

ANNEX C: ABOUT THE AWARD

About the President*s Design Award (P*DA)

The President*s Design Award (P*DA) is Singapore’s highest accolade for designers and design projects across all disciplines. It recognises the achievements of an extraordinary group of people that has positively impacted the lives of Singaporeans and the global community through excellent design.

In 2017, the P*DA was re-launched as a biennial award with a greater emphasis on the impact of design:

1. DESIGNER OF THE YEAR

The Designer of the Year Award is conferred upon the nation’s most outstanding designer(s) with a consistently excellent body of work, and who has made a significant impact in his/her industry. P*DA recognises designers from all disciplines.

2. DESIGN OF THE YEAR

The Design of the Year Award goes to projects that have made a significant impact in one or more of the following areas:

- a. **Enabling economic transformation** – Projects that transform work experiences and businesses through innovative design strategies and processes, change management, innovative products, services and experiences, etc.
- b. **Raising quality of life** – Projects in, but not limited to, housing, healthcare, lifestyle, public spaces, public (or publicly-available) services, transport, education, etc.
- c. **Advancing Singapore brand, culture and community** – Projects that deal with culture and heritage, social and community projects, branding/re-branding, social inclusivity, social bonding, etc.
- d. **Making ground-breaking achievements in design** – Making ground-breaking achievements in Singapore design: Projects that have pushed boundaries in crafts and technical excellence to achieve breakthroughs for the design industry.

The P*DA recognises designs from all disciplines and is jointly administered by the DesignSingapore Council and the Urban Redevelopment Authority.

More information on the P*DA can be found here: <https://pda.designsingapore.org>.

About the DesignSingapore Council (Dsg)

The DesignSingapore Council's (Dsg's) vision is for Singapore to be an innovation-driven economy and a loveable city by design. 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. Dsg is a subsidiary of the Singapore Economic Development Board.

For more information, please visit designsingapore.org

About the Urban Redevelopment Authority (URA)

The Urban Redevelopment Authority (URA) is Singapore's land use planning and conservation agency. Our mission is 'to make Singapore a great city to live, work and play'. We strive to create an endearing home and a vibrant city through long-term planning and innovation, in partnership with the community.

URA's multi-faceted role includes being the main government land sales agent. We attract and channel private capital investments to develop sites that support planning, economic and social objectives. We also partner the community to enliven our public spaces to create a car-lite, people-friendly and liveable city for all to enjoy. In shaping a distinctive city, URA also promotes architecture and urban design excellence.

For more information, please visit www.ura.gov.sg.