

Designers of Recycling Bins, Playgrounds and Canals among Winners of 10TouchPoints Design Competition

DesignSingapore Council which is part of the Ministry of Information, Communications and the Arts is announcing the winners of 10 TouchPoints, Singapore's first nationwide redesign competition that gave designers the chance to improve daily living through good design.

Eight winning designs were selected from 113 redesign proposals submitted. The ten categories included the redesign of the bicycle dismounting system, bus stops, drains and canals, hospital signage system, mailboxes, multi-purpose ID card, playgrounds, public toilets, recycling bins and takeaway mealboxes. Out of these categories, the redesign of the bus stops and recycling bins were the most popular, with 29 and 20 entries respectively.

The design competition called for innovative, research-based and user-centric design solutions to challenges posed by each of the 10 'touchpoints'—items and objects encountered on a daily basis. Designers were encouraged to investigate the existing problems, explore solutions, and envision a better way to how Singaporeans can experience everyday lives. Other significant considerations include sustainable methods and materials, universal accessibility, excellence of aesthetic expression, cost-effectiveness, cultural relevance, as well as social and technological innovation.

Dr Milton Tan, Director of DesignSingapore Council as well as one of the judges for the competition, commented: "The competition emphasises the essence of good design—the fact that it must have a positive impact in daily life. 10TouchPoints is a very different kind of design initiative, involving not only the design community, but the whole of Singapore. Members of the public decided what they want redesigned, designers took up the challenge, leading to refreshing new ideas that may be implemented in the future. The initiative has drawn a strong public response and has succeeded in raising the awareness of how good design can lead to better living."

The Phase 2 design competition attracted the participation of both the student and professional communities, reflecting their eagerness to make a difference to the living environment. Out of the total submissions, 51% are from industry practitioners, and 45% from design students.

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The Grand Winner and the four Category Winners will receive S\$5,000 and S\$3,000 respectively. Winners of the High Commendation and Commendation Awards will walk away with S\$1,500 and S\$1,000 respectively. Other than the cash prizes, the designers are also one step closer to the possibility of seeing their designs implemented by the various item owners. The item owners include the National Parks Board, Public Utilities Board, Housing Development Board, National Environment Agency and Land Transport Authority.

The prestigious Grand Prize is awarded to Bassam Jabry, Design Director of Chemistry who redesigned the recycling bin. He is also named the Category Winner. The other Category Winners are Roy Pang Ping Jing, an architectural designer; Ong Ker Shing, a designer/landscape architect from Lekker Design; Fang Sook Yee, a student from Temasek Polytechnic, and Chew Sui Ying Pamela, an interior designer from Hirsch Bedner Associates Design. They redesigned the bicycle dismounting system, drains & canals, mailbox and the playground respectively.

The jury also identified designs that deserved special mention. The High Commendation Award goes to Joshua Adam Comaroff, a designer/landscape architect who designed the playground. Two Commendation Awards are given to Lim Ling Zhi Ivy, a student from Temasek Polytechnic and Liu Ping, an interior designer who redesigned the mailbox and bus stop respectively. *(Please refer to attached fact sheets for more details of the winners and their designs.)*

To facilitate the eventual implementation of these designs, DesignSingapore Council is partnering National Library Board to introduce the "Bear Fruit" programme. Over four sessions, the various item owners and designers will be refining the winning designs, leading to the production of their design prototypes. The public will be able to view these prototypes at the 10TouchPoints Exhibition to be held during the Singapore Design Festival from 28 November to 8 December 2007. Item owners will also have the option of bringing the winning designs to the next level of implementation.

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About 10TouchPoints

A Call For Nominations and Votes

10TouchPoints is a call for the public to take this opportunity to positively impact the surroundings and how we live by having public nominations for what can be better designed known. It is an invitation to kickstart the redesign process where the public's input plays an important role in determining the subsequent phases of the programme.

Touchpoints

2. The parking coupon, the seat at the hawker centre, or the neighbourhood playground – the list is endless. These are tangible bits of services we experience. They have become the ways in which people connect with the items consumed and the opportunities for services to make a connection with the consumer. This is why they are often called 'touchpoints'. It is also why it is so important to design these items well. Well-designed touchpoints close the gap between what people want and need, and what organisations do.

3. By bringing the public, designers and service providers to collaborate in a process of redesigning everyday items or services in the public realm, 10TouchPoints hopes to narrow this gap by meeting changing needs and leveraging on new opportunities.

Demystify Design

4. 10TouchPoints simply seeks to demystify design. Not just about relative coolness and high prices, or what is seen on the glossy pages for the hip and rich, design makes up what is around us. Design is about the relationships people forge with things. Design is thus something to be valued as it has an effect on the energy we save, how we get to work, better communicate with each other.

A Call For Good Design

5. 10TouchPoints is also a call for good design. Good design puts people in the centre of the design process. It incorporates systems thinking, technology, historical and contextual relevance. It is economically viable. It is informed by ethics and responsibility without impeding social and technical innovation. It is beautiful. Good design brings values such as sustainability, accessibility, usability and beauty to public spaces like our schools, hospitals, food places, and parks.

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Redesign For and Through The Public

6. Apart from the above, 10TouchPoints is ultimately a response to the desire for better design. Many recent letters to the media have shown the public's desire for better design in public facilities for better living.

7. This formed the basis for 10TouchPoints, which is a platform for the public to consider what could be better designed for better living. As a three-phase nationwide redesign programme, it seeks to promote better user-centred design that benefits the community through a public voting process. It will collate the top voted items to be redesigned by the best redesign solutions through a design competition, and a redesign process that engages the users, designers and owners.

THE 3 PHASES OF 10TOUCHPOINTS

8. Good design that meets human needs requires the insights of the users, skills and vision of the designers, and resources of the service provider. 10TouchPoints is made up of three interdependent phases that seeks to engage all three parties as the public are invited to vote, designers to compete and service providers to remake.

PHASE 1 – VOTE!

Why Nominate and Vote?

9. Design decisions have consequences on our everyday well-being. Delivering good design begins with an understanding of what needs to be made better, why it should be made better, and how it could best serve people's needs.

10. As users, public nominations and votes are critical in closing the gap between what is needed and what service providers can offer. It is about tapping into the intimate insights of a daily user, for designers and service providers to work with toward better and more applicable solutions. 10 of the top-voted nominations will go toward the design competition, after which the winning redesign solutions will have the possibility of being considered for implementation by item owners.

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PHASE 2 – COMPETE!

About 10TouchPoints Design Competition

11. Phase 2 of 10TouchPoints presents a Design Competition with a difference by offering 10 items that the public has enthusiastically nominated and voted for redesign in Phase 1. It calls for designers to investigate the problems, explore the solutions and envision a better way to how we experience everyday lives in Singapore – from the way we dismount from our bikes, wait for the bus, fetch our mails, to how we experience public toilets, drains, and playgrounds!

Why Enter

12. Participants will have the opportunity to bring better living through better design in Singapore with the potential of having their winning designs implemented. There will also S\$50,000 of cash prizes will be distributed amongst winners as decided by the Jury. Winners will also get the widest coverage of winning works through the 10TouchPoints Public Exhibit at the 2007 Singapore Design Festival and other forms of media publicity.

Who Can Enter

13. 10TouchPoints is calling for entries from all designers and non-designers in Singapore – students and professionals – with the skills and vision for a design solution with a social conscience. Participants can come from all disciplines – architecture, urban planning, engineering, product, landscape, communications, or interior design – as an individual, a firm, or a group of a maximum of 5 members. Collaborations between individuals, firms, or disciplines are strongly encouraged.

What Are We Looking For

14. 10TouchPoints is calling for innovative and research-based design solutions to current and future challenges posed by each of the 10 items that will improve our everyday living in Singapore. For the redesign of each of the 10 items, we are looking for smart and good designs which have been developed with users' needs in mind, and which incorporates sustainable methods and materials, universal accessibility, excellence of aesthetic expression, cost-effectiveness, cultural relevance, as well as social and technological innovation.

How To Enter

15. All applicants must submit a registration form prior to 15 May 2007 deadline. Upon registering, contestants will be given a contestant number, which should be used on the contestant's final submission to maintain anonymity during the judging process. Registration form will be available for download after 31 March. Registration is free.

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16. The 10 design briefs can be picked up at the Competition Exhibit at Level 7 of National Library Building, and available on this site for download after 31 March 2007.

Jury

17. Edmund Cheng – Chairman of DesignSingapore Council

Dr Milton Tan – Director of DesignSingapore Council

Mr Dick Powell – Director and Founder of SeymourPowell

Dr Amy Khor – Mayor, South West Community Development Council

Wong Mun Summ – Founder & Director, WOHA Architects

Low Cheaw Hwei – Senior Global Design Director, Philips Design

18. Phase 2 Schedule:

MAR 31 – APR 15: Design Competition Exhibit

Competition Launch + Designers' Marketplace on 31 March

JUL 16 : Submissions Deadline

JUL – AUG : Jury Deliberation

PHASE 3 – REMAKE!

19. Phase 3 is when the relevant item owners work toward the building of prototypes of winning designs for the Public Exhibit as part of the Singapore Design Festival. This will involve 4 collaborative prototyping sessions that involve owners or project sponsors to work with the winning designers, as well as experts and user-groups.

20. Project sponsors or item owners have the option of bringing the winning designs to the next level of implementation.

21. Phase 3 Schedule:

AUG – SEPT : 4 Collaborative Prototyping Sessions

NOV – DEC : Awards Ceremony & Public Exhibit of Winning Designs

JAN 2008 – : Possible Implementation of Winning Designs

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About DesignSingapore Council



Design changes and improves lives, inspires creativity and new forms of expression. It also enhances business competitiveness in today's crowded marketplace.

DesignSingapore is Singapore's response to these propositions and opportunities. As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multi-disciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets.

The DesignSingapore Council, set up since August 2003 by the Ministry of Information, Communications and the Arts, is the public organisation for promotion and development of Singapore design.

In 2005, the Council presented *SINGAPORE*Edge featuring 100 of Singapore's design talents in London and launched the inaugural Singapore Design Festival with 134 events contributed by 88 partners. The Council has also taken Singapore design exhibitions to the 2004 Venice Biennale International Architecture Exhibition, Sao Paulo Architecture Biennial in 2005, World Expo 2005 at Aichi and, most recently, the Salone Internazionale Del Mobile in April 2006. DesignSingapore had recently presented at the Venice Biennale and London Design Festival in September 2006.

More information on the Council is available at www.designsingapore.org.

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ANNEX A

10 TOP-VOTED ITEMS UP FOR REDESIGN

(In order of votes garnered)

ITEM

1. PUBLIC TOILETS
2. BUS STOPS
3. RECYCLING BINS
4. DRAINS AND CANALS
5. BIKE DISMOUNTING SYSTEM
6. PLAYGROUNDS
7. MAILBOXES IN HOUSING ESTATES
8. HOSPITAL DIRECTIONAL SIGNS
9. NRIC DESIGN
10. TAKEAWAY MEALBOXES



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ANNEX B

LIST OF SPONSORS & PARTNERS FOR 10TOUCHPOINTS

SPONSORS

Autodesk



Space Furniture



PARTNERS (ITEM OWNERS)

Housing and Development Board



Land Transport Authority



National Environment Agency



National Healthcare Group



National Parks Board



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Jurong Town Corporation



Restroom Association Singapore



PUB – The National Water Agency



PARTNERS

National Library Board



Building and Construction Authority



CapitaLand Retail



Singapore Land Authority



SMRT



Urban Redevelopment Authority

