

ANNEX C

About the President*s Design Award (P*DA)

The President*s Design Award (P*DA) is Singapore’s highest honour for designers and design projects across all disciplines. It recognises the achievements of an extraordinary group of people striving to make a difference to the lives of Singaporeans and the global community through impactful design.

In 2017, P*DA was re-launched as a biennial award with a greater emphasis on the impact of design:

1. DESIGNER OF THE YEAR

The Designer of the Year Award is conferred upon the nation’s most outstanding designer(s) with a consistently excellent body of work, and who has made a significant impact in his/her industry. P*DA recognises designers from all disciplines.

2. DESIGN OF THE YEAR

The Design of the Year Award goes to projects that have made a significant impact in one or more of the following areas:

1. Enabling economic transformation – Projects that transform work experiences and businesses through innovative design strategies and processes, change management, innovative products, services and experiences, etc.
2. Raising quality of life – Projects in, but not limited to, housing, healthcare, lifestyle, public spaces, public (or publicly-available) services, transport, education, etc.
3. Advancing Singapore brand, culture and community – Projects that deal with culture and heritage, social and community projects, branding/re-branding, social inclusivity, social bonding, etc.
4. Making ground-breaking achievements in design – Making ground-breaking achievements in Singapore design: Projects that have pushed boundaries in crafts and technical excellence to achieve breakthroughs for the design industry.



P*DA recognises designs from all disciplines and is jointly administered by the DesignSingapore Council and the Urban Redevelopment Authority.

More information on P*DA can be found here: <https://pda.designsingapore.org>

END