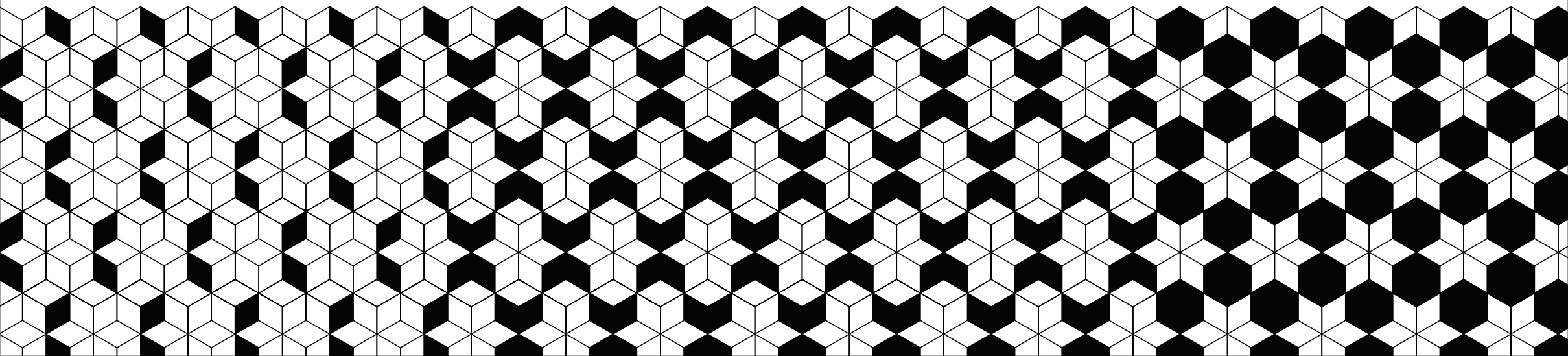
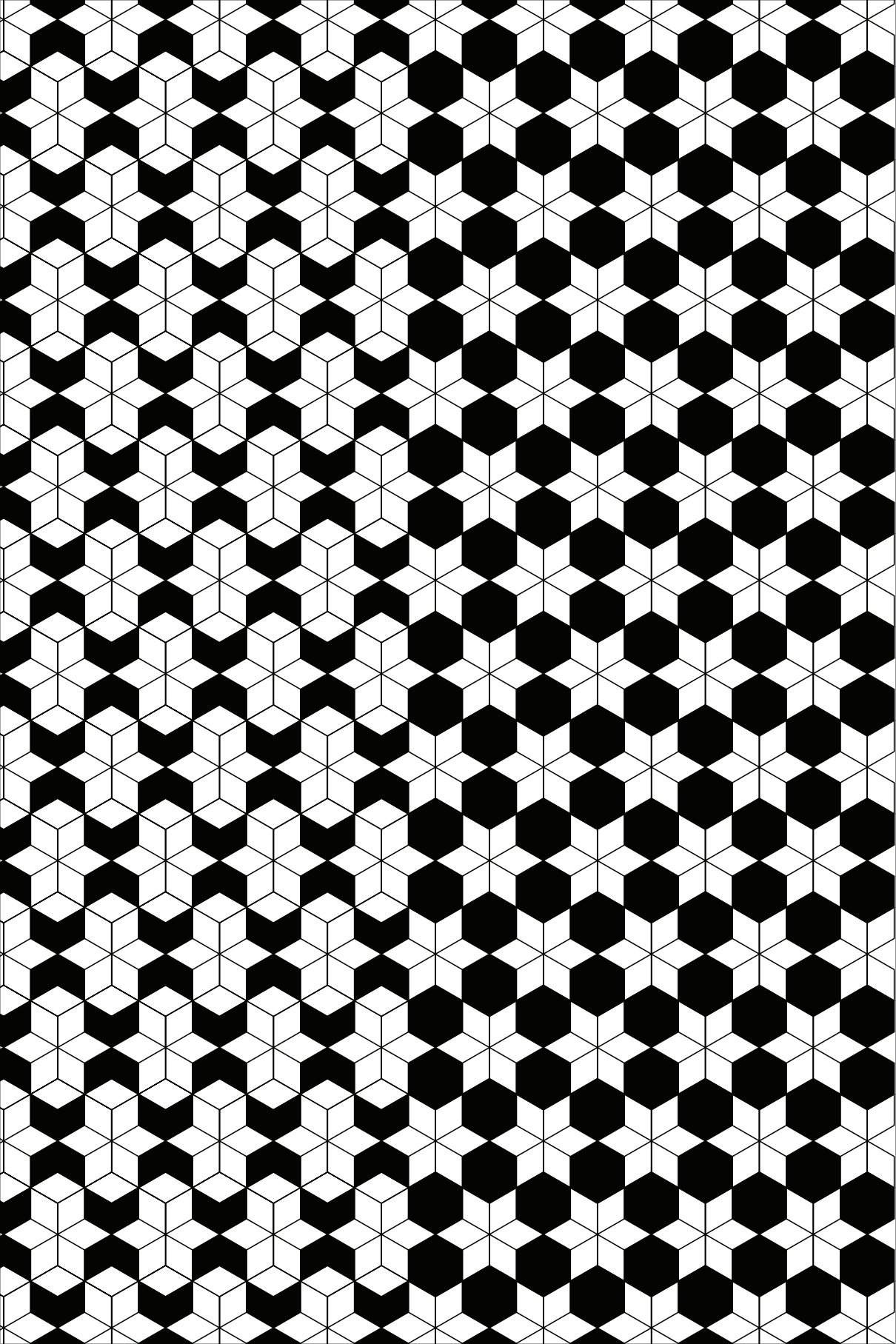


The President's Design Award is Singapore's highest honour accorded to designers and designs from all design disciplines. It recognises the significant contributions and achievements of an extraordinary group of people who are making a difference to the lives of Singaporeans and to the lives of larger global communities. The Recipients become the standard bearers of the measure of design excellence to which future generations of designers should constantly aspire and exceed. These standards permeate eventually into the consciousness of society, bringing a greater awareness and appreciation of quality design.

The theme for the President's Design Award 2009 is "Metamorphosis". Evolving from the theme of the 2008 Award, "Waves", Metamorphosis is a representation of not just the "new wave" of creative designers and works in Singapore, but also of how these talents have contributed to, and precipitated, significant changes in our design environment and mindset.

The 2009 graphical pattern sequence, which is inspired by mathematical tiling principles, is used to express the changing nature of Metamorphosis. Besides signifying the transformation in our social fabric, the complexity of the patterns echoes the networks and interconnectivity of the past and future generations of President's Design Award Recipients that form the overall Metamorphosis of our design landscape.





MESSAGE
FROM
MR S R NATHAN

PRESIDENT
OF THE REPUBLIC
OF SINGAPORE

The President's Design Award celebrates the Singapore creative industries' ability to create innovative designs that have made an impact not only on Singapore, but increasingly on the global stage as well. It is Singapore's highest accolade for its designers and designs. In its fourth year, the Award acts as a catalyst to take Singapore design into a new phase of development. It also aims to inspire future generations of young designers and also motivate current practitioners to achieve even more.

I hope this Presidential Award will continue to be the key initiative that will celebrate the vibrancy of the design sector in Singapore, in the days ahead. It should raise consciousness of the importance and utility of design and help design to be further embedded in our culture, environment and economy.

The 11 Recipients of this year's President's Design Award have effectively demonstrated how good design thinking can help Singapore innovate and gain a competitive edge in today's innovation-driven global economy. I trust they will continue to drive design innovation and take on the challenge of leading the Singapore design sector to contribute more extensively and creatively to Singapore's economy.

MESSAGE FROM MR ROBERT TOMLIN

2009 has been an exciting year for the President's Design Award. We received a record total of 123 nominations for the President's Design Award's two categories, Designer of the Year and Design of the Year. Nominations have grown significantly since the Award's inception in 2006 and span more disciplines, clearly a testament to higher public awareness and understanding of good design and its transformative potential. This increased understanding, coupled with growing support from the design industry and the business community, plays a key role in raising design capabilities in Singapore. The Steering Committee was also heartened to see more submissions demonstrating real innovation this year. These were skilful design solutions that tackled technical problems, while employing the inventive use of materials.

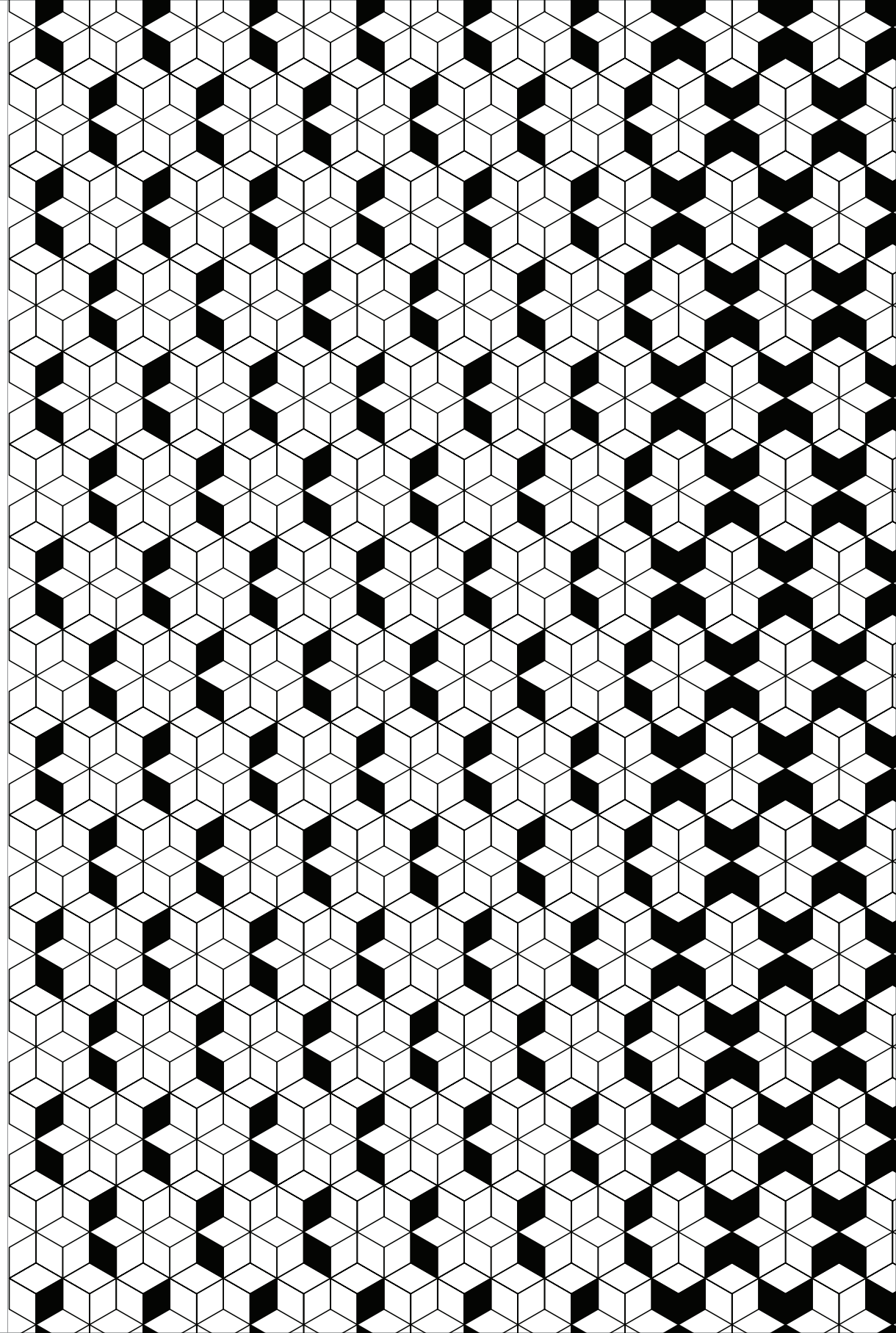
Through the panel of Singapore and international design leaders that form our Jury, we have selected outstanding designers and projects that have made an impact in the design space in Singapore and the region. Asia's rise as a fast growing economic force, coupled with our vibrant and diverse design sector, means there is potential for Singapore designers to become global design thought leaders and innovators.

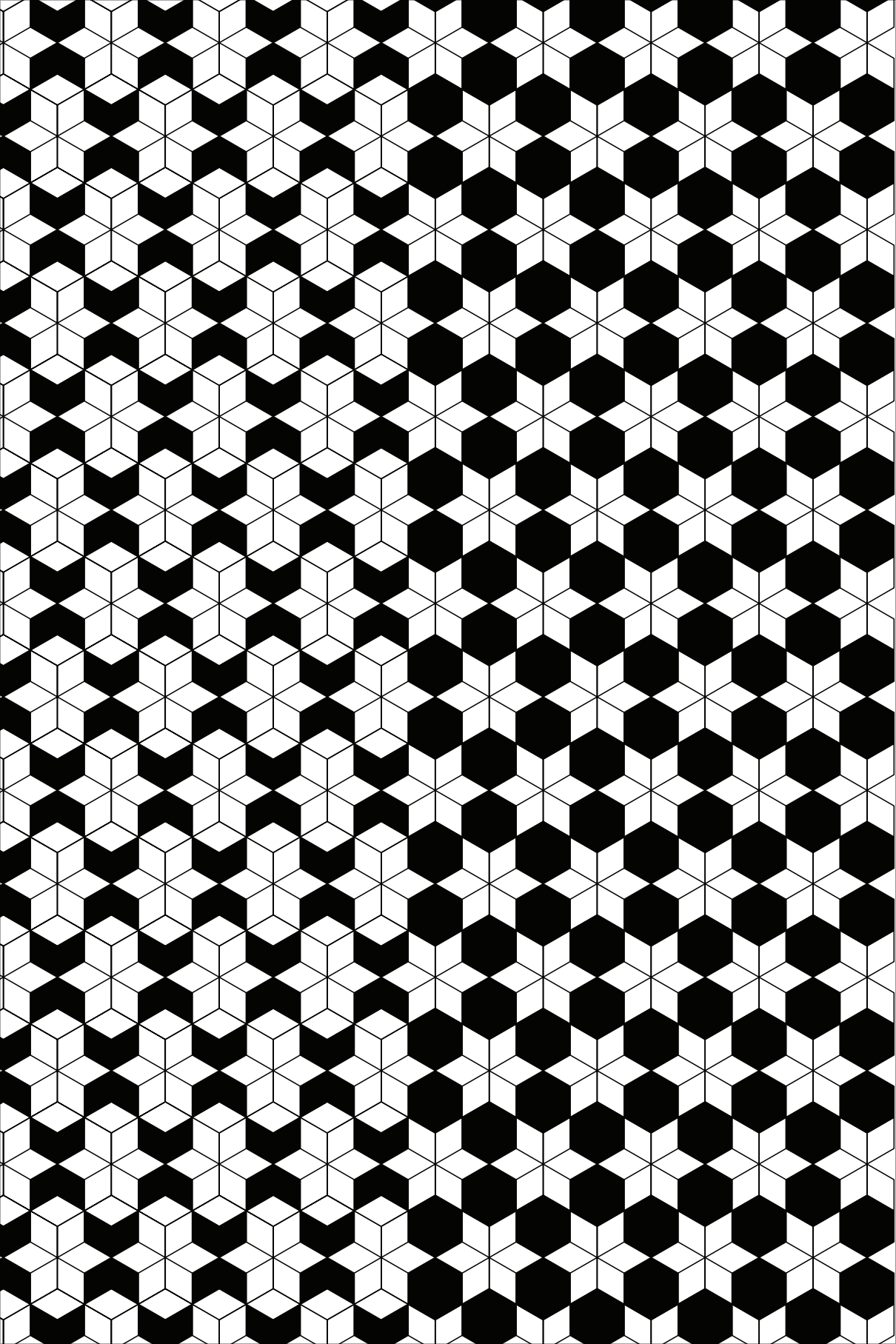
CHAIRMAN, PRESIDENT'S DESIGN AWARD 2009 STEERING COMMITTEE & CHAIRMAN, DESIGNSINGAPORE COUNCIL

Beyond the region, Singapore has also been recognised in the International Design Scoreboard, a study produced this year by a consortium of British universities, led by the University of Cambridge, for its clear and ambitious national policy for design. We believe we have taken the right steps to enhance our design competitiveness in a knowledge-focused economy and the DesignSingapore Council will continue to build on this strong foundation. With initiatives that will accelerate the transformation and growth of the design cluster, the Singapore design sector is well placed to take on the design challenges of the future.

In the years to come, design will play an even greater role in shaping the way we live. We face major challenges in the environment, energy sourcing, and intense urban development. We have no choice but to re-examine the world around us and to design better products and systems.

With this in mind, I would like to challenge Singapore designers, in particular our 11 Award Recipients, to seize the opportunity to be a part of this global design revolution. With our supportive environment for the development of design and creativity, opportunities abound for you to envision extraordinary possibilities out of the ordinary, and create a better future for all.





MESSAGE FROM DR MILTON TAN

MICA FELLOW & EXECUTIVE DIRECTOR, DESIGNSINGAPORE COUNCIL

The President's Design Award is not an end in itself – as if a summit of accomplishment, important though it is to recognise top design excellence. It plays a crucial part in establishing Singapore as a Gateway to the Future.

Gateways come in different shapes, sizes and contexts. I recall with fondness that in the 1960s, I was proudly driven many times over the Merdeka Bridge with its majestic granite lions guarding both ends of a local gateway into the “new” City of Singapore. But we are also not unfamiliar with global gateways, because the whole of Singapore has historically been the “Gateway to the East”. Arrival at Collyer Quay was always a memorable experience (especially at night with its large red lanterns) after many ocean days on a Straits steamship. Changi Airport now carries the baton. There has been an exponential rate of change to international economic activities; major power shifts in agriculture, industrial production, energy, communications, and market demands; and, not least, the (often mindless) “flattening” of the world through globalisation. Despite all these, Singapore, with severe odds against its small size, has managed to remain an iconic (top of mind) place where “east meets west”, no matter what the matter may be.

The goal for any gateway is to be special; this often means remaining “ahead of the curve”, beyond what others can do, let alone what they can also envision. Any levelling up by others diminishes Singapore's value propositions and global relevance to the external economies that we crucially depend on, due to our severe lack of natural resources (stuff we can grow, dig or pump from the ground). Every catch-up translates to greater options for investors, including local ones, to drop anchor elsewhere.

To be “ahead”, we need a substantial creative hub of people who spontaneously go ahead of the curve – talented individuals and teams who spend time in the future, as it were, working to improve all aspects of life. They probe, tinker, test concepts and make propositions that eventually define the future that you and I dwell in. They are the type who stay awake to wonder how they can make a better world, one design at a time. The best among them get recognised as our President's Design Award Designer of the Year or Design of the Year. They form a growing community of “design futurists” who will help us, as well as global stakeholders, catch a glimpse of great things to come and be a part of transformative change to realise it. This is why they are an integral part of Singapore as a Gateway to the Future.

MESSAGE FROM MRS CHEONG KOON HEAN

Good architecture and urban design are some of the key factors contributing to the success of cities. It contributes to the “X” factor that makes our city distinctive and unique, and helps attract visitors, investors and talents to our city. For example, many of us viewed with pride our signature skyline, beamed internationally to millions during the Formula 1 race. This skyline continues to be shaped even as developments around Marina Bay come onstream within the next few years. This will further enhance Singapore’s reputation as an exciting destination to “live, work and play in”.

Urban design looks not only at the design of individual buildings to create a memorable city. It also focuses on quality public spaces for the enjoyment of all and good connectivity between buildings in the form of pedestrian walkways and urban linkages. These are all essential factors in determining our quality of living.

Now into its fourth year, we are very encouraged that the President’s Design Award has continued to attract many quality submissions – in fact, the largest number received so far. This is testimony of the highly prestigious nature of the Award, and remains highly sought after by our local professional design community, despite the economic downturn this year.

CHIEF EXECUTIVE OFFICER, URBAN REDEVELOPMENT AUTHORITY

This year also marks an important milestone. For the first time in the Architecture & Urban Design discipline, the Award is presented to a project built outside Singapore. The Recipient – the Met in Bangkok, Thailand – is a high-rise condominium development. The Met has creatively redefined the concept of tropical living in high-rise buildings, setting a new benchmark for condominium developments in the region. We hope this will be a great encouragement for Singaporean architects working abroad.

This year’s Recipients also include, for the first time, a pedestrian bridge design – Henderson Waves. This unique and well-designed bridge helps to bring to reality the Urban Redevelopment Authority’s Masterplan to connect the hills and parks within the Southern Ridges. Henderson Waves is a good example which illustrates that bridge structures need not be just utilitarian structures, but can also be beautifully and elegantly designed and become landmarks in the city.

My heartiest congratulations to the Recipients of this year’s President’s Design Award. This Award serves as a well deserved recognition of our good architects and designers and I hope it will continue to inspire better urban design and architecture, so that all Singaporeans can look forward to a more beautiful and people-centred city.

