

MOU Signing with First Media Design School

SA
SINGAPORE ARCHITECT



DBCS launches SG Mark SG50 Special Award to honour home-grown brands 50 years or older

Photo: Mr. Tai Lee Siang (second from left), President of Design Business Chamber Singapore signing the collaboration MOU with Mr. Mark Phoo (third from left), Principal of First Design Media School during the launch of SG50 Awards and SG Mark Awards 2015 at Marina Bay Sands. (photo: DBCS)

Calling all home-grown brands, 50 years or older, and which have successfully adapted to changing consumer tastes to stay relevant and thrive.

Design Business Chamber Singapore (DBCS) launched its special SG50 SG Mark Award on 2 September 2014 as a symbol of design excellence to be awarded to companies and individuals in Singapore who have crafted outstanding designs that withstood the test of time and have stamped their imprint on the Singapore design heritage in the past 50 years.

Registration for this one-off SG50 SG Mark Award is open from now till 31 December 2014. Winners will be announced by March 2015.

In addition to this SG Mark SG50 Special Award, DBCS is also inviting companies to participate in the Singapore Good Design Mark (SG Mark) 2015 – which it is organising for the second consecutive year.

In line with DBCS' role in the development of professional practices for the design sector, the chamber will be working closely with the Singapore Workforce Development Agency (WDA) over the next year to explore new industry-relevant workshops and initiatives targeted at design professionals. One of such is the alignment of the judging requirements of the SG Mark to the Creative Industries Workforce Skills Qualifications, which is a national credentialing system to recognise professionals for their skills level.

Mr. Tai Lee Siang, President of DBCS said: "Next year 2015 – will be a very special year for Singapore and DBCS will be marking Singapore's golden jubilee with a special SG50 SG Mark award to give recognition to home-grown design that have withstood the test of time and made an impact on our design heritage. The award is timely to showcase how design has contributed to building Singapore's brandname to be among the best in the world for quality and reliability. We are also pleased that we are organizing the SG Mark for the second consecutive year. We look forward to more submissions – especially from SMEs and start-ups that have made design their winning edge in an increasingly competitive marketplace. Sustainability and talent development are also key to design excellence. As such, we will continue to work with WDA to build design capabilities of Singapore SMEs through training as well as encourage design as a rewarding career path for Singaporeans to succeed locally and globally."

To nurture design talent, DBCS has also signed a Memorandum of Understanding (MOU) with First Media Design School (FMDS), one of the private design schools in Singapore – to provide tuition grants to DBCS members for design courses and to promote design competencies. FMDS is the fourth design school to sign MOU with DBCS. In March this year, DBCS signed MOUs with Design Schools of the Management Development Institute of Singapore (MDIS), Nanyang Polytechnic (NYP) and Raffles College of Higher Education (RCHE) – as part of its overall strategy to work more closely with schools to nurture design talent.

2 September 2014 – The Design Business Chamber Singapore(DBCS), along with First Media Design School signed a memorandum of understanding(MOU) at Design Interiors Exhibition on 2nd September 2014. This event was graced by industry players and other important supporting government agencies.

The signing of memorandum signifies the close working relationship between First Media Design School and Design Business Chamber Singapore. It also established a platform for both First Media Design School student and Design Business Chamber Singapore to collaborate in future project.

