

Information Kit



SINGAPORE DESIGN AWARDS 2010

Recognising the best since 1988

Submission deadline: 9th July 2010

Organised by



Singapore's multi-disciplinary
design association

www.dasingapore.com

SINGAPORE DESIGN AWARDS 2010

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CALL FOR ENTRIES

The Singapore Design Awards (SDA) honours outstanding product, graphic, new media, interior, packaging and multi-disciplinary design projects from across the world. It remains the leading design award in Southeast Asia. The Awards 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 initial inspiration for the award which is to raise awareness for the region and the strategic role of design remains essentially the same. Singapore is at the heart of a dynamic Southeast Asia. With an awakened Indonesia and dynamic economies such as Vietnam, any design firm seeking to raise its profile in this region must consider the SDA as its gateway.

To maintain the standards of the SDA, we have assembled a group of principal figures in the field of design from all over the world. Our aim is to provide a platform to regional companies to show how design is transforming businesses & communities from around the world and inspire them to do the same. At the same time, it is in our interests to highlight promising designers from Southeast Asia. We are hopeful that a region as diverse as ours will produce the next generation of design leaders.

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

Yours Sincerely,



Lawrence Chong
President

Exco 2009 - 2011

Designers Association Singapore



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SUMMARY FOR SDA 2010

Submission Deadline	2359hrs 9th July 2010
Submission Site	www.dasingapore.com
Award Categories	Singapore Category Southeast Asia Category International Category Young Designers Category
Design Disciplines Categories	Graphic Design Interior Design New Media / Interactive Packaging Design Product / Industrial Design Multi-disciplinary Design* <i>(*For projects which involve more than a single design discipline)</i>
Professionals Cost per entry for individual design discipline submissions	S\$100 for DAS Professional Members for each entry S\$200 for Non-Members for each entry
Professionals Cost per entry for multi-disciplinary design submissions	S\$150 for DAS Professional Members for each entry S\$300 for Non-Members for each entry
Young Designers Cost per entry for individual design discipline submissions	S\$50 for DAS Youth Members for each entry S\$100 for Non-Members for each entry
Young Designers Cost per entry for multi-disciplinary design submissions	S\$100 for DAS Youth Members for each entry S\$150 for Non-Members for each entry
Award Ceremony	20th September 2010 (Monday) Shangri-la Hotel, Singapore Tickets sold separately

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1. CATEGORIES FOR SUBMISSION

The Singapore Design Awards welcome entries from around the world. There are 4 sections:

1.1 Singapore Category

For professional design work done within Singapore.

1.2 Southeast Asia Category

For professional design work done within Southeast Asia.

1.3 International Category

For professional design work done outside of Southeast Asia.

1.4 Young Designers Category

For design concepts done by design students from approved design schools within Singapore only.

1.5 Award Standards and Categorisation

Gold, Silver and Bronze Awards will be given in all categories to work reaching sufficient standards as deemed suitable by the international judges and the rules as listed within this information kit.

1.6 Sample trophies in the following form will be given out



1.7 An additional award for the best of category may also be conferred if the international judges deem it suitable.

1.8 Designers or Design Firms who have won gold in the same category for 8 times will also automatically be given a SDA Honours Roll Award. Past winners may present their past wins for the committee's consideration. Please email past wins to sda@dasingapore.com



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2. ELIGIBILITY

2.1 All work must have appeared physically or online from 1st May 2009 until the submission deadline of 9th July 2010. Sponsored work for non-profit organisations may be submitted and must be mentioned in the submission email.

2.2 Past submissions to the SDA are not allowed to be resubmitted.

2.3 All works must be paid commission by a client. No works submitted in a free pitch or for personal corporate communication will be considered.

2.4 For work submitted within the Singapore category, the design solution must be developed by designers or a design firm based in Singapore.

2.5 For work submitted within the Southeast Asia category, the concept must be developed by designers or by a design firm based in any of the countries within ASEAN.

2.6 For work submitted within the International category, the concept must be developed by designers or by a design firm based outside of the countries of ASEAN.

2.7 For work submitted within the young designers category, the concept must be developed by a young designer who is still undergoing professional studies in Singapore. The students must also come from schools approved by the Ministry of Education, Singapore.

2.8 For work submitted as a multi-disciplinary work, more than one design firm or practice might participate to join in the submission.

2.9 Any work submitted which has not conformed to the proper instructions as mentioned in this information kit is deemed ineligible.

2.10 Any work submitted without the company of proper and prompt payment is to be deemed as ineligible.



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2.11 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.

3. TYPES OF DESIGN DISCIPLINES FOR SUBMISSION

The following type of work may be submitted for consideration:

3.1 GRAPHIC DESIGN (Codename: G)

- G1. Annual reports
- G2. Corporate livery
- G3. Corporate brochure
- G4. Calendars, greeting cards and invitation cards
- G5. Direct mail piece
- G6. Editorial design
- G7. Logos
- G8. Sales kit
- G9. Shopping Bags
- G10. Stamps and banknotes

3.2 INTERIOR DESIGN (Codename: I)

- I1. Retail space
- I2. Office space
- I3. Residential Space

3.3 NEW MEDIA / INTERACTIVE (Codename: NM)

For mobile, web or multiple platforms

- NM1. Animated programmes
- NM2. Animated short films
- NM3. Website
- NM4. Interface design for software



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3.4 PACKAGING DESIGN (Codename: PA)

For consumer and industrial environments

PA1. Beverages – Non Alcoholic

PA2. Beverages – Alcoholic

PA3. Food items

PA4. Packaging labels

PA5. Technology products

PA6. Personal care products

3.5 PRODUCT / INDUSTRIAL DESIGN (Codename: PR)

PR1. Bathroom fittings and sanitary installations

PR2. Electronic gadgets and mobile phones

PR3. Furniture

PR4. Healthcare

PR5. Home appliances

PR6. Office equipment

PR7. Personal accessories - watches, eyewear and bags

PR8. Toys and games

PR9. Transportation

3.6 MULTI-DISCIPLINARY DESIGN (Codename: M) - new

for branding or multi-disciplinary work from any disciplines, including those not listed here.

(Design companies who have collaborated with other design firms may submit this entry together)

M1. Corporate Branding

M2. Consumer Branding

M3. Space/Structural Branding

M4. Multi-disciplinary Project

4. INTELLECTUAL PROPERTY, RIGHTS AND TERMS OF USE

4.1 All rights related to the name and trademark of Singapore Design Awards is managed and owned exclusively by Designers Association Singapore.



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4.2 A Candidate seeking to use the related name and trademark must seek the permission of the DAS Executive Committee.

4.3 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.

4.4 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.

4.5 All design firms and designers 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.

5. JUDGING

5.1 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.

5.2 The Judges and Organisers have the right to move entries into a category that they deem more suitable or relevant.

5.3 The Judges' decision is final.

6. ONLINE SUBMISSION GUIDELINES

6.1 All candidates must log on to www.dasingapore.com to submit work.

6.2 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.



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6.3 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.

6.4 For each entry, submit up to 5 images in Jpeg formats only. (Each image no larger than 500KB). Compress all images with total file size not exceeding 2.5MB into one zipped file and upload accordingly for the entry at www.dasingapore.com.

6.5 For multi-disciplinary submissions, you may submit up to 10 images in Jpeg formats only. (Each image no larger than 500KB). Compress all images with total file size not exceeding 5MB into one zipped file and upload accordingly for the entry at www.dasingapore.com.

6.6 Non-refundable cross cheques or money orders should be in Singapore dollars and made payable to **Designers Association Singapore**. Please accompany this with details of the entry for which payment is being made. The cheques will need to be posted to:

Singapore Design Awards 2010 Entry

Designers Association Singapore

23 Hindoo Road Singapore 209115.

For companies and individuals based out of Singapore, they may choose to transfer the funds payable to:

Designers Association Singapore

Account Number: 009-012114-5

Swift Code: DBSSSGSG

Bank Name: DBS Bank Limited

Bank Address: 6 Shenton Way, DBS Building Tower 2, Singapore 068809

6.7 Entries submitted without submission fee must be settled within five working days of the submission deadline of 9th July 2010 or be disqualified from the judging.

6.8 While every precaution will be taken to safeguard all entries submitted, the Organisers cannot accept responsibility for any loss or damage to any product samples, images or materials submitted for the competition.



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6.9 Entries cannot be returned nor can entry fees be refunded.

6.10 Closing Date for submission

By 2359 hrs on the 9th July 2010 (Friday)

6.11 Entry Fees

6.11a FOR PROFESSIONALS

Cost per entry for all categories and disciplines except for multi-disciplinary submissions:

S\$100 for DAS Professional Members for each entry

S\$200 for Non-Members for each entry

6.11b FOR PROFESSIONALS

Cost per entry for multi-disciplinary submissions:

S\$150 for DAS Professional Members for each entry

S\$300 for Non-Members for each entry

6.11c FOR YOUNG DESIGNERS

Cost per entry for all categories and disciplines except for multi-disciplinary submissions:

S\$50 for DAS Youth Members for each entry

S\$100 for Non-Members for each entry

6.11d Cost per entry for multi-disciplinary submissions:

S\$100 for DAS Youth Members for each entry

S\$150 for Non-Members for each entry

6.12 Award Ceremony

Monday, 20th September 2010 at Shangri-la Hotel Singapore

Tickets to the event are sold separately. Interested parties, please email info@dasingapore.com

6.13 For all queries to the awards secretariat, please include the following in the email subject: SDA2010 and email to sda@dasingapore.com

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