

Appendices

I. P*DA 2017/18 Milestones

July 2017	Call for Nominations and Submissions
September 2017	Online shortlisting
October 2017	Validation of Design of the Year submissions (non-architectural) by P*DA Knowledge Partner
November 2017	Jury Session Jury Forums
December 2017	Approval of selected recipients – Minister for Communications and Information, Minister for National Development and President
May 2018	Media Conference
Jul 2018	Award Ceremony
Aug 2018 onwards	Outreach and Engagement Activities

II. List of Jurors



[Mr Dick Powell](#)

Jury Chair of Design Panel;
Chairman, D&AD;
Co-Founder and Chairman of
Seymourpowell (UK)



[Mr Franklin Po Sui Seng](#)

Jury Vice-Chair of Design Panel;
Principal and Creative Director of
Tierra Design (S) Pte Ltd;
P*DA 2015 Recipient
(Singapore)



[Ms Chelsia Lau](#)

Member of Design Panel;
Chief Designer Shanghai
Strategic Design Studio, Ford
Motor Company (China)
(China)



[Ms Teo Lay Lim](#)

Member of Design Panel;
Senior Managing Director,
Accenture ASEAN;
Country Managing Director,
Accenture Singapore
(Singapore)



[Mr Mokena Makeka](#)

Member of Design Panel;
Director, Makeka Design Lab
(South Africa)



[Ms Christina Melander](#)

Member of Design Panel;
Programme Director, Danish
Design Centre
(Denmark)



[Dr Hossein Rezai](#)

Member of Design Panel;
Director, Web Structures Pte
Ltd;
P*DA 2016 Recipient
(Singapore)



[Mr Daan Roosegaarde](#)

Member of Design Panel;
Dutch Artist and Innovator;
Founder of Studio Roosegaarde
(Netherlands)

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[Mr Jackson Tan](#)

Member of Design Panel;
Co-founder & Creative
Director, BLACK Design Pte
Ltd;
P*DA 2007 Recipient
(Singapore)



[Mr Hunter Tura](#)

Member of Design Panel;
President and CEO, Bruce
Mau Design

(US/Canada)



[Mr Chan Soo Kian](#)

Jury Chair of Architecture
Panel;
Principal of SCDA
Architects; P*DA 2006
Recipient

(Singapore)



[Ms Mildred Tan](#)

Member of Design Panel;
Managing Director, Ernst and
Young Advisory Pte Ltd
(Singapore)



[Mr Mark Wee](#)

Member of Design Panel;
Executive Director,
DesignSingapore Council
(Singapore)



[Mr Martin Duplantier](#)

Member of Architecture Panel;
Founder, Martin Duplantier
Architects; President of National
Council "Architecture et Maitre
d'Ouvrage" (AMO)

(France)



[Prof Li Xiaodong](#)

Member of Architecture
Panel;
Principal, Li Xiaodong
Atelier; Professor, Tsinghua
University
(China)



[Mr Raymond Woo](#)

Member of Architecture Panel;
Principal Architect, Raymond
Woo and Associates Architects;
P*DA 2016 Recipient

(Singapore)



[Prof Erwin Viray](#)

Member of Architecture Panel;
Head of Pillar, Architecture and
Sustainable Design, Singapore
University of Technology
and Design (SUTD)
(Singapore)

III. PD*A 2018 Recipients

Designer of the Year		Designation & Company/ Organisation	Design Discipline	Jury Panel
1.	Angelene Chan	Chief Executive Officer, DP Architects Pte Ltd	Architecture	Architecture Panel
2.	Hans Tan	Founder, Hans Tan Studio Assistant Professor, Division of Industrial Design, National University Of Singapore	Product & Industrial Design	Design Panel

Design of the Year		Lead Designer & Company/ Organisation	Area of Impact	Design Discipline	Jury Panel
1.	Mediacorp Campus	Fumihiko Maki Principal, Maki & Associates in collaboration with DP Architects	Enabling Economic Transformation, Raising Quality of Life, Advancing Singapore Brand, Culture and Community, Making Ground-breaking Achievements in Design	Architecture	Architecture Panel
2.	Oasia Hotel Downtown	Wong Mun Summ Founding Director, WOHA Architects Pte Ltd	Enabling Economic Transformation, Raising Quality of Life, Advancing Singapore Brand, Culture and Community, Making Ground-breaking Achievements in Design	Architecture	Architecture Panel
3.	China Fuzhou Jin Niu Shan Trans-urban Connector (Fudao 福道)	Look Boon Gee Founder & Managing Director, LOOK Architects Pte Ltd	Enabling Economic Transformation, Raising Quality of Life, Advancing Singapore Brand, Culture and Community, Making Ground-breaking Achievements in Design	Architecture	Architecture Panel
4.	The Tembusu	Khoo Peng Beng Director, ARC Studio Architecture + Urbanism Pte Ltd	Raising Quality of Life, Advancing Singapore Brand, Culture and Community, Making	Architecture	Architecture Panel

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			Ground-breaking Achievements in Design		
5.	Changi Airport Terminal 4	Yam Kum Weng Executive Vice President, Airport Development & Advisor, Air Hub Development, Changi Airport Group	Enabling Economic Transformation, Raising Quality of Life Advancing Singapore Brand, Culture and Community Making Ground-breaking Achievements in Design	Interior Design, Engineering Design, Systems Design, Experience Design, Product & Industrial Design, Service Design, UX/UI Design, Landscape Design, Design Strategy & Management	Design Panel
6.	The Future of Us Pavilion	Prof. Thomas Schroepfer Professor & Director, Advanced Architecture Laboratory, Singapore University of Technology and Design	Advancing Singapore Brand, Culture and Community, Making Ground-breaking Achievements in Design	Exhibition Design; Engineering Design	Design Panel
7.	The Warehouse Hotel	Chris Lee Creative Director and Founder, Asylum Creative Pte Ltd	Enabling Economic Transformation, Raising Quality of Life Advancing Singapore Brand, Culture and Community Making Ground-breaking Achievements in Design	Interior Design; Visual Communications	Design Panel
8.	weatherHyde	Prasoon Kumar Co-founder & CEO, billionBricks	Raising Quality of Life, Advancing Singapore Brand, Culture and Community Making Ground-breaking Achievements in	Product & Industrial Design	Design Panel

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			Design		
9.	Who Cares? Transforming the Caregiving Experience in Singapore	László Herczeg & Lekshmy Parameswaran Directors, fuelfor design and consulting S.L.	Raising Quality of Life Advancing Singapore Brand, Culture and Community	Design Strategy & Management, Systems Design, Experience Design and Service Design	Design Panel

	Letter of Commendation for Designer	Designation & Company/ Organisation	Design Discipline	Jury Panel
1.	Toh Yah Li	Partner, Light Collab LLP	Lighting Design	Design Panel

DESIGNER OF THE YEAR (ARCHITECTURE PANEL)

Angelene Chan
CEO, DP Architects Pte Ltd

JURY CITATION

In her 26 years in the architecture industry, Angelene has worked on a variety of award-winning projects. They include Republic Polytechnic, which was designed in collaboration with Maki and Associates, and the Sunray Woodcraft Construction Headquarters. Both projects received the President's Design Award in 2009 and 2015, respectively.

To reposition DP Architects for the new challenges ahead, Angelene has cultivated a design culture within the firm. Her drive for innovation has also led to the establishment of typology research groups in the firm, a move which will surely push DP Architects to the frontiers of design.

As an industry leader, Angelene understands and exemplifies the multi-faceted role of an architect. Her commitment to working in collaboration with the various stakeholders, professions and communities is exemplary and demonstrates the importance of achieving the best outcomes as a team.

For being a role model to the architecture profession, Angelene is a deserving recipient of the award.

ABOUT ANGELENE CHAN

Angelene Chan is the Chief Executive Officer of DP Architects and its group of companies.

A practising architect, Angelene's design philosophy is rooted in her belief in the qualitative nature of architecture. She pursues an architecture driven by its users while remaining sensitive to its context and environment, so as to create spaces that are meaningful and enriching. She applies this design ethos to her projects, big and small, across varied typologies.

Angelene places users' needs over and above any overarching style, this approach gives her the agility as a designer. Her portfolio of works, comprising a broad spectrum of projects across various typologies, geo-location and scale, is a testament to this. From Noon Square in Seoul, Wisma Atria in Singapore and The Dubai Mall; from Sunray Woodcraft Construction Headquarters to Paya Lebar Quarter; and Mariner's Quarter in London and Bonnevaux Meditation Centre in Poitiers, France – each is a design exploration and iteration of the relationship between people and space, as well as between design and socio-economic impacts. Her successful completion of notable large-scale projects has put DP and Singapore design on the map. Her design contributions have been acknowledged with multiple design awards, including the President's Design Award, Singapore's highest design honour, three times.

Angelene is also recognised by the architecture fraternity as a design leader for the initiatives she has put in place to transform DP Architects, Singapore's largest architecture firm. Her push for idea exchange and design innovation has brought about knowledge-sharing initiatives that deepened DP's collective design capability, winning the practice international design awards. She now focuses on nurturing an internal learning environment that promotes design intelligence by leveraging new technologies and continual peer review.

Angelene directs the strategic expansion of DP Architects internationally. She has extended DP's global presence in recent years with projects in Australia, France, India, Kazakhstan, South Korea, Malaysia, Poland, Vietnam, UAE, and the United Kingdom. Since 2015, she has established DP offices in London, Istanbul, Bangkok, Hanoi and Ho Chi Minh City. Today, standing at 1,300 strong with 17 global offices, DP has been ranked the world's 8th largest architectural firm in the 2018 World Architecture (WA)100 survey.

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Angelene sits on Singapore's Board of Architects and the board of the Urban Redevelopment Authority. She served as a council member of the Singapore Institute of Architects (2011-2015) and as chair of its Publications Committee (2012-2015) where she produced publications that aimed to increase awareness of the profession and its impact on the built environment. She is a mentor with the Urban Land Institute Women's Leadership Initiative and the Young Women's Leadership Connection, and has been a council member of Dover Park Hospice since 2010.

DESIGN OF THE YEAR (ARCHITECTURE PANEL)

Mediacorp Campus

JURY CITATION

Mediacorp Campus is a simple expression of a complex spatial programme. Situated on a long triangular site in the One-North Business Park, the architects have articulated the building as artfully assembled volumes containing the three primary functions of Broadcast Theatre, Broadcast Centre and Corporate Office.

The juxtaposition of volumes creates a public connection at ground level that serves as a gateway to Mediapolis and its adjoining park. The semi-reflective façade is a metaphor for a vessel of media and information that echoes its surroundings and changes subtly throughout the day. Conceived as a collaborative campus, the work spaces are designed to create opportunities for informal gatherings, unified by a four-storey central atrium envisioned as a communal living room.

The skilful organisation of spaces into a coherent vertical media city impressed the Jury and it is a remarkable feat given the campus' enormous size and tight security requirements. The flexible spatial arrangement and well-planned interfaces between the different levels foster interaction and communication — mirroring the ethos of a progressive and transparent media company.

ABOUT MEDIACORP CAMPUS

This project relocates Mediacorp, the key broadcaster in Singapore, from the 7-hectare Caldecott Hill site that it had occupied since 1966 to a 1.5-hectare site in Mediapolis in One-north, Buona Vista. The new Media Complex is the anchor tenant in the new media hub in Mediapolis.

Mediacorp wanted to transform its existing operations by reinventing its facilities both socially and through infrastructure. Unveiling opportunities for it to evolve into a global media company, Mediacorp will focus on production of integrated creative content for the digital era. Beyond meeting the operational needs, the fenceless campus inspires and attracts visitors by showcasing unique experiences of broadcast to achieve seamless public engagement.

As a comprehensive media complex the brief required a 1,549-seat broadcast theatre, broadcast centre (including studios, news-/radio-plex, and technical production facilities), corporate offices for 3,000 employees and public engagement venues such as exhibition/media galleries, tour routes, restaurant/cafes and gift shop.

The greatest challenge was in legibly organising the diverse set of programs totalling 80,000m² onto a tight triangular site of 1.5 hectares. The adjoining park as part of the Mediapolis masterplan existed 7.5m above street level as well.

The planning required the achievement of clear zoning and proximities for functionality and serviceability for technical staff, employees, VIPs, visitors and goods. The success of independent but interwoven movement systems is, in other words, the essential lifelines for a broadcast centre unlike any other building type, determining its long term sustainability.

LEAD DESIGNER

Fumihiko Maki
Principal
Maki and Associates in collaboration with DP Architects

ABOUT FUMIHIKO MAKI

Fumihiko Maki was born in 1928 in Tokyo, and educated at University of Tokyo (BS Arch), Cranbrook Academy of Art and Harvard University Graduate School of Design (M.Arch). Prior to returning to Tokyo in 1965 to open his own firm, Maki worked in the offices of SOM and Sert Jackson and Associates, as well as, the campus planning office of Washington University in St. Louis.

Maki has maintained an active interest in education while continuing to grow his 45-person practice. While living in the United States, he taught architecture and urban design at Harvard and Washington University. After returning to Japan, he became a professor at Tokyo University, where he taught architecture until 1987. Maki has lectured extensively in Japan, the United States and Europe. His collective writings were published in the volume, *Nurturing Dreams*, by MIT Press in 2008.

Maki has been honored with many of the profession's highest accolades, including the Wolf Prize from Israel in 1988, the Thomas Jefferson Medal in Architecture in 1990, the Gold Medal of the UIA in 1993, the Arnold Brunner Prize from the American Academy of Arts and Letters in 1999, and the Praemium Imperiale from the Japan Arts Association in 1999. Acknowledging Maki's commitment to master planning and his profound understanding of physical, social, and historic conditions involved in this discipline, Harvard University awarded him the Prince of Wales Prize in Urban Design in 1993.

Foremost among Maki's many distinctions is the Pritzker Prize - often regarded as the "Nobel Prize for Architecture" awarded to Maki in 1993. In 2011, the American Institute of Architects honored Maki with its highest accolade, the AIA Gold Medal.

ABOUT MAKI AND ASSOCIATES

Maki and Associates is an internationally recognised architectural and urban design firm based in Tokyo, Japan, involved in projects worldwide. The firm was founded in 1965 by Principal, Fumihiko Maki, a modernist who has fused the best of both eastern and western cultures and whose firm's work is intelligent and artistic in concept and expression, meticulously achieved where detailing gives the work its rhythm and scale. Regardless of building type, size or locale, the firm approaches the creation of architecture as discovery, not invention and as a cultural act in response to the common imagination of the time. The projects consistently create spaces where human activities are both physically and mentally enhanced, and where a sense of public character develops. Maki and Associates is led by its founder and directors, of whom Gary Kamemoto oversees the firm's international projects. The firm's recent work includes the award winning 4 World Trade Center in New York, Aga Khan Museum in Toronto and winner of the 2009 Singapore President's Design Award, Republic Polytechnic Campus.

ABOUT DP ARCHITECTS

Founded in 1967, DP Architects was guided by a deep concern for the environment to enrich the human spirit and experience with a conscious effort towards creating architecture of excellence. Evolving in tandem with Singapore's nation building, DP has been instrumental in shaping the country's remarkable built environment. Now, One Global Studio with 17 international offices and 8 specialist subsidiaries, DP has expanded internationally with a firm belief in the ideals in architecture and the built environment, playing a part in the evolution of cityscapes across 77 countries.

Driven by a philosophy devoted to place-making and the shaping of a sustainable public domain and civic society, DP provides a range of expertise from architecture, urban planning, interior design, landscape design, and lighting design to engineering, sustainable design and project management. Sensitive to their context and the environment, DP Architects aims to improve the quality of life of people and communities through buildings and spaces. Among its works are Esplanade Theatres on the Bay, The Dubai Mall, Singapore Sports Hub and Sengkang General & Community Hospitals.

DESIGN OF THE YEAR (ARCHITECTURE PANEL)

Oasia Hotel Downtown

JURY CITATION

Oasia Hotel Downtown is a mixed-use hotel and commercial development that envisions what a tropical skyscraper could be. The extensive use of landscaping is unprecedented, achieving green cover over 10 times the area of the building site.

The architects have configured a series of L-shaped floor plans, rotated at 180 degrees in relation to each other, to create shadows through space instead of façade treatments. The four corner cores allow for the creation of unobstructed central voids that effectively duplicate the ground plane at four different levels. This creates sky gardens for recreation and social interaction while opening out views to various parts of the city.

As the creeping plants cover the building skin, the red mesh façade cladding recedes into the background, marking the passage of time. The living tower addresses the loss of green spaces within the fabric of the city by reintroducing biodiversity and providing visual relief not only within the building but outside as well.

The Jury commends the architects for making a bold statement by reinventing the typology of mixed-use towers in the city and creating a biophilic environment, where nature and urban development can coexist harmoniously.

ABOUT OASIA HOTEL DOWNTOWN

The Oasia Hotel Downtown stacks four garden neighbourhoods and envelops them in a green and scarlet living skin. The Oasia Hotel Downtown has redefined the tropical skyscraper.

The brief was to create a distinctive and stylish landmark, a mixed-use development, 40 percent of which would be small offices. Developer Far East Organization saw the opportunity for compact office units as part of the development, with value-added features such as high ceiling heights, flexible work spaces, shared meeting spaces and recreational facilities, which are scarce in the CBD and would appeal to the entrepreneur and SME sector. The remaining 60 percent comprise the downtown location of the Oasia Hotel chain, Far East Organization's flagship hotel brand, catering to business travellers as the prime location provides work accessibility to the CBD, entertainment, and lifestyle hubs.

LEAD DESIGNER

Wong Mun Summ
Founding Director,
WOHA Architects Pte Ltd

ABOUT WONG MUN SUMM

Wong Mun Summ is the joint founding director of WOHA, one of Southeast Asia's best known and most awarded architectural practices based in Singapore. Wong Mun Summ graduated with Honours from the National University of Singapore in 1989 and is a member of various Design Advisory Panels in Singapore.

Wong Mun Summ formed WOHA as a partnership with Richard Hassell in 1994. WOHA's architecture is notable for its constant evolution: no two buildings adopt the same 'style', as each project constitutes a specific response to the potential of the programme and the site. Environmental principles have always been fundamental to WOHA's designs.

Together with Richard Hassell, WOHA conducted a Design Studio at the Singapore University of Technology and Design in 2016. WOHA exhibited an invited, solo exhibition at The Skyscraper Museum

in New York in 2016. They have also participated at the 2016 Venice Architectural Biennale. In conjunction with their installation in Venice, WOHA launched a new book, titled "Garden City Mega City", which shares strategies for the burgeoning mega cities of the tropical belt.

ABOUT WOHA

The architecture of WOHA, founded by Wong Mun Summ and Richard Hassell in 1994, is notable for its constant evolution and innovation. A profound awareness of local context and tradition is intertwined with an ongoing exploration of contemporary architectural form-making and ideas, thus creating a unique fusion of practicality and invention. WOHA conceptualises all aspects of the architectural process, and environmental principles have always been fundamental to the work of the practice, which is guided by a commitment to responsive place-making and to the creation of an invigorating and sustainable architecture.

WOHA have developed a unique approach to tropical architecture and urbanism, weaving landscape and community space through porous structures. WOHA launched a new book at the 2016 Venice Biennale, called Garden City Mega City, which shares strategies for the exploding mega cities of the tropical belt. In the book, WOHA showed how integrated landscape, architecture and urbanism can improve quality of life within high density environments. In the book WOHA proposed five new ways to evaluate the success of projects - Green Plot Ratio, Community Plot Ratio, Ecosystem Contribution Score, Civic Generosity Index, and Self Sufficiency Index - and to ensure projects achieved social and environmental sustainability.

WOHA's built projects – throughout Southeast Asia, China, and Australia – range from apartment towers to luxury resorts, mass transit stations, condominiums, hotels, educational institutions, and public buildings. WOHA have won an unprecedented number of architectural awards for a Southeast Asian practice: from an Aga Khan Award in 2007 for 1 Moulmein Rise apartment building, to the RIBA Lubetkin award for The Met Bangkok in 2011, to their World Architecture Festival award winners in such diverse categories as education (School of the Arts), holiday (Alila Villas Uluwatu resort), and transport (the Bras Basah MRT station). Their Platinum Green Mark-rated PARKROYAL on Pickering hotel, which opened in 2013, is now one of Singapore's most iconic buildings. It received the 2015 Urban Habitat Award from the Council of Tall Buildings and Urban Habitat, the 2014 Design for Asia Award Grand Award and the 2013 World Architecture News Hotel of the Year Award.

DESIGN OF THE YEAR (ARCHITECTURE PANEL)

China Fuzhou Jin Niu Shan Trans-Urban Connector (Fudao 福道)

JURY CITATION

China Fuzhou Jin Niu Shan Trans-Urban Connector, otherwise known simply as Fudao, is an urban scale project that activates a once inaccessible part of the city. It has transformed a physical barrier into a series of vibrant social spaces along the 19-kilometre stretch and provides people in the region with an urban relief in the dense cityscape.

The design is sensitive and intimate. An innovative modular construction system minimised the construction footprint to retain the natural vegetation. The lightweight steel elements retreat into the lush background and allow the surrounding nature to take centre stage. There is a sense of lightness created by the rhythmic placement of the steel elements on the walkway. Universal design features ensure inclusiveness for everyone.

Fudao is a thoughtful design that is well-executed and integrates into its surrounding greenery. The Jury acknowledges how the project has rejuvenated the area and established a connection between the undulating mountain landscape and the city. This has drawn people into the delight of a lush, natural and green environment and put Fuzhou on the world map.

ABOUT FUDAO

The Fuzhou Trans-Urban connector or Fudao is a 19km elevated pedestrian walkway system that weaves through the hillside forests of Jinniushan in Fuzhou, China. The walkway provides relief to the dense urban environment and unlocks the potential of the forested hinterland for public enjoyment. At an urban scale, the elevated walkway improves public accessibility and connects the city to the Jinniushan forests stretching north-east of Minjiang and a future commercial hub in the north. It reclaims the potential of the rich natural hinterland forests of the city as both an ecological and cultural resource for its citizens by providing a “green lung” as a counterpoint to the rapid urban growth of the city while exemplifying an awakened local consciousness to improve the lives of city dwellers by bringing nature within reach of all.

Ten different entrances link the network – each celebrated by a bold urban intervention that augments the urban fabric. These environmental enhancement works complement the walkway system by transforming the marginal character of the mountain that was once characterised by army camps and graves. The different interventions variously include a columbarium complex for rehousing exhumed graves, the rehabilitation of an abandoned quarry as a new visitor’s centre and the conversion of an existing bus depot into an F&B hub and main entry point.

At a more intimate scale, the public enjoyment of the hillside forests is enhanced through sensitive design that preserves as much as possible the natural greenery of the mountain. Careful attention has also been made toward universal design provisions in ensuring a constant 1:16 gradient to the walkway that allows for both the able-bodied and less-abled to enjoy the walkway. Modern conveniences including rest shelters, observatories and tearooms with wash facilities have also been included along the walkway.

LEAD DESIGNER

Look Boon Gee
Founder & Managing Director
LOOK Architects Pte Ltd

ABOUT LOOK BOON GEE

Look Boon Gee is the managing director of LOOK Architects, which he founded in 1993 with partner Ms Ng Sor Hiang after receiving his architectural education and training in Australia.

From the start of each design process, the team of dedicated architects begins working closely with partners to drive the cross-fertilisation of ideas, towards the realisation of creative and holistic design solutions. Look Boon Gee sees architectural and urban design as a creative endeavour that is capable of making the world a better place.

He is also a prominent figure in the field of architectural design, having been conferred the most prestigious accolade – the President's Design Award's Designer of the Year in 2009. He is a member of the URA's design advisory panel, board member of Board of Architects and corporate member of Singapore Institute of Architects. Regionally, he is recognised as an Asian architect doing inspiring works in Southeast Asia and China.

ABOUT LOOK ARCHITECTS

LOOK Architects, an internationally acclaimed practice based in Singapore, was founded in 1993 by Look Boon Gee and partner Ms Ng Sor Hiang. The practice believes in combining the latest advances in building technology with techniques that draw inspiration from vernacular tradition, synthesising refreshing and sustainable designs sensitive to the local context.

DESIGN OF THE YEAR (ARCHITECTURE PANEL)

The Tembusu

JURY CITATION

The Tembusu is a condominium skilfully wrapped with the delicate threads of nature, resulting in a breathing and living façade. There is a refreshing sense of rhythm and a dichotomy of scale that provides for a comfortable environment.

The intimate spaces are achieved by the adoption of slender structural elements holding the elevated pathways and the creation of transitional zones, which provide shade and shelter at different levels of the project. The public circulation is extended to the elevated landscaped pathways and wrapped around the units to create a community experience that the Jury recognises. Link bridges provide for the continuity of communal spaces, and yet the articulation of the spaces does not compromise the privacy of the dwelling units. Passive features that are integrated into the landscape provide comfort for the occupants and contribute to sustainable living.

The Jury commends The Tembusu's refreshing elevated communal spaces and how they exemplify the possibilities of high-rise, high-density living in the tropics.

ABOUT THE TEMBUSU

The Tembusu is a residential condominium in Singapore that comes with unique architectural and landscape features. One of its features is that the delicate threads of nature around the columns interweave with the architecture to create an organic, living façade, bringing the landscape closer to the residential units. It also creates an impression that the landscape drapes over two sky links, creating an even more intimate experience with nature. The vertical green elements throughout the levels help to soften the overall façade of the building, while also acting as buffer zones to blur out the public and private boundaries.

The development also has an interesting water feature that captures and retains rainwater, giving rise to meandering streams within the lush landscape. The Tembusu promises a bouquet of luxurious facilities throughout the development, which includes various sizes of pools, thematic pavilions, and private club house. The sky links at various levels increases the connectivity to the other blocks, which promotes social interaction among residents. The sky pods at the sky gardens, as well as at the herb garden on the 18th storey, are other intimate spaces to provide residents with opportunities to communicate, while at the same time offering beautiful high level views.

LEAD DESIGNER

Khoo Peng Beng
Director
ARC Studio Architecture + Urbanism Pte Ltd

ABOUT KHOO PENG BENG

Khoo Peng Beng has been practising as an architect in Singapore for more than 20 years. He graduated from the National University of Singapore, winning the Board of Architects Award for Best Final Year Thesis in 1993. He founded his architectural practice ARC Studio with his wife Belinda Huang in 1998. Their works are process-driven and have earned a reputation for being dynamic and innovative. He brings to all his work a research-based approach to design and believes firmly that a well-designed environment can promote overall wellbeing, a sense of belonging and meaning to the community. He brings the same level of care and thoughtfulness to all his projects, big or small.

One of his most iconic works, the Pinnacle@Duxton, has redefined high-rise, high-density public housing and shown that living closer together can be sustainable, green and even fun. The project has been

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recognised globally and has won prestigious awards like the CTBUH Best Tall Building in Asia Australasia, WAF Best Residential Building in the world, FIABCI Prix d' Excellence Awards, ULI Awards for Excellent 2010 and the highest accolade in Singapore, the President's Design Award. Peng Beng's interest in the design of high-density urban environment has been exhibited at the Venice Biennale, Sao Palo Biennale and other national and international exhibitions.

He was the lead curator of the Singapore Pavilion at the 12th International Architecture Exhibition (La Biennale di Venezia) held in 2010 in Venice, Italy. Titled "1000 Singapores, A Model of the Compact City", the exhibition made the headlines in worldwide media with its bold statement that 1,000 Singapore could house the entire world's population using only 0.5 percent of the Earth's land area. The follow up in 2015, "1000 Singapores: Eight Points of the Compact City" was exhibited at the prestigious Cite' de l'Architecture et du Patrimoine in Paris and was extremely well received.

Peng Beng is now developing projects for a truly human city that incorporates ecology, mobility, care programmes, energy, architecture and technology in an effort to address the need for balance between the life support services of our planet and the extreme human needs of our generation. Peng Beng brings deep thought on sustainability and the long term need of human civilisation to all his work. He is now working to complete projects in Singapore, Kuala Lumpur, Kolkata and Mumbai.

ABOUT ARC STUDIO ARCHITECTURE + URBANISM

ARC Studio seeks to inspire the human spirit through architecture. It looks for the elegant solution that addresses all possible requirements and the studio cares deeply about the world and the sustainability of its projects.

Founded in 1998 by Khoo Peng Beng and Belinda Huang, ARC Studio's process-driven works have earned them a reputation for being dynamic and innovative. Their high-density public housing, Pinnacle@Duxton has won prestigious awards from around the world. For the 2010 Venice Biennale, they co-curated 1000 Singapores, an exhibition that boldly proposed how a thousand cities like Singapore can house the entire world's population using only 0.5 per cent of the earth's land area.

In 2013, Laurence Liew joined ARC Studio as a director, bringing an immense body of experience having headed challenging projects, including the waterfront development Reflections at Keppel Bay. ARC Studio is currently involved in the delivery of projects of varying scales and complexity in Singapore, Kuala Lumpur, Kolkata and Mumbai.

DESIGNER OF THE YEAR (DESIGN PANEL)

Hans Tan

Founder, Hans Tan Studio

Assistant Professor, Division of Industrial Design, National University of Singapore

JURY CITATION

Hans Tan personifies contemporary Singapore design through a rich and diverse portfolio that is proudly and poetically Singaporean. From his thoughtful reconstructions of Peranakan vases to his downloadable 3D-blueprints for the ubiquitous “coffeeshop chair”—these surprising, delightful explorations by Hans reflect his country’s ongoing search to balance heritage and modernity, craftsmanship and mass production, local concerns and a global vision.

The Jury applauds Hans’ belief to “stay authentically local and the world will come.” His conceptual rigour and innovative processes have resulted in works that are at once artistic and yet firmly practical. Underlying them all is a relentless desire to ask difficult questions about the nature of design: what is its value, meaning, relevance and potential? This is what resonates with the multi-cultural and multi-disciplinary Jury, and the museums, galleries and clients around the world who have commissioned him on a wide range of projects. Through his pursuit of Singapore-centred design, Hans has put his home country on the world map.

Beyond the strength of his portfolio, Hans has an equally impressive ambition to transform the Singapore design community through education. As an Academic Head and Assistant Professor for Industrial Design at the National University of Singapore, he has conceived and run courses that use design to achieve creative breakthroughs and has won awards for excellence in teaching. As a designer who has made significant impact beyond his studio practice, Hans is utterly deserving of this award.

ABOUT HANS TAN

Hans Tan is a designer and educator based in Singapore. He works on projects that are self-initiated, producing works that tiptoe on the boundaries between design, craft and art. He believes that design not only helps us “do”, design also helps us “understand”. His independent design practice deploys design as a medium, making use of utility as a pretext for visual discourse, while maintaining a keen focus in developing materials and processes. The embedded narratives in his works comment on design and its industry as a phenomenon, especially in the context of heritage, consumption and waste.

In 2009, Hans named by Designnet magazine Korea as one of 36 Young Asian Designers, and was a winner of the Martell Rising Personalities Award 2009, which honours individuals from different creative fields who are passionately driven to push beyond the boundaries of success. His works have been shown in exhibitions such as “Singletown” at the Venice Biennale, “Surface art/design” in Dortmund and Cologne, “No Boundaries” at ArtStage Singapore, and “Beauty” at the Cooper Hewitt Design Triennial, Smithsonian Design Museum New York, “Shifting Objectives” at M+ Museum, Hong Kong, and “Local Icons East/West” at MAXXI Museo, Rome. He was awarded with the distinction of “Les Découvertes” (best innovative product) at the fall edition of Maison et Objet 2012 in Paris, and he is a two-time winner of Design of the Year at the President’s Design Award, Singapore’s highest design accolade. His works are held in private collections, as well as public permanent collections at the National Collection of Singapore; M+ Museum for Visual Culture, Hong Kong; and the Cooper Hewitt Smithsonian Design Museum, New York.

Hans has also actively engaged in curatorial work and has produced several exhibitions with a keen interest in the discursive capacity of design to engage public perceptions. As an educator, his penchant for design pedagogy is guided by the concept of deformative inquiry, developing imaginative thinking tools that provide novel approaches to the design process based on generative deformations, use of language and systematic reflection. The student works developed under his supervision have garnered many international awards, and he is three-time winner of the Annual Excellent Teaching Award from the National University of Singapore, where he is an assistant professor at the Division of Industrial Design.

DESIGN OF THE YEAR (DESIGN PANEL)

Changi Airport Terminal 4

JURY CITATION

Singapore Changi Airport Terminal 4 (T4) is a study in the design of user experiences. We all travel and fly, and airports are often one of the biggest pain points of the journey. T4 has transformed the airport experience by redesigning almost every aspect of the traveller's interaction with staff, systems and processes.

This could only have been possible through meticulous research and stakeholder engagement. The design team's ethnographic examination of user journey and needs was almost forensic in its commitment to detail. Stakeholders, vendors and partners were extensively engaged on the team's vision. The entire user journey was comprehensively stitched together — with impressive attention to its every aspect.

A key aspect of the systemic redesign of check-in, immigration and security processes is the use of technology with a heart. The automation of many functions, from cleaning to baggage check-in, has redesigned job scopes and noticeably freed up staff to interact meaningfully with travellers. High-stress moments at security screening are mitigated with clever placement of room-spanning video screens displaying content that soothes. Kinetic artwork and installations throughout the terminal provide moments of theatrical magic and virtual ballet.

The T4 team — a group of designers, maintenance staff and management united by a common goal — has broken new ground in transforming the airport experience with an underpinning philosophy of “making every single act better”. The result is something delightful, surprising and uplifting.

ABOUT CHANGI AIRPORT TERMINAL 4

T4 was designed with a vision that travel can be fun, vibrant, and positively surprising. It leverages innovative concepts and technology to improve efficiency and productivity. T4 presents a new travel experience that engages passengers' senses and emotions, with its boutique design, immersive art programme, heritage zone and lush greenery.

T4 addresses capacity needs ahead of demand for Changi Airport, adding capacity for another 16 million passengers per annum (mppa). It presents an opportunity to test-bed new operational concepts and cutting-edge technology, which enhance passengers' experience, and improve operational efficiency and productivity.

Changi Airport Group's (CAG) design brief was for T4 to be a “terminal like no other” with its distinctive character that will further strengthen Changi's competitive edge.

In the fast-changing aviation business and operating environment, CAG also wanted to future-proof T4 against shifting business models. Hence, T4 was designed with flexibility to re-configure functional spaces to meet evolving business and operational needs.

A key design challenge was how to make the terminal appear larger and deliver a feel of exclusivity to its users despite T4 being constructed on a relatively small plot of land. In addition, given the wide range of passengers that Changi serves, the terminal has to cater to varying needs of the ageing population, family groups and diverse international clientele etc. T4 gave CAG the opportunity to re-design airport processes such as check-in, immigration, and security to be an experience in themselves, with the potential to entertain and delight passengers.

LEAD DESIGNER

Yam Kum Weng
Executive Vice President, Airport Development
& Advisor, Air Hub Development
Changi Airport Group

ABOUT YAM KUM WENG

Yam Kum Weng serves as an Executive Vice President of Air Hub & Development at Changi Airport Group (Singapore) Pte. Ltd. Previously, he served as the Senior Director of Changi Airport team from October 2006 to April 2008, and was responsible for operating Abu Dhabi International Airport. He served as Senior Director in-charge of air hub development of Changi Airport from June 2007 to June 2009, and oversaw the marketing of Changi Airport to airlines, cargo companies and passengers.

He served as leader of the Singapore delegation in bilateral air services negotiations. He started his career with the Civil Aviation Authority of Singapore in 1990 and has accumulated 20 years of experience in various management roles ranging from airport commercial development, airport management, aviation policy formulation, air traffic rights negotiations to air hub development.

Yam Kum Weng has held various leadership roles in the Civil Aviation Authority of Singapore. As Director of Airport Management from 1999 to 2004, he led his team to win numerous world's best airport awards for Changi Airport. He served as a Non-Executive Director of Beijing Capital International Airport Company Limited from June 12, 2009 to March 21, 2013. He was awarded the Public Service Medal (Silver) by the President of the Republic of Singapore in 2003. He graduated from the National University of Singapore with a Bachelor of Science Degree (Honours) in 1990 and has a Master's Degree in Business Administration from the Nanyang Technological University of Singapore.

ABOUT CHANGI AIRPORT GROUP

As the airport company managing Changi Airport, Changi Airport Group undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. Since the inaugural flight took off from Singapore's Changi Airport in 1981, the airport has grown in over three decades from an annual passenger traffic of eight million to over 60 million today. Changi Airport has also established itself as one of the world's most awarded airports, with more than 550 accolades under its belt. CAG defines itself through service and aspires to be the world's leading airport company.

DESIGN OF THE YEAR (DESIGN PANEL)

The Future of Us Pavilion

JURY CITATION

The Future of Us Pavilion is a bold move in the Singapore design landscape. The successful form-finding exercise as a means of determining an intrinsically efficient structural and load-resisting form is commendable.

Through the parametric and algorithmic approach, the designers have created a futuristic structure that has pushed the boundaries of design, fabrication and construction methods. The high level of integration between digital technology and building processes allowed for the rapid production of a large number of individual micro-forms that make up the overall structure. The pavilion form also optimises material usage and minimises the embodied carbon footprint. This makes the pavilion a forerunner to many impressive current and future buildings. Such successful utilisation of innovative technologies point the way forward for the industry to adopt similar design and construction methods.

In 2017, the pavilion became a permanent landmark in the Gardens by the Bay. It plays host to important public festivals and events, and continues to be well-loved by visitors. This makes it a valuable public asset that contributes to advancing Singapore community and culture.

The Jury applauds the design team for a project that is leading the way towards the future of structure, architecture and design in Singapore and beyond.

ABOUT THE FUTURE OF US PAVILION

Located between Singapore's Marina Bay Sands and Gardens by the Bay, The Future of Us Pavilion aspires to follow the grand tradition of demonstrative expo structures by exploring a new dialogue between built form and nature for the tropics based on advanced design technology.

In 2015, the Future of Us Pavilion housed the capstone event for Singapore's 50th anniversary (SG50) celebrations. In the words of Mr Benny Lim, Chairman of The Future of Us Exhibition Steering Committee, the objective of the event was, "to ensure that beyond the visitors' memories of experiencing an exciting immersive multi-sensory treatment of its narrative content, there would also be a more permanent functional structure which would stand beyond 2015 to symbolise hope, optimism, energy and passion of Singaporeans, especially our young, for the future."

The Pavilion's site at Gardens by the Bay presented the design team with the opportunity to explore a new dialogue between built form and nature for the tropics based on advanced design technology. This approach had its beginnings in an award-winning pavilion project, which SUTD first exhibited at the Venice Biennale 2014. Upon its return to Singapore and subsequent exhibition at the National Design Centre, it caught the eye of The Future of Us Steering Committee. Says Mr Lim, "When we came across the display of the SUTD prototype of the design at the National Design Centre, we decided to invite SUTD to build a full-scale structure of the design to become the Pavilion for the Future of Us Exhibition. This, in my mind, was one of the best decisions the Steering Committee made because the Pavilion became the most iconic and distinct image remembered by most if not all who visited the exhibition, synonymous with its theme of confidence and faith in Singapore's future."

SUTD faculty, researchers and students took on a leading role in the design of the Pavilion that was realised in under six months as part of a project team that included the engineers S.H. Ng and Passage Projects, the builder Protag Tetra and the general contractor Pico Art International.

LEAD DESIGNER

Prof Thomas Schroepfer

Professor, Architecture and Sustainable Design and Director, Advanced Architecture Laboratory
Singapore University of Technology and Design

ABOUT PROF THOMAS SCHROEPFER

Thomas Schroepfer holds doctoral and Master's degrees with Distinction from Harvard University. He began his academic career at Harvard's Graduate School of Design, where he was appointed Assistant Professor of Architecture in 2004 and Associate Professor of Architecture in 2008. He was named Full Professor after joining SUTD in 2011, where he became Founding Programme Director and Associate Head of Pillar of Architecture and Sustainable Design and concurrently serves as Co-Director of the SUTD-JTC I3 Centre. He held visiting professorships at the Massachusetts Institute of Technology, Swiss Federal Institute of Technology and National University of Singapore. In 2015, he was appointed Member of the Swiss Federal Institute of Technology Future Cities Laboratory Steering Committee. He has published extensively on his work. His book publications have been translated into several languages and include *Dense + Green: Innovative Building Types for Sustainable Urban Architecture* (2016), *Ecological Urban Architecture: Qualitative Approaches to Sustainability* (2012) and *Material Design: Informing Architecture by Materiality* (2011).

ABOUT THE ADVANCED ARCHITECTURE LABORATORY, SINGAPORE UNIVERSITY OF TECHNOLOGY AND DESIGN

The Advanced Architecture Laboratory (AAL) at the Singapore University of Technology and Design (SUTD), founded and directed by Professor Thomas Schroepfer, investigates the increasingly complex relationship between design and technology in architecture. AAL's research and design projects relate to advances in environmental strategies, materials, building structure and form, performance and energy, computer simulation and modelling, digital fabrication and building processes.

DESIGN OF THE YEAR (DESIGN PANEL)

The Warehouse Hotel

JURY CITATION

The Warehouse Hotel has set the benchmark for a Singaporean boutique hotel. Housed in a restored *godown* (the local term for “warehouse”), the hotel marries the celebration of heritage with modern design finishes that make it relevant today and brings it into the future.

The Jury is absolutely amazed by the standard of design execution — all touchpoints have been exquisitely considered, from the respectful treatment of the hotel's existing architectural fabric, to the wonderfully inventive use of space, colour, light and tectonics in its interiors. Having 37 rooms in the building, each with its unique character, is a design feat. The hotel's meticulously crafted design language also permeates the furniture, accessories, communications collaterals and brand identity.

The care and attention paid to the restoration of the hotel has resulted in wide-ranging economic, social and emotional impact. Besides achieving consistently high occupation rates and repeat visitation rates, the design intervention has revived a place of social significance that had fallen into a dilapidated state for years. The restoration has since enlivened the area, rebuilt memories and made heritage relevant to the younger generation and those who have not encountered the original building.

Ticking all boxes for urban conservation, heritage, design and impact, The Warehouse Hotel has raised the bar for what a boutique hotel could be; the Jury is in agreement that “it has given something back to Singapore.”

ABOUT THE WAREHOUSE HOTEL

The Warehouse Hotel, a 37-room boutique hotel rich with heritage, is the first hotel in Singapore to be housed in a restored *godown* or warehouse. In its design concept, Asylum revisited Singapore's forgotten history, marrying the historical industrial touches with modern luxurious design finishes.

The client wanted to design a unique and intimate hotel to compete in the boutique hotel category, differentiated by a contemporary design with a hint of Singapore's unique heritage and a touch of glamour and luxury. They wanted the hotel to engage with worldly travellers, be it for business or pleasure, who are looking for a hotel that offers experiential and thoughtful design.

Through research, Asylum discovered the rich history of the hotel. When the warehouse was built in 1895, its vicinity was not just Singapore's flourishing trading port but also a hotbed of secret societies, underground activities, and illegal liquor distilleries. In the 1980s, the former *godown* was converted into a disco club, which was then left vacant for decades before the owners transformed it into The Warehouse Hotel. This acted as Asylum's design principle as it weaved in luxurious touches to strike a balance between old and new.

Due to the unique ceiling structure and the challenge of not having natural daylight in the rooms, Asylum sought to carve out pockets of windows, leaving only three rooms without natural daylight. The challenges turned out to be the unique selling point for the hotel where no two rooms are the same.

PRESIDENT*S DESIGN AWARD SINGAPORE

LEAD DESIGNER

Chris Lee
Creative Director & Founder
Asylum Creative Pte Ltd

ABOUT CHRIS LEE

Chris Lee is the founder and Creative Director of Asylum, one of the most respected creative companies in Asia. Chris is the recipient of the President*s Design Award Designer of the Year in 2009 and Design of the Year in 2010. He has served as a juror for many of the top international creative awards such as D&AD, Red Dot, The One Show and Tokyo Type Directors Club.

Chris is also a founding member and ex-President of The Design Society, a non-profit organisation that aims to promote visual culture through exhibitions, workshops and education.

ABOUT ASYLUM CREATIVE PTE LTD

Asylum is one of Asia's foremost creative agencies integrating branding and spatial design. Since its inception in 1999, Asylum has focused on cross-disciplinary projects that include interactive design, product development, environmental and interior design, packaging, apparel design, branding and graphic design. The studio's work has won more than 100 international awards and has been featured in numerous publications across the globe.

Best defined as an unconventional maverick in the creative sphere, Asylum's unique understanding of commerce and art has resulted in exponential success for its clients. The studio is known for its serious work ethics and having a quirky sense of humour.

DESIGN OF THE YEAR (DESIGN PANEL)

weatherHYDE

JURY CITATION

The driving ethos of the designers behind weatherHYDE is to end homelessness. Their design is a system-based solution aimed at making a sizeable dent in this problem. It is a women-friendly, weather-proof, portable and easy to set-up shelter for homeless families.

The designers approached their project with a bold, refreshing principle: "Never design poorly for the poor." The product's multiple innovations are found in numerous thoughtful details. Inspired by reversible jackets, the tent similarly has a reversible skin for summer and winter use. A new layered stitching method was developed to ensure that the tent remained watertight under extreme weather conditions. An opaque skin protects the privacy of women and children when the tent is lit from within. Even its frame is flexible enough to be constructed out of readily-found materials like pipes or can be 3D-printed. WeatherHYDE is indeed designed with an unwavering focus on its target end-users, whose needs the designers studied through months of interacting with the homeless and volunteering on humanitarian missions in disaster zones.

What further impresses the Jury is the company's innovative business model, which empowers their users as customers, not beneficiaries. Flexible payment terms allow users to purchase their own tents — homes, in actuality — instead of having to wait for aid. WeatherHYDE is proof that projects with great social equity can improve lives whilst creating value for its users and designers.

ABOUT WEATHERHYDE

Thousands of homeless die every year due to a lack of protection from the cold, heat or rain. weatherHYDE is the world's first life-saving insulated shelter for homeless families coping with extreme weather. It is women-friendly, provides privacy and is designed to be set up by a single person and without tools in 15 minutes, without need for anchoring.

According to a Yale University article, it is estimated that no less than 150 million people or about 2 per cent of the world's population are homeless. About 1.6 billion, more than 20 per cent of the world's population, may lack adequate housing. The issue of homelessness is expected to worsen with new threats such as climate change. Thousands of deaths occur every year including in developed economies due to exposure to extreme cold, rain and heat.

Current solutions include distribution of warm clothes, blankets; having fires in winters; communal shelters; and refugee tents. Clothing and blanket fail when it rains and is windy; fire is hazardous; communal shelters are in short supply and unfriendly to families; and refugee tents need complex logistics and large amount of land. All these solutions combined are able to fulfil less than 20 per cent of the needs. None of these solutions are actually designed to solve the core problem of weather deaths. In fact, this personal experience illustrates the complexity of current interventions.

billionBricks Co-Founder Prasoon Kumar was in Nepal in May 2015 when an earthquake struck. He observed that relief agencies provided tarpaulin shelter kits as first intervention, built transitional shelters when rains arrived, and provided for winter kits when it became cold. With each passing intervention, fewer displaced families were reached and the cost of logistics support kept multiplying. This distracted and delayed actual rehabilitation of families.

As a result, he decided to build a new solution with the following key objectives-

1. Save lives: in all kinds of extreme weather without depending on any external aid
2. Designed for families: women-friendly and privacy for family
3. Flexible for urban or rural deployment
4. Empowering to the homeless: giving them ability to own

PRESIDENT'S DESIGN AWARD SINGAPORE

LEAD DESIGNER

Prasoon Kumar
Co-Founder & CEO
Billion Bricks Ltd

About Prasoon Kumar

Prasoon is an urban planner and architect with over 10 years of international design experience with his work spanning Asia, United States, Africa, and Australia. In 2013, he co-founded billionBricks, a non-profit design studio which innovates shelter solutions with a vision to end homelessness in the world. He leads a multidisciplinary team, engages with communities and stakeholders to provide for high-quality shelters to the poorest communities, creating opportunities for them to emerge out of poverty.

Chosen as one of Urban Land Institute's 40 under 40, his weatherHYDE shelter received global recognition when Ashton Kutcher, American actor and investor shared it on social media including A* Design Award. He received the Outstanding Graduate Award from the College of Design, Arizona State University, in 2005.

ABOUT BILLION BRICKS LTD

Billion Bricks is a non-profit innovation studio that uses design as its primary tool to solve one of the most pressing global problems: homelessness. It designs and provides shelter and infrastructure solutions for the homeless and vulnerable. These scalable and sustainable solutions create opportunities for homeless families to emerge out of poverty by empowering them to replicate the solutions on their own and reduce dependencies on support. This creates ownership and pride and unlocks untapped potential for change. Since its founding, Billion Bricks has rehabilitated more than 1,800 homeless persons through its work.

DESIGN OF THE YEAR (DESIGN PANEL)

Who Cares? Transforming the Caregiving Experience in Singapore

JURY CITATION

Who Cares? is a strategic design project to create a better caregiving future for Singapore. The Jury commends its vision and ambition, which turns the spotlight onto an often-overlooked segment of the healthcare industry — the caregivers. Through rigorous research, a sensitive insights-based approach and close collaboration with their clients and stakeholders, the design team created a comprehensive proposal to build an ecosystem to support the rising number of caregivers in anticipation of Singapore's ageing population.

The Jury is especially impressed by the care given to developing a holistic strategy that addresses current and future issues. Instead of “throwing money at an app” or finding similar technology-based solutions, the design team put together seven concepts with differing levels of impact — from policy to personal — which were effectively communicated through user-friendly and accessible platforms. These include a book, a toolkit and video stories. Besides their impact, these collaterals were visually powerful and aesthetically well-designed.

Also deserving of recognition is the client, the National Council of Social Service. It is evident that they were intimately involved — proving that behind each successful project is an equally successful meeting of minds between client and designer.

A service design strategy may not be what many designers would be willing to take on, given its laborious ethnographic processes, “unglamorous” subject matter and uncertain outcomes. The team has shown that the emotional rewards of such endeavours trump these challenges. Having successfully pushed for caregiving support as one of the four key thrusts of Singapore's Enabling Masterplan 2017-2021, Who Cares? has great potential for significant long-term impact on a national level.

ABOUT 'WHO CARES? TRANSFORMING THE CAREGIVING EXPERIENCE IN SINGAPORE'

The challenge of caregiving is a timely and universal topic that is relevant in Singapore and beyond. It is said that you either are a caregiver, have been a caregiver or will be a caregiver at some point in your lifetime yet the role of caregivers is largely invisible.

The National Council of Social Service (NCSS) commissioned a strategic design project to design a better caregiving future for Singapore. Aid and attention are usually given to the patients in healthcare, or the clients in social service organisations. However, when we step back to look at the journey of patients or clients, we begin to see the caregivers who are always alongside them, accompanying their loved ones who are needing attention throughout these care journeys. Family caregivers are the main care coordinators, acting as a red thread, trying to tie together the fragmented pieces of their family member's care across several different touch points: clinicians, hospital stays, polyclinic visits, dealing with social service organisations and other community services. They link the transitions between care touch points and home or everyday life.

Applying traditional principles of design to the systemic challenge of the social care sector would help define how problems are approached and identify opportunities for targeted action to deliver more complete and holistic solutions. This project takes an ethnographic research approach to unearth deeper insights with regards to the experiences faced by caregivers in the complex needs space. When we design a better social care experience for these caregivers, all caregivers in the population would find society more supportive towards them. Guided by the principles of human-centred design and universal design, new products, services, tools, spaces, policies, programmes and campaigns could be co-created to drive revolutionary systemic changes. The goal of the project was to mobilise the social care sector, public and social enterprises to start to develop innovative, needs based services and solutions, to raise the standard of care for the most unsupported in Singapore.

LEAD DESIGNERS

László Herczeg and Lekshmy Parameswaran
Directors
fuelfor design and consulting S.L.

ABOUT FUELFOR

László Herczeg and Lekshmy Parameswaran are designers who have been working in the area of health and care for close to two decades. In 2008, they founded fuelfor Healthcare Innovation, a specialist design consultancy working with a wide variety of international players within the health and care sector. fuelfor develops award-winning products and services using a design thinking approach that they have specifically tailored for healthcare challenges.

fuelfor's diverse portfolio of projects includes: re-envisioning end-of-life and hospice care services in partnership with the Lien Foundation and the Ang Chin Moh Foundation, collaborating with the DesignSingapore Council to design and develop the Design Thinking and Innovation Academy to train the public and private healthcare sectors, supporting global players from the healthcare and pharmaceutical industry to define patient-centric innovation strategies, services and solutions, and working with the NCSS in Singapore to transform the social care sector by empowering the role of caregivers and caregiving.

In 2017 László and Lekshmy founded The Care Lab, a collaborative platform that uses human-centred design practices to drive change in the health care, social care and education sectors. The Care Lab aims to rethink and redesign care models and solutions for our societies and care systems. Their vision of care is as an equitable, pro-active and compassionate experience that is widely accessible and that forms an integral part of everyday life, from birth to death.

ABOUT LÁSZLÓ HERCZEG

László's work is driven by a strong empathy for the health care experiences of patients, caregivers and clinical professionals. Understanding the boundaries in design for health care, from safety and clinical workflow requirements to the economic constraints that impact the designed lifespan of solutions, he finds ways to maximise the innovation potential with a design response that adds clinical and business value, whilst respecting human value in complex healthcare contexts.

Prior to founding fuelfor, László spent eight years in the global healthcare team of Philips Design. He led several high-profile innovation projects, creating future health scenarios in the Next Simplicity programme and events, and developing human-centred design concepts such as Ambient Experience, a paradigm-shifting contribution to the healthcare industry that won an IDSA gold award in 2005. A key learning from this project was how to overcome the challenges in bringing an innovative design concept from vision to successful business reality.

He holds a Master of Arts degree from the Academy of Arts and Design in Budapest, including study at the University of Arts and Design in Helsinki.

ABOUT LEKSHMY PARAMESWARAN

A strong and consistent thread through Lekshmy's work is her ability to communicate credibly across disciplines: encouraging people to challenge conventional thinking, bringing the voices of patients, their families and care professionals into the innovation process in inspiring ways and creating solutions that have measurable and meaningful impact.

Prior to founding fuelfor, Lekshmy enjoyed a 10-year career at Philips Design in London, New York and Eindhoven. As Innovation Director of the global healthcare team she created and led programmes to generate and translate insights into new value propositions for Philips Healthcare supporting their Care Cycle strategy and Ambient Experience business. She learnt how to use design to shape and embed an innovation process and mindset within a leading global healthcare business.

She holds a Master of Engineering degree from Cambridge University and a Master of Arts from the Royal College of Art in London.

ABOUT NATIONAL COUNCIL OF SOCIAL SERVICE (NCSS)

NCSS is the umbrella body for over 450 member social service organisations in Singapore. Its mission is to provide leadership and direction in enhancing the capabilities and capacity of its members, advocating for social service needs and strengthening strategic partnerships, for an effective social service ecosystem. (For more information, please visit www.ncss.gov.sg)

The project lead behind the 'Who Cares' publication is Pumpkin Lab, a team within the Service Planning & Funding Group in NCSS. Pumpkin Lab catalyses innovation in the social service sector by inspiring possibilities through design, testing, sharing and scaling best practices across the sector, with technology as an enabler.