
Media Release FOR IMMEDIATE RELEASE

DesignSingapore Council and Time Inc. Form Global Advisory Council to Lead Brainstorm Design 2018, Singapore

Singapore/New York, 26 May 2017 – DesignSingapore Council and Time Inc. (NYSE: TIME) announce the editorial leadership and the formation of a Global Advisory Council of business leaders and design experts to give counsel, propose the format, and recommend content for Brainstorm Design 2018. The conference is scheduled to occur during Singapore Design Week from 6 to 8 March 2018. The event will bring together global thought leaders in design and business to share insights and strategies for design innovation. Brainstorm Design is supported by the Singapore Economic Development Board (EDB).

Time Inc. has named Clay Chandler Editorial Director of Brainstorm Design, in addition to his current position as Executive Editor, Time Inc. International. In his new role, Chandler oversees programming, marketing, and the coordination of collaboration among Time Inc. brands for Brainstorm Design. Renowned designer Tom Dixon will serve as the event's inaugural guest Creative Director. The Global Advisory Council will include Dixon; architect and designer Thomas Heatherwick; DesignSingapore Council Executive Director Agnes Kwek; PepsiCo Chief Design Officer Mauro Porcini; artist and innovator Daan Roosegaarde; architect Ole Scheeren; and architect and designer Patricia Urquiola. The Global Advisory Council will expand in the coming weeks, with additions from both the business and design communities.

Brainstorm Design co-chairs include Chandler, WALLPAPER* Editor-in-Chief Tony Chambers, WALLPAPER* New York Editor Pei-Ru Keh, FORTUNE Assistant Managing Editor Brian O'Keefe, and TIME Executive Editor Matt Vella. Time Inc. Vice Chairman Norman Pearlstine will serve as Chairman for the conference.

Led by the editorial teams of TIME, FORTUNE and WALLPAPER*, Brainstorm Design will feature presentations and panel discussions on how design can help to build businesses, improve sustainability, engage communities and enrich people's lives. Brainstorm Design is expected to attract leading international design talents, as well as C-suite executives, including chief design officers, design practitioners, Fortune 500 senior executives, government leaders, decision-makers in private and public sectors, and advocates of design thinking.

Brainstorm Design will help to amplify the global mindshare of Singapore as a thought leader in design, while fostering new business leads and relationships for DesignSingapore and EDB.

“As the world continues to increase its focus on Asia, we believe that Singapore can contribute to the world of design by providing a platform in this part of the world to grow the intersection of business and design, and of public policy and design, said Dr Beh Swan Gin, Chairman, EDB. “The collaboration with Time Inc. will bring together our complementary strengths to accelerate this effort. We look forward to working with the Global Advisory Council to help us distinguish Brainstorm Design and the Singapore Design Week from other design festivals around the world.”

“Design-led businesses outperform their competitors by 138 percent because they can create value for customers and effectively drive change¹, said Ms Agnes Kwek, Executive Director, DesignSingapore Council. “Tremendous value can be created when business leaders get together with designers in answering not just the ‘what’ and the ‘how’, but also the ‘why’. Brainstorm Design aims to be that platform where business, public policy, and design intersect to discuss complex challenges of today.”.

“We are pleased to be working alongside DesignSingapore Council and Singapore Economic Development Board to launch this conference in March 2018 to lead provocative conversations and insightful panels,” said Norman Pearlstine, Time Inc. Vice Chairman. “The Brainstorm Design leadership and Global Advisory Council reinforce the conference’s unique platform to bring together the business and design communities.”

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¹ Reference from Design Management Institute 2014 Design Value Index



About DesignSingapore Council

The vision of the DesignSingapore Council is for design to differentiate Singapore from global competition. As the national agency for design, the Council's mission is to develop the design sector, and to help Singapore use design for innovation and growth, as well as to make life better. The DesignSingapore Council is part of the Ministry of Communications and Information.

The National Design Centre supports the DesignSingapore Council's efforts to enhance the vibrancy of the design ecosystem as well as catalyse industry collaborations and business opportunities for innovation and growth.

Singapore was designated a UNESCO Creative City of Design in December 2015. This designation will support the development of a creative culture and eco-system 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.

Further information about the DesignSingapore Council, the National Design Centre and Singapore's designation as a UNESCO Creative City of Design is available at www.designsingapore.org

ABOUT TIME INC.

Time Inc. (NYSE:TIME) is a leading content company that engages over 170 million consumers every month through our portfolio of premium brands across platforms. By combining our distinctive content with our proprietary data and people-based targeting, we offer highly differentiated end-to-end solutions to marketers across the multimedia landscape. Our influential brands include PEOPLE, TIME, FORTUNE, SPORTS ILLUSTRATED, INSTYLE, REAL SIMPLE and SOUTHERN LIVING, as well as approximately 60 diverse brands in the United Kingdom. Time Inc. has been extending the power of our brands through various acquisitions and investments, including Viant, an advertising technology firm with a specialized people-based marketing platform; The Foundry, Time Inc.'s creative lab and content studio; and the PEOPLE ENTERTAINMENT WEEKLY NETWORK (PEN). The company is also home to celebrated events, such as the TIME 100, FORTUNE MOST POWERFUL WOMEN, PEOPLE's SEXIEST MAN ALIVE, SPORTS ILLUSTRATED's SPORTSPERSON OF THE YEAR, the ESSENCE FESTIVAL and the FOOD & WINE Classic in Aspen.



About the Singapore Economic Development Board (EDB)

EDB is the lead government agency for planning and executing strategies to enhance Singapore's position as a global business centre. We dream, design and deliver solutions that create value for investors and companies in Singapore. Our mission is to create for Singapore, sustainable economic growth with vibrant business and good job opportunities. For more information on EDB, please visit www.sedb.com.

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