

Media Release
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**Record number of key programmes helmed by industry partners
bring SDW 2018 to life**

Singapore, 13 February 2018 – Singapore Design Week (SDW) 2018, organised by the DesignSingapore Council (Dsg), is making great strides with unprecedented breadth and depth of partnerships in this year’s programming.

A record eight out of nine key programmes are helmed by industry partners, and supported by Dsg and partner government agencies like the National Heritage Board and the Urban Redevelopment Authority. Together, Dsg and partners will bring SDW to different parts of Singapore – demonstrating not only how design is everywhere in this UNESCO Creative City of Design, but also how it can impact people’s everyday lives.

For the fifth edition of SDW, Dsg took deliberate steps to bring more international and local partners onboard. To spur collaboration and build industry capabilities, Dsg invited ideas from the ground in late 2017 for district activations and design trails. Design creatives LOPELAB, HJGHER,

and Shophouse & Co stepped up to the challenge and are curating their own programmes with new business models.

Experience Holland Village and Tanjong Pagar through design lens, as the districts come alive with pop-ups stores, workshops, designer open houses, installations, talks and street parties. Participants of the design trails will also see how design is present in their everyday lives when they visit locations with untold design and heritage stories.

This year's feature conference, the inaugural Brainstorm Design, is the result of Dsg's and EDB's three-year partnership with Time Inc. Brands, which is now part of Meredith Corporation. Led by the editorial teams of Fortune, TIME and Wallpaper*, the conference will champion design thought leadership as it brings the very best minds in design, business and public policy to discuss how good design can – and should – transform businesses, communities and lives. This is the first time that such a platform, which purposefully collides the worlds of business and design, is presented globally.

As SDW continues to grow mindshare, more are marking down on their calendars for “A March of Design”. Testament to this is the strong showing of satellite programme partners, who have planned talks, workshops, exhibitions and product launches to occur in March so as to be associated with the SDW brand and leverage on the buzz created by design-centric events. Millenia Walk, for instance, is kicking off their first design festival during SDW, with the same aim of heightening design appreciation.

“For Dsg, a mark of success for SDW will be the growing number of ground-up initiatives that we see each year. Our dream is to make this a yearly celebration that is truly owned by the design community. We're loving how our new way of working with industry partners has yielded many more creative ideas and hope that SDW will become the launch pad for more of these creative businesses,” said Ms Agnes Kwek, Executive Director of Dsg.

For the first time, Dsg, as the UNESCO Creative City of Design Office, is working with three UNESCO Creative Cities in Australia (Melbourne-Literature, Adelaide-Music, Sydney-Film) to co-create design projects inspired by music, literature and film, with the theme “In My Neighbourhood”. Three Australian creatives, selected through an open call, will participate in a workshop and public sharing forum to be held during SDW 2018. They will network and meet with Singapore designers and creatives to collaborate on design projects, that will debut at SDW 2019.

Key Event Highlights

The inaugural **Brainstorm Design** will be held from 6 to 8 March. Led by the editorial teams of Fortune, TIME and Wallpaper*, Brainstorm Design will bring together more than 60 global thought leaders in business, design and public policy to discuss how design can help build businesses, improve sustainability, engage communities and enrich people's lives. Selected speakers will also be involved in side engagement events organised by Dsg to multiply the impact of Brainstorm Design to a wider audience, including design students.

SingaPlural 2018, the anchor event of SDW, will be held in the National Design Centre (NDC), the nexus for all things design, from 5 to 18 March. Organised by the Singapore Furniture Industries Council (SFIC) and supported by Dsg, it is curated by award-winning homegrown design studio Produce. SingaPlural will bring creatives, including Gabriel Tan Studio and Trigger

Design, and brands such as Ewins, Formica and Kvadrat, to explore the concept of play as an important experimental process that precedes design work.

Wallpaper* Handmade 2018 exhibition, in partnership with Dsg, will include a special showcase of seven Singapore pieces that will debut at Gillman Barracks from 8 March, before being exhibited during the Milan Design Week in April.

International Furniture Fair Singapore (IFFS), SDW's long-standing trade show will, for the first time, partner Chantal Hamaide, founder of French design magazine *Intramuros*, to curate a key showcase – CARTE BLANCHE – at IFFS.

SDW's partners HJGHER, LOPELAB and the National Heritage Board (NHB) will add buzz to the festival through District Activations – in the form of **Design District Dialogue** in Holland Village, the **Singapore Urban Design Festival** in Tanjong Pagar, and the **BBB Arts Sprawl** in the Bras Basah.Bugis precinct, which is co-presented with Dsg. Together with Dsg and NHB, Shophouse & Co. will present **The City Ramble Design Trails**, which include guided tours of places with architectural and heritage value, and self-guided trails.

The Red Dot Design Museum's **Market of Artists And Designers (MAAD) at the i Light Marina Bay**, is supported by Dsg and URA. It will showcase some 50 makers from Singapore, Hong Kong, Japan, Taiwan and Malaysia and offer more than 10 workshops covering art, craft and design.

Details and full listing of SDW 2018 activities will be available soon. For more information, please visit www.designsingapore.org/sdw.

Event: **Singapore Design Week 2018**

Date: **5 – 18 March 2018**

Venue: **National Design Centre and various locations**

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About the Singapore Design Week

Now into its 5th edition, the Singapore Design Week (SDW) 2018 will run from 5 to 18 March 2018. The annual SDW brings together a collection of local and international design activities in Singapore. Organised by the DesignSingapore Council, the SDW is open to the design community, businesses, design students, public sector officers and the general public.

As one of Asia's premier design festivals, SDW champions design thought leadership by bringing the design, business, and public policy worlds together to answer how they can intersect better to bring about needed innovation and solutions to build businesses, engage communities and enrich people's lives. It is a hub where the best design talents and businesses from Singapore and Asia converge to be showcased to the world; and a platform where Singaporeans and visitors can experience the value of design through delightful activities.

Through SDW, the Council hopes to enhance the synergy among our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design. More information can be found at: www.designsingapore.org/SDW.

About the DesignSingapore Council

DesignSingapore Council's (Dsg) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. Our work focuses on three areas. First, we help organisations and enterprises use design as a strategy for business growth; and for excellent delivery of public services. Second, we nurture industry-ready talents skilled in design and innovation; and engender a design-minded workforce for the future economy. Third, we advance the Singapore brand through raising design appreciation on home-ground; helping local design talents and firms go international, and making emotional connections with people across the world. Dsg is a division of the Ministry of Communications and Information.

Singapore was designated UNESCO Creative City of Design in December 2015. The designation supports Singapore's development of a creative culture and eco-system that integrates design and creativity with everyday life. It also expands Singapore's opportunity to collaborate with cities from the UNESCO Creative Cities Network (UCCN). The City of Design Office is sited with Dsg which coordinates and implements programmes that respond to UCCN's mission.

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