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**SPEECH BY MR LUI TUCK YEW, ACTING MINISTER FOR
INFORMATION, COMMUNICATIONS AND THE ARTS AT THE
PRESIDENT'S DESIGN AWARD CEREMONY 2009 ON
THURSDAY, 19 NOVEMBER 2009, 6.00 PM AT THE ISTANA**

His Excellency,
President S.R. Nathan

Mr Mah Bow Tan,
Minister for National Development,

Distinguished guests,

Ladies and Gentlemen,

Good Evening.

INTRODUCTION

1 Let me thank our Guest-of-Honour, President S R Nathan for gracing the President's Design Award Ceremony 2009, Singapore's highest accolade for designers. The President's Design Award recognises the achievements of our creative industries to innovate and create world-class designs, a body of work that enhances Singapore's position as a leading design hub in Asia.

2 This year, the DesignSingapore Council received a record 123 public nominations. These have been assessed by an expert jury panel made up of Singapore and international design thought leaders. This evening, we recognise 11 outstanding designers and designs.

THE ROLE OF DESIGN IN A KNOWLEDGE BASED ECONOMY

3 The field of Design opens up new value propositions for Singapore to stay globally competitive in the midst of growing regional and international competition. Increasingly, enterprises not only have to compete on the functionality and reliability of their products. As consumers and purchasers grow in sophistication, design and ergonomics together with marketing savvy become more important differentiating factors for companies and their products and services.

4 From conceptualisation to development, from manufacturing to marketing, design helps identify fresh possibilities, solve problems, realise potential and create new value and markets.

DRIVING THE BUSINESS OF DESIGN

5 Globally, design has been recognised as an important tool for enterprises to create value and differentiate themselves from competitors. Studies in the United Kingdom have shown that businesses which integrate design into their operations are twice as likely to succeed in terms of turnover growth, in introduction of

successful new products and increase in market share. With this in mind, it is clear that more than ever before, there is a need to place design and innovation at the core of enterprise strategy. This will drive new value creation and sharpen the competitive edge of Singapore businesses in the dynamic global market.

6 Last year, the design sector's contribution to Singapore's GDP was estimated to be S\$3.4 billion. Going forward, we can do better. The Design for Enterprises programme will help businesses integrate design into their business as a strategic differentiator and increase their value proposition. This programme to bring enterprises and designers together has seen encouraging response. Since the launch of the programme last November, we have received interest from more than 300 small and medium-sized enterprises across different sectors. Additionally, more than 200 design agencies have showcased their portfolios on the Design For Enterprises website. I have no doubt that more companies will see the value of integrating design into their business strategies.

BUILDING DESIGN CAPABILITIES

7 In order to develop world-class design solutions, we need to continue to build capabilities in the sector. This will also help enterprises diversify into new growth sectors such as lifestyle, entertainment, health, urban and green solutions. To achieve this, we have to focus on design learning, and we have to establish Singapore as the marketplace of ideas to draw the best creative talents from around the world.

8 This year's Singapore Design Festival is one such platform that will facilitate this exchange of ideas. The 2009 Festival has adopted the theme "***Design 2050: Possibilities for Tomorrow.***" It addresses a very pertinent issue – how can design change business paradigms and contribute towards more sustainable and liveable cities of tomorrow. This festival, made possible with the strong support of our 60 partners from Singapore alongside international partners from eight countries, brings together more than 100 activities. Let me highlight a few key activities.

9 In conjunction with Singapore Design Festival, we will be hosting the 26th International Council of Societies of Industrial Design or ICSID World Design Congress. This event brings together design thought leaders from around the world and allows us to learn from and collaborate with the very best. What is especially exciting is that DesignSingapore initiated nine Design2050 Studios, helmed by internationally renowned designers to develop propositions for the year 2050 in various aspects of life including climate change, urban farming, healthcare, urban sustainability, mobility and entertainment. The propositions which will be presented at the ICSID Congress will fuel discussions with designers, businesses and Singaporeans on how design can improve life and create a desirable and sustainable future.

10 DesignSingapore's long-term partnerships and close collaborations with international partners will also see some top-class exhibitions presented in Singapore. For instance, the distinctive INDEX: Award "***Design to Improve Life***" Exhibition will

take place at VivoCity. The INDEX-Award offers the world's largest prize for design and enjoys the patronage of the Crown Prince of Denmark. Singapore is part of INDEX's Partner City Network and, we will stage its first full exhibition outside of Denmark. The exhibition is more than just a showcase of aesthetically appealing work; it highlights the different ways that design can add to our standard of living and offers new propositions to address complex social and environmental issues. It will certainly help shape a better understanding of the diverse and profound impact that design can have on communities.

11 Additionally, and for the first time, the Singapore Design Festival will also feature the collection of portfolios from the best young designers of the graduating class of 2009 from our universities, polytechnics, LASALLE, NAFA and Raffles Design Institute. Collocated with the ICSID Congress, the Portfolio Show For Young Designers is a worthwhile opportunity to showcase their works and a platform for our young designer to dialogue with fellow professionals from around the world.

CONCLUSION

12 I congratulate the President's Design Award recipients here tonight. Your works are thoughtful and thought-provoking. I hope that this Award will spur you to keep innovating, learning and experimenting. Let me also acknowledge and thank the jury panels for their contributions in the evaluation process.

13 Your Excellency President S R Nathan, we thank you once again for gracing this special occasion. We are very honoured to have you present the President's Design Award this evening.

14 Thank you and I wish all you a pleasant evening.