

# Launch of SG Mark 2015

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## Special award to mark 50 years of good S'pore designs

Prize is part of run-up to Republic's half-century

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Two designs which were awarded the SG Mark 2014 - the touch-sensitive Tocco Switch, and the Star5 water purifier, which provides seven types of water for everyday consumption. - PHOTO: DESIGN BUSINESS CHAMBER SINGAPORE

BY RENNIE WHANG

IN THE lead-up to Singapore's 50th birthday next year, the nation's top designers are in for some special recognition.

The SG50 SG Mark Award, awarded by the Design Business Chamber Singapore (DBCS), was launched yesterday.

The award aims to honour designs which have "stood the test of time and made an impact on our design heritage," said DBCS president Tai Lee Siang.

"We want to recognise their contribution to building Singapore's brand name as one of the best in the world for quality and reliability."

Apart from the one-time SG50 SG Mark Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015, now in its second year.

Last year, 80 product submissions came from 48 organisations in both the public and private sectors. Six received platinum awards, nine gold awards and 45 more the SG Mark.

Among them was CardioLeaf, heart monitoring technology from Clearbridge Vitalsigns. The spin-off company from the National University of Singapore came up with what is described as the world's thinnest 3-lead electrocardiogram (ECG) device, which is also easy for consumers to use.

Other winners last year were Gardens by the Bay and Marina Barrage.



**2nd September, 2014** – SG Mark 2015 was launched at Design Interiors exhibition held at Marina Bay Sands Singapore. The inaugural event was attended by industry players from all fields. SG Mark 2015 closing date will be on 31st December 2014 and assessment of submission will be done in Jan 2015. If you have a product which you think is a good design, please log on to [www.sgmark.org](http://www.sgmark.org) or write to [info@sgmark.org](mailto:info@sgmark.org) to participate.