Media Release
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Fifty Years of Singapore Design Commemorative Publication to Continue Inspiring Locals
Book highlights the evolution of Singapore design from its early years to the UNESCO Creative City of Design it is today

Singapore, 6 October 2016 – The DesignSingapore Council (Dsg) launched a commemorative publication – Fifty Years of Singapore Design (FYSD), to complement the exhibition of the same name currently held at the National Design Centre (NDC). The book features more than 200 iconic, pivotal and popular designs in Singapore from 1965 to 2015, and how design has contributed to Singapore's economy and nation development over the last five decades.

FYSD exhibition was a tribute to Singapore's 50th year of independence last year. It chronicles the works of pioneer designers of the early years, and showcases emerging designers of today, narrated through a journey of the history of design in Singapore. This publication is also part of Dsg's efforts under the Design 2025 Masterplan, to develop the Singapore design brand through highlighting the design stories to inspire the next generation of designers and general public. Also featured in the book is the Singapore Design Timeline, which picked up the milestones of the local design sector's development from 1932 to 2015.

"We are heartened to learn that the exhibition has inspired and touched thousands", said Mr Jeffrey Ho, Executive Director of the DesignSingapore Council. "The Singapore design industry may be young, but the breadth of work over the last five decades is testament to its effervescent growth and tenacity. Through this book, we hope that more Singaporeans will adopt this instinctive spirit of design and innovation as a way of life as we take the nation through the next 50 years."

Some of the interesting designs highlighted in the publication include the **ThumbDrive™** which revolutionised the way digital data is stored today, a flexible power system, **E-Track**, the trendsetting **Ericsson GF788 Flip Phone**, as well as commonly recognisable logos such as the **Neighbourhood Police Post**, **Singapore Zoological Gardens**, the **POSB key** and the **CD shelter,** and the iconic **SG50 logo**.

The permanent exhibition is free admission and opens daily from 9am to 9pm at Level 2 Design Gallery 2 in the National Design Centre. For more information, please refer to **Annex A** for details on the publication, **Annex B** for a brief description of each decade and design field and **Annex C** for the highlights of the exhibits.

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About the DesignSingapore Council

The vision of the DesignSingapore Council is for design to differentiate Singapore from global competition. As the national agency for design, the Council's mission is to develop the design sector, and to help Singapore use design for innovation and growth, as well as to make life better. The DesignSingapore Council is part of the Ministry of Communications and Information.

The National Design Centre supports the DesignSingapore Council's efforts to enhance the vibrancy of the design ecosystem as well as catalyse industry collaborations and business opportunities for innovation and growth.

Singapore was designated a UNESCO Creative City of Design in December 2015. This designation will support the development of a creative culture and eco-system in Singapore that fully integrates design and creativity into everyday life. It also enables Singapore to collaborate internationally with the cities of the UNESCO Creative Cities Network (UCCN). The City of Design Office will be sited within the DesignSingapore Council to coordinate and implement programmes that contribute towards the UCCN mission.

Further information about the DesignSingapore Council, the National Design Centre and Singapore's designation as a UNESCO Creative City of Design is available at www.designsingapore.org

Fifty Years of Singapore Design (Publication)
A collection of the iconic, pivotal and popular designs that have shaped the nation's design industry and based on the permanent exhibition at the National Design Centre

The exhibition was a tribute to Singapore's 50th year of independence and a documentation of Singapore's design landscape over 1965 to 2015. It showcases how design has evolved and contributed to Singapore's economy and nation development over the last five decades. Held at the National Design Centre, the FYSD was one of the key highlights of the Singapore Design Week 2015.

Based on the exhibition of the same name, this publication chronicles the design development in Singapore from its early years as a young nation in the 1960s, to the UNESCO Creative City of Design it is today. The book also highlights the works of pioneer designers of the early years, and showcases the emerging designers of today.

Another highlight in the publication is the Singapore Design Timeline which marks the milestones and events that have steered the development of the local design scene such as the establishment of the relevant government agencies, design institutions, independent creative collectives, as well as major design awards, competitions and festivals.

This project is commissioned by DesignSingapore Council.

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Highlights in the Publication

Post Office Savings Bank (POSB) Logo (1972)
William Lee, Central Design

Following POSB's new status as an independent statutory corporation in 1972, the bank undertook a series of modernisation steps that included a new corporate identity. POSB adopted a logo with its initials abstracted into the shape of a key, a symbol that represented savings, security and prosperity.

Singapore Zoological Gardens Logo (1973)
Eulindra Lim

Singapore Zoological Gardens (now Singapore Zoo) was designed as a progressive "open zoo" where animals lived in landscaped enclosures instead of caged settings. The word "zoological" also implied an emphasis on both animal and plant life, and the attraction was thought to be a necessary open space as Singapore became increasingly urbanised. Graphic design became an important medium to educate Singaporeans on the need for such a space and attract foreign visitors to this brand new destination.

Singapore Civil Defence Force (SCDF) Logo (1983)
Design 3

When SCDF was set up to provide national emergency services, it commissioned this logo. Design 3 placed the initials "C" and "D" in an equilateral triangle that is recognised internationally for civil defence — symbolising fire safety, first aid, as well as rescue and evacuation. It is still used on SCDF's buildings and shelters today.

UNESCO · SINGAPORE CITY OF DESIGN

United Nations
Educational, Scientific and
Cultural Organization

Designated
UNESCO Creative City
in 2015

Neighbourhood Police Post (NPP) Logo 1984
Design 3

This logo was created along with the introduction of community policing, an idea adapted from the Japanese *Koban* system. It features a police officer in locked arms with two members of the public to form the initials "NPP". The blue alludes to the police uniforms, while the red signifies the "brotherhood of man".

Ericsson GF788 Flip Phone (1997)
Lawton & Yeo Design Associates

Industrial design firm Lawton & Yeo began doing work for Swedish company, Ericsson, in 1994, making Singapore one of three countries that headquartered an Ericsson design team outside of Sweden. This award-winning flip-phone was incredibly well-crafted and compact for its time, and set a future trend for stylish mobile phones.

ThumbDrive™ (2000)
Henn Tan, Trek 2000 International

To replace floppy disks, Tan and his team engineered a thumb-sized Universal Serial Bus (USB) device that revolutionised the way digital data is stored today. The plug-and-play convenience of the ThumbDrive™ and its ability to transfer large amounts of data led to immense interest, including a proliferation of copycat manufacturers globally.

E-Track (2000)
Eubiq

This flexible power system is a worldwide-patented technology that allows one to add, remove and reposition outlets anywhere along its range of versatile purpose-designed tracks. Each outlet can be easily fixed onto the track with a simple push and turn mechanism.

SG50 Logo
Jackson Tan, BLACK

The visual identity created for Singapore's 50th birthday is inspired by the nation's moniker as 'a little red dot', and symbolises her ability to punch above her weight despite her size. This logo commissioned by the Ministry of Culture, Community and Youth was designed for Singaporeans for their celebrations throughout the year.

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About the Exhibition

Overview

The DesignSingapore Council presents the **Fifty Years of Singapore Design (FYSD)** exhibition as a tribute to Singapore's 50th year of independence. The exhibition is a documentation of Singapore's design landscape over 1965 to 2015. It showcases how design has evolved and contributed to Singapore's economy and nation development over the last five decades. Held at the National Design Centre (NDC), the FYSD was one of the key highlights of the Singapore Design Week 2015.

The FYSD exhibition chronicles the works of pioneer designers of the early years, and serves as a platform to showcase emerging designers of today, narrated through a journey of the history of design in Singapore. Visitors can view more than 200 exhibits of visuals, artefacts, videos and stories that reflect trends, movements and values of each decade. The exhibition is open daily from 10 March, 9am to 9pm, and admission is free.

Exhibition Concept

Showcasing five decades of iconic, pivotal and popular designs in Singapore, the FYSD exhibition seeks to capture the spirit of Singapore design through the decades. It includes designs from four fields, namely Visual Communications, Product and Industrial Design, Fashion and Accessories, and Environmental Design.

Visitors can choose to experience Singapore's design heritage via through two tracks - by chronological order or design fields. Within each decade, visitors can also compare the development of the different design fields.

One of the highlights of the exhibition is the Singapore Design Timeline which marks the milestones and events that have steered the development of the local design scene such as the establishment of the relevant government agencies, design institutions, independent creative collectives, as well as major design awards, competitions and festivals.

Curation Process

Commissioned by the DesignSingapore Council, the team comprising WY-TO for curatorial and content, Gallagher & Associates Asia for exhibition design, and Pico Art International for project management, fabrication and execution, was appointed for the project. The FYSD exhibition's conceptualisation commenced in June 2014, followed by six months of research, curation and collation of exhibits. The curatorial journey included in-depth interviews and collaborations with various designers.

Exhibition Venue

The Fifty Years of Singapore Design is a permanent exhibition located at the National Design Centre. Home to the DesignSingapore Council, the National Design Centre plays an important role as a confluence of Singapore's design scene. Located in the arts and cultural district of Singapore, it serves as an excellent venue to invite the public to learn about the chronicles of Singapore design through the exhibition.