

SINGAPORE DESIGN WEEK 2019

CALL FOR SATELLITE PROGRAMMES

INFORMATION KIT



HELLO!

Thank you for your interest in the Singapore Design Week (SDW). In March this year, SDW was brought to life when 104 partners came together to organise 115 programmes! Together, we took SDW to many parts of Singapore – demonstrating not only how design is everywhere in this UNESCO Creative City of Design, but also how it can impact our everyday lives. We are very grateful for the many design studios and creatives, businesses, schools and government agencies who came forth to contribute to the success of the festival.

Heartened by the positive response to our Call for Satellite Programmes, we are once again inviting interested partners to contribute events and activities to add vibrancy and colour to SDW. In preparation for the 2019 edition, the SDW team had conducted a review and gathered feedback from our very many stakeholders. We are pleased to introduce a refreshed programming focus and qualifying criteria, in our continuous attempt to present better quality offerings to our festival-goers.

Please read on to find out how you can come on board as a satellite programme partner next year!

ABOUT SINGAPORE DESIGN WEEK

Now into its 6th edition, the SDW 2019 will run from 4 to 17 March 2019.

The annual SDW brings together a collection of local and international design activities in Singapore. Organised by the DesignSingapore Council, the SDW is open to the design community, businesses, design students, public sector officers and the general public.

As one of Asia's premier design festivals, SDW champions design thought leadership by bringing together the design, business and public policy worlds to bring about innovation and solutions to build businesses, engage communities and enrich people's lives. It is a hub where the best design talents and businesses from Singapore and Asia converge to

be showcased to the world; and a platform where Singaporeans and visitors can experience the value of design through delightful activities.

Through SDW, the Council hopes to enhance the synergy among our design partners, and in turn boost Singapore's profile and attractiveness as a global city for design. More information can be found at: www.designsingapore.org/SDW.

SINGAPORE DESIGN WEEK 2018 IN NUMBERS

Here's a quick recap on some of the numbers and quick facts for SDW in 2018.

Total Number of Participants:	More than 300,000 participants
Total Number of Activities:	115 activities
Total Number of Partners:	104 partners
Media Coverage:	Wallpaper*, Time, Fortune, Dezeen, Home & Décor Singapore, The Business Times, The Straits Times, The New Paper, Channel NewsAsia, Channel 8 News, Buro 24/7, Furisalone Magazine, Lookbox Living / Indesign Live Sg, Architectural Digest, Singapore Tatler, Men's Folio, Expat Living Singapore, Esquire Singapore, Harper's Bazaar Singapore, iWeekly, JUICE, Honeycombers Singapore, Female Singapore, TimeOut Singapore, Sg Magazine, Coconuts Singapore, The City Nomads, Houzz, The Smart Local, Lifestyle Asia, BluPrint, Connected to India, etc.

Marketing & Publicity:

- SDW 2018 Microsite
- SDW Guide Book
- SDW Merchandise (stickers, tote bag, fan)
- SDW e-Newsletter
- Google Display Network Banners
- Social Media Amplification (Facebook, Instagram, LinkedIn)
- SDW Videos
- Street lamp post banners
- Digital bus stop panel advertisements
- SMRT in-train panels
- Radio Ads and Open Talks

GETTING INVOLVED

The SDW is an aggregator platform that welcomes satellite programmes to come on board this collective celebration of design.

Common motivations for satellite programme partners to take part in the SDW include promoting talent, developing new audiences, making business contacts, facilitating collaborative opportunities, marketing and/or launching products and services, and connecting with the Singaporean and international creative community that will gather in Singapore for the SDW.

a) Who can contribute?

The Council would like to invite Singapore and international designers, design studios, design and education institutions, design retailers, etc, to participate in the SDW 2019 by organising design-related programmes in Singapore over the period of 4 – 17 March 2019.

b) What to contribute?

Programmes can be in any of the following types, including but not limited to:

- Conferences / Forums / Seminars / Talks
- Workshops
- Design Competitions
- Exhibitions / Showcases
- Design Trade Shows
- Networking Events (eg, Award Ceremonies, Portfolio Clinics)
- Open Houses / Tours
- Marketplaces / Fairs

c) Target Audience

The programme should cater to one or more of the following audiences:

- Design Community
- Businesses
- Public Sector
- General Public
- International Audience

In order to be more audience-centric, we would specifically like to encourage potential partners to have the following personas in mind while conceptualising the programmes. This will help us to better package our programme offerings.

- The Design Strategist (Design Strategy + Business of Design)
- The Design Educator / Learner (Educational track)
- The Craft Lover (Craftsmanship track)

d) How to qualify?

Under the refreshed qualifying criteria, each programme should meet at least two of the following SDW objectives:

No.	SDW Objectives	Examples
1	Raise Awareness and Appreciation of Design	Installations, exhibitions, showcases, talks, workshops, open houses, pop-up stores,

		etc., to illustrate how design can have an impact on day-to-day living and improve quality of life – showcase design in everyday things (household products, currencies, stamps, etc.) or in an everyday setting (homes, retail stores, food and beverage outlets, etc.).
2	Develop Design Capability for Designers, and Design Educators and Students	Forums, seminars, conventions or workshops, etc., that develop professional capabilities.
3	Encourage Adoption of Design in Businesses and Organisations	Conferences, forums, workshops, seminars, networking sessions, etc., to educate businesses and organisations on the strategic value of design.
4	Develop Opportunities for International Collaborations and Market Expansion	International trade shows, networking events, conferences, etc., for designers and businesses to spark new collaborations, access new markets and grow their business.
5	Uncover and Profile New Design Talent	Design school graduation shows, launch pad platforms, investor pitching sessions, etc, that shine a spotlight on emerging designers to prime our talent pipeline.
6	Address Societal and / or Global Issues through Design	Exhibitions, forums, seminars, conventions or workshops, etc., that examines issues such as ageing population, social inequality, energy crunch, overconsumption, etc. to

		demonstrate the social impact that design can bring about.
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By aligning with the above objectives, we are hopeful that your programmes will help achieve the SDW goals:

i) Champion of thought leadership in design

- *The foremost platform where business, government, design and design thought leaders meet to exchange ideas and discuss future design trends and its impact on business, policy making and public service delivery.*

ii) Hub to connect design talents and businesses

- *The best design talents/designs from Singapore & Asia converge to be showcased to the world.*

iii) Platform to experience design beyond aesthetics

- *Singaporeans and visitors experience the value of design through delightful activities.*

BENEFITS FOR SATELLITE PROGRAMME PARTNERS

Partners will enjoy the following benefits:

- Overall branding and promotion of the SDW 2019.
- Acknowledgement as a satellite programme partner of the SDW 2019 in the printed Guide* and website.
- Programme listing in the SDW 2019 Guide* and on the SDW website, or equivalent.
- Inclusion of write-up of programme in general press materials* produced by the Council to promote the SDW 2019 to the media, with the potential for local and international media coverage.

- Invitations to DesignSingapore Council-organised activities, eg, the SDW 2019 Opening Party.
- Use of the SDW logo in all the partner's marketing collaterals, website, on-site signage, distributed materials, etc.
- Use of the Auditorium or meeting rooms at the National Design Centre, subject to availability. Openings are very limited; partners are strongly advised to source for their own programme venues.

** Subject to timely submission of full programme information by 16 January 2019.*

COMMITMENT FROM SATELLITE PROGRAMME PARTNERS

Partners are requested to fund, organise, manage and market their activities and events independently. The Council also requests Partners to undertake the following:

- Promote SDW 2019 by applying the SDW logo in all your marketing and media collaterals for your programme and help distribute the SDW 2019 printed Guides.
- Provide details and write-ups of your programme for the SDW 2019 Guide and website by the stipulated deadlines.
- Market and promote your programme to drive attendance to your own programme.
- Secure your own venue and handle event logistics for your programme.

- Provide photos, final attendance numbers and a brief report of your programme within one month after the event. A report template will be provided by the Council.
- Commit to deliver the programme as proposed. We seek your cooperation not to cancel or change your programme once the Council has confirmed the application, as there will be implications on programming and costs related to printed collaterals.

APPLICATION TO BE A SATELLITE PROGRAMME PARTNER

If you are interested to be our Partner, please complete the online application form (<https://goo.gl/forms/JYQfrAMsgwlQBuva2>) by **Wednesday, 5 December 2018, 5.00pm (Singapore Time)**.

The DesignSingapore Council will evaluate all applications based on how well the proposed programme meet the objectives of the SDW, alongside the reach and impact of each programme. Selected partners will be notified within two to three weeks after the closing date.

TIMELINE

26 Oct 2018	Launch of Open Call
5 Dec 2018	Closing of Call-out at 5pm (Singapore Time)
18 Dec 2018	Confirmation of Partners
16 Jan 2019	Deadline for Submission of Marketing Information*
4 Mar 2019	Start of SDW 2019

**Only confirmed partners are required to submit full marketing information*

QUESTIONS?

If you have any queries, please contact:

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ABOUT DESIGNSINGAPORE COUNCIL

DesignSingapore Council's (Dsg) vision is for Singapore to be an innovation-driven economy and a loveable city through design by 2025. As the national agency that promotes design, our mission is to develop the design sector, help Singapore use design for innovation and growth, and make life better in this UNESCO Creative City of Design. Our work focuses on three areas. First, we help organisations and enterprises use design as a strategy for business growth; and for excellent delivery of public services. Second, we nurture industry-ready talents skilled in design and innovation; and engender a design-minded workforce for the future economy. Third, we advance the Singapore brand through raising design appreciation on home-ground; helping local design talents and firms go international, and making emotional connections with people across the world. Dsg is a division of the Ministry of Communications and Information.

Singapore was designated UNESCO Creative City of Design in December 2015. The designation supports Singapore's development of a creative culture and ecosystem that integrates design and creativity with everyday life. It also expands Singapore's opportunity to collaborate with cities from the UNESCO Creative Cities Network (UCCN). The City of Design Office is sited with Dsg which coordinates and implements programmes that respond to UCCN's mission.

www.designsingapore.org