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## Media Release | Annex A

### KEY EVENTS AT THE SINGAPORE DESIGN WEEK 2016

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#### DesignSingapore Council Events

##### **Innovation by Design Conference**

The Innovation by Design Conference makes its debut this year as a platform for the expression of innovation and creativity to inspire a wide audience, including businesses, the design and creative communities, start-ups and students. The signature event of SDW will share how design influences the innovation process and the impact it has on business success. The keynote speakers are Mr Masaaki Kanai, Chairman & Representative Director of Ryohin Keikaku Co., Ltd (parent company of Japanese manufacturer and retail giant MUJI), and Mr Jaime Hayon, who is touted by TIME magazine as one of the 100 most relevant creators of these times.

The conference will also feature home-grown talents including Chris Lee, Founder and Creative Director of Asylum, Steve Lawler, Creative Director of Kult, Hunn Wai, Co-founder, Lanzavecchia + Wai, Donn Koh, Co-founder and Design Partner of STUCK, Ethan Koh, Founder of Ethan K, Ms Wang Xiaodan, Head of Design at Grab, Ms Dionne Song, Managing Director of Zalora, Mr Adler Poh, Managing Director of Adler Hotel, Arthur Chin and Ya-Leng Yu, Founders of Foreign Policy Design, Janice Wong, Chef and Founder of 2am: dessertbar and Dr Alex Lin, Head of Infocomm Investments Pte Ltd and Phunk Studio.

Date : 15 to 16 March 2016  
Time : 9.00am – 5.00pm  
Venue : Drama Centre, National Library Building  
100 Victoria St, 188064  
Admission : Free Admission (Pre-Registration required)

##### **Design and Make Fair at the National Design Centre**

The Design and Make Fair is a delightful way for the public to learn more about design and discover how it is embedded in our everyday living. Visitors will be able to better their design journey by creating their own products with craft and traditional materials through hands-on workshops such as soap-crafting, glass-painting, leather-crafting and ceramic doll-making. Bringing over 30 Singapore designers, craftsmen and artisans under one roof, visitors will be to view and buy a wide variety of 'Designed in Singapore' and 'Made in Singapore' products. The Design and Make Fair aims to introduce the public to the growing and lively community of designers and makers in Singapore, many of whom are small business entrepreneurs who are producing delightful creations.

Date : 8 to 20 March 2016  
Time : 11.00am – 8.00pm

Venue : National Design Centre  
111 Middle Road, Singapore 188969  
Admission : Free

### **Design Trails: Thoughtful Design**

Back for the third year, this year's highly anticipated Design Trails is all set to bring you on a "Thoughtful Design" journey around our designed city. Get on the Design Trail shuttle service, departing from the National Design Centre, to destinations of design in the Jalan Besar/Geylang and Joo Chiat areas. Trail participants can expect to be charmed by spaces many never knew existed, and gain an insider's peek into various designs. With a map that points out other design-related nooks and crannies, trail participants can also explore the presence and significance of design in the vicinity of the designated stops. The design stops for 'Thoughtful Products' include The Half Half Studio, Floral Magic, Fictive Fingers and PapyPress whereas 'Thoughtful Design' includes KARAFURU Desserts, Detention Barracks, The Cranes and The South Beach.

Date : 19 and 20 March 2016  
Time : 11.00am – 6.00pm (Buses run at 25-min intervals)  
Venue : National Design Centre and Jalan Besar/Geylang and Joo Chiat areas  
Admission : Free

### **President's Design Award 2006 – 2015 \* A Decade of Design Excellence**

Established in 2006, the President's Design Award (PDA) is Singapore's highest honour accorded to designers and design projects. To commemorate 10 years of design excellence, Dsg has commissioned a special anniversary exhibition that will display the works of the designers who have made an impact in the community. The showcase will feature the award recipients, who have become standard bearers of design excellence for future generations of designers to match and succeed.

Date : 8 March to 8 April 2016  
Time : 9.00am – 9.00pm  
Venue : Atrium, National Design Centre  
111 Middle Road, Singapore 188969  
Admission : Free

### **Design Thinking: Upsize your F&B business for an upper hand**

How can food and beverage (F&B) business owners offer a differentiated and amazing eating experience in a deeply saturated sector? Organised by the DesignSingapore Council and facilitated by Dowayo Foresight, F&B business owners will learn to design exceptional F&B services and experiences through the process of design thinking, innovation and implementation that entails user empathy, rapid prototyping and user-testing.

Date : 14 March (first run) 17 March 2016 (second run)  
Time : 9.00am to 5.00pm  
Venue : Auditorium, National Design Centre  
Admission : Free (Pre-registration required)

### **Personal Wellbeing in Indonesia – New Ways to Relax, Rejuvenate and Seek Relief**

Indonesia's consumer class looks set to triple by 2030. How can Singapore enterprises gain an advantage in this booming market through design? At this book launch, participants can find out more about the unique model of health and wellness of Indonesians through insights and real-life stories captured on film. Join us as we present the limited edition design handbook, 'Beyond Jamu' and engage in lively debate on how businesses can be inspired to develop new business strategies in the health and wellness sector.

Date : 11 March 2016  
Time : 3.00pm – 5.00pm  
Venue : Auditorium, National Design Centre  
Admission : Free (Pre-registration required)

### **Design Film Screening: Designers Inbetween**

What lies ahead for creatives or designers? Through the lens of both start-ups and industry's leading professionals, take a peek at Hong Kong's creative industry and watch how designers run their design processes, the challenges that design entrepreneurs face, as well as the trends and opportunities the scene will present.

Date : 17 March 2016  
Time : 7.30pm – 9.00pm  
Venue : Auditorium, National Design Centre  
Admission : Free (Pre-registration required)

## **Key Partner Events**

### **Anchor Event: SingaPlural 2016 – Making ‘Sense’ of Design**

Back for its fifth run, SingaPlural’s line-up of activities celebrates the best design elements from the multi-faceted creative spectrum, from Advertising, Architecture, Urban Planning, Landscape Architecture, to Interior, Furniture, Graphic and Fashion Design.

The overarching theme of SingaPlural is “Senses – the Art and Science of Experiences”. It invites participants to immerse themselves in a multi-sensory experiential sphere that comprising an agglomeration of scents, textures, visuals, sounds and tastes. Some highlights include *Doors*, which uses recycled MediaCorp production set props and lets visitors explore the maze of openings that will tease their five senses, and Project X, which unveils how solid surface materials can be used creatively for a range of products and solutions for urban lifestyles.

Date : 7 to 13 March 2016  
Time : 11.00am – 10.00pm  
Venue : SingaPlural 2015 Festival Site  
99 Beach Road, Singapore 189701  
Admission : SGD5 per ticket (Early Bird online rate until 5 March 2016), SGD10 per ticket  
(on-site price from 7 March 2016)  
Organised by : Singapore Furniture Industries Council in Partnership with DesignS

### **MAISON&OBJET ASIA 2016**

The Paris-based interior and home-lifestyle trends trade events for professionals returns to Singapore for its third inaugural. The third edition of MAISON&OBJET (M&O) ASIA, will feature an expanded selection of high-end interior design concepts and solutions to inspire property developers, hoteliers, restaurateurs, interior designers and architects alike. Highlights of the tradeshow include Designer of the Year and Rising Asian Talents, as well as the Interior Design & Lifestyle Summit which will feature keynote addresses by renowned industry personalities like Ryu Kosaka from Nomura Co., MAISON&OBJET Asia’s Designer of the Year André Fu as well as dynamic hotelier and restaurateur, Loh Lik Peng, who will share insights on the hospitality industry.

Date : 8 to 11 March 2016  
Time : 11.00am – 7.00pm  
Venue : Marina Bay Sands Expo and Convention Centre  
Admission : For trade visitors only  
Organised by : SAFI Asia Pte Ltd

### **International Furniture Fair Singapore 2016**

The International Furniture Fair Singapore, held in conjunction with the ASEAN Furniture Show, The Décor Show and co-locating with furniPRO Asia, is regarded by industry experts as Asia's most exciting sourcing platform. The events – The IFFS/AFS and The Décor Show – feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of high quality exhibitors. Over the years, the fair has come to stand as a springboard for companies to launch off to markets from over the world, since it is consistently well-attended and highly anticipated year after year,

Date : 10 to 13 March 2016

Time : 9.00am – 5.00pm

Venue : Singapore Expo, Halls 1-6

Admission : Free admission via online registration. Entrance fee of SGD20 applicable after 28 Feb 2016

Organised by : International Furniture Fair Singapore Pte Ltd