

1. President's Message



A warm New Year greeting to all our members.

I am glad to bring you the first edition of our DBCS Newsletter for 2016.

With the quarterly bulletins, we will share news of upcoming events as well as latest initiatives from DBCS. As a champion and staunch advocate of the design industry, DBCS will continue to push the envelope in our efforts to strive for innovative excellence and raising standards in the design sector.

Leading by example, we also aim to create a more conducive and nurturing environment for the development and grooming of new talents to contribute to our economy. We aim to make a difference to our nation's overall social development, especially with the recent designation of the Republic as a Creative City of Design by UNESCO. That will provide a further incentive for DBCS to work towards helping businesses become more innovative through design by involving everyone including not just designers but also communities and the public. Such a move will enhance our status not only locally but internationally, with our close cooperation with other designated UNESCO cities.

DBCS has in the last two years seen our membership grown by 20% as we reversed previous losses to become a profitable body in its own right. We have initiated new awards and global certifications such as our SG Mark Business Design Award and Singapore Design Class (SDC); collaborated with various schools and design academies as well as the Intellectual Property Office of Singapore (IPOS) on numerous initiatives to advance intellectual property rights in the Republic.

I would also like to take this opportunity to thank the DesignSingapore Council (DSg), IE Singapore and SPRING Singapore and other partners for their support as well as all members who have played a part in DBCS' successes to date.

I look forward to meeting more of you in our upcoming events and networking sessions in the coming months and your continual support to help DBCS grow and achieve our goals both locally and in the international arena.

Wishing all of you a Happy and Innovative New Year ahead.

Yours sincerely,
Tai Lee Siang
President DBCS

2. Happenings



Recognising the region's top designers

Calling all designers! The annual Singapore Design Awards nomination is now open.

The Singapore Design Awards (SDA) – Southeast Asia's top design award – is now open for submission till 12 February 2016. Launched in 1988, the award has been presented to top-notch local designers and design firms. Design firms such as Immortal the Design Station, Aedas Pte Ltd and Jarken Co are among the past SDA luminaries who have benefited from their accolades to become leaders in their respective areas of design expertise.

The SDA covers three broad design disciplines – Product, Communication and Spatial – which are further broken up into nine sub-disciplines. The coveted award recognises talents from two categories: established designers from design firms and practices, and aspiring students from accredited, tertiary-level design institutions.

We urge designers and design students to submit their portfolios, which should include three high-quality images, a write-up on project details and description, as well as name(s) of designers involved.

Submissions should be submitted via online at www.dbcssingapore.org by 12 February 2016, 23:59 GMT + 8 (Singapore time). For more information on submission, please contact us at 9437 1535.

The Awards will be given out during the annual DesignS Gala Dinner on Thursday, March 17, 2016. For more information about the awards, please visit <http://www.dbcssingapore.org/events-programmes/singapore-design-awards/>



SINGAPORE
GOOD
DESIGN

Third year with Green Business Design award

Since its inception in 2013, the SG Mark, which recognises companies for their products and services of outstanding design, has been presented to more than a hundred local and overseas products and services.

Past winning entries included submissions from MNCs such as Philips, statutory boards such as HDB and JTC Corporation, and well-respected listed companies such as Keppel Land and City Development Limited (CDL). In addition, the award was also conferred on Japanese G Mark winning products, the iconic Gardens by the Bay and our very first UNESCO World Heritage Site - Singapore Botanical Gardens. Equally noteworthy were also winning entries from local SMEs and start-ups, such as Killiney's Kaya that won the SG50 special award and InfiniSquare's OOPSY Personal Breathalyser that won the Gold Award last year.

SG Mark winners are recognised for their design excellence under three umbrella categories – Lifestyle, Industry and Social. Entries submitted for the SG Mark will go through a comprehensive evaluation system by a judging panel comprising reputed individuals. Submissions will then be judged on six criteria, benchmarked against the same globally-stringent design standards as the Japanese G Mark.

SG Mark 2016 will also see the introduction of a new award category: the SG Mark Green Business Design award. The special award underscores the chamber's commitment towards sustainability, and spotlights how businesses can tackle the ever-growing environmental challenges through design.

We encourage businesses to submit their entries for the SG Mark to sharpen their competitive edge through outstanding design.

Submissions comprising high-quality images of their product/project with accompanying write up should be made to the Chamber by www.sgmark.org before 12 February 2016, 23:59 GMT + 8 (Singapore time). The awards will be given out at the annual DesignS Gala Dinner on Thursday, March 17, 2016.

For more information on submission criteria and application fees, please visit <http://www.sgmark.org> or contact us at 9745 9830



Connecting the design community: Design Business Forum

DBCS will be organising a Design Business Forum on Wednesday, 9 March 2016 - bringing designers from diverse disciplines to collaborate, and explore new knowledge with experts from other fields such as infocomm technology, engineering, materials science, business strategy and management, to innovate new products, services and experiences.

An International Business Connect point for designers and businesses. It creates a platform of business opportunity for designers and companies in the overseas market as individual or consortium. It strengthens the Design Capabilities of Singapore and Profile Design Capabilities at International Platforms in both Singapore and Overseas. High profile success design business enterprises to inspire audience on their success based on design. A business presentation models, strategies and global analysis on market access.

DBCS members can look forward learning from these sharing sessions and discover new business opportunities through networking with fellow designers at the event. sessions and discover new business opportunities through networking with fellow designers at the event.

To register for this Forum, please visit www.dbcssingapore.org



Honouring Singapore Design: DesignS Dinner and Awards Night 2016

Dubbed the "Oscars of the Design industry", the DesignS Dinner and Awards Night this year will be held on 17 March 2016, Friday, at Fairmont Hotel.


Members can look forward to an exclusive Gala dinner to celebrate and honour SG Mark and SDA 2016 winners. They can also network with top business leaders, senior government officials and representatives of other industry associations as well as design experts from Singapore and overseas.

Don't miss this golden opportunity! Please confirm your booking for this exclusive event early- via this link www.dbcssingapore.org.

3. Calendar of Events

09 March 2016	Business Forum
17 March 2016	DesignS Gala Dinner & Awards Night
29 April 2016	DBCS Annual General Meeting
May 2016	Seminar cum Designer's Night
June 2016	Business Connect Seminar
July 2016	Business Connect Seminar
August 2016	Designer's Night
September 2016	Eco-Living Exhibition
September 2016	Launch of SG Mark
October 2016	Business Connect Seminar
3 – 4 November 2016	Visual Asia Exhibition

4. Welcome to the DBCS family!

Corporate Membership	Individual Membership
<p>Professional Corporate</p>  <p>Superiore Design Associates Pte Ltd</p>	<p>Full Professional</p> <p>Professor. Kristin Wood Kent Lau</p> <p>Associate</p> <p>Shafiq Bashir</p>

Quote of the Quarter
A designer knows he has achieved perfection not when there is nothing left to add, but when there is nothing left to take away.
Antoine De Saint Exupery

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