10TouchPoints Design Initiative Brings Innovative Recycling Bins to Singapore Changi Airport

Best design and winner of 10TouchPoints Competition deploys specially designed recycling bins in third phase of design initiative to encourage recycling

10TouchPoints, the nationwide programme by DesignSingapore Council to improve everyday living through better design, brings 32 new recycling bins to the four terminals at Singapore Changi Airport. Singapore design firm, Chemistry, was commissioned to build customised recycling bins after winning the inaugural 10TouchPoints Design Competition in 2007.

2. The three distinct phases of 10TouchPoints seek to bring better design in the public space to fruition. Phase One called for members of the public to nominate and vote for items, services or types of places that they would like redesigned. Phase Two saw designers respond to an open competition to redesign the top 10 most voted items. Phase Three focused on the review and implementation of winning designs (refer to Annex for more information).

3. “Good design motivates the way people interact with our environment and the 10TouchPoints programme seeks to pique Singaporeans’ interest in improving the design of everyday objects. Through engaging Singaporeans, design producers and public agencies, we hope the 10TouchPoints initiative will continually improve the lives of Singaporeans and contribute to a better living environment,” said Dr Milton Tan, Director, DesignSingapore Council.

4. During the conceptualisation of the initial design, Chemistry sought to understand psychological motivations behind recycling and people’s perceptions towards trash. A key component of Chemistry’s award winning concept was the effective use of visual communication in the form of a newspaper, a can and a bottle to attract attention to the bins and remind users of the intrinsic value in recyclable materials. The surface of the recycling bins includes interesting recycling information provided by the National Environment Agency (NEA) to encourage people to recycle even more.

5. Working closely with DesignSingapore Council, Changi Airport and NEA, Chemistry worked over a 10-month period to produce a final version that works best in the airport environment. During the prototype-testing phase earlier this year, the new recycling bins collected twice the amount of recyclable materials compared to the previous bins.

6. The new compact design suits space constraints and allows for flexibility to move the bins at the airport. A modular connector system enables the three connected bins to be placed linearly or curved around columns and bends. Additionally, the bins are designed with features including a security locking system and a turntable system for easy
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replacement of the internal bin liner catering specifically to how refuse is collected within the airport terminals.

7. “This project is an example of bringing innovative ideas to engage and delight passengers at the airport,” said Mr Yeo Kia Thye, Director (Airport Operations), Changi Airport Group. “We hope these recycling bins will encourage passengers and airport visitors to be more mindful of what they dispose and bring across the importance of being environmentally-friendly.”

8. “The Chemistry team strongly believes that good design goes beyond aesthetics and needs to engage and shape human behaviour. Our deep experience across branding, graphic and product design has enabled us to bridge the rational and the emotional. We hope the new recycling bins at Changi Airport will bring lasting and positive benefits to its users,” said Mr Bassam Jabry, Chemistry.

9. Currently, DesignSingapore is in discussion with the National Parks Board and Housing Development Board to develop two other winning redesign ideas from the first competition. DesignSingapore will launch the second edition of 10TouchPoints later this year.

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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 Council is Singapore's response to these propositions and opportunities. As a national initiative, the Council 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 was formed in August 2003 as a department within the Ministry of Information, Communications and the Arts, as the national agency for the promotion and development of Singapore design. The Council is dedicated to enhancing Singapore's design capabilities and growing the appeal of design in everyday life. This is achieved through design scholarships to nurture Singapore designers, as well as research and development focused on design excellence. The Council has also played a pivotal role in the establishment of design studios to grow the design industry. Up and coming Singapore designers have also raised their international profile with support from DesignSingapore's Overseas Promotion Partnership Programme.

To create greater appreciation and increased demand for Singapore design and designers, platforms such as the Design for Enterprises, President's Design Award and the Singapore Design Festival reach out to businesses, the general public and international design communities.

Apart from conducting relevant studies, the Council also explores international collaborations through design-related Memorandums of Understanding and partnerships. These efforts help to establish Singapore as a critical node in the international network of design cities, and to provide an environment critical to formulating policies.

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Annex

About the 10TouchPoints Programme

10TouchPoints is a three-phase nationwide redesign programme organised by DesignSingapore Council that brings the public, designers and major service providers together to collaborate in a process of redesigning everyday touch points, to improve everyday living through better design.

10TouchPoints challenges designers to incorporate systems thinking, technology, historical and contextual relevance so as to realise values such as sustainability, accessibility, usability and beauty in public spaces like schools, hospitals, food places, and parks.

The 3 Phases of 10 TouchPoints

Phase 1 – Vote!
Phase 1 is a call for public nominations and votes to close the gap between what users need and what service providers can offer. It aims to tap into the intimate insights of daily users, so that designers and service providers can work toward better and more applicable solutions.

Phase 2 – Compete!
Phase 2 of 10TouchPoints presents a design competition for the top ten items that have been nominated and voted for redesign in Phase 1. It calls for designers to investigate the problems, explore the solutions to improve how we experience our everyday lives in Singapore.

Phase 3 – Remake!
Phase 3 is the implementation stage when the relevant item owners build prototypes of winning designs. This consists of prototyping sessions involving owners or project sponsors and the winning designers, as well as experts and user-groups. Project sponsors or item owners have the option of bringing the winning designs to the next level of implementation.

Winners of the Inaugural 10TouchPoints Design Competition

Eight winning designs were selected from 113 redesign proposals submitted. The ten categories included the redesign of the bicycle dismounting system, bus stops, drains and canals, hospital signage system, mailboxes, multi-purpose ID card, playgrounds, public toilets, recycling bins and takeaway mealboxes.

Please see the following for five winning designs.
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Category: Recycling Bins
- With National Environment Agency

Winner: Chemistry

Implementation Interest: Commissioned for T1, T2 and T3; potential nationwide implementation by National Environment Agency

Category: Bicycle Dismounting System
- With National Parks Board

Winner: Roy Pang Ping Jing

Implementation Interest: Development of prototype by National Parks Board

Category: Drains & Canals
- With Public Utilities Board

Winner: Lekker Design

Implementation Interest: Reference for future projects by Public Utilities Board

Grand Winner
Cash Prize: S$5,000

Winner
Cash Prize: S$3,000
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Category: Playground
- With Housing Development Board

Winning Team: Pamela Chew
Denise Chng

Implementation Interest: Reference for future projects by Housing Development Board

Winner
Cash Prize: S$3,000

Category: Mailboxes
- With Housing Development Board

Winner: Jasline Fang

Implementation Interest: Reference for future projects by Housing Development Board

Winner
Cash Prize: S$3,000