# "好设计标志 SG50"特别奖

家喻户晓、历久不衰的五个新加坡设计经典——大巴窑市镇、新加坡植物园、樟宜机场、基里尼咖啡店和南顺刀标油，昨晚在第二届新加坡好设计标志（Singapore Good Design Mark，简称 SG Mark）颁奖礼上，荣获"SG Mark SG50"特别嘉奖。这是 SG Mark 为建国 50 周年庆而增设的特别奖项。

新加坡设计业总商会主席兼 SG Mark 主办单位主席戴礼翔说："设立这个特别奖是要肯定和表扬新加坡的创意和设计；新加坡并非设计沙漠，有不少有心人一直在创意设计界努力耕耘，并不是近年才突然百花齐放的。"

SG Mark 得奖名单昨天公布，今年共有 83 个商家和单位获奖，比去年增加 32％，有 45 家来自中小企业和起步企业。戴礼翔说："这显示了本地企业不管来自哪些行业，都非常重视创新对业务的效益。"

# Singapore Good Design Mark (SG Mark)'s SG50 Special Award

Classic, enduring designs of five Singapore icons - Toa Payoh town, Singapore Botanic Gardens, Changi Airport, Killiney Kopitiam and Lam Soon Group's Knife Oil won the "SG Mark SG50" special awards - a special award for SG Mark 50th Anniversary last night at the second annual Singapore Good Design Mark (SG Mark) award event.

Mr Tai Lee Siang, the President of Singapore Design Business Chamber (DBCS) said, "The SG50 Special Award was introduced to affirm Singapore's creativity and innovation. Singapore is not a design desert, lacking in good design; there are a lot of people working hard in the creative design industry, and their creative innovations have already been around and are not only flourishing recently".

The SG Mark award winners were announced last night. This year, the award will be given to 83 companies and products, which saw a 32% increase from last year. There were 45 winners from local SME companies and start-ups. Mr Tai added, "This shows that local companies, regardless of industry sector, attach great importance to innovation to business success."