



designsingapore



# Singapore Design Week 2024

Partnership Opportunities

# SINGAPORE DESIGN WEEK (SDW)

One of Asia's premier design festivals, Singapore Design Week first started in 2014 and following a strategic review, relaunched in 2022 with a brand-new vision that celebrates Singapore's distinctive brand of creativity through three defining festival pillars: **Design Futures**, **Design Marketplace** & **Design Impact**



# SINGAPORE DESIGN WEEK 2023 HIGHLIGHTS

## SINGAPORE DESIGN WEEK

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DESIGN  
WEEK

RedeemSG

# SDW 2023 KEY FIGURES

11 Days

86 Programmes

97 Partners

506 Creatives

131,618 Visitors

S\$3.9M Media Coverage

9.7M Social Media Reach



# HEAR IT FROM THE PEOPLE

**“Singapore Design Week:  
Celebrating the Designer in Everyone”  
THE STRAITS TIMES**

**“Singapore Design Week rings the bell of  
creativity, and it's back to 'school' for  
sustainability inspirations”  
LIANHE ZAOBAO 联合早报**

**“...Noteworthy not for their budget nor scale, but for their  
curatorial level and thought leadership.**

**“...pushing the boundaries of fabrication, sustainable  
production and creative problem-solving”  
\*WALLPAPER**

**Sustainability, inclusive design, future planning.  
Big sexy words but the exhibits, events and forums were  
well done, well executed, well moderated and sincere.**

**“Sustainable solutions,  
wrapped up in beautiful designs”  
THE BUSINESS TIMES**

**SDW/Dsg really stood for something real.”  
FESTIVAL-GOER**

**“The exhibits were well-curated and easy for the  
general public to understand and appreciate.  
Such showcases create awareness for the design  
community and help to inspire youths to contribute  
meaningful design for the betterment of our lives.”**

**“Singapore Design Week is  
a union between aesthetics and research”  
IL SOLE 24 ORE**

**FESTIVAL-GOER**

# SINGAPORE DESIGN WEEK 2024



## FESTIVAL THEME: PEOPLE OF DESIGN

'People of Design' honours the **everyday visionaries among us who are making meaningful contributions to society through design**. They come from all walks of life, but share a collective aspiration to make things better.

This year, we invite everyone to join us in uncovering their own design potential to bring new and better outcomes to light – ultimately **creating a more liveable and loveable Singapore**.

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## FESTIVAL DATES: 26 SEPTEMBER TO 6 OCTOBER 2024

- Tue, 24 September  
Media Preview
- Wed, 25 September  
SDW 2024 Official Opening
- Thu to Sun, 26 September – 6 October  
Design Districts: Bras Basah.Bugis (BBB)  
& more!
- Thu to Sat, 26 - 28 September  
FIND – Design Fair Asia 2023  
EMERGE@FIND
- Fri, 27 September  
Friday Late @ BBB
- Sat, 28 September  
SDW VIP Brunch
- Tue to Wed, 1 - 2 October  
Design Futures Forum

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NOTE: Programme dates are tentative

# FESTIVAL HIGHLIGHTS



**DESIGN FUTURES FORUM**

SDW's key thought leadership platform exploring design of the future and the future of design.



**FIND DESIGN FAIR ASIA EMERGE @ FIND**

A presentation of global lifestyle trends with a focus on the SEA region, the showcase features the region's brightest emerging and established designers.



**DESIGN DISTRICTS**

SDW Design Districts reflect the unique character and charm of its community, with impactful installations by our very own leading design curators and more!



SDW 2023: Material Matters by Sony

**DESIGN COMMUNITY**

An Open Call that invites brands, partners and the design community to present inspiring and impactful ground-up programmes in response to the festival theme & pillars.



# DESIGN FUTURES FORUM



The Design Futures Forum (DFF) assembles a host of distinguished thought leaders from Singapore and around the world to explore design-enabled versions of the future, in relation to Dsg's focus areas of Sustainability, Emerging Tech and Care.

Into its 2<sup>nd</sup> year running, DFF 2024 brings a bigger, bolder forum with an expanded format, larger audience capacity and cutting-edge design conversations.

The forum provides a unique platform for establishing a prominent presence in the design realm, facilitating meaningful connections both within and beyond the local and international creative community.



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Left: The sold-out DFF 2023 featured 16 local and international speakers and moderators, attracting over 560 attendees across more than 15 sectors, including creative professionals (60%), the design curious (30%) and next-gen creatives and students (10%).

# DFF2023: HEAR FROM THE COMMUNITY

Great content and great speakers line up. Vibe amongst the community is great too. I really enjoyed it.

- Chau Nguyen, McKinsey

Dsg is really reinforcing its focus areas of sustainability, emerging tech and care through this.

- Duleesha Kulasooriya, Deloitte C4E

It really showed that Dsg's networks are strong, and **people are rallying around Dsg**. Super thankful Dsg gave me and the government **an opportunity to talk about what we do**.

- Lim Sze Ling, Public Service Division | DFF2023 Speaker

Really enjoyed it, especially the Care segment; it has given **lots of ideas to work on at DBS**.

- Harriet Wakelam, DBS

Appreciated the **space carved out for Singapore-based speakers**. Many resonated with what was shared. These are the wonderful interactions that would otherwise not happen without the forum.

- Wendy Chua, Forest & Whale | DFF2023 Speaker





# FIND – DESIGN FAIR ASIA



Held at the Marina Bay Sands Expo & Convention Centre, FIND returns for its 3<sup>rd</sup> edition as part of SDW 2024, from 26 to 28 September 2024.

FIND convenes the best of East and West through a curated showcase of country pavilions, global brands, international independent designers, galleries and manufacturers.

FIND – Design Fair Asia 2024 will also present its **FIND Global Summit**. Curated by a respected international design industry figure, the Summit will feature more than 50 international speakers addressing the **latest industry trends and issues**.

FIND is a joint venture between dmG events (organiser of INDEX, Big 5, HI Design Asia) and Fiera Milano (host of the Salone del Mobile in Milan).

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Left: The 2<sup>nd</sup> edition of FIND – Design Fair Asia 2023 saw **222 exhibitors** and **12,624 visitors**. Their FIND Global Summit, curated by Yoko Choy (China Editor of Wallpaper\*), featured more than **60 international speakers** and garnered **2,300 attendees**.

# EMERGE @ FIND

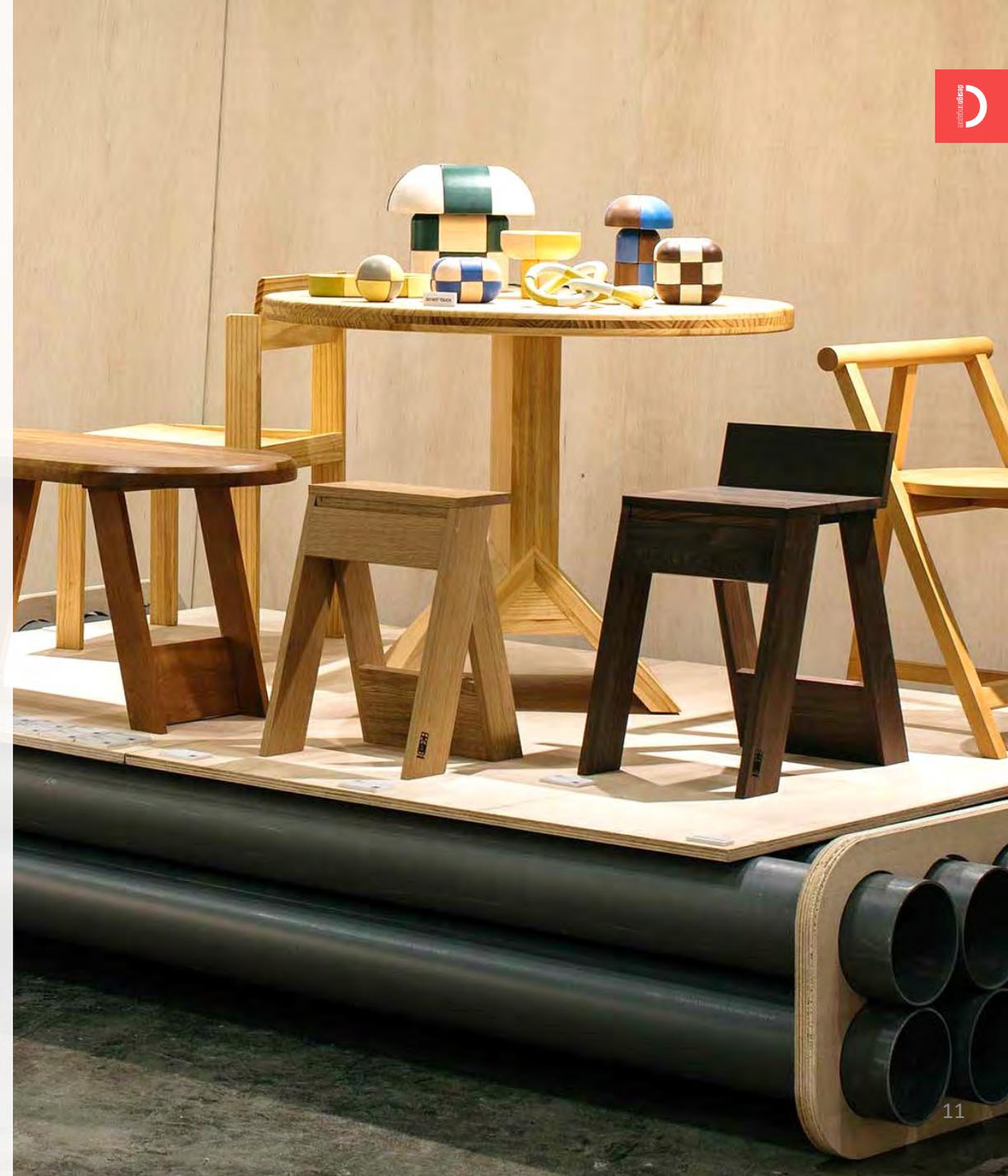
EMERGE returns for the **3<sup>rd</sup> edition** for Singapore Design Week 2024. Situated within the **FIND – Design Fair Asia** fairgrounds, EMERGE is curated by **Suzy Annetta, Editor-in-Chief of Design Anthology**, and features Southeast Asia’s brightest emerging and established designers from Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

EMERGE strengthens **Singapore’s position as a design hub for the region** and provides a **platform for Southeast Asian designers to establish themselves on an international stage**.

EMERGE 2024 will also continue to set an **industry standard** for trade exhibitions through its exhibition design and build, which emphasises circularity and minimising of waste.

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Right: The **2<sup>nd</sup> edition** of EMERGE in 2023 presented **59 designers from Southeast Asia** and **141 works** under the theme of “**CRAFT + INDUSTRY: MAN + MACHINE**”. For the first time, the showcase also **featured a circular exhibition design & build** by local design studio Superstructure.





# DESIGN DISTRICTS

Each Design District reflects the unique character and charm of its community and offered a wealth of immersive design experiences within walking distance.

## BRAS BASAH. BUGIS

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Main Festival Hub with Festival Commissions and design showcases.

Friday Late held on the first Friday of the festival, is an evening open-house activation for local and creative communities to converge through curated experiences with themed retail and F&B pop-ups, installations and live demos.

## MARINA CENTRAL

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Placemaking of public spaces through the reimagination of retail experiences, interactive furniture that inject a sense of play, and design installations and showcases.

## ORCHARD

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Brand presentations through unique retail experiences, creative showcases, interactive activities and tours.

# DESIGN COMMUNITY



Inspired by the festival theme and pillars, Design Community (DC) is a collection of inspiring and impactful ground-up design-related programmes contributed by the design community to enrich the festival.

The open call programme aims to create a shared sense of ownership for the festival and allowed stakeholders to leverage on SDW to reach out to new audiences.

**SDW 2024 Design Community Open Call**  
**Closing Date: 20 MARCH 2024, 5PM SGT**  
Confirmation of Partners: End April

JOIN US AS A  
PROGRAMME PARTNER OR A VENUE PARTNER!

## PROGRAMME PARTNERS

## VENUE PARTNERS



OCBC Bank and Afternaut's  
Design Tour of OCBC Wisma Atria



Hans Tan Studio's  
*Canvas: Shoe Repair* Workshop



Jones Lang Lasalle's  
*Unlocking Creative Potential*  
Workshop



*'Fashion Waste Illustrated'*  
exhibition  
@ Raffles City Fashion Walkway

Above: Over 60 Design Community partners were selected in 2023 and they collectively garnered more than 90,000 visitors & attendees through 78 programmes.

# SINGAPORE DESIGN WEEK



## SDW 2023-2025

2023

BETTER BY DESIGN

2024

PEOPLE OF DESIGN

2025

NATION BY DESIGN

# Contact Us

[sdw@designsingapore.org](mailto:sdw@designsingapore.org)

 [sdw.sg](http://sdw.sg)

 [designsingaporecouncil](https://www.facebook.com/designsingaporecouncil)

 [designsingapore](https://www.instagram.com/designsingapore)

