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Designed in Singapore Manufactured Elsewhere

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Managing Director,
INOVASIA design Pte. Ltd.

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(biopolis)

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Singapore is one of the 'success stories' of the last century, emerging as a regional business center since it became an independent nation in 1965. Many multi-national companies and financial institutions set up their regional headquarters in Singapore, due to its efficiency and cost advantage.

All this started changing in the last ten years. With the emergence of China as a major manufacturing country, whose cost competitiveness is difficult to challenge, many companies with manufacturing interests in Singapore, have shifted their production to China. Others have moved over to neighboring countries such as Malaysia and Thailand.

At the same time, Singapore has been repositioning itself as a 'Research and Intellectual Hub.' Singapore today is attracting companies in the Biomedical and Pharmaceutical industry. Entrepreneurship and Intellectual Property Rights are other areas that Singapore is promoting. Fundamental level research in fields such as Stem Cell growth is being encouraged. The buzz word today is a 'Biopolis' in Singapore.

All this does not mean that design is being neglected in Singapore. Understanding that a strong creative and design centered activity is essential to the overall development of Singapore into an entrepreneurial and R&D centre, the Ministry for Information and the Arts (MITA) has set up DesignSingapore Council this year to develop and promote

(DAS)

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가 250.00 , 647.50

2001 7 4,300,419

2050 10,790,779

97%,

89.8% (1999).

가 . 1 GDP 26,500

(2000),

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design in the country as well as make the world aware of Singapore's design capability.

It is within this context that the author will present the development of design, especially Industrial Design in Singapore in the last two decades, with examples from INOVASIA Design, as well as from members of the Designers Association Singapore (DAS).

Singapore in statistics

Total area of Singapore is 250.00 sq. meter, 647.50 sq. km. The population is 4,300,419 (July 2001 est.), and expected to be 10,790,779 (Est. in 2050). Languages are Chinese, Malay, Tamil and English. 97% male and 89.8% female (1999) are literate. Religions are Buddhist, Muslim, Christian, Hindu, Sikh, Taoist, and Confucianism. In 2000, GDP amounts to \$26,500 per Capita. The major industries are electronics, chemicals, financial services, oil drilling equipment, petroleum refining, rubber processing and products, processed food and beverages, ship repair, trade, biotechnology. We have natural resources of fish deepwater ports.



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Where is the market for design?



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Where has manufacturing gone?

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R & D

Resources of Singapore

Singapore has diverse culture and diverse people originated from Arabia, India, Srilanka, China, Malaysia, Indonesia and Europe co-existing in a modern, techno-savvy, efficient city state.

Design in Singapore

Design will have a major role to play in maintaining Singapore's competitive edge. Singapore is encouraging world players in pure R&D to set up R&D Centers. And bio-medical, pharmaceuticals, wireless, nanotechnology are rapidly growing industries.



How does INOVASIA fare?



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Example 1: bluetooth communicator

We researched the existing products from other companies prior to the development. All of the products were made to hang onto the ear, which ends up tiring after some time.

Considering this problem, we approached the project with clear concept. Our designers experimented the degree of comfort by walking wearing the headset model made of foam. Result was a surprise. We found the our product on an italian website while surfing the internet.



2:

Example 2: Ultrasonic washing machine

Cavitas has engineered a technology using ultrasonic waves to wash clothes. Market information was given by the client. User profile, segmentation, preference etc., was researched by INOVASIA.



for the USA



for Japan



for Europe

3:

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- : (HKJC)
- 가 : HKJC가

Example 3: High tech betting station for Hong Kong

- Client: Wincor Nixdorf, Singapore
- Client's customer: The Hong Kong Jockey Club (HKJC)
- Reason why they select the INOVASIA and Singapore: Wincor Nixdorf has the technology that HKJC is looking for and the INOVASIA is close to the technology.



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Example 4: Transportation products for Singapore

- Client: Singapore technologies, Singapore
- Client's customer: Land transport authority, mass rapid transit system operators.



Emergency train stop



Emergency train stop



Platform screen doors



Automatic fare gates

designed in singapore
manufactured elsewhere

the everyday reality of
inovasia design pte ltd

peer m.sathikh
managing director





photos by: [hugh webb](#)

design in singapore

is about possibilities



Design... is about possibilities

A22 • MONEY



RIDING HIGH

US study shows Singapore faring well in its innovation push

Innovation Policy	National Innovative Capacity
1 Singapore	1 United States
2 Israel	2 United Kingdom
3 Canada	3 Finland
4 Finland	4 Germany
5 Taiwan	5 Japan
6 Germany	6 Switzerland
7 United States	7 Sweden
8 Tunisia	8 Taiwan
9 Australia	9 Canada
10 United Kingdom	10 Singapore

Professor Porter notes that Singapore has put in place innovation-oriented policies which India and China – often cited as emerging innovator economies – have not.

Singapore gets top marks for its effectiveness in protecting intellectual property, as well as for its support for research and development through tax credits and subsidies.

Besides innovation policy, innovative capacity also takes into account scientific and engineering manpower, cluster innovation environment, innovation linkages and company innovation.

Source: WIJ

G. CHANDRADAS

S'pore shines for protecting assets and supporting R&D

US study puts it in 10th spot in overall national innovative capacity; improved rankings reflect emphasis on this area

innovation policy boosted its overall ranking for national innovative capacity, which measures the degree to which an economy offers a favourable environment for global

bators in Singapore, while local start-ups can tap some 150 venture capital firms here managing a total \$16 billion in funds.

Besides innovation policy,

al innovation also tends to be concentrated in a relatively small but growing number of countries, they said.

"Innovation arises from private sector initiative, but

design in singapore

how does **inovasia** fare ?







model making shop

bluetooth **headset**



nautilus**FORM**
concept**2**





BRAVEHEART BLUETOOTH



surprise surprise !!

look what we found in ITALY !

when we surfed the internet !

Auricolari **Earphones**



1 **AURICOLARE BLUETOOTH BP100**
Bluetooth è un sistema di trasmissione radio a corto raggio per voce e dati con una velocità di 1 MB/sec.
BP100 - Auricolare Bluetooth dal design accattivante e dal minimo ingombro, BLUE PENDANT risolve le problematiche di peso e ingombro di tutti gli altri apparati Bluetooth, garantendo la massima libertà di movimento e un'eccellente qualità audio in qualunque situazione.

2 **BLUETOOTH BP100 EARPHONE**
Bluetooth is a short-range radio system for voice and data transmission at a speed of 1 MB/sec.
BP100 - A compact Bluetooth earphone with a smart look, Blue Pendant solves the problems of excess weight and size that afflict other Bluetooth units, while still providing great freedom of movement and excellent sound quality in any situation.

3 **KOPFHÖRER BLUETOOTH BP100**
Bluetooth ist ein Funksystem für den Nahbereich zur Ton- und Datenübermittlung bei einer Geschwindigkeit von 1 MB/s.
BP100 - Der Kopfhörer Bluetooth mit seinem gewinnenden Design und den kleinen Abmessungen BLUE PENDANT ist Gewichts- und Größenprobleme aller Bluetooth-Geräte und garantiert höchste Beweglichkeit und eine ausgezeichnete Tonqualität in jeder Lage.

4 **OREILLETES BLUETOOTH BP100**
Bluetooth est un système de transmission radio à courte distance pour la voix et les données à une vitesse de 1 MB/s.
BP100 - Orellette Bluetooth au design séduisant et aux dimensions très réduites, BLUE PENDANT résout les problèmes de poids et d'encombrement posés par tous les autres appareils Bluetooth, tout en offrant une grande liberté de mouvement et une excellente qualité audio en toutes situations.

5 **AURICULARES BLUETOOTH BP100**
Bluetooth es un sistema de transmisión radio de corta alcance para voz y datos con una velocidad de 1 MB/seg.
BP100 - Auricular Bluetooth con un diseño atractivo y con el mínimo estorbo, BLUE PENDANT resuelve los problemas de peso y de estorbo de los otros aparatos Bluetooth, garantizando la máxima libertad de movimientos y una excelente calidad de sonido en cualquier situación.

Tabella compatibilità attuali modelli BLUETOOTH
Updated model list BLUETOOTH compatibility

ERICSSON	T30M / T66 / R520M
MOTOROLA	A835 / V600
NOKIA	3650 / 6310 / 6310i / 8910 / 8910i
PHILIPS	F150 820 / F150 825
SIEMENS	S55 / S56
SONY-ERICSSON	T66 / P600

Con adattatore / with adapter DP10A
ERICSSON R3305 / T265 / T295 / A26185 / A26285

Auricolari **Earphones**



Bluetooth **CELLY** 19



ultrasonic washing machine



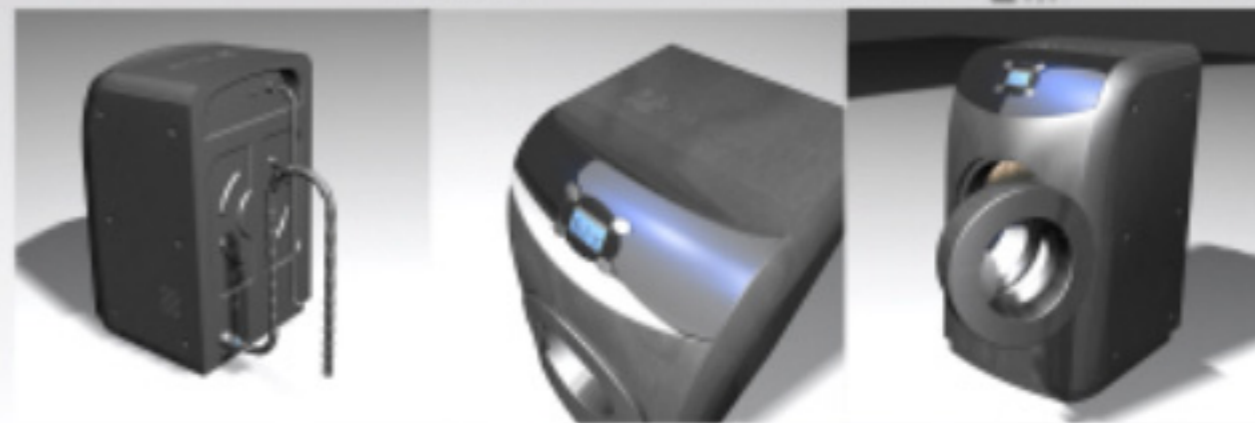
Ultrasonic washing machine
The Cavitas ultrasonic washing machine in stainless steel design with curve structure blends harmoniously with any kitchen. The premium top loader has a clear and easy to clean window. The display function and control buttons are ergonomically situated behind at a viewable angle.

premium top-loader

for **the USA**



ultrasonic washing machine



Ultrasonic washing machine

Cavitas is building on its reputation for robust, quality ultrasonic washing machine. Every effort has been made to simplify appearance, controls and graphics. The result is a washing machine with curved front and brushed aluminium side panels to create a fuller and friendlier character than the traditional box-like structure of most washing machine. Information graphics and control panels are set for easy reference on an angled incline.

premium front-loader

for EUROPE



ultrasonic washing machine



Cavitas economy top loader has done away with having hard edges to feature more natural and pleasing curves. Being a household product, the industrial design of the product is modern and upto date, aesthetically, with other household electrical/electronic products. The design also considers all aspects of material, manufacture and assembly besides aesthetics and ergonomics.

economy top-loader

for **JAPAN**

Betting Kiosk

betting made easier

Product:
betting kiosk system

Client:



Description:



INOVASIA



The Land Transport Authority (LTA) of Singapore is building several new underground lines for its Mass Rapid Transit System. As a part of, LTA is building several new stations which require Emergency Train Stop Units to stop the train during emergencies.

emergency train stop



INOVASIA



automatic fare gates



Philips Kiosk

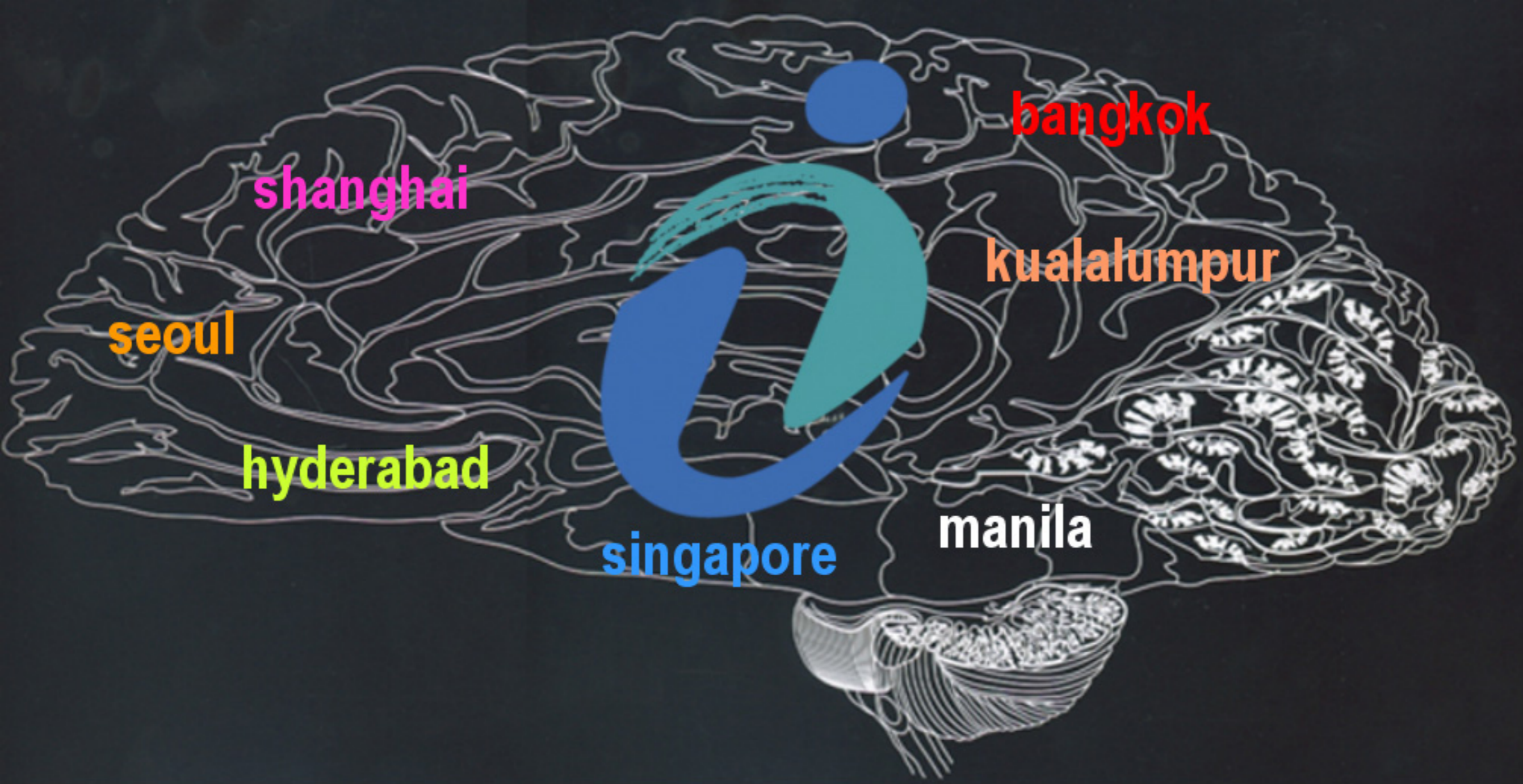
kiosk exhibition stand

Product : kiosk exhibition stand

Clients :

PHILIPS

Description :



the new capitals ...
for design in asia