

SINGAPORE
DESIGN
AWARDS
2011

*Recognising the
best since 1988*

LET YOUR
WORK DO
THE TALKING

INFORMATION KIT

Submit Your Entries By

01 December 2011

FREE For DAS Members

Organised by

DAS
Designers Association
Singapore

DID YOU KNOW?

The Singapore Design Awards (SDA) honours outstanding branding, built environment, events and exhibitions, fashion, furniture, interior, new media, packaging, print, product/industrial, school works and multi-disciplinary design projects from across the world. It remains the leading design award in Southeast Asia.

The SDA began in 1988 and was unveiled by then Prime Minister of Singapore Mr Lee Kuan Yew at the first Singapore International Design Forum. It was an initiative led by the Designers Association Singapore and the Trade Development Board (now IE Singapore).

The SDA aims to raise awareness for the region and the strategic role of design with Singapore at the heart of a dynamic Southeast Asia. Any design business seeking to raise its profile in this region must consider the SDA as its gateway.

The SDA has assembled a group of principal figures across the field of design to provide a platform to companies showcasing how design is transforming businesses & communities everywhere. Highlighting promising designers and inspiring all to be the next generation of design leaders.

If you share our hopes and ambitions, we welcome your participation in the SDA.

CATEGORIES FOR 2011

Open to all designers, agencies, design firms and clients of design works that were realised and published between 01 July 2010 and 01 December 2011. Entrants may register as many works as they wish. A single work can be submitted in several categories.

1. BRANDING

Includes but not limited to:

Corporate Identities, Logos, Stationary

Any work that serves as a part of a corporate branding strategy.

2. BUILT ENVIRONMENT

Includes but not limited to:

Buildings, Parks & Gardens, Towns

The emphasis of these awards are on the holistic approach of projects that seeks to provide an integrated outcome that includes various design disciplines of the built environment such as urban planning, architecture, landscape architecture, way-finding, environmental graphic and signage, lighting, urban furniture etc. The end product must demonstrate a seamless integration and provides a high degree of resolution.

3. EVENTS & EXHIBITIONS

Includes but not limited to:

Conferences, Educational, Mobile Exhibitions, Museum Exhibitions, Product Demonstrations, Product Launches, Seminars, Trade Shows

4. FASHION

Includes but not limited to:

Bags, Belts, Clothing, Eyewear, Jewelry, Materials, Personal Accessories, Shoes, Wallets, Watches

5. FURNITURE

Includes but not limited to:

Beds, Bathtubs, Cabinets, Chairs, Coat Racks, Lightings, Shelves, Sofas, Tables

6. INTERIOR

Includes but not limited to:

Entertainment Spaces, F&B, Factories, Offices, Showrooms, Residential, Retail, Warehouses

7. NEW MEDIA

Includes but not limited to:

Games, Interactive Exhibits, Mobile, Online Films/Videos, Web

With the tremendous growth of digital media across businesses and daily lives, this category is expanded to include any new media design works on the internet or any other digital devices such as mobile or interactive displays.

8. PACKAGING

Includes but not limited to:

Drinks, Food, Labels, Take-outs

9. PRINT

Includes but not limited to:

Annual Report, Books, Calendars, Catalogues, Corporate Brochures, Direct Mail Piece, Greeting/Invitation Cards, Editorial Design, Posters, Magazine, Newspaper

10. PRODUCT/INDUSTRIAL

Includes but not limited to:

Communication Device, Gadgets, Fittings, Healthcare Instruments & Equipments, Home & Kitchen Appliances, Machines, Robotics, Sanitary Ware, Toys, Transportation

11. SCHOOL WORKS

Includes but not limited to:

All award categories listed

Students work/assignments/projects to be submitted by Design Schools. Concepts and ideas are most welcomed.

12. MULTI-DISCIPLINARY

Includes but not limited to:

All award categories listed

Integrated projects/works across 2 or more design disciplines listed. If a single work can be submitted in more than 3 categories, it can be classified as a multi-disciplinary project.

Design companies in collaboration across design disciplines may enter as joint submission.

ENTRY FEES

Regular Price for Non-DAS Members

Corporates SGD 300

Individuals SGD 150

Schools SGD 300

FREE for DAS Members

PAYMENT METHODS

Please ensure submitted work is eligible before payment. Entry fees are non-refundable. See eligibility guidelines on page 5.

CHEQUE PAYMENT

Non-refundable cross cheques or money orders should be in Singapore Dollars and made payable to '**DESIGNERS ASSOCIATION SINGAPORE**'. Please accompany with details of entry for which payment is being made and post to:

Singapore Design Awards 2011 Entry

Designers Association Singapore

23 Hindoo Road, Singapore 209115

MONEY TRANSFER

International entrants may arrange for payment via wire transfer. Account details will be given during the payment process. Log on to www.singaporedesignawards.com to contact the Singapore Design Awards 2011 for any payment details. Please indicate '**Payment for SDA 2011**' as the Subject.

Non-DAS Members' entries submitted without payment within 5 working days of submission will be withdrawn from judging.

TERMS & CONDITIONS

ELIGIBILITY

1. All work must have appeared physically or online from 01 July 2010 until the submission deadline of 01 December 2011. Sponsored work for non-profit organisations may be submitted and must be mentioned in the submission.
2. Past submissions to the Singapore Design Awards (SDA) are not allowed to be resubmitted.
3. All works must be paid commission by a client. No works submitted in a free pitch or for personal communication will be considered.
4. For work submitted within the SCHOOL WORKS category, must be submitted by the design school. The concepts must be developed by students who are still undergoing professional design studies.
5. For work submitted as a MULTI-DISCIPLINARY work, more than one design firm or practice might participate to join in the submission.
6. Any work submitted which has not conformed to the proper instructions as mentioned in this Terms & Conditions is deemed ineligible.
7. Any work submitted without the company of proper and prompt payment is to be deemed as ineligible.
8. The executive committee in consultation with the international judges reserves the right to reject any works on grounds of eligibility if a work may affect the standards of the awards, put the reputation of the organisation in peril and cause any concern on the issue of interests etc.

INTELLECTUAL PROPERTY, RIGHTS & TERMS OF USE

1. All rights related to the name and trademark of Singapore Design Awards is managed and owned exclusively by Designers Association Singapore.
2. A Candidate seeking to use the related name and trademark must seek the permission of the DAS Executive Committee.
3. Only Gold and Silver Awardees will be allowed to use the relevant Singapore Design Awards Gold and Silver marks for a period of 1 year only.
4. Design companies or designers submitting works for any category must be responsible for their own intellectual property and patent issues. The Organisers, Designers Association Singapore take no responsibility for any infringement of intellectual property rights.
5. All design firms and schools who submit an entry to the Singapore Design Awards agree to allow the organisers to use any submissions and the right to reproduce any work for publicity purposes.
6. If any press, publications or media networks agrees to publicise the Singapore Design Awardees, the entrant further agrees to absorb talent or other residual charges incurred by inclusion if required.

JUDGING

1. The Judges reserves the right not to confer an award in any category or discipline if the entries were found to be below par in terms of the reaching the top bandwidth of a category's score board.
2. The Judges and Organisers have the right to move entries into a category that they deem more suitable or relevant.
3. The Judges' decision is final.

ONLINE SUBMISSION

1. All candidates must log on to www.singaporedesignawards.com to submit work.
2. Please fill in all details accurately online, as this information will be used for verification, judging purposes and preparation of certificates and award trophies. The Organisers, Designers Association Singapore will take no responsibility for any inaccurate information, misrepresentation or wrong accreditation.

GUIDELINES

1. An entry means a single piece of design solution. You cannot enter more than one design under one entry unless entering the multi-disciplinary category which allows you to present a variety of design solutions based on a single and integrated concept.
2. For each entry, submit up to 5 images in Jpeg formats only. (Each image no larger than 1MB).
3. Compress all images with total file size not exceeding 5MB into one zipped file and upload accordingly.
4. For MULTI-DISCIPLINARY submissions, you may submit up to 10 images in Jpeg formats only. (Each image no larger than 1MB). Compress all images with total file size not exceeding 10MB into one zipped file and upload accordingly.

FEES & PAYMENT

1. See entry fees and payment terms on page 4.
2. Nominees and winners would be requested to sponsor relevant costs for the winners' showcase publicity.

DATES

1. All entries must be received by **01 December 2011** 23:59 GMT+8 (Singapore time).
2. Award Show Dinner Ceremony date and venue to be confirmed at later date.
3. Tickets to the event are sold separately. Interested parties, log on to www.singaporedesignawards.com contact the organisers.
4. For all queries to the awards secretariat, log on to www.singaporedesignawards.com to contact the organisers.