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SINGAPORE'S DESIGN DEVELOPMENT

In a span of 50 years, Singapore has transformed from a Third World island to a bustling cosmopolitan city-state, with a harmonious blend of culture, cuisine, arts and architecture. In many ways, Singapore *is* a model of a creative city of design. Singapore's public housing is widely acknowledged to be among the world's best, earning international honours such as the World Habitat Award.

The Government's efforts to make the city-state into a creative hub have been assertive, with increasing investments to facilitate the development of the design sector. It also recognises the importance of design and design thinking to inject human-centricity into public policies and services to better serve our citizens. As such, it has put in place a national policy for developing a thriving design sector for Singapore's economic growth and quality of life enhancement for its people

While design has been indorsed as part of Singapore's trade and industry and a business tool, there was a need for a more comprehensive and integrated national strategy – understanding design as an extension of creativity and culture. This meant promoting and developing the design industries as a creative cluster, nurturing world-class design capabilities, fostering greater design consciousness and building international alliances.

In 2002, the Government put in place the Creative Industries Development Strategy for the Arts & Culture, Design and Media sectors. The DesignSingapore Council was founded in 2003, and continues to be the national agency spearheading the development of the design sector.

Singapore has a dynamic design eco-system, with 13 design institutions preparing our design talents for the fast changing landscape. The latest addition to the eco-system is the National Design Centre (NDC). Established in 2013, it is a nexus for all things design. It houses design studios, research and prototyping labs and serves as a venue to celebrate and showcase design. It has hosted two major international presentations, Hidden – Unveiling Japanese Design and New British Inventors: Inside Heatherwick Studio. NDC also houses the office of the DesignSingapore.

The annual Singapore Design Week presents a strong line-up of Singaporean and international creative talents who share, demonstrate and showcase to the public their designs and processes. In addition to the Singapore Design Week, the annual President's Design Award (PDA) celebrates design by conferring the nation's highest accolade on its top designers and designs. This catalogue of design assets and achievements is proof beyond doubt that Singapore is a city of design, creativity and innovation.



The designation of UNESCO Creative City will support the development of a creative culture and eco-system in Singapore that fully integrates design and creativity into everyday life. Singapore will also be able to strengthen international cooperation with UCCN cities, contribute in knowledge and talent exchanges, and to learn from other UCCN cities' experiences, policies and measures for sustainable development.