

Annex B

Marina Bay City Gallery (MBCG) Façade Decoration Design Project

The glass façade of the MBCG is usually decorated during major events and festivals. Final year students of LASALLE's Design Communication BA(Hons) programme were invited to propose decorative designs for the MBCG façade based on the following themes:

(a) Togetherness (On display July to September 2012)

A design that encompasses the Singapore Spirit, celebrates our nation's independence, and reflects our cultural and ethnic diversity.

(b) Year End Celebrations (On display November/December 2012)

A design that reflects the festive mood of the year-end period and draws inspiration from the annual Marina Bay Singapore Countdown event.

(c) Nature and Sustainability (On display March/April 2013)

A design that focuses on Marina Bay as a sustainable urban district set against the natural landscape.

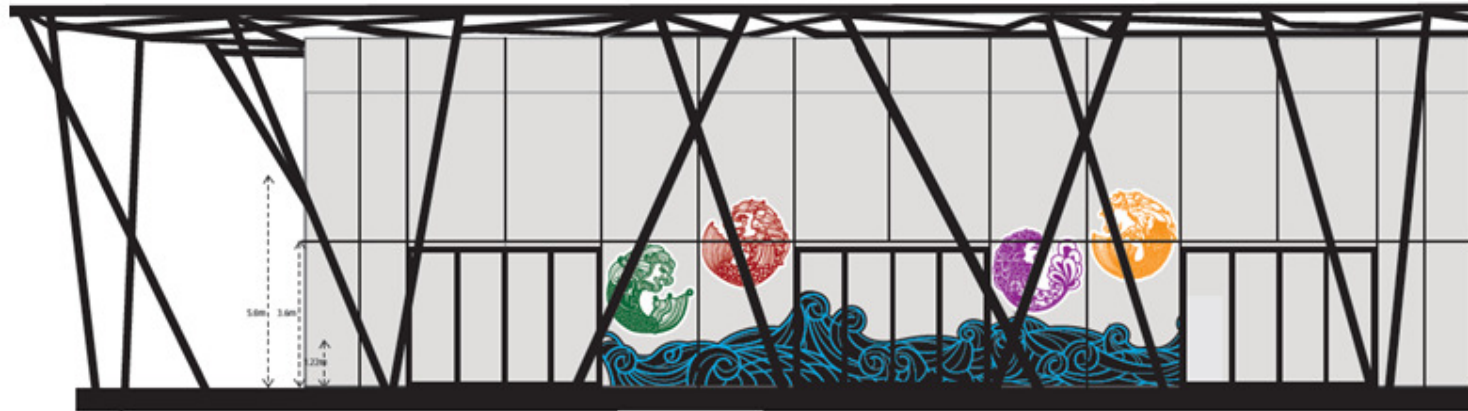
The designs were evaluated by a panel of judges comprising representatives from URA and LASALLE and one design was selected for each theme.

Please see below for the full list of winning façade decoration designs.

Theme: Togetherness

Concept: This design celebrates Singapore's uniqueness as a multi-cultural society with citizens of different ethnic groups living together in harmony. The Merlion – Singapore's national icon – is the main subject in the design. Characteristics of each of the four main ethnic groups – Chinese, Malay, Indian, and Eurasian – are subtly applied to the four Merlions. The Merlions are depicted to be having fun together in the Bay, symbolising harmony, equality and unity amongst the different races.

Designers: Nicholas Lim, Kartika Wijaya Kosasih, Ruth Afrita Perangin Angin, Liang Chay Jiang



Theme: Year End Celebrations

Concept: Marina Bay is a vibrant and thriving precinct where people live, work and play in. The design reflects the round-the-clock buzz of the area, drawing inspiration from the ever-popular fireworks display at the Marina Bay Singapore Countdown, which is a highlight of the year end celebrations. The vivid fireworks graphics is printed on highly reflective material to reflect light, making it a lively, eye-catching display, which can easily be seen by visitors even from afar.

Designers: Nicholas Lim, Kartika Wijaya Kosasih, Ruth Afrita Perangin Angin, Liang Chay Jiang



Theme: Nature & Sustainability

Concept: This design embodies the idea of bringing nature to the city by contrasting the tranquillity of lush greenery with the bustling urban environment. The signature city skyline is featured outlined in green, to signify that the developments at Marina Bay adopt environmentally-friendly technologies and practices. It underscores Marina Bay's positioning as a sustainable urban waterfront district.

Designers: Vincent Eng Guo Hao, Wong Shi Min, Nguyen Tran Minh Trung, Wilson Fong, Naini Shah

