

Presentation Venue

Elys Yard
Old Truman Brewery
15 Hanbury Street

Website

<http://www.designsingapore.org/2020>

Media Release

FOR IMMEDIATE RELEASE

20/20 Movement–Singapore Design Tour Inaugurates at London Design Festival

Singapore, 19 September 2006 – DesignSingapore Council will showcase twenty leading Singapore designers in London for the very first time, as part of its inaugural presentation at the London Design Festival 2006. The exhibition titled, '**20/20 Movement–Singapore Design Tour**', will be held for three days from **22 to 24 September 2006** at Elys Yard, at the Old Truman Brewery located at 15 Hanbury Street, E1.

2. 20/20 Movement–Singapore Design Tour, is a collective presentation of designers from various design disciplines and media. They include:

- Product Design (furniture, toys, homewares, accessories)
- Fashion Design (prêt-a-porter garments, photography, make-up, jewellery and shoes)
- Visual Communication (graphic, illustration, comics)
- Architecture

3. Product Design companies comprising Air Division (furniture), Jienshu (furniture), Play Imaginative (toys), Stikfas (toys) and Sumajin (industrial design) will present their design portfolio and products which encompass a range of furniture, toys, homewares and accessories.

4. Leading the Fashion Design showcase are Argentum, Fling, Hansel, Kwodrent, SBTG and Woods & Woods. Japan-based fashion photographer, Leslie Kee and Hong Kong-based make-up artist, Zing, are also represented in this design category.

5. Comic illustrator, Sonny Liew will also be part of the Visual Communication presentation alongside Fleecircus, H55, Kinetic Design, Phunk Studio and WORK. WOHA Designs will showcase some of their award-winning architectural projects.

6. The concept for 20/20 Movement–Singapore Design Tour, reflects Singapore's constantly evolving design scene, which aspires to push boundaries, challenge

Presentation Venue

Elys Yard
Old Truman Brewery
15 Hanbury Street

Website

<http://www.designsingapore.org/2020>



Media Release

FOR IMMEDIATE RELEASE

conventionality and to break into new grounds. This travelling exhibition, which is curated by Black Design, incorporates two traditional Routemaster buses and the use of a vacant parking lot to showcase the designs. Designers from Air Division, H55, Kinetic Design, Kwodrent, Phunk Studio and Sumajin will be present in person.

7. The 20/20 concept is jointly developed by the DesignSingapore Council and Jackson Tan of Black Design to build a strong creative design community where designers are acknowledged by industry members for their significant contributions in design. In a unique peer review system, the featured designers will get to nominate the next group of emerging talents. This is an on-going documentation of Singapore creativity and reveals the collective consciousness and spirit of our time. There have been two editions of 20/20 since 2004 and 20/20 Movement– Singapore Design Tour is a special edition featuring designers selected from the two editions.

8. DesignSingapore will also co-present another concurrent exhibition at T2 of the Old Truman Brewery, with the Singapore Creative Network UK (S.C.N.U.K). The installation titled 'In Case of Fire' will challenge the audience to rethink the importance of space interaction and design in everyday living, especially under emergency situations. S.C.N.U.K is a non-profit and non-governmental organisation comprising more than 200 Singapore students and professionals from the creative community in the UK.

9. DesignSingapore Council, a division under the Singapore Ministry of Information, Communications and the Arts, is the public organisation responsible for promotion and development of Singapore design.

10. For more information on 20/20 Movement–Singapore Design Tour and background of 20/20 Designers, please refer to Annex A. For write-up on S.C.N.U.K and details of the 'In Case of Fire' exhibition please refer to Annex B.

ISSUED BY:**DESIGNSINGAPORE COUNCIL,****MINISTRY OF INFORMATION, COMMUNICATIONS & THE ARTS**

Presentation Venue

Elys Yard
Old Truman Brewery
15 Hanbury Street

Website

<http://www.designsingapore.org/2020>



Media Release

FOR IMMEDIATE RELEASE

Press Contacts

For Singapore press enquiries:

Charlotte Chin
DesignSingapore Council
Ministry of Information, Communications & the Arts
Email: charlotte_chin@mica.gov.sg
T +65 6837 9290
M +65 9879 8479
F +65 6837 9686
140 Hill Street
5th Storey MICA Building,
Singapore 179369
charlotte_chin@mica.gov.sg

For international press enquiries:

Karoline Newman/Debbie Slater
Articulate Communication
Email: info@articulate.co.uk
T +44 020 7287 1922
1 Wardour Mews
D'Arblay Street
London W1F 8AH

Presentation Venue

Elys Yard
Old Truman Brewery
15 Hanbury Street

Website

<http://www.designsingapore.org/2020>



Media Release

FOR IMMEDIATE RELEASE

About DesignSingapore Council

Design changes and improves lives, inspires creativity and new forms of expression. It also enhances business competitiveness in today's crowded marketplace.

DesignSingapore is Singapore's response to these propositions and opportunities. As a national initiative, DesignSingapore aims to place Singapore on the world map for design creativity. It looks to developing a thriving, multi-disciplinary design cluster of industries and activities in Singapore that has relevance and impact globally. The initiative also aims to bring design to business boardrooms, new audiences and new markets.

The DesignSingapore Council, set up since August 2003 by the Ministry of Information, Communications and the Arts, is the public organisation for promotion and development of Singapore design.

In 2005, the Council presented *SINGAPORE*Edge featuring 100 of Singapore's design talents in London and launched the inaugural Singapore Design Festival with 134 events contributed by 88 partners. The Council has also taken Singapore design exhibitions to the 2004 Venice Biennale International Architecture Exhibition, Sao Paulo Architecture Biennial in 2005, World Expo 2005 at Aichi and, most recently, the Salone Internazionale Del Mobile in April 2006. Next on the agenda is the Venice Biennale and London Design Festival in September 2006.

More information on the Council is available at www.designsingapore.org.