



DesignS Fact Sheet

What is DesignS?

DesignS, a network of design-centric institutes and associations in Singapore, was officially launched on 29 June 2010. Formed in 2009 to provide a platform for the creation of a coordinated Design network, it comprises eight member institutes – the Association of Accredited Advertising Agents Singapore (4As), Designers Association Singapore (DAS), Interior Design Confederation (Singapore) (IDCS), Singapore Furniture Industries Council (SFIC), Singapore Institute of Architects (SIA), Singapore Institute of Landscape Architects (SILA), Singapore Institute of Planners (SIP) and the Textile & Fashion Federation (TaFF).

What is the concept behind DesignS?

DesignS aims to provide a platform for the creation of a coordinated Design Network, resulting in a recognised “Singapore Brand”. The group aims to achieve active collaboration amongst the eight institutions through the following objectives:

- 1) To foster a sense of community and network amongst the Design industries
- 2) To jointly promote and advance the “Singapore Brand” of Design
- 3) To collaborate on joint education and continual professional development

What activities has DesignS initiated? What other upcoming programmes and activities are lined up?

DesignS launched the inaugural PUSH awards in 2009 to acknowledge and reward talented designers from the eight member institutes within the alliance to promote design excellence in Singapore. Renamed as PUSH Showcase this year, SFIC has taken the helm in the hosting of the event at LASALLE College of the Arts on 29 June 2010. DesignS will continue to support the annual event.

DesignS will also be taking part in the Shanghai World Expo 2010 with a multimedia showcase of around 40 selected works from the institutes at the Singapore Pavilion at the Shanghai Expo 2010 in September 2010. The primary aim is to present the creative works by Singapore to:

- 1) Illustrate how global companies leverage on Singapore design-led companies to launch their products
- 2) Demonstrate Singapore’s works in diverse countries around the world
- 3) Promote the “Designed In Singapore” brand and capabilities