Media Release | Annex B
DESIGN MILESTONES 2003 - 2015

YEAR	MILESTONE
2003	• **DesignSingapore Council was established** o The Economic Review Committee identified the design sector as a new key area of economic growth in 2003. Dsg was set up to implement the 10-year DesignSingapore initiative to develop this sector.
2004	• **Established the Overseas Promotion Partnership Programme (OPPP)** o A grant that enabled Singapore designers to present at prestigious international design platforms, and encouraged them to internationalise. The grant allowed Singapore designers to break into international platforms such as the Tokyo Design Week, Milan International Furniture Show, IMM Cologne Fair, Paris Fashion Week and 100% Design London.

2005	• **Established the DesignSingapore scholarship**
	   o The Dsg Scholarship enabled the future leaders of Singapore's design industry to study at top design institutions locally and overseas.
	• **Launched the first Singapore Design Festival**
	   o SDF was positioned as a platform that would bring together designers, design clients and consumers and brought the leading edge of design creativity from Asia to the world and the world to Asia.
	• **Established the Dsg International Advisory Panel**
	   o The inaugural meeting and the insightful dialogue session was held at DesignEDGE.
	• **MOU with Korea**
	   o MOU signed with Korea Institute for Design Promotion to facilitate exchange on design policies and promote good design.

2006	**Dsg and URA jointly launched the President's Design Award** - PDA was launched to establish the nation's highest honour for its designers and design. The Award recognises significant achievements and contribution of the nation's design talents from all disciplines. **10TouchPoints** - A three-phase nationwide project to improve everyday living through better design. **Established the ManyWaysOfSeeing (MWOS) programme** - An educational workshop to train design conceptual thinking in primary and secondary schools. **Established Design Pioneer Programme** - A grant that co-funded businesses to use design as part of their business strategy.
2007	**Dsg, IE Singapore and SPRING jointly established the Design for Enterprises (DFE) initiative** - The aim was to synergise the respective government efforts to drive design as a strategic differentiator and enabler for Singapore-based enterprises to be more competitive than both in the domestic and international markets. **Established the Industry Association Development Scheme (IADS)** - IADS was created to enhance the role of Singapore design industry associations in developing and promoting their respective professions.
2007	**MOU with Victoria** - MOU signed between Singapore and the state of Victoria to collaborate on design-related initiatives.
2008	**MOU with Denmark and INDEX** - Singapore signed a MOU with Denmark to establish a programme on Design to Improve Life with DesignSingapore and INDEX as the implementing agencies. **Established the Capability Development Programme (Overseas Development Grant)** - The grant aimed to enhance the international exposure, experience and networks of designers and design students

	by supporting them to take up internships, workshops, and other overseas programmes.
2009	• **Singapore hosted IFI & ICSID 2009 World Design Congresses** o At the General Assemblies of the International Federation of Interior Architects/Designers (IFI) and International Council of Society of Industrial Design (ICSID), Dsg in partnership with IDCS, Design Association Singapore and Temasek Polytechnic won the bids to host IFI and ICSID World Design Congresses in 2009.

2010	• **Established the Design Thinking and Innovation Academy (DTIA)**
	    o The DTIA imparts businesses with an understanding of the principles underlying design-driven innovation and enables them to integrate design thinking into traditional business operations through providing hands-on guidance.
	• **Established the Asian Insights and Design Innovation (AIDI)**
	    o The AIDI programme helps enterprises to better understand and translate Asian users' unarticulated needs into design concepts for business growth.
	• **Established the Design for Business Innovation Grant (DBIG)**
	    o A co-funding grant that supports enterprises in taking the first step toward incorporating design into their business.

2013	• **Launched the Singapore Good Design Mark in partnership with Design Business Chambers Singapore (DBCS)** o The purpose of the SG-Mark is to recognise well-designed products and services.
Mar 2014	• **Opening of the National Design Centre** o The National Design Centre (NDC) is the nexus for all things design. This is where designers and businesses congregate to exchange ideas, conduct business, use its facilities and obtain assistance from the national agency for design, the DesignSingapore Council. Centrally located in the arts, cultural, learning and entertainment district in the Bras Basah-Bugis area, it is well placed to invite the public to learn about design through its exhibitions and programmes.

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	• **Launch of the inaugural Singapore Design Week** ○ The Singapore Design Week (SDW) brings together a collection of local and international design activities in Singapore. The SDW is organised by the DesignSingapore Council. Open to the design community, businesses, design students and the general public, the SDW aims to raise awareness of good design, deepen the appreciation and understanding of design innovation and encourage the use of design for innovation and productivity. Through this platform, the DesignSingapore Council also hopes to enhance the synergy among our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design. The Singapore Design Week will feature local and international design trade shows, conferences, showcases, exhibitions and workshops that span various design disciplines.
2014	• **Launch of the Design Innovation Assistance (DIA)** ○ The scheme supports Singapore enterprises in adopting designs for service innovation to enhance their business competitiveness, create differentiated experiences, better products and brand retention as well as to improve efficiency with integrated front-line and backend services. • **Launch of the Market Access Assistance (MAA)** ○ MAA provides co-funding for design businesses to participate in prestigious international trade and profile platforms which they have been admitted into, including self-initiated activities (e.g. roadshows, exhibitions etc.) at these platforms • **Launch of the Design Collaboration Assistance (DCA)** ○ DCA catalyses new innovative intellectual property created by Singapore design businesses for potential commercialisation through industry collaboration.
2015	• **Launch of the Design Accreditation Framework** ○ The accreditation framework raises the professional standards of design practitioners.

Dec 2015	• **Singapore designated as a UNESCO Creative City of Design** o Singapore was designated a UNESCO Creative City of Design in December 2015. This designation will support the development of a creative culture and ecosystem in Singapore that fully integrates design and creativity into everyday life. It also enables Singapore to collaborate internationally with the cities of the UNESCO Creative Cities Network (UCCN). The City of Design Office will be sited within the DesignSingapore Council to coordinate and implement programmes that contribute towards the UCCN mission.

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