



FOREWORD

The Australian High Commission is pleased to once again be partnering with Sydney's College of Fine Arts (CoFA) for OZmosis2009: Directions in Australia Design, which is the Australian showcase at the Singapore Design Festival. This year, the students currently undertaking CoFA's Master of Design program in Singapore have researched the different definitions of success and created corresponding spaces, objects and graphics.

CoFA is one of Australia's premier arts and design institutions, and has been delivering the Master of Design program in Singapore for 10 years. It has produced more than 100 graduates who have gone on to become significant designers and educators in Singapore and abroad.

Australia and Singapore enjoy strong cultural, political, economic and educational ties. Design is one area that has seen an increasing number of collaborations, particularly in education, with many top Singaporeans designers graduating from Australian universities. I am confident of seeing many more exchanges and partnerships in the design industries of our two countries.

I would like to thank CoFA for being our co-presenter and Dr Vaughan Rees for curating the exhibition. I hope you enjoy the show.

HE Mr Doug Chester
Australian High Commissioner to Singapore

DESIGNING FOR SUCCESSFUL SINGAPOREANS



How do we measure success and what kind of success is cherished by a group, a society or even a nation? Who measures or marks success? How much of success is driven by the quest for excellence and how much is economically driven? What role does the designer play in constructing and promoting certain models of success? These are the kind of questions that this group of Singaporean designers are grappling with. Their initial ideas and concepts are at the stage of developing, not yet fully formed, but in the state of experimenting, contemplating and asking “what if...?”.

The source of their inspiration did not come from the media but from reflection and examination of those people who are part of their every day life. They sought out success in the personal narratives of their friends, family and those who play some role in their lives. These narratives revealed the somewhat difficult pathway to overcome obstacles and achieving respect. It was also revealed in some cases, what is lost or missing in the quest to succeed. The spread of ages (from mid-teens to early 60s) and professions within the selection of Successful Singaporeans somewhat focused the variety of values that the designers drew from their research of the individual informants. These personal values act a kind of lens through which the world can be viewed.

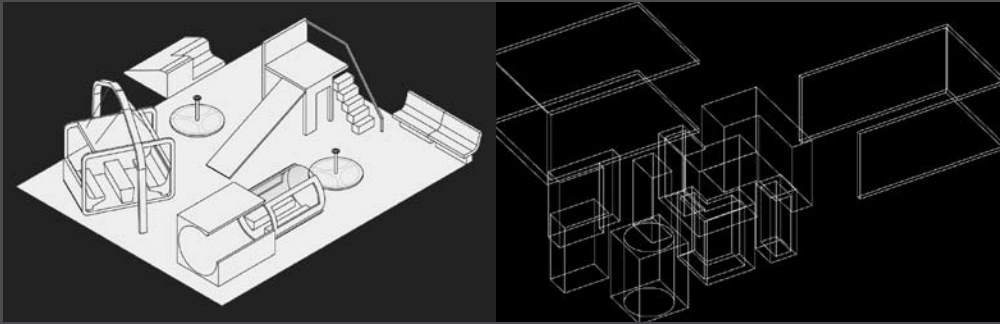
Based on these fundamental values and, the perceptions that are tied to them, this group of seven designers began to see the possibilities of creating innovative objects, graphics and spaces. This kind of designing is based on personal narratives, academic research, reflection on practice and experimentation with ideas, materials and processes. The ultimate goal is to broaden the way designers think, create and connect with the people they design for. It also changes the position of the designer from a fairly passive, service provider to a self-generating creative who actively seeks out ways in which design can add quality to people’s lives rather than just giving them more things.

Sabrina Ang, Moses Chang, Aaron Kok, Alvin Kong, Gavin Lee, Michael Tan and Cherry Thian, are professional designers and/or design educators who live and work in Singapore. Their emerging outcomes are embedded in the experiences of local people and yet the values are universal. This kind of “glocal” approach positions the designer as someone who is aware and current with global concerns but is also in touch with his/her local community.

This exhibition, Designing for Successful Singaporeans is not so much about final outcomes but about Singaporean designers offering visual ideas and concepts, shaped by local stories and people, and alternative models not just for designing but also for forming perceptions about success.

Dr Vaughan Rees

Associate Dean – International, College of Fine Arts, University of New South Wales.



‘Revitalizing through evolution’ begins a new design cycle, giving new experiences and new life after end of its use. Design revitalization extends the product design span, making the creation sustainable and viable. The design element is inspired by technique of ‘jigsaw puzzle’ in plug & play modules that come into place to form a function. At the end of its use, the space can be reconfigured to form another function.

Designed as a portable living space, it is housed with complete functional and efficient facilities. The automobile enable users to share leisure expedition with family, friends or enjoy having his own quiet time in any desired destination. Beyond the first usage cycle, it is capable of transforming to a playground for contribution to the children or less fortunate society, fulfilling the key values of my Successful Singaporean.



Sabrina ANG > Design Director of AI Associates Pte.Ltd > “Design is an essential need, it plays a prominent part in human affairs of everyday things and it is for the benefit of all humankind. Design is not only about aesthetics and functions;; it affects us sociologically, psychologically and emotionally. Good design has aesthetic quality, expresses meaning that is integral to its usefulness. It also brings about new experiences and fulfills society and the individual needs. Design is about making the world a better place.”

Moses Matthews Chang Showei > Exhibition Designer > Asian Civilizations Museum > Design is vital in our lives today. Without it, the world is boring. Design beautifies and influences the world, the lives of people, and the way we look at things. It helps us to appreciate the things around us and also improves our lives. To design is to solve a problem aesthetically, functionally and emotionally. A good design is one that contributes to lives rather than destroying lives.



Circles represent different aspects in life. Many times certain aspects of life are overlooked. And while life is an ever improving/changing process, it needs to be redefined along the way. The Redefining Circles concept shows how different spaces can be redefined/changed to suit the ever changing/improving lives of ours.

A large graphic consisting of several overlapping circles of varying sizes and positions. The circles are drawn with thin white lines on a dark grey background. Some circles overlap significantly, creating complex geometric shapes. The overall composition is abstract and suggests interconnectedness and change.

redefining circles

Tamago Berries

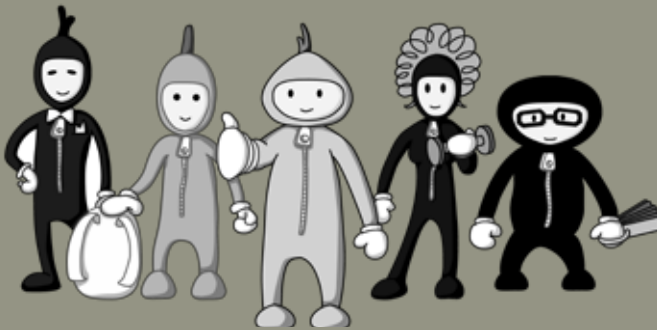
From Greenhouse to the World

To design a physical board game with the aim to cultivate four aspects of character building for the i-generation. The Life Game, a board game will lead players to explore the various aspects of character building through a journey of College life and Career life (players have the choice to choose either journeys during the beginning of game).

Lead by a main mascot, four Berry Buddies will appear along the journey to guide the players and at the same time, emphasize the respective portion of good character/behaviours.

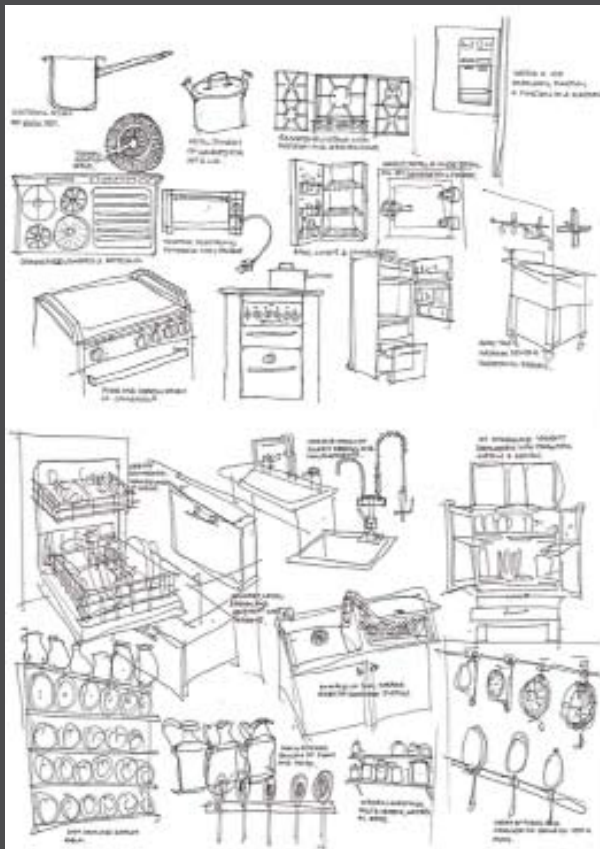
Designed to be portable where it can be played almost everywhere with multiple players to encourage “real” interactions and discussions on each other’s encounters along the journey of life.

Going beyond the game, players may access the Tamago Berries website for more information and also contact the Berries Buddies for advice and help through email and Social Networking.



Aaron Kok Lam Wai > Section Head/Digital Media Design ITE College West > “My love for art and design started at a young age when I began to read comics and fantasize about the character design and storytelling. With a curiosity in exploring the production of comics, I ventured into like architecture, figure drawing, graphic design, and multimedia design. Design goes beyond creating neither a visually appealing piece of work nor just a problem solving process. It covers a wide spectrum of studies in history, cultures, social, psychology, technology etc and I’m glad that this Master of Design course has widened my perspectives in cross-discipline design and at the same time made me a true practitioner of Life-Long learning.”

Alvin Kong > Design Manager > Cityneon Holdings Private Limited > “3As - Art, Artifact & Architecture all possess 3D qualities, are distorted by light and are creative property from the mind of the artist or architect into a graphic, space or object. Designing a space is like inventing a new language, a language that forms a narrative between the person, process and product affirming vanishing techniques, and re- introducing them through high technological aids.”

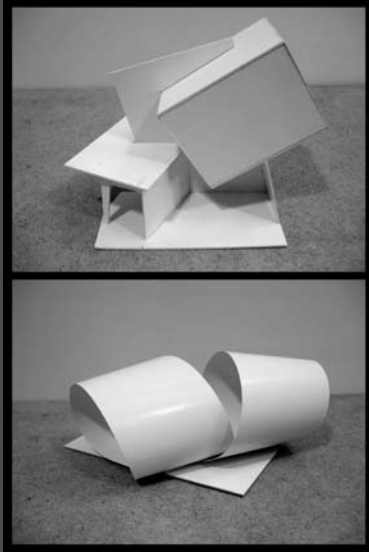


Neo Kitchen Culture

Warm Heart of Urban Life

My Successful Singapore (SS) Mr. Edwin Baker Leow is much driven by passion above all else. He is young innovative individual working at a renowned hotel and has won a significant number of prizes in culinary. My design, Neo Kitchen Culture (NKC) – Warm Heart of Urban Life is located at Lower Peirce Reservoir. NKC’s design is inspired by a long history of kitchen culture and influenced by modern standards of food tasting experience.

The NKC is designed as a sustainable architecture, having “full of light”, “complete integration” into the natural surroundings, “material selection” of using non conventional materials and install methods, “process orientation” each individual space has been customized and regularized and “element of surprise” which is the key feature of the house allows usable ideas to disappear and hide away in a multi layer, multi faceted design, refreshing all visitors and onlookers as NKC transforms like as a dream.



“Revelation is the act of revealing or disclosing. It is also a manifestation of divine will or truth. This manifestation is the main driving force behind the Success of my Singaporean Model”

‘Faces of Revelation’ dig into the explorations and experimental processes in the design of the form and spaces with the acts of peeling, revealing and discovering driven by the values of my Successful Singaporean.



Lee Guo Wei (Gavin) > Designer > Davenport Campbell Interior Design Consultancy >

“Design is a discipline that seeks to understand the psychological, sociological, historical and cultural entities within any selected context from which we generate concepts and ideas through the things we see, hear, smell, taste or feel, to derive at a purposeful and aesthetic resolution. Imagination, explorations, experimentations and sensitivity to emotional responses are the main ingredients in conjuring a fun, fulfilling and successful creative design process”

Michael Tan Soo Guan > Director, Designer > “Using insight and imagination, design can drive a positive change sociologically, psychologically, and even culturally, and to be able to do that we need to understand the meaning of design and to sense the common thread that weaves its way through the design process. It is also important to understand the role form and content play in the intricate process. When properly communicated and understood, design can clarify, motivate, reinforce and eventually become an object of value. Design is about Thinking, Making and Sharing.”

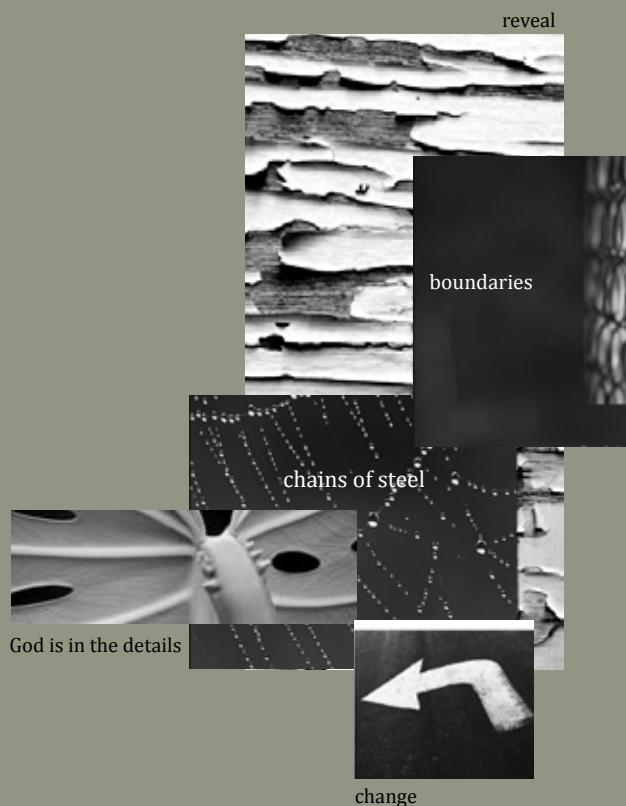


System of faith

The images are metaphorical of Faith that are representative of my successful Singaporean whose value systems and beliefs are grounded in the scriptures.

God is his source for success. He believes in His promises. It is his faith in God that assures his success.

The Bible records hundreds and hundreds of God’s promises. The message of Jesus Christ tells him that he can achieve success and God has the desires of his heart.





Habit[AT]

“Sensing the presence but know the absence;
Knowing the absence but feels the presence.”

Habit[AT] is an area or type of environment in
which a particular kind of human being usually
lives;
The place or environment where habits dwell in.

A familiar home embodies habitual idiosyncrasies
and allows us to grow. The Habit[AT] concept
reproduces the presence of his family and friends
from their habits. A habit leaves traces which
represent a past relationship that has present
meaning and a projected future meaning for the
inhabitant.



Cherry Thian Huey Jye > Lecturer > “I believe in designing for humankind because design has the power to change the world, either from a destructive to a constructive one, or vice versa. I desire to construct!”

A Special Thank You to :
The Australian High Commission (Singapore)
School of Design Studies, College of Fine Arts, UNSW
Ms Charmaine Toh
Dr Vaughan Rees - Curator,
Alvin Kong - Exhibition Designer,
Gavin Lee - Exhibition Designer,
Michael Tan - Exhibition Graphic Designer
And to all the exhibitors.



ISBN: 978-981-08-4476-9

Sabrina Ang Moses Matthews Chang Aaron Kok Lam Wai Gavin Lee Guo Wei Michael Tan Soo Guan Aaron Kok Lam Wai Alvin Kong Aaron Kok Lam Wai Gavin Lee Guo Wei Cherry Thian Huey Jye Wai Gavin Lee Guo Wei Moses Matthews Chang Gavin Lee Guo Wei Michael Tan Soo Guan Cherry Thian Huey Jye Aaron Kok Lam Wai Alvin Kong Sabrina Ang Moses Matthews Chang Sabrina Ang Moses Matthews Chang Gavin Lee Guo Wei Aaron Kok Lam Wai Michael Tan Soo Guan Moses Matthews Chang Aaron Kok Lam Wai Gavin Lee Guo Wei Cherry Thian Huey Jye Aaron Kok Lam Wai Alvin Kong Aaron Kok Lam Wai Alvin Kong Gavin Lee Guo Wei Aaron Kok Lam Huey Jye Aaron Kok Lam Michael Tan Soo Guan Sabrina Ang Moses Matthews Chang