacedge Design

William Chan



Media Release

EMBARGOED TILL 4 DECEMBER 2012, 2030 HOURS SINGAPORE TIME

PROJECT WRITE UP ON WONDER BOX

The Wonder Box, a 1,000-sq-ft HDB flat in Sengkang West Avenue, is an intelligent proposition to interior design of a modest space. The concept reinvents a new space typology that achieves openness, versatility and organised storage with striking design aesthetic.

Designers Mr William Chan and Ms Hsu Shu Ting of Spacedge Designs focussed on simplicity and functional elegance to make the Wonder Box the focal point of the flat. They took a holistic approach to meet the client's requirements, designing the interior, lighting as well as customised furniture. The unique structure resides in the middle of the flat and provides the conveniences of daily living. This is achieved by manipulating the existing space to maximise the living and storage areas, taking into account the natural light, ventilation and flow of human circulation.

Measuring 9m in length, 2.4 metres in width and 1.9 metres in height, the "floating" Wonder Box is suspended and stretched from the kitchen to the sleeping areas, ensuring a visual continuity within the home. The box conceals the bomb shelter, air-con ledge, two bathrooms and ample storage space for the family. It also houses parent and child wardrobes, TV and AV equipment cabinets as well as kitchen and dinnerware. Its glossy laminate finish plays off the surrounding light to achieve a spacious visual effect, making the apartment appear larger than it looks. Tube lighting illuminates at night, and showcases the box's elegance to superb effect.

The original walls for the three bedrooms were hacked down to free the space along the passageway, converting the area into the master bedroom and the children's room. Six panels of large sliding doors, double as privacy screens, outline the sleeping areas, as well as control the openness of space, light and wind. Primary materials used include natural cement screed, glossy laminate and satin stainless steel finish.

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ABOUT THE DESIGNER

Mr William Chan

Mr William Chan founded Spacedge Designs in 1999, and has been creating innovative architectural, graphic and interior designs for residences, retail stores, showrooms and dining establishments. As the chief designer of the design studio, he has designed for a broad spectrum of clientele including foreign dignitaries, renowned retail brands and hospitality companies.

Mr Chan's ethos is to push the boundaries to produce unconventional designs that are practical for everyday life. He believes in not letting conventional designs trap his mindset. He feels that going with the ebb and flow of life is the only way to be truly inspired. Atypical, simplicity and inventiveness are words that represent his design mentality.

Mr Chan graduated from the Nanyang Academy of Fine Arts in 1994. He joined Hirsch Bedner Associates and Graham Taylor Designs and received great exposure working on local and international hospitality projects. He appreciates the highest standards, a quality he continues to maintain today.

Accolades received in recent years include the Singapore Design Awards in 2010 and 2012 for the residential category. His designs have also been shortlisted for Asia Pacific Interior Design & Architecture Awards 2013.

JURY CITATION

Wonder Box exemplifies the "small is beautiful" concept. The designer has demonstrated a meticulous understanding of the client's needs for extra storage by encapsulating the back of house, wet areas and bomb shelter into a compact whole. The contents within the box unfold, telling a story of the homeowners' lives as they eat, live and play.

This is a brilliant piece of crafted design. The designer sacrificed some space to achieve a more significant overall result. As a pristine yet humble solution, Wonder Box, delivered on a low budget, is a huge achievement.

Through clever use of resources, Wonder Box redefines the space of an HDB flat and changes the experience of living in one. It will inspire other HDB dwellers and homeowners to improve their quality of living through exploring and adopting good home design. This is a scalable precedent for mitigating restricted space provision in Singapore housing.