4—17 MARCH
NATIONAL DESIGN CENTRE
FREE ADMISSION  OPENS DAILY 9AM — 9PM

UNNATURAL PHENOMENA

THE UNEXPECTED.
THE WEIRD. THE WONDERFULLY BIZARRE.
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With each new edition of SingaPlural, the bar is set even higher; especially for our curator, who has the challenging task of distilling the essence of our platform to come up with another refreshing theme to inspire collaborations between brands and creatives.

“Unnatural Phenomena” draws on evolution in nature to spark innovation in design and encourage participating creatives and brands to challenge disciplinary boundaries. This 2019 theme is the brainchild of our experienced curatorial team comprising of Formwerkz and Bravo, who have worked on numerous impressive projects in their respective fields of Architecture and Branding.

The power of Design has never been stronger and in an increasingly technologically-driven world we live in, test-bedding of new ideas via collaborations across disciplines offer a new lifeline for growth.

As the organiser, the Singapore Furniture Industries Council (SFIC) has always been keen to harness the potential of Design to help industry players in their transformation journey and to meet the rigorous demands of evolving consumer tastes. We are heartened by the fact that SingaPlural has garnered valuable business outcomes for our past exhibitors and designers.

Armed with insights from our roadmap launched last year to become more urbanite and customer-centric, SFIC will be launching a new Design Innovation Programme (DIP) supported by Enterprise Singapore, to incentivise Singapore-based furniture and/or furnishings manufacturers/brands to partner Singapore-based or overseas-based partners/designers to design, produce and launch commercially viable products at preferred platforms including SingaPlural.

We hope our visitors will leave the eighth edition of SingaPlural with an enriched experience and a new mindset to “think different” as our curator has urged.
FESTIVAL CURATOR
OPENING NOTE

From all of us at Formwerkz and Bravo, we'd like to extend our warmest welcome to you! As with past editions, SingaPlural 2019 will be graced by outstanding craft pieces – each distinctly showcasing atypical collaborations, as per our theme “Unnatural Phenomena”.

This year is all about creating conversations, redefining perspectives, and challenging boundaries. We intend to contest the idealisation of conventional collaborations, drawing on nature’s intrinsic ability to inspire innovation in design. By drawing attention to the raw beauty of the unorthodox; of novel hybrids that flourish beyond their familiar forms, we are compelled to discover a whole new breed of exquisite entities that dwell beyond the surface.

From chronicles of the space-time, to an interactive interpretation of nature itself, a diverse range of discoveries await you at SingaPlural 2019. There will also be a series of Master Lectures held by 3 distinguished speakers – mavens of their respective fields, that offer insight into their craft.

Join us on this collective exploration as we look to inspire the next wave of creatives in their forging of a society that not only embraces change, but lives it.
MESSAGE FROM THE DESIGNSINGAPORE COUNCIL

Each year, SDW brings together a community of local and international collaborators to celebrate the limitless possibilities of design and to showcase the value and impact of design. I believe many of us now recognise that design transcends aesthetics and is integral to our everyday lives. Good design can also improve lives, transform businesses and even empower communities.

This year, to highlight the positive impact of design, we have grouped our programmes according to the themes: Transform my Business, Empower my Community, Inspire my Everyday and Reimagine my Future. We hope this helps visitors be more intentional in programme selection, allowing them to hone in on specific events that meet their needs.

Ranging from a design conference to district activations, design competitions, exhibitions and open houses, SDW will allow designers, students, public officers, business executives and anyone who appreciates design to find something that speaks to them. This is thanks to the more than 60 partners who have come on board to make SDW one of the Asia’s premier design festival.

Key partner events such as Brainstorm Design conference and SingaPlural showcase will explore the deeper connections between design, its impact and its evolution; the Singapore Urban Design Festival will break new ground by hosting thought-provoking discussions on re-designing future cities at a multi-storey carpark in Jalan Besar.

Bukit Pasoh will also be come alive during Street of Clans, a vibrant festival that will feature several clans hosting rare open-houses with design installations to tell old tales in new ways. Our inaugural UNESCO Creative Cities of Design Public Forum is set to be a full-house event bringing locals and international attendees together to discuss the impact of good design.

The Singapore Furniture Industries Council (SFIC) is one of our long-term partners who has successfully grown their event since the first SingaPlural in 2012. Held at the National Design Centre (NDC) for the first time last year, SingaPlural was one of the most attended event for SDW 2018. We are elated that they are back at our home – the NDC – again this year.

Organised by SFIC and supported by Dsg, SingaPlural is curated by the collective Formwerkz and Bravo. This year’s theme ‘Unnatural Phenomena’ celebrates the evolution of design and the increasingly fluid boundaries between design disciplines. I look forward to seeing the result of brands and creatives coming together to present ideas that challenge our existing perceptions.

Design is an essential aspect of our lives and everyone should have the opportunity to appreciate design. I would like to urge all design champions and anyone passionate about design to be a part of SDW. Check out our website www.designsingapore.org/sdw for more information. See you at the festival.

MARK WEE
DESIGNSINGAPORE COUNCIL
EXECUTIVE DIRECTOR
ABOUT SINGAPORE DESIGN WEEK

SDW CHAMPIONS DESIGN THOUGHT LEADERSHIP BY BRINGING TOGETHER THE DESIGN, BUSINESS AND PUBLIC POLICY WORLDS.

Now into its sixth edition, the Singapore Design Week (SDW) 2019 will run from 4 to 17 March 2019. The annual SDW brings together a collection of local and international design activities in Singapore. Organised by DesignSingapore Council (Dsg), the SDW is open to the design community, businesses, design students, public sector officers and the general public.

As one of Asia’s premier design festivals, SDW champions design thought leadership by bringing together the design, business and public policy worlds to bring about innovation and solutions to build businesses, engage communities and enrich people’s lives. It is a hub where the best design talents and businesses from Singapore and Asia converge to be showcased to the world; and a platform where Singaporeans and visitors can experience the value of design through delightful activities.

Through SDW, Dsg hopes to enhance the synergy among our design partners, and in turn boost Singapore’s profile and attractiveness as a global city for design.

More information can be found at: www.designsingapore.org/SDW
Tilt-Shift serves as a visual presence for SingaPlural 2019 that draws the public in. Located in the main entrance of the National Design Centre, Tilt-Shift is a wall feature that can be simplified as an application of two techniques, the tilt and the shift.

Commonly known in photography, tilt-shift lenses are widely used for architectural shots. “Tilt-Shift” encompasses two different types of movements: rotation of the lens plane relative to the image plane, called tilt, and movement of the lens parallel to the image plane, called shift. Drawing inspiration from this, the installation interprets the techniques of tilt and shift with a dual intention. Serving as an exterior presence, Tilt-Shift is meant to draw the public into the exhibition with its dynamic form.

On top of that, the installation represents the ethos of the theme Unnatural Phenomena, which seeks to make things intriguing and different. The installation leans on a couple of techniques to fulfil these intentions. Tilt is used to control the orientation of the plane of focus, applying this effect through layers of PVC boards, we create a dual point of view on the wall feature. The graphic element on the wall can only be read at certain moments, the top portion is only in focus when entering the tunnel from the street side, while the bottom can only be seen when leaving the gallery. An element of play is established, creating a hide and seek behaviour as one walks along the wall. Shift is used to adjust the position of the subject, pulling them into the exhibition through the behaviour of waves.

The waves gradually build in the intensity as it approaches the sliding door that leads to the exhibition. This creates a pulling effect that lures passer-by to enter the exhibition.
To illustrate the paths each exhibitor took, the curators look within themselves for the common denominator that binds them. SingaPlural 2019 is curated by Formwerkz Architects & Bravo Rocks. The unifying element/technique from these 2 entities (architecture & branding) is the idea of lines and its familiar application in their respective fields of work. Lines are defined as long, narrow marks or bands. Graphically (branding), lines can be used to outline things and create silhouettes. Spatially (architecture), lines are used to create volumes of space in a clear and concise manner.

Conceptually, we wanted to look at redefining the notion of lines when we take them from a two-dimensional realm into a three-dimensional one. By applying lines in the atrium space, the exhibition is grounded both formally and functionally. 480 strings are hung in a graceful manner, creating a vertical connection between the four-storey void and the ground level, resulting in a dynamic volume that anchors SingaPlural 2019.

The installation consists of hanging 480 various lengths of lines. Made of 2 mm white nylon strings and secured with draw strings, they are stretched to fill the atrium space of the National Design Center. A frame is constructed with registration points, allowing control of spacing, an important factor to suspend the lines. The lines are hung in a diagonal manner, creating an illusion of a twisted suspended motion.

Hung in a catenary manner, the lines fall gracefully in 3 distinctive layers, creating a soft and ethereal canopy for the exhibition underneath it. Illuminated by the natural skylight and corresponding with the time of the day, a dynamic motion of lines and shadows elegantly graces the atrium. Poetically suspended, the installation anchors the space with the elegance of a rhythmic movement.
BRANDS X CREATIVES

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ADMIRA
STUDIO DAM
A Portraiture of Facets

12

ANTICAD
Takahashilim A+D
Enjoy the Silence

13

Cellini
ETC. Lab
SYNERGRAPHIC
Senses

14

DÉCOR FAN
SINGAPORE
×
FRACTION
Autumn

15

EDL
FORMWERKZ
Boulder

16

IPSE IPSA IPSUM
ORCADESIGN × AMR
ipse ipsa ipsum

17

STONE AMPEROR
×
MM GALLERI
×
LIAN ARCHITECTS
Graceful Fig

18

UNIVERSITY OF SOUTH AUSTRALIA
renaturation
Designers often mimic or enhance nature. The act of design is actually an unnatural process because we create anything and everything from scratch. Any craft or technique is the epitome of “Unnatural Phenomena”. By inlaying laminates, we mimic the natural materials traditionally used for this technique.

While looking at the entire Admira collection, we started seeing each laminate as an individual colour. The entire library provided us with a diverse range of palettes, hues and shades.

Piece by piece we use each laminate like paint, piecing together an archive of faceted portraits.
Why are our ears shaped the way they are? Because the folds and undulations of our ear help to channel and modulate sound, and thus enhance how we hear and sense the world. *Enjoy the Silence* explores this intimate link between form and sound. It is a sculptural acoustic installation that melds complex geometry and sound absorbing material to create an unnatural quiet zone within a crowded space.
This installation challenges the conventions of aluminium casting and glass making. In Senses, students showcase their exploration of harmony by blending these two materials into products for contemporary living, evoking different senses through new designs.
Inspired by the season of harvest, guests are transported to a perfect glorious autumn morning. As the fan picks up speed, feel cool breeze tickling your hair and embracing your skin. As pinwheels dance in the wind, hear crisp brown leaves waltzing through the air. And with the VR goggles, see warm sunlight cascading through the leaves, painting everything golden. Immerse yourself fully in our installation and ignite your senses.

You just might smell the maple leaves bathing in the glowing sun!
“Laminates are more than just paper and finish.”

The idea is to celebrate laminate – its strengths; its limitations; its aspirations.

A high-pressure laminate blends paper and finish into what seems to be an entirely different surface, resulting in a material perception far beyond its raw ingredients. Reflecting on this illusory nature, we explore how laminates emulate other looks and textures.

In this case, we investigate: how does a stone laminate emulate stone?

Interweaving the ideas of illusion and transformation, we have imagined an object that creates the illusion of stone at first glance. In its silhouette, the design takes on the shape, look, and behaviour of a natural stone. Yet, as you shift your focus to the smaller details, the hard, imposing solid morphs into a soft, airy veil.

This is how we arrived at Boulder.
“As modern life becomes increasingly homogenous, new authenticity is what I am looking for,” says Mr. Saurabh Mangla, Founder – Ipse Ipsa Ipsum.

The Straits Collection
A Conversation On Cultural Heritace & Artistry

A collaboration between Ipse Ipsa Ipsum and Jeremy Sun – Orcadesign, The Straits Collection pays tribute to Singapore’s 200 years by celebrating the nation’s rich multicultural heritage. Seeking to develop an aesthetic that is uniquely Singaporean, the result is a metamorphosed furniture design which aspires to disrupt the uniformity of urban life.

THE MUSE
A collection of Object d’Art and Collectables of Cinematic scale

A collaboration between Ipse Ipsa Ipsum and A M R studio, explores the eclectic taste of a Designers Muse and seasoned collector of modern furniture and screen production property. Presented as the reimagined 1972,Rive Gauche Estate sale of the designers muse Salome.
The graceful fig shell dots Singapore’s coastal landscape in such abundance that few can fathom its relation to its distant cousin – the sought-after portoro gold marble, which makes up more than 50% of its chemical composition. Yet the graceful fig shell (ficus gracilis) dwells in the sandy or muddy bottoms of our warm tropic waters, hidden at continental shelf depths.

The design of Graceful Fig is inspired by the graceful fig shell’s elegant process of forming. The shell unravels to create a table surface that inverts the nature of the shell as a protective element, whilst revealing the thinness of the surface – exemplifying the curatorial direction of unveiling a new breed.

Using a state-of-the-art stone bending process, the exhibit is fabricated in a way that reduces both material wastage and fabrication time.
All things evolve to respond to contextual conditions in which they exist. All things will pass if they do not evolve. Animals, plants, technology and cities are in a state of evolution at a naturally determined pace. The renaturation exhibit discusses the ideas around evolution, taking inspiration from the process of cytokinesis – how cells are formed. Renaturation is a dynamic piece which will evolve over the course of SingaPlural 2019. It will grow, move and transform as time passes. What happens when the masses have the opportunity to participate in the evolution of an organism?
MASTER LECTURES

1:30—2:45PM

ELENA MANFERDINI
Principal and Owner
Atelier Manferdini
USA

3:00—4:15PM

RAFFI LEHRER
Associate Art Director
Goldenvoice
USA

4:30—5:45PM

BRANDON KRUYSMAN
Creative Technology Director
Novel Technologies
USA

FEE (BEFORE GST): $40 (SINGAPORE-BASED STUDENTS) | $50 (TRADE)

6 MARCH 2019

NATIONAL DESIGN CENTRE
AUDITORIUM L2
Through creative play on Atelier Manferdini’s processes and professional practice, Elena Manferdini focuses on the specific effectiveness of visual languages to formulate alternative realities.

Principal and owner of Atelier Manferdini, Elena Manferdini has over fifteen years of professional experience in architecture, art, design, and education.

Exploring the role of technology in design, while showcasing the work of San Francisco based studio, Novel, Brandon Kruysman discusses the diverse influence of varied media from architecture to robotics.

Brandon Kruysman is a San Francisco based creative technologist, leveraging his background in computational design, digital fabrication and multi-media visuals to bring conceptual ideas to physical form across a range of mediums.

MAKING & EXPERIENCING ART IN NON-TRADITIONAL CONTEXT

Focusing on the dynamic role objects play in reframing interactions between public and art, Raffi Lehrer opens the discussion on the very concept of experiential artistry.

Raffi Lehrer is the Associate Art Director for Goldenvoice, where he scours the globe for artists, architects, photographers, cultural institutions and designers to collaborate with on large-scale installations at various Goldenvoice festivals.

WHAT IF – ELENA MANFERDINI

BREAKING OUT – RAFFI LEHRER

SOME NOVEL PROJECTS – BRANDON KRUYSMAN
“Beyond the Surface” is an informal gathering for all participants from SingaPlural 2019. Meant to be informal yet informative, each participant is encouraged to share the journey they took. The back to back format (6 presenters continuously) allows the audience to understand and analyse the similarities and differences each exhibitor encounters.— FREE ADMISSION*

BOULDER

Date: 13 March 2019
Time: 2:00pm - 2:20pm

Alan Tay  
Founding Partner,  
Formwerkz Architects

Eugene Kosgoron  
Associate Designer,  
Formwerkz Architects

INTERRUPTING UNIFORMITY IN DESIGN – A New Perspective From The Straits Collection

Date: 13 March 2019
Time: 2:20pm - 2:40pm

Saurabh Mangla  
Founder & Design Director,  
ipse ipsa ipsum by Sam & Sara

Jeremy Sun  
Design Director,  
Orcadesign Consultants
ENJOY THE SILENCE
Date: 13 March 2019
Time: 2:40pm - 3:00pm

Dr. Jason Lim Teck Chye
Director, TakahashiLim A+D

NO MAN IS AN ISLAND
Date: 13 March 2019
Time: 3:00pm - 3:20pm

Celine Ng
Designer, Fraction Design

Aaron Teo
Business Development Manager,
Décör Fan Singapore

PORTRAYING LAMINATES
Date: 13 March 2019
Time: 3:20pm - 3:40pm

Jake Tan
Executive Director, Admira

Debby Yu
Founder, Studio DAM

Matthijs Rikken
Founder, Studio DAM

THE RENATURATION STORY
Date: 13 March 2019
Time: 3:40pm - 4:00pm

Dan McLean
Program Director,
Product Design, UniSA

David Blaiklock
Program Coordinator,
Illustration and Animation, UniSA

Hattie Culbertson
Industrial Designer, UniSA

Tom Dell’oso
Industrial Designer, UniSA

*Registration is required on first-come first-served basis. Sign up before 11 March 2019.
Home & Decor is Singapore’s leading decor magazine that features some of the most innovative home designs, the latest decor trends, furnishings and accessories, as well as design industry tips and ideas.

Join the H&D tribe now! Sign up for our free newsletter to get design and home inspiration.

Facebook: Home and Decor Singapore
Instagram: @homeanddecor_sg
Website: www.homeanddecor.com.sg
Entries open soon for 2019

Lookbox Design Awards (LBDA) honours the projects and people that are setting new benchmarks for home interior design in Singapore.

Get ready to make this your year.

lbda.com.sg