



SINGAPORE  
GOOD  
DESIGN

# BACKGROUND

The Singapore Good Design Mark is a benchmark of good design and quality.

Design Business Chamber Singapore (DBCS) launched SG Mark in 2013 in partnership with the Japan Institute of Design Promotion that founded the prestigious Good Mark. SG Mark was established to set the benchmark for design quality that impacts businesses and communities in Singapore and beyond. Design has become a new source of growth and productivity in the economy as businesses realise the value of investing in quality design.

# PURPOSE

SG Mark acknowledges and affirms companies and individuals who have generated significant value by focusing on human needs and experience and providing solutions in their products and services in order to enhance industrial development and enrich lives responsibly.

The Mark will also educate consumers and end-users of the value of good design and encourage a higher standard of quality in production.

# CATEGORIES

## LIFE

Lifestyle/Personal –  
Business to Consumer

### PRODUCT

- Product
- Food & Beverage
- Apparel
- Furniture
- Transportation
- Residential Housing

### COMMUNICATION

- Graphic, UX, UI
- Gaming/Software
- Media (i.e. news blog)

## INDUSTRY

Business to Business

### PRODUCT

- Materials
- Equipment/Machines
- Industrial Spaces
- Office Furniture

### COMMUNICATION

- Corporate Identity, Branding
- Annual Reports

## SOCIAL

Education, Medical, Research

### PRODUCT

- Equipment
- Spaces
- Facilities

### COMMUNICATION

- Graphic, UI
- Public Media

# CRITERIA

## EMPATHY

Solving problems, improving lives and meeting the needs of users

## VALUE

Contribution of value through its design and user experience

## INSPIRATION

Galvanising and engaging society, community and environment

## ETHICS & RESPONSIBILITY

Contribution that realise and/or transform societies, communities, the environment and lifestyles

## SUSTAINABILITY

Production efficiency and use of environmentally-friendly materials

## PROGRESS

Pioneering the future and presenting strategic value to businesses and communities

# PAST WINNERS



### SG Mark 2017 (Platinum)

Oasia Downtown Hotel  
(Industry)



### SG Mark 2016 (Gold)

OCBC The Mighty Savers App  
(Social)



### SG Mark 2015

Killiney Kopitiam & Kaya  
(Life)

“OCBC bank has participated in the SG Mark since its launch in 2013 because it is the benchmark for good design and quality. ”

Bojan Blečić

Senior Vice President and Head of Experience Design, OCBC Bank

SG Mark Winner 2014 - 2017

# ABOUT THE CHAMBER

Established since 1985, Design Business Chamber Singapore (DBCS) is the nation's premier multidisciplinary design chamber.

As a dynamic community of business leaders, practitioners, and academia from diverse backgrounds, the Chamber believes that a pluralistic design approach is the key to gaining a competitive edge in today's global market.

A champion of applying design in business, DBCS seeks to raise the standard of professional practices and create business opportunities through cross-collaborations in local and international contexts.



DESIGN BUSINESS CHAMBER SINGAPORE

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