Media Release

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Five industry leaders appointed to the DesignSingapore Council’s New Board

- The five new Board Members will join the four reappointed Members in spearheading the DesignSingapore initiative to develop design capabilities and embed design across industry clusters for economic growth, improvement of the quality of life and the environment.

Five industry leaders have been appointed to the DesignSingapore Council Board for a two-year term from 1 November 2009 to 31 October 2011. Led by incumbent DesignSingapore Chairman, Mr Robert Tomlin, the Board members play a crucial role in steering and guiding the Council as it embarks on the DesignSingapore Initiative Phase 2 to create a more vibrant, competitive and integrated design cluster that will benefit businesses, society and the environment.

2. The Board is well represented across the diversity of design disciplines, community interests and businesses. Additionally, DesignSingapore’s Board Members are chosen for their commitment and leadership in the design sector and business community. The five newly appointed Members are:

a) Mr Suresh Balan – President Asia-Pacific, Electrolux SEA Limited and President, Middle East & Africa, Electrolux Floorcare & Small Appliances. Mr Balan brings a wealth of business experience to the Board having held various positions at Electrolux where he has had responsibilities in manufacturing, product development and sourcing, sales and marketing, mergers and acquisitions as well as joint ventures.

b) Mr Theseus Chan – Founder/Executive Creative Director, WORKS. A graphic designer by training and a President’s Design Award Recipient, Mr Chan is a very well-respected figure in the design sector with more than 23 years of experience. WORK, his multi-disciplinary design consultancy spans advertising, design, fashion and publishing. In addition, he pushes the parameters of the print with the internationally acclaimed WERK magazine.

c) Mr Ken Sean Mandel – Vice President and Managing Director, Yahoo! SEA. A digital media veteran and industry spokesperson, Mr Mandel has been instrumental in the development of leading digital agencies such as XM Asia Pacific and Neo@Ogilvy. He is also Chairman of The Interactive Advertising Bureau Southeast Asia and sits on the Board of the Mobile Marketing Association.

d) Ms Tina Tan Leo – Founder and President, The Link Group and alldressedup. Ms Tan is regarded as a modern fashion visionary and leader in the luxury brand business. She was awarded “The Leading Women Entrepreneurs of the World 2004” in Sydney, Australia alongside 20 other recipients from round the world. Her company was also inducted into the Altagamma International Honorary Council as Honorary Member in Rome in 2004.

e) Mr Ted Tan Teck Koon – Deputy Chief Executive, SPRING Singapore. A member of the SPRING’s executive management team, Mr Tan plays an important role in growing local enterprises, particularly in building their capabilities,
enhancing their competitiveness and connecting them to business networks and opportunities. A major component of Mr Tan's portfolio is the establishment of strategic partnerships with industry associations to help small and medium enterprises expand and grow.

3. Three other Board Members have also been reappointed for another term. They are:

a) Mr Richard Hassell
Partner
WOHA Architects Pte Ltd

b) Mr Low Cheaw Hwei
Senior Design Director
Philips Electronic Singapore Pte Ltd

c) Dr Milton Tan
Director, DesignSingapore
Ministry of Information, Communications and the Arts

4. DesignSingapore Council also expresses its appreciation to four outgoing Members who have been pivotal in guiding the Council's pursuit of design development:

a) Mr Huang Eng Cheng, Executive Vice President, Marketing & Regions, Singapore Airlines, an inaugural Board Member from 2003.

b) Ms Elim Chew, Founder & Managing Director, 77th Street, a Board Member from 2005 to 2009.

c) Mr Ban Yinh Jheow, Chairman, Stikfas Pte Ltd, a Board Member from 2005 to 2009.

d) Dr Christopher Chia, Chief Executive Officer, Media Development Authority, a Board Member from 2007 to 2009.

ISSUED BY DESIGNSINGAPORE COUNCIL,
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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 is Singapore’s response to these propositions and opportunities. As a national initiative, DesignSingapore 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 public organisation for 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.

More information on the Council is available at www.designsingapore.org.