

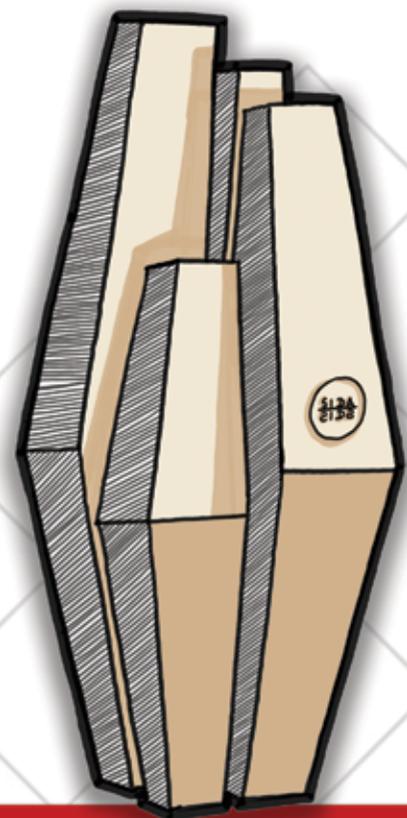
C O N C E P T

2017

ABOUT

Organised by the Society of Interior Designers - Singapore, The Singapore Interior Design Award - Concept (SIDA - Concept) 2017 recognises and rewards outstanding and inspiring interior designers / interiors architects./ designers. Open to all interior designers, interior architects and design practitioners from around the world. This design competition is aimed at creating a platform for interior design practitioners to showcase their excellent proposal works before the project's completion or simply to showcase their exceptional talent for projects that may have not been selected to build.

A platform for designers to reach out to international Interior Design communities and to showcase their proposal works that may have gone under the radar.



31st
October '17
Closing Date

SIDA
Conjunction With

SIDS
SOCIETY OF INTERIOR DESIGNERS
SINGAPORE



Society of Interior Designers - Singapore
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T: +65 6222 0104
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interior
designers

DCRS



Kinny Chan
International Judge



Lyndon Neri
International Judge



David I Tay
Local Judge



Gregor Hoheisel
International Judge



Jackson Tan
Local Judge



Sashi Caan
International Judge



Hoo Cheong Fong
Local Judge



Kelly Cheng
Local Judge

Our Panel of Judges



WINNING ENTRIES 2016

proposed projects



1. JIA STUDIOS LLP | The Cha Project |Public (Institutions)
2. SKY CREATIONS | SC+DC – UNIO Show unit (KL) Modern Contemporary| Show unit (Developer Sales Gallery)
3. ORB ASSOCIATES | King Salman Mosque, Maldives | Public (Institutions)

completed projects



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4. PRODUCE |
XTRA's Herman Miller Shop-in-Shop |
Retail

**5. PORTFOLIO DESIGN
PARTNERSHIP PTE LTD |**
Landscape Under the Heaven, China |
Residential (Non-Landed)

6. FORMWERKZ PTE LTD |
EDL Division (Singapore) |
Retail

7. METAPHOR STUDIOS |
Seletar Hill Residence |
Residential (Landed)



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For a complimentary copy,
please email to
veronica@darbymedia.com.sg

ABOUT IN-SI-DE

IN-SI-DE is published annually in Singapore by Darby Media Pte Ltd in collaboration with Society of Interior Designers Singapore (SIDS). This publication features top talents in a dignified and respectable manner. The goal is to project on the pages professional interior and architectural standards as hallmarks of Singapore's design industry.

IN-SI-DE also represents the design practices in the industry through networking, educational seminars and international exchange programmes with other design faculties in the region. Most importantly, IN-SI-DE is given as a source book on a guaranteed circulation basis to the top echelons of the industry.

SAY YOU SAW IT IN DECORATIONS
Society of Interior Designers Singapore,
www.sid-singapore.org

society of interior designers singapore

WHO WE ARE

VISION

- ❖ To promote and elevate the interior architecture/design profession in Singapore to greater heights, raising awareness and appreciation of good design amongst the general public.

MISSION

- ❖ To bring together interior design professionals and the industry, creating an environment of common sharing of design and innovative ideas, and creating collaborative opportunities for mutual advancements and benefits.
- ❖ To promote and establish the Singapore design brand both at the local and international levels.
- ❖ To mentor and nurture young talents, encouraging lifelong learning and the continual upgrading of skills and knowledge.

WHY BE A MEMBER OF SIDS?

Interior designers spend many years educating themselves, then working in the design industry, climbing up the corporate ladder, and perhaps even starting and running their very own design outfit.

In the journey of our design career, we each reach and/or cross several stages/milestones; always aiming for something higher and more meaningful to fulfill our internal desire to make the world a better place.

WHERE WILL YOU BE ABLE TO DO ALL THIS?

We at SIDS aim to offer each and every one of you an avenue to contribute your time, expertise and talent for something other than your daily work schedule. You will be part of a community of design professionals that are truly passionate about the interior architecture/design industry.

Speak to any of our council members or contact our secretariat at info@sid-singapore.org.

| INSTITUTION NAME | SOCIETY OF INTERIOR DESIGNERS SINGAPORE |
|--|---|
| Year Founded | 1994 |
| Organisation Initials (official abbreviation or acronyms) | SIDS |
| Street Address | Club House: 57A Neil Road, Singapore 088893 HQ: 111 Middle Road, #02-01 National Design Centre, Singapore 188969 |
| City, State/Province, Zip Code, Country | Singapore |
| Fax Number (Country Code+#) | (+65) 6456 6568 |
| Email Address | info@sid-singapore.org |
| Official Website Address | www.sid-singapore.org |
| Language of Operations | English |
| Other Language | Mandarin |

| DESIGNERS (LOCAL) | DESIGNERS (OVERSEAS) |
|------------------------|---------------------------|
| Fellow (Voting) | Professional (Non-Voting) |
| Professional (Voting) | Associate (Non-Voting) |
| Honorary (Non-Voting) | Student (Non-Voting) |
| Associate (Non-Voting) | - |
| Student (Non-Voting) | - |
| Corporate (Non-Voting) | - |

INITIATIVES

DESIGN 2025: SINGAPORE BY DESIGN ▼

- Design as part of national skill set
- Expand the role of design in business and government
- Strengthening the competitiveness of design firm
- Bring design into community
- Develop the Singapore design brand

DESIGNERS NIGHT ▼

- Educational (Vendor/Specialist Talks)
- Recreational (Golf, Bowling, etc..)

DESIGN CONFERENCES, FORUMS, SEMINARS & WORKSHOPS ▼

- Singapore Design Lecture Series (新加坡设计系列讲座)
- Shanghai – Singapore Design Festival (上海—新加坡设计节)
- Shenzhen – Singapore Design Festival (深圳—新加坡设计节)
- Shanghai Business Institution I-Ding Design Lecture Series (上海商学院艾鼎设计大将堂)

ANNUAL DINNER ▼

A once a year event that brings together the SIDS' members for an evening of entertainment, networking and bonding with industry friends.

GALA DINNER & AWARDS PRESENTATION ▼

- Singapore Interior Design Awards (SIDA)
- President's Design Award (Singapore)
- Industry Recognition Awards

INTERNATIONAL OBSERVANCES ▼

- World Interiors Day (27 May 2017)
- APSDA GA & Congress (20-22 October 2017)
- IFI GA & Congress (2017) (10-12 November 2017)

OUTREACH / MEMBERSHIP DRIVE ▼

- Students
- Design Firms
- Design Institutions
- Industry Partners

PUBLICATIONS / PUBLICITY ▼

- IN-SI-DE (Annual Magazine)
- Singapore Interior Design Showcase (Annual Magazine)
- Monthly E-Newsletters

