

**DESIGN
IMPACT**

Innovative
Solutions for
a Better World

**DESIGN
FUTURES**

Design of the
Future and the
Future of Design

SINGAPORE DESIGN WEEK

**DESIGN
MARKETPLACE**

Lifestyle Trends with a
spotlight on Southeast Asia

SINGAPORE DESIGN WEEK 2023

**OPEN CALL FOR PROPOSALS:
DESIGN COMMUNITY**

DesignSingapore Council would like to invite designers, design firms and design-led businesses and organisations to submit proposals for the **Design Community** programme as part of the upcoming Singapore Design Week 2023.

SINGAPORE DESIGN WEEK 2023	
About SDW 2023	<p>One of Asia’s premier design festivals and the flagship event in Singapore’s design calendar, SDW celebrates Singapore’s distinctive brand of creativity, exploring design through three defining festival pillars: Design Futures, Design Marketplace and Design Impact.</p> <p>Design Futures focuses on the design of the future and the future of design, through the lens of forward-looking Singapore – where a more positive future is prototyped for Singapore and the world. Design Marketplace uncovers lifestyle trends from around the globe, with a spotlight on the fast-growing Southeast Asia region. Design Impact inspires with innovative and impactful design solutions that tackle society’s biggest questions and create a better world by design.</p> <p>Organised by the DesignSingapore Council, SDW is a celebration of creativity and innovation, championing thought leadership and showcasing the best of design from Singapore and beyond in our UNESCO Creative City of Design.</p> <p>SDW 2023 Dates: 21 September – 1 October 2023</p> <p>Theme: Better by Design Singapore design embodies a universal attitude – the desire to always seek to make lives better using design. The motto ‘Better by Design’ reflects the DesignSingapore Council’s commitment to champion design and creativity that helps us to meet complex challenges and shape a better future. Marking our twentieth anniversary, we adopt this resourceful spirit for Singapore Design Week 2023, coalescing design that is born from a strong sense of creative purpose and crafted for positive impact.</p>

DESIGN COMMUNITY

About Design Community (DC)	<p>United by the SDW festival pillars and annual theme, DC is a collection of inspiring and impactful ground-up design related programmes contributed by the design community to enrich the festival offerings.</p> <p>DC provides a platform for stakeholders to showcase themselves and reach out to new audiences, while encouraging a shared sense of ownership and public engagement.</p> <p>DC programmes can come in various forms and scales, including but not limited to:</p> <ul style="list-style-type: none">- Exhibitions and installations- Talks- Networking sessions- Workshops- Open Houses- Studio visits- Graduation shows <p>These programmes can be conducted in a physical format and/or virtually. DC partners may choose to ticket their events or offer them free of charge.</p>
Objectives of Programme	<p>Your proposed programme for DC should meet the following objectives:</p> <ol style="list-style-type: none">a) Align with one or more of SDW's three defining festival pillars: Design Futures, Design Marketplace & Design Impactb) Align with SDW 2023's overarching theme of Better By Designc) Fulfil any of the following objectives:<ol style="list-style-type: none">i. Raise awareness and appreciation of designii. Develop design capabilities for designers, design educators or studentsiii. Uncover and profile new design talentiv. Develop opportunities for international collaboration and market expansionv. Encourage adoption of design in businesses and organisations <p>Please refer to Annex A for a snapshot of past SDW programmes, and how they align with the festival core pillars and objectives.</p>

SCOPE OF WORK

<p>Scope of Work & Deliverables</p>	<p>The successful applicant will be expected to undertake the following scope of work and deliverables:</p> <p><u>Conceptualisation, Management and Implementation</u></p> <ul style="list-style-type: none"> a) Undertake the conceptualisation, financing, project management and successful execution of one/a series of DC programme(s) to achieve the said objectives. b) Secure venue(s) for the programme, and ensure all related licenses and permits are fully obtained and/or paid, where necessary. <p><u>Marketing and Publicity</u></p> <ul style="list-style-type: none"> c) Market and publicise the DC programme through the applicant’s own and/or partner channels to drive attendance. d) Promote SDW 2023 by applying the SDW logo in all applicable marketing and media collaterals. e) Submit programme artwork, full programme details and marketing copy to Dsg. This is for SDW 2023 marketing and publicity purposes. <p><u>Reporting</u></p> <ul style="list-style-type: none"> f) Respond to the post-event survey within 1 month from the completion of the programme, indicating attendance numbers. Refer to <u>Annex B</u> for a sample of the post-event survey questions from SDW 2022. *For paid ticketed events, submission of cost and revenue is required, as part of the post event survey. g) Provide event photographs and/or video footages for marketing purposes for SDW 2023 and future editions.
<p>DC Partners</p>	<p>This call for proposals welcomes partners from the entire design ecosystem, spanning a wide range of sectors, including but not limited to:</p> <ul style="list-style-type: none"> a) Singapore and international designers b) Design agencies c) Design institutions d) Design retailers / malls e) Design-led organisations and brands

ELIGIBILITY & ASSESSMENT CRITERIA	
Eligibility	This call is open to everyone in the design ecosystem who wishes to organise a design-related programme during SDW 2023 (21 Sep – 1 Oct 2023).
Application	<p>Submissions shall be done via Google Forms (bit.ly/sdwdc23), by Monday, 17 Apr 2023 (5.00pm SGT)</p> <p>A submission of a brief proposal as part of the Google form is optional, but beneficial for clearer evaluation.</p>
Assessment Criteria	<p>Applicants will be assessed based on the following criteria:</p> <ul style="list-style-type: none"> a) <u>Alignment of proposed programme with SDW 2023 theme & any of the three SDW core pillars (40%)</u> b) <u>Quality of programme (30%)</u> <ul style="list-style-type: none"> i. Fulfilment of DC objectives ii. Quality of content c) <u>Quality of partner (30%)</u> <ul style="list-style-type: none"> i. Experience in organising similar programmes ii. Reputation of organiser and collaborators iii. Outreach (e.g., following on social media channels, database size, etc) <p><u>Please note that:</u> Dsg reserves the right to reject proposals that do not meet the criteria and limit the number of programme proposals selected.</p>

APPLICATION & CONTACT DETAILS

Timeline	<p>An overview of the entire process is detailed below:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #cccccc;"> <th style="text-align: left;">Activity</th> <th style="text-align: left;">Timeline (may be subject to changes)</th> </tr> </thead> <tbody> <tr> <td>Open Call</td> <td>6 Mar – 17 Apr 2023 (6 weeks)</td> </tr> <tr> <td>Confirmation of Successful Applicants</td> <td>19 May 2023</td> </tr> <tr> <td>Submission of Full Marketing Information (only for successful applicants)</td> <td>9 Jun 2023</td> </tr> <tr> <td>Launch of Design Community @ SDW 2023</td> <td>21 Sep – 1 Oct 2023</td> </tr> <tr> <td>Submission of post-event report</td> <td>1 Nov 2023</td> </tr> </tbody> </table>	Activity	Timeline (may be subject to changes)	Open Call	6 Mar – 17 Apr 2023 (6 weeks)	Confirmation of Successful Applicants	19 May 2023	Submission of Full Marketing Information (only for successful applicants)	9 Jun 2023	Launch of Design Community @ SDW 2023	21 Sep – 1 Oct 2023	Submission of post-event report	1 Nov 2023
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Contact Details	<p>For further enquiries regarding the SDW 2023 Call for Proposals for Design Community, please contact:</p> <p>Jocelyn Sim Executive, Programming & Outreach Email: jocelyn_sim@designsingapore.org Tel: +65 6962 2093</p> <p>Trina Bong Assistant Director, Programming & Outreach Email: trina_bong@designsingapore.org Tel: +65 6962 2032</p>												

Annex A

Examples of SDW 2022 Programmes that align with the Core Festival Pillars

DESIGN FUTURES

Elevates Singapore's reputation as a futuristic city of design by presenting the future of design or the design of the future



Our Future Neighbourhoods: Re-thinking Place as an Ecosystem

Our Future Neighbourhoods: Re-thinking Place as an Ecosystem by Rhindon Strategy & Design

In a design thinking workshop, participants explored how the neighbourhood ecosystem is much more complex, and co-created new possibilities for our future neighbourhoods by considering what a sustainable neighborhood ecosystem might look like.

Speculative Design for a Sustainable Future by Standard Chartered Bank CCIB Client Experience & Design Team

This workshop taught participants speculative design techniques to explore those many possible futures in the context of sustainability, sharply question ethical implications and prototype opportunity space.

Designing Desirable Futures: an Intro to Futures Thinking by Studio Dojo

A full-day experiential workshop that explored how the field of futures thinking could enable individuals and organisations to thrive in an increasingly complex world.

DESIGN MARKETPLACE

Aligns with Singapore’s position as an East-West connector and gateway to Asia by uncovering lifestyle trends from across the globe, with a spotlight on the fast-growing Southeast Asian region



AHEAD Asia (Credits: Sleeper Media)

AHEAD Asia 2022 by Sleeper Media

The AHEAD Awards are the ultimate celebration of hospitality experience and design, comprising four annual, regional awards programmes culminating in a global finale. Leading names from APAC convened in Singapore for AHEAD Asia 2022 to celebrate the achievements of those shaping the hospitality industry.

Asia Pacific Interior Design Symposium 2022 by Society of Interior Designers Singapore

In a series of 3 panel discussions, APIDS featured industry leaders from the Asia Pacific Space Designers Association across 15 countries and territories where they share their perspectives on the disruption in today's world of interior design.

New Optimistic Works by Studio JUJU

This exhibition showcased the label’s inaugural collection “CASE STUDY: DESIGN & MADE IN SINGAPORE”—a collection of objects and furniture that explores possibilities and experiments with manufacturing capabilities in Singapore.

DESIGN IMPACT

Promotes Singapore as a purveyor of innovative solutions for a better world by presenting impactful design that addresses pressing challenges while creating positive impact and meaningful change



Designing Digital Experiences for the Elderly

SUBSTANCE: Italian Green Design Innovation

by Embassy of Italy & Italian Trade Agency

An exhibition including works of important Italian contemporary designers and investigates the ecological, political and social forces shaping the discipline of design today.

Design with Care in the River of Life

by Tan Tock Seng Hospital Kaizen Office

An interactive exhibition showcasing Tan Tock Seng Hospital's journey in embracing design thinking and innovation.

Designing Digital Experiences for the Elderly by Foolproof

Through the talk, participants got insights into developing design principles which addressed the barriers of adopting digital services for the elderly in Singapore

Annex B

Sample of SDW 2022 Post Event Survey

INTRODUCTION

Thank you so much for being a valued partner of Singapore Design Week 2022. We could not have done it without you! We wish to seek your assistance in completing our Partners' Survey, to know what you thought of participating in this year's Singapore Design Week.

For the purposes of analysing the survey results, your responses here will be anonymised and collated with those from the other partners. We look forward to your feedback so that we can improve next year's edition, thank you!

SECTION I - VISITORSHIP

1. Kindly share your overall visitorship, as well as the breakdown of visitorship by different categories of participants and attendees.

(A) Overall Visitorship

Total number of participants and attendees

[i.e. (A) = sum of all the categories listed under (B)]

# Total Visitors	# Overseas Visitors	# Local Visitors	# Visitors (Unidentified)

(B) Visitorship by different categories of participants and attendees

Please put N.A. for categories that are not relevant to your event(s)

Category 1 – Student Attendees

Total number of students who attended your event(s).

# Total Students	# Design Students	# Non-Design Students	# Students (unidentified)

Category 2a – Business & Professional Attendees

Total number of design and non-design professionals who attended your event(s).

# Total Professionals	# Design Professionals	# Non-Design Professionals	# Professionals (unidentified)

Category 2b – Businesses/Companies/Organisations

Kindly indicate the number of businesses, companies and organisations represented by the professional attendees. If unsure, simply put down the numbers that are known to you.

Total Businesses/Companies/Organisations

Category 3 - General Public Attendees

These may include any walk-ins

General Public

SECTION II – PROGRAMME PARTNERS

2. Total number of partners and sub-partners you have engaged to contribute to your programme or content

Programme Partners

SECTION III – FEEDBACK ON PARTNERSHIP EXPERIENCE

3. On a scale of 1 to 5, where 1 is Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree, please rate your experience according to the following.

Partnership Experience Indicators	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
a) We have benefited from being a partner of SDW 2022					
b) SDW 2022 was well-organised (from planning to execution)					
c) The SDW 2022 project team from Dsg was professional and supportive					
d) Marketing support from Dsg was sufficient and effective in publicising my event					
e) SDW 2022 provided a good turnout for our event					
f) SDW 2022 has brought us new audiences/contacts					

4. If you have indicated “Disagree” or “Strongly Disagree” in any of the above responses, please provide more details here:

5. What would you consider to be the key benefits of being a partner of SDW?

6. What would you consider to be the improvements needed that can enhance the overall SDW partnership experience?

7. On a scale of 1 to 5, where 1 is Not at All, 2 Not Likely, 3 Neutral, 4 Likely, 5 Definitely, please rate the following:

	1 Not at all	2 Not Likely	3 Neutral	4 Likely	5 Definitely
Likelihood of continuing as a partner for SDW 2023 & beyond					
Likelihood of recommending your business associates/partners to come on board as a SDW partner					

SECTION IV – ECONOMIC INDICATORS

One of our key objectives for the renewed SDW is to generate economic and utility value for the Singapore design ecosystem and related sectors. By sharing the following information, you can help us to serve you better in achieving these goals.

8. Kindly share the following economic indicators that are relevant to your event(s)

(Please put N.A. for the indicators that are not relevant to your event, e.g., your event is a non-ticketed exhibition and no revenue is collected)

Type of Economic Indicators	Response
(A) Topline	
a) Overall Revenue (in SGD)	
b) Overall Cost (in SGD)	
c) Overall Return on Investment (ROI) (in %) (Formula: $(a) - (b) / (b) * 100$)	

(B) Acquisition Cost	
d) Overall Cost/Total Spent per Attendee (in SGD) (Formula: (b) / Section 1A: Total Visitors)	
e) Marketing Cost per Attendee (in SGD) (Formula: Cost Spent on Marketing / Section 1A: Total Visitors)	
(C) Economic Benefits to Participating Stakeholders	
(C1) For All Participating Stakeholders	
f) Revenue generated for all participating stakeholders (in SGD)	
g) Number of business leads (new commissions, collaborations, access to new markets, matching to venture funds) generated for all participating stakeholders	
(C2) For Singapore Designers and Design Firms	
h) Revenue generated for Singapore designers and design firms (in SGD)	
i) Number of business leads (new commissions, collaborations, access to new markets, matching to venture funds) generated for Singapore designers and design firms	

9. On a scale of 1 to 5, where 1 is Not at all Satisfactory, 2 Partly Satisfactory, 3 Satisfactory, 4 More than Satisfactory, 5 Very Satisfactory, to what extent did SDW help you/your participating stakeholders to generate economic and utility value?

	1 Not at all Satisfactory	2 Partly Satisfactory	3 Satisfactory	4 More than Satisfactory	5 Very Satisfactory
Extent to which SDW helped you to generate economic & utility value					

Extent to which SDW helped your participating stakeholders to generate economic & utility value					
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10. Do you have other suggestions on how SDW can help you/your participating stakeholders to generate greater economic and utility value?

Name of Respondent	
Designation	
Company Name	
Company Address	
Telephone number	
Email Address	

Thanks again for taking your valuable time to complete the survey!