

IMMEDIATE RELEASE

'20/20 Movement – Singapore Design Tour' Returns from London

Singapore, 31 October 2006– DesignSingapore presents the return exhibition of '20/20 Movement – Singapore Design Tour' at the National Library (NLB), Victoria Street from 29 October to 8 November 2006. This 11-day exhibition showcases the very best of Singapore's creative talents from various design disciplines and media such as architecture, fashion design, graphic design, product and industrial design.

2. '20/20 Movement – Singapore Design Tour' is a special edition of 20/20. Jointly developed by DesignSingapore and Jackson Tan of Black Design, 20/20 is an on-going documentation of Singapore creativity that captures the collective consciousness and spirit of our time. There have been two main editions of 20/20 since its inception in 2004 and the returning exhibition features selected designers from both shows.

3. The central theme of this exhibition is 'Movement', which reflects Singapore's constantly evolving design scene where designers are pushing boundaries, challenging conventionality and breaking into new grounds—both locally and internationally. The recent exhibition in London, curated by Black Design, was presented on two specially chartered Routemaster buses that were parked in a vacant lot at the Old Truman Brewery in the East End. Visitors to this transitory three-day 'Creative Depot' were captivated by the exhibition as both the designers' works, as well as the vehicles in which they were presented on became integral components in creating a strong visual story.

4. In keeping with the 'Movement' theme, the return exhibition at the National Library (NLB) showcases works of the twenty designers in a 'state of transition'. '20/20 Movement – Singapore Design Tour' in Singapore will capture designers' works travelling from one 'Creative Depot' to another. Using wooden crates and bubble wrap to create a visual landscape and establish perimeters for this presentation, visitors to the exhibition area will also have a chance to get up close to the exhibits as visitors did in London. The exhibition area in NLB is located at the Plaza, which is the atrium on the ground floor. The open space concept provides a glimpse of the recent London presentation and introduces the featured 20/20 designers to members of the public, the local art and design community here in Singapore.

5. '20/20 Movement–Singapore Design Tour' will feature award-winning local works from various design disciplines and media:

- Fashion Design (prêt-a-porter garments, photography, make-up, jewellery and shoes) – with labels like Hansel, Fling, Kwodrent, Woods&Woods, Leslie Kee, Zing, Argentum and SBTG
- Visual Communication (graphic, illustration, comics) – with Phunk Studio, Sonny Liew, Fleecircus, H55, Kinetic Design and WORK
- Architecture – with WOHA Designs
- Product Design (furniture, toys, homewares, accessories) – with Air Division, Jienshu, Play Imaginative, Stikfas and Sumajin

6. For more information on 20/20 Movement–Singapore Design Tour and background of 20/20 Designers, please visit www.designsingapore.org/2020

ISSUED BY:

DESIGNSINGAPORE COUNCIL,

MINISTRY OF INFORMATION, COMMUNICATIONS & THE ARTS

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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. DesignSingapore had recently presented at the Venice Biennale and London Design Festival in September 2006.

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