## A. GENERAL INFORMATION

### 1. About BOD

The DesignSingapore Council (Dsg) is calling for interested furniture and lifestyle product designers to be part of the newly-launched Business of Design (BOD) programme.

The BOD programme is a targeted and focused programme that aims to augment the Singapore Design Brand by generating new business opportunities for up to 6 established Singapore-based furniture and lifestyle product design studios with the potential to internationalise.

This is the first run of the programme, and will commence in February 2019 with the furniture and lifestyle product sector, running over two years.

The BOD programme aims to grow the export value of Singapore designs through building mindshare in both business-to-business and business-to-consumer markets in Asia. It will address targeted aspects of the design studio’s development (e.g. mentorship, access to networks, brand storytelling) and support their efforts in building capabilities to increase their competitiveness and demand on a global stage.

To grow businesses and propel them globally, the programme encompasses the following phases:

1. **Connecting designers to global marketplace**

   Dsg has rolled out the call for international in-market consultants, and selected consultants will form a panel to guide designers in their pitch to secure overseas business opportunities and connect them to business circles, which includes brands, manufacturers, commercial owners and specifiers, while providing mentorship for follow-through. These consultants will be selected based on their network and influence, and they are expected to have convertible business leads in identified priority markets.

2. **Building brand assets for individual designers**

   Dsg will support the sharpening of brand stories and sustained access to in-market Public Relations agents. Designers will have the flexibility to select the branding and Public Relations agency that they would like to work with—learning to communicate their brand stories via the optimal channels and maximising effective media coverage—to enforce quality perception of the designer so as to facilitate stronger recall.
### A. GENERAL INFORMATION

3. **Promote a set of distinct Singapore design brand values**
   
The BOD programme will culminate in a themed collective showcase that will travel to identified established international platforms overseas, and have part of it re-presented as retail pop-ups or showrooms in target markets like Shanghai, in 2020 and 2021. Working with the in-market consultants and Public Relations agents, this approach will raise the international standing of Singapore Design, and interest buyers from target markets in Asia. The retail pop-ups or showrooms will sustain presence and support business development in-market.

Dsg will appoint a curator for the themed collective showcase, with the intent of involving supported designers and their partner manufacturers, as well as bringing together other spatial, experience, fashion, lighting designers and technologists to present an immersive experience in a cohesive manner.

Alongside the Business of Design programme, Dsg also supports the wider design community through the upcoming Design Business Centre and capability building initiatives such as industry-led accelerator programmes.

More information on the BOD programme can be found at: www.designsingapore.org/what-we-do/business-of-design

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<th>2. Target Participants</th>
<th>The BOD Programme targets established design studios which fulfil the following criteria:</th>
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<td><strong>a) Have a compelling and differentiated brand philosophy and aspire towards good design</strong>, which impacts positively on the environment, culture, society and/or economy. The ability to design for the Asian cultural context such as incorporating Singapore’s rich heritage within the Southeast Asian context, and translating this for an international audience is one example. This will in turn strengthen Singapore’s position as the Asian gateway for international brands.</td>
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<td><strong>b) Have strong business fundamentals, and can readily scale up to meet international demand.</strong> To do so, the design studio must, for example, operate with a sound business model, and have sufficient resources, or are prepared (such as manpower and a network of production partners) to scale.</td>
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| 3. Deliverables and Expected Outcomes | Successful applicants are expected to demonstrate an increase of their year-on-year business revenue of at least 10% for their individual businesses through the programme. Through the BOD programme, the cohort of successful applicants will be supported with in-market consultants, branding and Public Relations agents, to also deliver the following outcomes collectively:  

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| a) | generate expected returns in terms of value of new projects secured at S$0.6 million over two years.  

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| b) | garner media coverage of S$6.0 million for the showcases and retail pop-ups or showrooms in target markets.  

## B. HOW TO APPLY & CONTACT DETAILS

| 1. How to Apply | Interested applicants are required to express their interest via email to BOD@DesignSingapore.org by Friday, 22 March (5pm).

The first round of selection would be based on whether the applicant has a compelling brand philosophy and aspires towards good design (See Part A, 2a). The applicant will be assessed based on their public portfolio, and may submit additional information via email. Shortlisted designers will be informed through email by Monday, 15 April (5pm).

Shortlisted designers will proceed to a final round of selection by the appointed in-market consultants. The final selection would also take into consideration the applicant’s strength in business fundamentals, and ability to readily scale up to meet international demand (See Part A, 2b). |
| 2. Contact Details | For further enquiries regarding the Business of Design 2019 Call for Expression of Interest, please contact:

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