



SINGAPORE
GOOD
DESIGN
2023

SINGAPORE GOOD DESIGN

The Singapore Good Design (also known as SG Mark) is a benchmark of good design and quality. Design Business Chamber Singapore (DBCS) launched Singapore Good Design (SG Mark) in 2013 in partnership with the Japan Institute of Design Promotion (JDP) that founded the prestigious Good Design Award (G Mark).

SG Mark was established to set the benchmark for exceptional design quality that impacts businesses and communities in Singapore and beyond. Good design has become a source of growth and productivity in the economy as organisations recognise the value of investing in excellent design principles, processes and offerings.

SG Mark's overarching goal is to impact businesses, improve the quality of life of different communities (individuals, corporations and countries) and influence culture. The Mark will also educate consumers and end users of the value of good design and encourage a higher standard of quality in production.

For more information, please visit sgmark.org.



ABOUT THE ORGANISER

Design Business Chamber Singapore (DBCS) is the nation's leading multidisciplinary design chamber since 1985. Founded by a diverse group of 13 forward-thinking designers, the organisation was formerly known as Designers Association Singapore. It was renamed Design Business Chamber Singapore in 2012.

As a dynamic community of business leaders, practitioners and academia from diverse backgrounds, DBCS believes that a pluralistic design approach is the key to gaining a competitive edge in today's global market.

As a champion of applying design in business, DBCS seeks to raise the standard of professional practices and create business opportunities through cross-collaborations in local and international contexts.

For more information, please visit www.dbcsingapore.org.

SINGAPORE GOOD DESIGN 2023 PLATINUM WINNER



Philips Ctainer

Designer: Philips Experience Design Singapore

Client: Mittaphab Hospital, Vientiane, Laos

Category: Spatial Design

Project country: Lao People's Democratic Republic

The Philips CTainer is an innovative container-based solution that brings CT scanning technology to even the most remote locations. Versatile and modular, these facilities can accommodate various imaging and critical care technologies, thanks to its 'plug-and-play' design that allows for easy transportation and rapid deployment beyond borders. Additionally, the container prioritises patient and staff experience, providing a warm and friendly environment with comfort and professionalism. The Philips CTainer delivers efficient and accessible health care without compromising on quality.

SINGAPORE GOOD DESIGN 2023 GOLD WINNERS



GOLD AWARD WINNER

Reimagining the Migrant Workers' Living Environment to Unlock a Higher Quality of Life, Community Engagement and Collective Ownership of the Dormitory Experience

Designer: Agency (Alistair Norris, Pete Overy)

Client: Dormitory Association Singapore Limited

Category: Experience Design

Project country: Singapore

Project Commune, in collaboration with Dormitory Association of Singapore (DASL), is reshaping local migrant workers' living spaces. Utilising visual communication and 3D models, the project crafts a home away from home that explores room layouts and prototype concepts, culminating in handbooks for future dormitory design and management. These guidelines foster positive community behaviours across migrant worker dormitories, transforming lives one room at a time.



GOLD AWARD WINNER

DBS Better World Cafe

Designer: DBS Bank

Category: Sustainable Design

Project country: Singapore

DBS Better World Café is more than just an employees' café. Built with sustainability in mind, it features locally sourced ingredients, food composting stations, and low-energy appliances, serving as a beacon of inspiration for employees to become sustainability advocates in their workplaces. The café's unique design also features upcycled furniture and artworks made from recycled waste. DBS Better World Café sets the standard for future sustainable cafeterias.

SINGAPORE GOOD DESIGN 2023 SPECIAL MENTIONS



SPECIAL MENTION

HP 27 Inch All-in-one Desktop PC

Designer: HP Design + Native

Category: Product Design

Project country: United States of America

A sleek and sustainable all-in-one computer for the home office – 27" HP All in One. The sleek and stylish computer comes with a height-adjustable stand made of recycled aluminium and a wireless charging base made of reclaimed polyester. Looking to reshape the future of hybrid work, the 27" HP All in One comes with a 3-sided micro-edge, low blue light certified IPS display and a pop-up privacy camera with AI noise removal, promoting immersion and elegance.



SPECIAL MENTION

The Don't Mind If I Ask Inaugural Industry Report

Designer: Outeredit Private Limited

Client: Don't Mind If LLP

Category: Visual Design

Project country: Singapore

“Don't Mind If I Ask” is an innovative industry report exploring Singapore's communications design industry. Printed on repurposed backstock paper with custom illustrations, the report presents data in a captivating manner. The report looks to demystify the communication design industry to promote constructive dialogue among designers, industry leaders, and the public.



SPECIAL MENTION

UNI Green Series


Designer: Dress Green (Emma Yu)


Category: Sustainable Design


Project country: Hong Kong

With almost 4 million pieces of uniforms being replaced every year, UNI Green repurposes old uniforms into unique souvenirs, saving textiles from landfills and promoting social inclusion by hiring retired garment workers. Through upcycling, UNI Green spreads the knowledge and mindset for sustainability and social inclusion.

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you can subscribe.**

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repair/breakdown
costs covered


 Flexible Subscription
terms - match the
rental duration with
the tenancy

 Reduce upfront
costs for your
tenants /
landlords

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SPECIAL MENTION

Levande – An Appliance Subscription Platform

Designer: Electrolux Group (APAC & MEA Design Team)

Category: Sustainable Design

Project country: Singapore

Say goodbye to hefty upfront costs and e-waste. Don't trash your old appliances and hand them over to Levande for refurbishing and repurposing, prolonging their life and reducing landfill. More than just a subscription service, Levande is a revolution in sustainability and convenience, shaping a greener, smarter future for appliance ownership.

For more information on the Singapore Good Design 2023 winners, please visit <https://sgmark.org/winners-2023/>