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## Singapore Design Week 2024 sets the city abuzz with “People of Design”

*Asia’s premier festival extends its reach with over 80 events across the island, curated design experiences and an enhanced Design Futures Forum with new speakers.*



Singapore Design Week 2024 officially launches with the theme “People of Design”, celebrating everyday visionaries who shape our world through design. Photo courtesy of Kinetic Singapore.

**Singapore, 24 September 2024** – Singapore Design Week (SDW) 2024 is poised to transform the city-state from 26 September to 6 October as it marks its festival theme, “People of Design”, which celebrates the everyday visionaries who are making meaningful contributions to the society through design. Organised by DesignSingapore Council (Dsg), SDW 2024 spans 11 days packed with rich, thought-provoking design experiences, including new showcases at Bras Basah, Bugis, Marina, and Orchard Design Districts, and two after-hours parties.

“Singapore Design Week 2024 is a celebration of design's transformative power,” says Jody Teo, Festival Director of SDW 2024. “From thoughtfully curated showcases to vibrant community programmes, experience how design shapes our daily lives, drives innovation, and offers creative solutions to everyday challenges. This festival is an invitation to everyone – designers and non-designers alike – to be inspired by the impact of good design and envision a future where design is integral to building a better, more loveable world.”

## Design Districts: Get set for immersive experiences across the city

Spanning three vibrant and dynamic neighbourhoods across Singapore, Design Districts of Bras Basah.Bugis, Marina, and Orchard, will turn familiar urban spaces into design destinations, each with its own distinct flavour and led by the creative vision of the district's local design talents. Hans Tan heads up the *People of Design Showcase Series* in Bras Basah.Bugis; Nathan Yong teams up with Marina Central Business Improvement District for *Neufolk: Bridging Tradition and Future in Design* in Marina; and PLUS Collaboratives takes on the iconic shopping belt with *Re-Route: Orchard*.

### Bras Basah.Bugis Design District



The *People of Design Showcase Series* features 10 site-specific installations challenging mundane activities such as EAT, SLEEP, SHOP and many more across the Bras Basah.Bugis Design District. Image by gideon-jamie, adapted from the festival key visual designed by Kinetic.

In the heart of Singapore's arts, heritage and design district, designer-maker, curator, and educator Hans Tan leads the *People of Design Showcase Series* with a collective of curator-collaborators. Ten site-specific installations – EAT, SLEEP, SHOP, READ, HEAL, MAKE, PLANT, COMMUTE, DISPLAY and DESIGN – across venues in the Bras Basah Bugis Design District reframe everyday activities, offering fresh perspectives on design in our daily lives.



From left clockwise: HEAL, READ and SHOP are three of ten installations in the People of Design Showcase Series, which explores thoughtful design in our everyday activities. Photos by AlvieAlive.

Festival hub National Design Centre hosts EAT: Transformative Seeds, which explores culinary evolution, the journey of seeds and novel materials that expand the possibilities of food. In the same location, DESIGN showcases the outcomes developed by participants involved in tackling issues in technology, care, sustainability, and culture.

Across the road at the National Library Building, READ: BOOK? examines the evolving relationship between humans and books in the digital age. In addition, see innovative planter designs by industrial design students as part of PLANT while DISPLAY pushes the boundaries of exhibition design with versatile structures that extend beyond conventional showcases.

Enjoy a sleepover as part of SLEEP at Naumi Hotel. This holistic two-part experience comprising SLEEP: DIVING IN and SLEEP: LESS investigates elements of optimal sleep and shares the stories of 5 individuals with different relationships to sleep through virtual reality.

Consumerism gets turned on its head in SHOP as it challenges design's role in shopping and whether it can slow, alter, or reverse consumer habits, set within shopping centres Bugis+ and Bugis Village.

Lastly, HEAL, COMMUTE, MAKE at 42 Waterloo, Bencoolen MRT station and NAFA respectively reflect on the process of mending, share insights into commuter behaviours and showcase the versatility of metal through innovative fabrication techniques.

"From the way we eat and sleep to how we commute and shop – these pieces demonstrate how thoughtful design impact our everyday activities. Through these diverse installations, we're inviting the public to experience every aspect of our daily lives through the lens of design," says Hans Tan, the lead curator for the *People of Design Showcase Series*.

"Beyond engaging the public to rethink daily activities, this series also provided the co-curators and Singapore to expand its potential in design curation."

In addition to the showcases, the first Friday Late event at Bras Basah.Bugis on 27 September will offer exclusive unique activities around the district. Entice your palate with food design performances, explore the world of sleep through VR, contemplate imperfection at a silent book auction, or engage with AI in interactive workshops.

## Marina Design District

Helmed by one of Singapore's most recognised designers, Nathan Yong, and presented by Marina Central Business Improvement District, the newly expanded Marina Design District will spotlight a series of activations under *Neufolk: Bridging Tradition and Future in Design*. From exhibitions, installations, talks, and tours, the programmes within the downtown core boldly mix innovations, traditions, and sustainability.



Rendering of the Neufolk Design Pavilion at Millenia Walk. Photo courtesy of Marina Central.

Highlights of Marina Design District's programme include the *Neufolk Design Pavilion* at Millenia Walk, a hub of creativity featuring installations and showcases from partners such as Arup, a global consultancy dedicated to sustainable development, social enterprise group Ayer Ayer Project, Singapore-based mycotechnology company Bewilder and plastic recycling company Semula.



From left clockwise: *Reimagining Retail Experiences* featuring Farm to Frame by Practice Theory x Zuya Vegetarian, Crop.sg x Kawata House of Socks, Aaah Studio x HaveFun Karaoke, as well as an interactive playscape, Kinetics Energy Play are part of Marina Central's diverse offerings. Photos by AlvieAlive.

Over at Marina Square and Suntec City are *Reimagining Retail Experiences*. As part of this, six local designers and design studios, Aaah Studio, Crop.sg, Currency Design, Studio Darius Ou, Natasha Hassan, and Practice Theory are paired with six local retail brands—HaveFun Karaoke, Kawata House of Socks, Kandinsky, AFTERSHOCK PC, Kiddy Palace and Zuya Vegetarian—to explore retail experiences in an alternate world, be it logo, product, retail display and even customer journey.

Festival-goers can also expect interactive installations around South Beach Avenue and Linkbridge between Marina Square and Millenia Walk. Dive into the action at *Kinetics Energy Play* and *Moocycle* activations by Playpoint Singapore or strike up a conversation at placemaking installations *Anyhow Seat* and *Back & Forth Swings* by The Merry Men Works.

"With *Neufolk*, we're creating a dialogue between Singapore's rich cultural heritage and its forward-thinking design ethos. By activating public spaces, involving design schools, and collaborating with retail brands, we're showcasing how design can create vibrant, community-centric urban experiences that honour our past while embracing the future," says Nathan Yong, curator for *Neufolk: Bridging Tradition and Future in Design*.

This year, Marina Central will kick off the second Friday Late event on 4 October with District M. Enjoy live performances by homegrown and international artists across Marina Square, Millenia Walk, South Beach and Suntec City, or immerse in the festivities and participate in fringe activities from digital painting and blackout poetry to a mass chess meet, a community moss frame mural and plenty more.

## Orchard Design District



Far East Plaza goes back to its roots as a youth hangout in the 80s and 90s through its playground installation titled Nostalgia Play. Photo by AlvieAlive.

Taking over Singapore's main shopping belt, Orchard, will be PLUS Collaboratives' *Re-Route: Orchard (RR:OR)*. With the theme "Be Here Now", this is a creative exploration of place, space & sentiments.

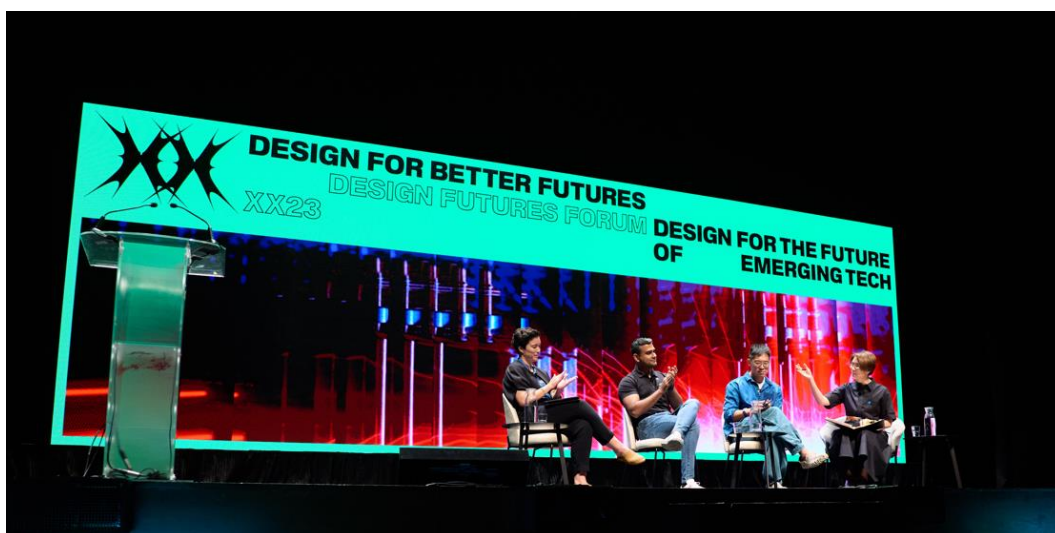
The shopping haven will be transformed into a journey of discovery with unique design interventions such as *Adaptations: Design in Motion*, a collective design showcase with refreshed perspectives on ordinary objects at Cineleisure; or step into *Nostalgia Play*, a whimsical playground paying tribute to the 80s and 90s at Far East Plaza. Amongst these explorations, spot Charrdo, the Re-Route giant mascot symbolising big strides, big impact and major influences from the past and of our imagined future.

Cheryl Sim, the co-creative lead of *Re-Route: Orchard* shares, “As one of the most-visited iconic shopping belts in the world, Orchard Road remains well connected and thrives as a vibrant urban space. To further enhance its appeal, we’re focusing on strengthening its sense of community to deepen its relationship with the people. Over the years, we’ve seen the continued rejuvenation with new developments in Orchard. With the evolving needs of modern-day society, the festival aims to reinforce a sense of adaptability and innovation through unique collaborations and installations.”

## **SDW 2024 Festival Pillars: Unveiling futures, global trends and impactful solutions**

Building upon the three defining festival pillars, Design Futures, Design Marketplace and Design Impact, SDW 2024 will continue to showcase Singapore’s distinctive brand of creativity, promising an inspiring and thought-provoking festival experience. Through key events under these pillars, festival-goers experience a full spectrum of design – from visionary forward-thinking discussions and trade fairs to smaller locally-rooted sessions.

### **Design Futures Forum 2024: Designing Our Collective Future**



The flagship Design Futures Forum builds upon last year’s edition (pictured), spanning two days and deepening discussions around Emerging Technology, Sustainability and Care. Photo by Lumiere Photography.

The second edition of the Design Futures Forum will bring together over 30 international and local thought leaders exploring design's critical role in emerging technology, sustainability and care.

Joining the first day line-up will be Lindsey McInerney, the second keynote speaker for the emerging technology segment. As the founder and chief executive officer of Black Sun Labs, she has led one of the first major brand executions in the metaverse, breaking new ground for the consumer market goods sector. She will be joined a host of new speakers, completing the forum's line-up.

These include Philipp Kandal, Chief Product Officer of Southeast Asian super-app Grab; Katharina Mischer and Thomas Traxler, founders of the acclaimed mischer'traxler studio; best-selling author and mind-body science pioneer Dr Esther Sternberg; and Ivonne Bojoh who heads up global impact organisation Circle Economy.



17 new speakers added to the Design Futures Forum 2024 includes local innovators like founder of City Sprouts Zac Toh and Grab's Chief Product Officer Philipp Kandal, along with international heavy hitters, Lindsey McInerney and Dr Esther Sternberg. Photos courtesy of respective speakers.

In addition to the in-depth conversations on the first day of the forum, the second day programme will elevate discussions through a series of intimate presentations and interactive sessions.

Attendees of the forum can also look forward to networking cocktails concocted by international whisky brand, Royal Salute, and be among the first to experience the freshly commissioned Continuum Lounge by designer Gabriel Tan.



## FIND – Design Fair Asia

Under the Design Marketplace pillar, FIND – Design Fair Asia returns to Marina Bay Sands from 26 to 28 September, presenting its third edition as the premier trade show and design fair in Southeast Asia.



FIND Global Summit 2023. Photo courtesy of FIND – Design Fair Asia.

With over 300 brands and an expected 15,000 visitors across more than 17,000 sqm of exhibition space, the fair offers a carefully curated selection of furniture, interiors, and design brands, providing a comprehensive overview of the latest trends and innovations in the design industry.

Visitors can also attend talks at the FIND Global Summit which features a stellar line-up of over 60 leading figures from the design and business community. The three-day conference will feature discussions spanning various disciplines, such as design, architecture, hospitality, property development, technology and experiences. Companies and thought leaders include the likes of Joyce Wang, Snøhetta, Wimberly Allison Tong & Goo (WATG), Henning Larsen, Populous, Gensler, HBA, Pininfarina, Conran & Partners and many more who are engineering the future.

The summit will be coupled with SIDAC accreditation and offer Continuing Professional Development (CPD) points, allowing design professionals to not only gain valuable insights but also have their participation recognised as part of their professional growth.

Entry to FIND – Design Fair Asia is complimentary with [pre-registration on the website](#) available before 26 September 2024.

## EMERGE @ FIND



Clockwise from left: Among the works responding to EMERGE's theme are the handmade Buah Labu Kecil Ceiling Lamp by Budiman Ong (Indonesia), RE-UP Tables by Paphop Wongpanich of Take Home Design (Thailand) made with reuse and recycling in mind, and the Valorem Chair by Phúc Vinh Đò Phong (Vietnam) that is shaped to help improve health and posture of users. Photos courtesy of respective designers.

The third edition of DesignSingapore Council's talent showcase dedicated to Southeast Asian contemporary design delves into the theme "These Precious Things", examining the concept of value in design.

Curated by Suzy Annetta of Design Anthology, over 60 emerging and established designers from Indonesia, Malaysia, Singapore, Thailand, the Philippines, and Vietnam will present works across 1,015 sqm of space, in response to the curatorial theme. For the first time, *EMERGE @ FIND* will feature recent design graduates and partner with online gallery The Artling to expand commercialisation opportunities, with over 100 works already for sale [on the platform](#).

### Future Impact 2: Homecoming Showcase

Launched during Milan Design Week in April 2024, *Future Impact 2: Homecoming Showcase* sees the designers return to Singapore to present their work once again, with some projects further developed. Curated by Tony Chambers and Maria Cristina Didero, it features seven designers: Christian+Jade, David Lee, Faezah Shahrudin, Gabriel Tan, Genevieve Ang and Clement Zheng with Interactive Materials Lab, Tiffany Loy and Zavier Wong.

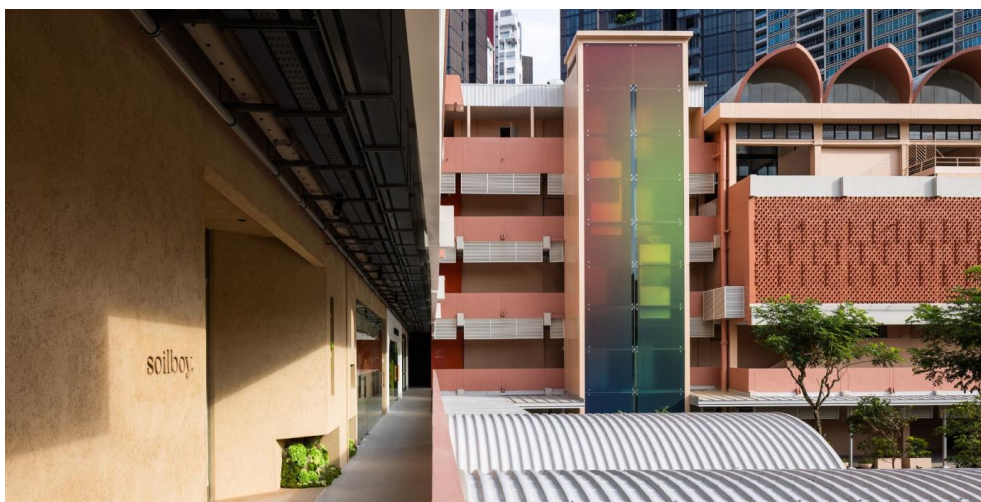
Running for eight weeks at the Asian Civilisations Museum, Singaporeans and residents will have a chance to see how these designers have either integrated novel technologies or pushed the boundaries of production to develop a series of works that minimise environmental impact, reconsider current production methods, and enhance functionality.



Works showcased at Future Impact 2: Homecoming Showcase. Photos by Mark Cocksedge; Reciproco photo courtesy of Genevieve Ang and Clement Zheng; Glass Column photo courtesy of Tiffany Loy.

### Everyday, by Design at New Bahru

At the city's newest creative cluster, New Bahru, lifestyle local brands will offer an array of hands-on creative workshops and pop-ups during the festival period. These include coffee tech brand MORNING, leather goods company Crafune, plant design studio soilboy, and green-based personal care brand OMNO.



Enjoy a suite of interactive sessions hosted by local brands at New Bahru, a new creative cluster for Singapore at the old Nan Chiau High School. Photo courtesy of New Bahru.

### **Design Community: Shining the spotlight on design**

SDW 2024 extends beyond its core programming by highlighting Singapore's vibrant design ecosystem. Through an open call, the industry and partners were invited to showcase their unique interpretations of this year's theme as part of the Design Community events.

There are more than 70 design community programmes for the public to dive into different design activities across various disciplines. Contributors include corporates, design industry partners, associations, local institutions, attractions, and schools.

For instance, explore the future of play through interactive sessions at LEGO's office, join an exclusive behind-the-scenes to take look at Grab's human-centred product design process, participate in a designathon by Visa or become designers of tomorrow by painting our horizons with data, design thinking and innovation at KPMG's digital installations.

### **Other festival initiatives: New partners onboard with fresh offerings**

To enhance the experience, the organisers are making getting around the festival more enjoyable with convenient transportation options. Festival-goers exploring the three Design Districts can choose to hop on the free SDW shuttle bus service or claim a Grab promo code for a ride to the National Design Centre. The shuttle bus runs every 30 minutes in a loop between the National Design Centre, Marina Square, and Design Orchard from Fridays to Sundays on 27 to 29 September 2024 and 4 to 6 October 2024.

Exclusive refreshments in the form of a refreshing Citrus Honey Wheat festival beer – specially crafted by homegrown brewery Brewerkz – will be available for attendees at SDW's flagship event Design Futures Forum. The limited-edition beer will also debut at all Brewerkz outlets from 26 September 2024 for a month.

"We are excited to bring Singapore Design Week closer to festival-goers this year through our expanded offerings, Design Districts, Design Community events and various tie-ups with partners. This year's diverse line-up brims with fresh ideas and creativity that highlight the uniqueness of Singapore design and our city as a global design hub," says Dawn Lim, Executive Director of DesignSingapore Council. "We hope it inspires everyone to see the power of design everywhere around us and how we have capacity to shape our collective future through design."

For a detailed line-up of events and activities during Singapore Design Week 2024 and high-res images, please refer to the info-kit and image folders in our press kit [HERE](#).



## **Singapore Design Week 2024**

26 September to 6 October 2024

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

#SDWSG24 #SingaporeDesignWeek

### **About Singapore Design Week**

One of Asia's premier design festivals, Singapore Design Week (SDW) celebrates Singapore's distinctive brand of creativity, exploring design through three defining festival pillars: Design Futures (the design of the future and the future of design), Design Marketplace (lifestyle trends with a spotlight on Southeast Asia) and Design Impact (innovative solutions for a better world). Organised by DesignSingapore Council, SDW is a celebration of creativity and innovation, championing thought leadership and showcasing the best of design from Singapore and beyond.

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

### **About the DesignSingapore Council**

The DesignSingapore Council's (Dsg's) vision is for Singapore to be an innovation-driven economy and a loveable city by design. 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. Dsg is a subsidiary of the Singapore Economic Development Board.

[designsingapore.org](http://designsingapore.org)

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