



SINGAPORE
GOOD
DESIGN

PRESIDENT'S
MESSAGE

My heartiest congratulations to all the winners listed here in the Singapore Good Design Mark (SG Mark) 2017 Directory! It is encouraging that despite the economic challenges in the last year, we have witnessed a rise in the quality of entries received for SG Mark 2017. We also saw an expanded range of products and solutions amongst the submissions this year.

It had been an exhilarating journey for me having served as the President at Design Business Chamber Singapore (DBCS) in the last four years. In April this year, I handed the baton to Mr Andrew Pang as I sit on the new Executive Committee as Immediate Past President. I am glad to hear of the progress that Andrew and his team have been making to take the Chamber forward.

SG Mark has been and remains a project very close to my heart as I had the privilege to pioneer it in 2013. Since the beginning, I have felt the need to do one major thing - to connect designers, developers and end-users to form an alliance. With minimal resources then, DBCS could not embark on major campaigns or initiatives. An idea was then conceived to recognise and reward good designs for the inherent value they bring. The birth of SG Mark came at an opportune time when the Japan Good Mark was looking for overseas partners that shared the same vision. Singapore befitted this criterion due to the high quality of the design industry and designers. The rest is history. DBCS has given out more than 200 SG Mark accolades since its inception.

I hope that you will continue to partner the new Executive Committee in shaping the future of design.

Best regards,

TAI LEE SIANG (MR)

Immediate Past President
Design Business Chamber Singapore





Innovative & exceptional
designs which spur the
imagination and enhance
our day-to-day lives.



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DIRECTORY

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ABOUT SINGAPORE GOOD DESIGN MARK

Design is ubiquitous – everything we see around us has been driven by need, comfort and the pursuit of beauty. Design is also the only universal element which can inextricably link both industry and private life together. In this same vein, Singapore Good Design Mark (SG Mark) seeks to acknowledge companies and individuals who have inculcated these values in their products and services in order to enhance industrial development and enrich lives responsibly, rather than just assessing the product or service's economic and aesthetic worth alone. The Mark also aims to educate consumers and end-users of the value of good design and encourage companies and individuals to achieve a higher standard of quality in their production.



2017 SG MARK 1st Screening Judges



MS CONSTANCE ANN
Founder & Principal Designer,
Constann Design



DR ANTOINE ABI AAD, PH.D.
Assistant Professor
- Coordinator,
Advertising & Graphic Design



MS EVELYN W.Y. CHEONG, FSIP
President,
Singapore Institute of Planners



MR LOH LIK PENG
Chairman,
Asian Civilisations Museum &
Singapore Hotel and Tourism
Education Centre Institutes



MR RAVEN CHAI
Founding Principal,
UX Consulting



MR KUAN CHEE YUNG
Senior Vice President
(Architecture),
CPG Consultants Pte Ltd
Managing Director,
VIA+Signature Pte Ltd



MR LAWRENCE CHONG
CEO,
Consulus



PROFESSOR PRADYUMNA VYAS
Director,
National Institute of Design
Member Secretary,
India Design Council



MR TIM CHOU
Owner,
Akuma Group



SG MARK
AWARDS

2017
2nd Screening Judges

**ANDREW PANG**

Design Business Chamber Singapore,
President

Andrew is the founder of business design consultancy - Lavaworks. He also manages Egg Creatives, an integrated design agency with presence in Singapore and China. Backed by a mix of design flair, commercial acumen and analytical skills, Andrew is well regarded among his peers as an influential thought leader.

A strong advocate of the local design industry, Andrew played an active role in the Singapore Furniture Industries Council (SFIC) and was the Vice-Chairman of the Design Advisory Committee. During that time, he conceived and co-chaired SingaPlural – the anchor event of Singapore Design Week. Andrew was also a representative at DesignSingapore's Industry Development Panel which looked into the development of Singapore's design industry. Impassioned with nurturing young minds, he taught as an adjunct lecturer in Nanyang Academy of Fine Arts and served as a member of the Board of Examiners for the Building and Construction Authority (BCA).

Prior to taking over the role of President at the Design Business Chamber Singapore (DBCS) in April 2017, Andrew had been the Vice-President of the Chamber for four years.

**TAI LEE SIANG**

Design Business Chamber Singapore,
Immediate Past President

Lee Siang has been a practising architect and urban planner since 1990. His key projects have won both local and international awards and were featured in a URA exhibition "20 under 45" in March 2004. He held the position of President in the Singapore Institute of Architects from 2007 to 2009.

In 2009, following his valuable contribution to the design domain, he was designated by the design industry as the first chairman of Design Alliance of Singapore. In 2011, he was elected as President of Singapore Green Building Council. Lee Siang is an incisive thought leader and strong advocate in the fields of Design. The President of the Design Business Chamber Singapore from 2013 to 2017, Lee Siang was the key driver in launching the Singapore Good Design Mark in 2014. He also holds the position of Chair of the World Green Building Council - a 75-countries global NGO for sustainable built environment.

**JACKS YEO**

DesignSingapore Council,
Director for Market Development and
Strategic Planning

Jacks graduated from NUS with a "Master of Architecture". Subsequently, he practised architecture for seven years in Singapore, Hong Kong and London, notably working on the Singapore Management University project which was the 3rd publicly funded university in Singapore from 1999 to 2004.

Jacks joined the founding team of the DesignSingapore Council in 2004 to help chart the agency's vision and mission for next 10 years. Currently, as the Director for Strategic Planning and Market Development, he is responsible for overseeing the development of new strategies for growing the Design Sector and driving the adoption of design for innovation by businesses to improve national competitiveness and quality of life.

**NAOKI TERADA**

Terada Design Architects,
Director

The Japanese architect and designer - Naoki Terada - was born in 1967 in Osaka. He obtained his Bachelor of Engineering degree at the Meiji University in Tokyo (1989) and his professional license at the Architectural Association School of Architecture in London (1994). Mr Terada worked as an independent designer.

In 1999, he continued his practice with K/O Design Studio in Tokyo and taught at the Meiji University. In 2003, Mr Terada founded his own architecture and design firm known as Teradadesign. He has been teaching at the Nihon University, Tokyo since 2006. Mr Terada specialises in architecture, product and interior design.



SG MARK
AWARDS

2017
Platinum Winner



FAR EAST ORGANIZATION

PRODUCT: Oasia Hotel Downtown
CATEGORY: Industry
DESIGNER: WOHA

The project is a high-rise integrated hotel-office development covered by a façade lined with lush greenery, with an overall greenery replacement of over 10 times the site area. The façade opens up on different floors to elevated gardens cut three-dimensionally into the building like huge windows, creating a distinctively more sustainable, humane and liveable development.



SG MARK
AWARDS

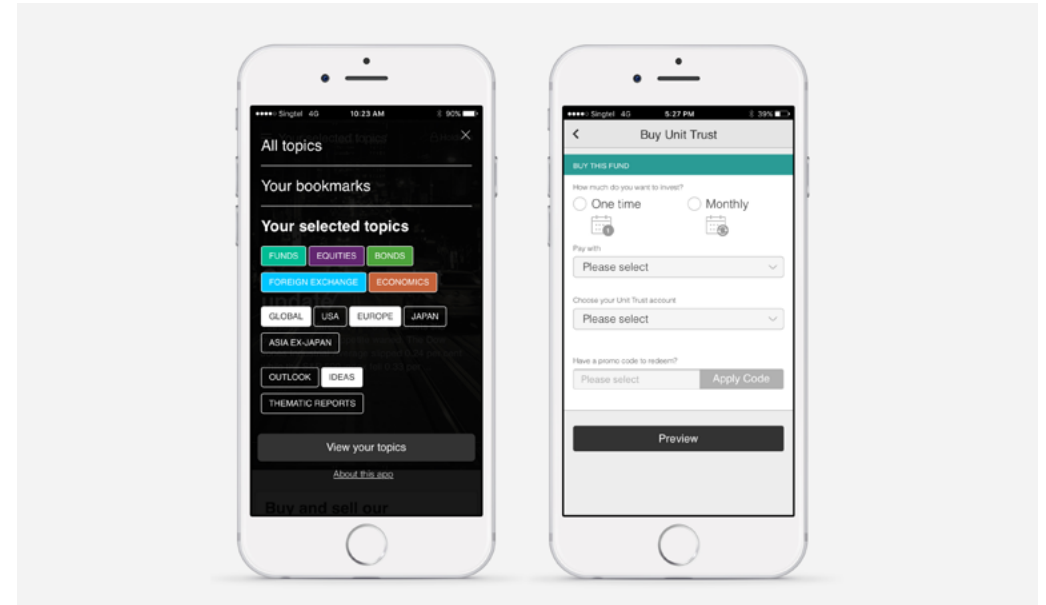
2017
Gold Winners



AIRMOTION LABORATORIES

PRODUCT: Airmotion Mask
CATEGORY: Life
DESIGNER: Leonard Tan Bahroocha

AIRMOTION LABORATORIES' highly protective PM2.5 filter mask allows participation in outdoor activities even in poor air conditions. Its innovative AIR-IQ Multi-Function Smart Module takes in clean air to make breathing easier and its replaceable PM2.5 filters allow for affordable continuous usage. The mask's design makes it easy and comfortable to wear and secure.



OCBC BANK

PRODUCT: OCBC One Wealth™
CATEGORY: Industry
DESIGNER: Jin Kang, Experience Design Department, OCBC Bank

To help clients achieve and manage their investment goals in a simple and personalised way while on the move, the OCBC OneWealth mobile app builds on three core principles: accessibility, simplicity and personalisation. Customers are served useful and easy-to-understand content, as well as customised alerts and targeted information, to make investing simpler.



SINGAPORE
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2017



ZENDAI GROUP

PRODUCT: The Peach Garden
CATEGORY: Industry
DESIGNER: Kris Lin International Design

Drawing inspiration from the ancient Chinese tale, 'The Peach Blossom Spring', this Shanghai residence combines a unique natural landscape with oriental elements of peach blossoms, pebbles and grid details. Making space permeability a priority, the architectural design of the building effectively uses natural light and air to merge nature with the residents' senses.



SINGAPORE
GOOD
DESIGN

2017
Special
Mention



SUNTEC SINGAPORE CONVENTION & EXHIBITION CENTRE

PRODUCT: The Big Picture
CATEGORY: Industry
DESIGNER: Suntec Singapore

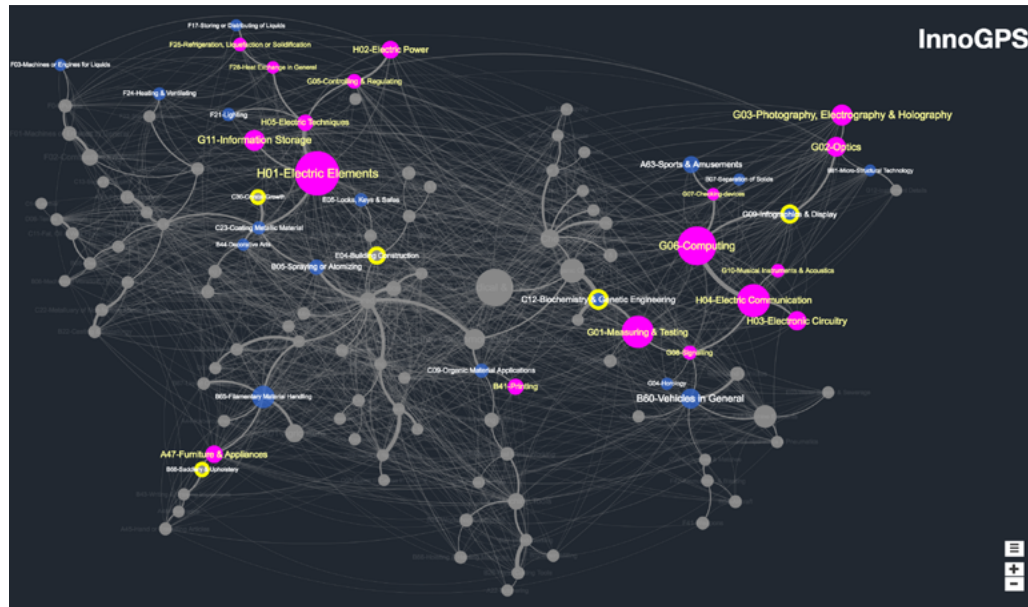
At 15 metres tall and 60 metres wide, The Big Picture is certified by the Guinness World Records as the 'Largest High Definition Video Wall' in the world. Its unique 'wing' profile blends seamlessly with the adjacent escalators. It is stable, sustainable, easy to maintain, conveniently controlled and delights visitors.



HOUSING & DEVELOPMENT BOARD

PRODUCT: Waterway Terraces I & II
CATEGORY: Social
DESIGNER: Aedas and group8asia

Inspired by Southeast Asia's terracing rice paddy fields, this public housing development employs the visual language of stepped terraces. The new hexagonal and terracing typology of housing forms capitalise on views of the waterway and enhance connectivity. The multiple façade orientations and internal voids and openings promote natural ventilation, light penetration and passive shading features.



SINGAPORE
UNIVERSITY OF
TECHNOLOGY
AND DESIGN

PRODUCT: InnoGPS
CATEGORY: Industry
DESIGNER: Asst Prof Jianxi Luo, Bowen Yan, Jeffrey Alstott, Giorgio Triulzi, Ke Shu

InnoGPS is a data-driven interactive visualisation technology to empower innovators, companies and governments in search of emerging technologies, innovation opportunities and pathways. Inspired by traditional GPS used in geographical navigation, it integrates an empirical map of all known technologies and various data-driven visualisation functions for positioning and path-finding in the technology space map.



2017 SG Mark Winners



CHEN INTERIOR DESIGN

PRODUCT: KOKO Store
CATEGORY: Social
DESIGNER: Chen Interior Design

This design makes customers feel at home and breaks existing impressions of banks. Traditional marble countertops are replaced with wood counters, which are lowered to eliminate distance. Sofas in the open waiting area make banking a comfortable experience while magnetic loft-style blackboard designs add wit to the space.



CHINA C&D CORPORATION LIMITED

PRODUCT: Skynet
CATEGORY: Social
DESIGNER: Kris Lin International Design (KLID)

Reflecting Shanghai's roots as a fishing village, a fishing net motif is used on the ceiling and wall design. A fishing net flows with the wind, falls into the water and floats in the waves. Applying the same dynamic feeling of net-casting, a sense of the entire space being wrapped in a huge skynet is created.



D'PERCEPTION RITZ

PRODUCT: St Luke's Eldercare (Nee Soon Central)
CATEGORY: Social
DESIGNER: D'Perception Ritz

The ElderCare Centre, Day Rehabilitation Gym and Wellness Kampung were converted from an HDB void deck, with the existing multitudinous pillars seamlessly integrated. For instance, the pillars in the Day Rehabilitation Gym provide natural privacy barriers in a club-like environment, while the hip, café-like Wellness Kampung has 'blackboard menus' on pillar walls.



D'PERCEPTION SINGAPORE

PRODUCT: Central Provident Fund HQ at Novena Square
CATEGORY: Industry
DESIGNER: D'Perception Singapore

The new CPF Board HQ adopted an open office concept to suit the current younger generation. There is more collaborative workspace for an agile working style, with common areas and walkways filled with open and closed meeting rooms and collaborative spaces to allow people to interact and share knowledge.



D'PERCEPTION SINGAPORE

PRODUCT: Government Technology
Agency of Singapore at
Sandcrawler Level 9
CATEGORY: Industry
DESIGNER: D'Perception Singapore

In the Government Technology Agency Of Singapore's agile, innovative and fun working environment, employees have freedom in defining their space to suit their style and pace of work, and also easily come together to work collaboratively. With limited space, every component serves dual functions. Based on what the users require, spaces are transformed to serve different functions in an instant.



ELECTROLUX S.E.A

PRODUCT: Nutrifresh™ Range
Refrigerator
CATEGORY: Life
DESIGNER: Electrolux Group Design -
Asia Pacific

The NutriFresh™ refrigerator uses adjustable storage solutions to maximise capacity, visibility, flexibility and accessibility, with internal door shelves sliding to accommodate odd-sized items. Its innovative FreshShield™ Crisper helps fruit and vegetables stay fresher longer and its unique accessory system ensures high-visibility and easy access while maintaining freshness for longer to reduce exposure to toxic bacteria.



ELECTROLUX S.E.A

PRODUCT: Ultimate Care System
Washers
CATEGORY: Life
DESIGNER: Electrolux Group Design -
Asia Pacific

UltimateCare washing machine's vapour technology refreshes clothes, removes allergens and takes good care of fragile fabrics. The user-friendly washer is able to clean fine pieces made from silk, reducing unnecessary exposure to toxic dry cleaning chemicals. The washer premixes detergent for a gentle touch on fabrics and washes well at lower temperatures to save energy.



FAR EAST ORGANIZATION

PRODUCT: The Siena
CATEGORY: Life
DESIGNER: Arc Studio Architecture &
Urbanism

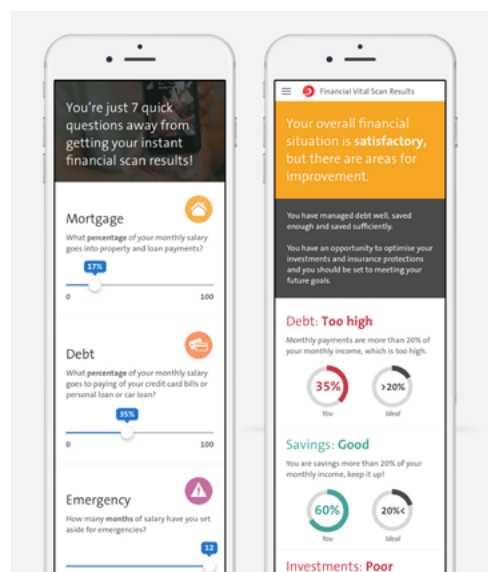
The Siena's modular theme allows homeowners to segregate or integrate live-work-play spaces interchangeably according to their needs. Through the use of sliding doors, workspaces can be separated from private home space or transformed into entertainment or family living areas. Indoor and outdoor spaces can be created by adjusting external balcony shades.



MISAWA HOMES CO. LTD, CENTURY DESIGN OFFICE

PRODUCT: Housing, the Urban Sukiya
CATEGORY: Life
DESIGNER: Hiroshi Mishiro

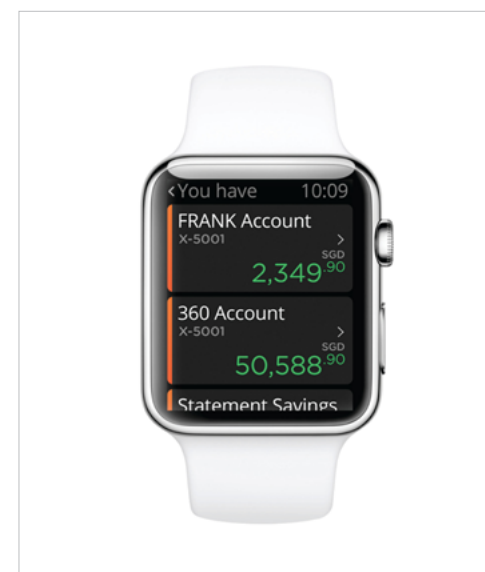
With traditional Japanese architecture becoming a style of the past, Misawa Homes' Century Design Office sought a new Japanese design that can be passed on to the next generation by looking at the traditional style through a new perspective. By so doing, they re-discovered a new quality in Japanese residential architecture.



OCBC BANK

PRODUCT: Mobile Financial Scan
CATEGORY: Social
DESIGNER: Bojan Blecic, Chaaru, Kong Ming Jie

The financial scan helps individuals take their first steps towards keeping their financial health in check. Through seven simple questions, ranging from personal savings to insurance, users get an immediate overall pulse of their financial situation. A PDF report is generated, and can be presented to specialists at physical branches for deeper analyses and recommended courses of action.



OCBC BANK

PRODUCT: Mobile Banking for Apple Watch
CATEGORY: Social
DESIGNER: Esmerella Fong

The winning app provides a personal and convenient banking experience that is highly simplified, yet intuitive and requires minimal user interaction. It provides easy access to account balances (including loans and insurance), credit card spend, and the five latest transactions on these accounts. The app's key features are thoughtfully organised to create a smooth browsing experience.



OCBC BANK

PRODUCT: Frank NTU Store
CATEGORY: Industry
DESIGNER: Franklin Wu, Erne Ng

The design team realised FRANK's financial literacy programme aimed at 16 to 29-year-olds must reflect its emphasis on empowering young individuals. Thus, the core pillars of FRANK are featured prominently near the entrance of its NTU store to invite the curious. Inside, colourful graphics and copy elaborate on individual pillars in an engaging and relatable manner.



POWERLONG GROUP

PRODUCT: Jenga Windows
CATEGORY: Industry
DESIGNER: Kris Lin International Design (KLID)

The project is a commercial space comprising office as well as residential and commercial display and sales areas. Using the idea of Jenga blocks, modular building blocks are scattered up and down and left-right in an asymmetrical but well-arranged manner. Large French windows give the building an extended commercial façade while presenting its interior functions.



RENAISSANCE PLANNERS AND DESIGNERS PTE LTD

PRODUCT: A House of Emotions
CATEGORY: Life
DESIGNER: Kelvin Bing

Using cubism design principles, the designer evoked a sense of rigidity and beauty with orthogonal elements. A slightly sloping cantilevered approach on the third storey helps shield against rays from the afternoon sun, while rudimentary space planning fosters family bonding and interconnectivity via open-concept living.



RENAISSANCE PLANNERS AND DESIGNERS PTE LTD

PRODUCT: A Space of Tranquility
CATEGORY: Life
DESIGNER: Kelvin Bing

A two-bedroom apartment was transformed into a single studio to allow for maximum storage space, a showcase of the homeowners' souvenir collection and to host 20 guests in a single space. Storage compartments in the form of feature wall panels and deep wardrobes were introduced, as well as a powder room for party guests.



RONGXING GROUP INC

PRODUCT: Skywalker
CATEGORY: Industry
DESIGNER: Kris Lin International Design (KLID)

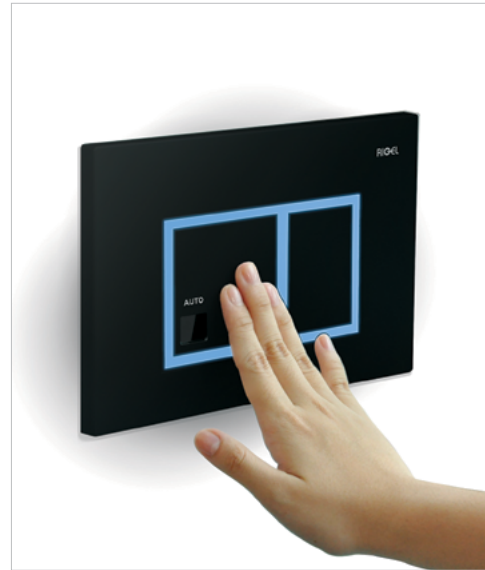
With its concise and elegant airplane-like triangular shape, the Skywalker building is poised to "take-off" - implying a smooth and upward trend. Comprising two floors in steel structure, transparent light glass separates the space, creating a modern and stylish urban temperament. Like an airplane's tail, the tail end is upwarping, highlighting an upward and dynamic feel.



RIGEL TECHNOLOGY (S) PTE LTD

PRODUCT: Pebble Water Closet
CATEGORY: Life
DESIGNER: Rigel R&D Team

This one-piece Pebble series water closet fits naturally in any type of bathroom, without looking bulky or obtrusive. Enhanced by an anti-bacterial coating, its dual flush mechanism is 25% more water efficient as it uses a maximum 3.5-4.5 litres for a full flush, and 30% less water for a half flush.



RIGEL TECHNOLOGY (S) PTE LTD

PRODUCT: Sense+ Touchless
Concealed Cistern
CATEGORY: Industry
DESIGNER: Rigel R&D Team

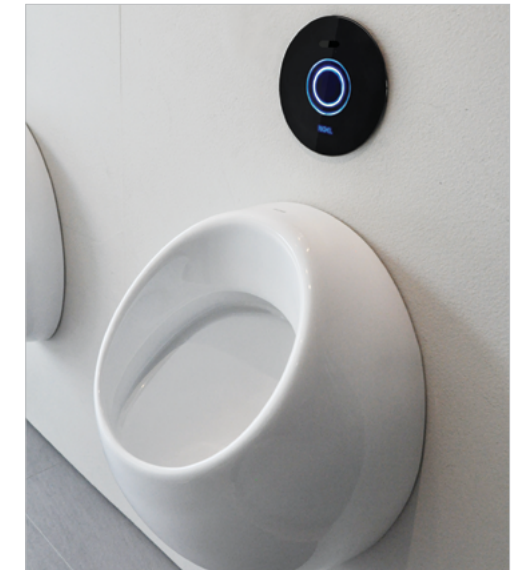
Sense+ is a 3-in-1 integral solution that introduces a touch-free experience to a concealed cistern with half flush and full flush functionality. Its incorporated sensor innovation provides better and touchless bathroom hygiene without compromising the manual flush function. Acting as both ambient and indicative light, its blue LED light will glow accordingly in different phases.



RIGEL TECHNOLOGY (S) PTE LTD

PRODUCT: Whirlwash Intelligent Water
Closet
CATEGORY: Life
DESIGNER: Rigel R&D Team

WhirlWash is a patented flushing technology - a hybrid of rimless and wash-down flushing system that integrates with Rigel's specially engineered water closet sump for optimal flushing in low water usage. Powerful and silent, it can perform a full flush with only 4 litres of water, washing entire surfaces without splashing.



RIGEL TECHNOLOGY (S) PTE LTD

PRODUCT: Glass Sense Ripple Flush
Valve
CATEGORY: Industry
DESIGNER: Rigel R&D Team

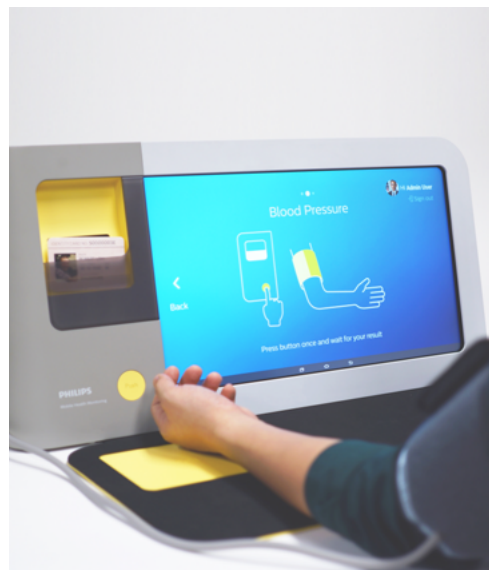
Aesthetic and durability standards are raised by this seamless tempered glass flush valve panel for toilets. Unlike stainless steel which is prone to corrosion, its frameless tempered glass is unaffected by humidity and temperature, so it can be used in different environments. The elegant, illuminating LED rings within the panel light up during different phases.



ROYAL PHILIPS

PRODUCT: Multigroom Series 7000
CATEGORY: Life
DESIGNER: Philips Design Team

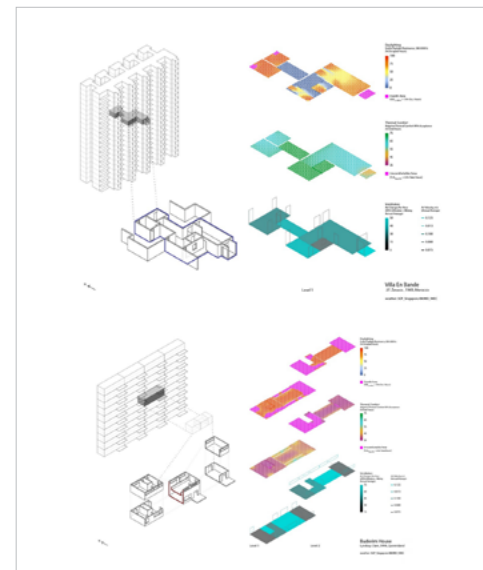
This winning design is a 10-in-1 'head to toe' trimmer to groom the beard, hair and body. Robust and durable, its high-performance blades enable trimming of even the thickest hair evenly, gently and quickly, while the cordless design and showerproof functionality offer maximum versatility. Its five combs and five attachments can be combined to groom hair of different lengths.



ROYAL PHILIPS, HOSPITAL TO HOME

PRODUCT: Philips Mobile Health Monitor
CATEGORY: Social
DESIGNER: Philips Design Team

The mobile health monitor applies multi-user remote medical diagnosis and monitoring to collect community and clinical health data, and delivers it to healthcare professionals. Users can use their results to discuss any concerns with their healthcare professionals. By scanning a user's ID card, his profile will be displayed and key vital signs can be checked.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Climate-Responsive
Passive Design Strategies
for Tropical High Density
Housing
CATEGORY: Industry
DESIGNER: Prof Oliver Heckmann,
Prof J. Alstan Jakubiec,
Max Doelling, Vedashree
Jathar, Ramkumar Thambiraj

This winning entry establishes an evidence-based typology that provides designers with a knowledge base about how to effectively design low-energy, passive architecture in the tropics. It identifies climate-responsive layout strategies and adapts them to be applicable for stacked floor plan layouts in high-density tropical contexts such as Singapore.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Design Innovation Cards
CATEGORY: Social
DESIGNER: Pui Kun Choo, Bradley
Camburn

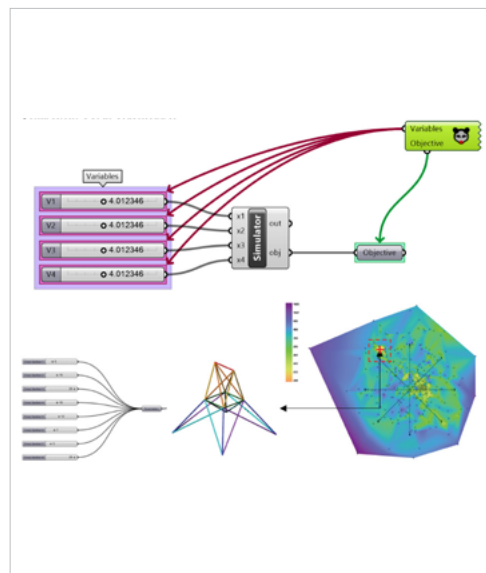
The SUTD-MIT International Design Centre's winning entry forms a critical element in the centre's creative toolkit and is representative of its design approach. In succinct, bite-sized representations using simple and modern graphics and layout, the cards show a broad array of both advanced technical engineering methods for design, as well as empathic user-centred approaches.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Gilmour Spaceflight Academy
CATEGORY: Social
DESIGNER: Bradley Camburn,
Kabin Calan, Terry Lim,
Prof Kristin Wood, Adam
Gilmour

The SUTD-MIT International Design Centre helped plan and shape the overall user experience for the Gilmour Spaceflight Academy which lets visitors experience space exploration. Their contributions ranged from designing and engineering some of the thrilling space-themed rides and simulators to advising on the education strategy of its STEM-based programmes for primary and high school students.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Opossum Architectural
Design Optimization Tool
CATEGORY: Industry
DESIGNER: Prof Thomas Schroepfer,
Giacomo Nannicini, Thomas
Wortmann

Performative architecture - needed to design more resource and energy-efficient buildings - involves sophisticated and time-consuming structural and environmental simulations. Opossum employs state-of-the-art optimisation algorithms that require a small number of simulations. It is especially effective for time-intensive, simulation-based problems and is a groundbreaking optimisation tool that puts presently impractical applications within reach.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Scorpio Urban
Reconnaissance Robot
CATEGORY: Social
DESIGNER: Dr Mohan Rajesh Elara,
Karthikeyan Elangovan,
Prof Kristin Wood

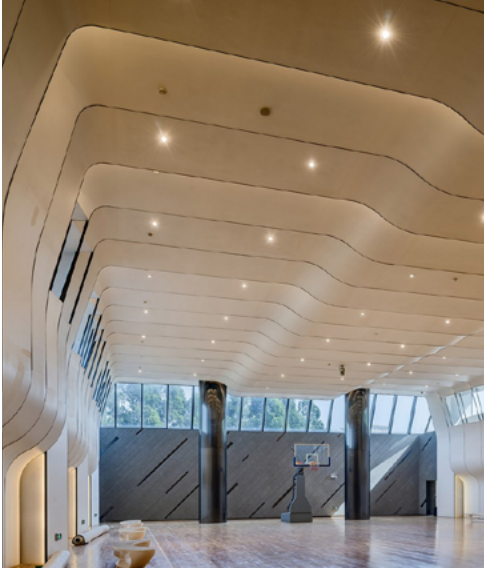
The fixed morphologies of current robotic platforms used in urban reconnaissance highly restrict the types of terrain they can navigate. The Scorpio is a state-of-the-art, bio-inspired, self-reconfigurable robot capable of rolling, crawling and wall climbing locomotion. It pushes the technological limits of self-reconfigurable robotics with energy-aware behaviours, shape shifting mechanisms and terrain perception.



SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

PRODUCT: Virgo Intelligent
Surveillance and
Reconnaissance Robot
CATEGORY: Social
DESIGNER: Prof Soh Gim Song, Dr Abhra Roy
Chowdhury, Dr Wu Fang, Dr Hassan
Hussein Hariri, Prof Foong Shaohui,
Prof Kristin Wood, Akash Vibhute,
Stevanus Satria, Nguyen Van Duong,
Alvin Goh Cheng Anh, Cheong Li
Yang, Hu Yuan, Law Che Kun

The Virgo is the smallest bio-inspired spherical rolling miniature robot designed for multi-agent intelligence surveillance and reconnaissance in an urban environment. To advance the miniaturisation of robotic-based technologies to support locomotion, sensing and adaptive autonomy, it uses novel mechatronic design that allows the seamless integration of modules in a complex multi-modal structural and functional system.



TIMES PROPERTY CO. LTD

PRODUCT: Times Ocean Club House

CATEGORY: Industry

DESIGNER: Kris Lin International
Design (KLID)

Creating a sense of art in the Times Ocean Club House, the design of the space is realised through sculpture, adopting three-dimensional modelling instead of two-dimensional. The design features lines consisting of dots, surfaces consisting of lines, and a three-dimensional space consisting of surfaces in different angles. Here, the interior design becomes an artwork.