

9 June 2009



Public Call For Participation in the **DesignSingapore Design2050 Studios**

Introduction

1. The DesignSingapore Studios is a key project under the Design for Competitiveness strategy, working in tandem with other Design for Competitiveness programmes to deliver design excellence. For the Design in Clusters programme, DesignSingapore Studios seeks to boost value chain design innovation in various economic clusters.
2. The DesignSingapore Studios have two main objectives. The first is to raise design capabilities and expand design capacities in Singapore-based designers and design firms. This approach is based on the transfer of knowledge and expertise- through mentorship, international collaboration or cross-disciplinary collaboration. The second, no less significant, is to drive design IP creation and contribute towards the development of a vibrant creative culture.

Design2050 Studios

3. Design2050 Studios are commissioned as drivers of change. At this critical juncture in time, they form Singapore's call to action, to envision and design "a life of social, economic and environmental opportunity, equity, creativity and sustainability... World 3.0". Through several co-creation phases, Design2050 Studios will tap and deliver collective knowledge and creativity for multiple uses.
4. Led by internationally-renown design leaders, eight Studio teams based in Singapore and around the world will each develop a 2050 scenario and design proposition on a specific topic, with the goal of initiating practical, open source roadmaps for a sustainable future. The propositions are based on areas identified as critical in driving change, such as Healthcare, Food/Farming and Urban Personal Mobility.
5. As one of the co-creation phases, Design2050 Studios will present at the 2009 International Council of Societies of Industrial Design (ICSID) World Design Congress (23-25 November) in Singapore, to gather feedback and stimulate creative discourse. The presentations will include a 5-minute film, along with additional material (such as prototypes) that the Studios may have developed. Studio propositions will be presented twice, as a plenary session to 800 people and in interactive exhibitions for groups of 100 people.

6. These presentations and related material will subsequently be housed at the new National Design Center in Singapore, and form part of Singapore's critical, open-source knowledge base. This key content will support Design Learning, be a resource for Design Research & Development and facilitate Business-to-Business opportunities in Design for Enterprises.

7. The Studios have kicked off in May 2009 and will culminate in the presentations in late November 2009. The studios will be conducted in Singapore, US and UK, with a fair amount of work done remotely. While the format of each Studio may differ, applicants should be prepared to make a full commitment of their time to their respective Studios, and make several trips as the need arises. Accordingly, applicants should be fit to travel, possess a valid passport and working laptop.

8. Each Studio will be matched with Studio Co-ordinators, under DesignSingapore's Capability Development Programme. This is a rare opportunity for designers/design students to participate fully as members of cross-disciplinary design 'dream' teams and network, as well as enhance their project management skills.

9. We offer a special support package comprising 100% support for long distance travel and accommodation, as well as a daily subsistence allowance pegged to the Singapore Government standard guidelines for the respective countries.

Role of Studio Coordinator

10. The responsibilities of the Studio Coordinator include, but are not limited to:

- I. Participate at every team meeting and assist the Studio Master in running the Studio
- II. Coordinate the participation of Studio Master, team members and any potential partners identified by Studio Master
- III. Manage the project to ensure quality and timely delivery
- IV. Oversee the execution of the approved project workplan
- V. Coordinate and liaise with team and DesignSingapore appointed project manager for all matters concerning the presentation
- VI. Coordinate and liaise with the team on all matters concerning the presentation

VII. Manage the timeline and given budget, track expenditure with regular budget reports to DesignSingapore

VIII. Document project meetings and discussions with photo, video, detailed notes (and other channels as necessary) and submit to DesignSingapore after each session

IX. Submit a full report within 1 month of project termination

11. Minimum qualification and experience requirements are as follow:

- I. Degree or diploma in design or design management
- II. Experience in project management
- III. Strong written and verbal communication skills
- IV. Strong analytical, organizational and interpersonal skills
- V. Able to meet tight deadlines and work under pressure
- VI. Good team player
- VII. Resourceful and self-motivated

Terms and Conditions

12. All applicants must be Singapore Citizens or Singapore Permanent Residents, and deemed to have accepted the following terms and conditions when they submit their application:

- a. Short-listed applicants should be available for a short interview with the selection panel, consisting of DesignSingapore Management and Board members. Also refer to Paragraph 15.
- b. Applicants will be responsible for the safe and timely delivery of submission materials.
- c. An official letter with the full terms of reference will be provided to successful applicants. The studio is expected to commence immediately.
- d. DesignSingapore Council as the Commissioner of the Design2050 Studios reserves the right to disqualify any incomplete entries. Please check your submissions carefully.

Application Process

13. The submission format for interested Studio Coordinators is as follows:

A Curriculum Vitae

Interested candidates are to submit their CV as a soft-copy attachment by email to charlotte_chin@mica.gov.sg with the subject heading: **Participation in the Design2050 as Studio Coordinator**

- I. CV to be either a Word document (.doc) or Acrobat document (.pdf)
- II. Candidates are free to design the layout of their CV, simplicity is appreciated
- III. An email confirmation of submission will be sent within 5 days of receipt
- IV. There is no need to send a printed copy
- V. Your CV should include:
 - Basic bio-data: name, date of birth, citizenship
 - List of educational qualifications, with grades of tertiary qualifications or equivalent where applicable
 - Complete employment history, with annotations on significant appointments
 - Significant or notable achievements (including but not limited to design-related activities or media)
 - Travel, hobbies and interests
 - Contact information: email, phone numbers, mailing address
 - Name and contact information including email of 2 referees

B Design Portfolio

Design portfolio in digital format in any of the following ways: PDF, no larger than 2MB, link to website showcase or via CD/DVD. If submitting a CD/DVD, please enclose both hard and softcopy of your CV in the package. The package should be addressed as detailed below, to be received by the deadline. Please allow adequate time for postage.

C Future Scenario 2050 Essay

Essay on a future scenario for the year 2050. Select one aspect of life and how design can drive change in a practical way, in order

to achieve this scenario. To be attached as soft copy, maximum length of 2 A4 double-sided pages, double-spaced in 12 pt Arial.

14. It will be the responsibility of the applicant to ensure delivery to the DesignSingapore Office by **22 June 2009**. The Government shall not be held responsible for putting proposals received through the post to the Office by the closing time and date. Every effort, however, will be made by the Government to promptly convey proposals received through the post to the Office. Postage must be pre-paid on all proposal sent through the post

15. Shortlisted candidates will be notified via e-mail by 30 June 2009 and called for an interview which includes a short powerpoint presentation of your essay on "Future Scenario 2050", complete an official application form, and submit certified copies of supporting documents. Selected works from candidates' portfolio should be made available at the interview.

16. For enquiries, please contact:

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17. The call is open from 9 June and will close on 21 June 2359hrs.