5-20 Aug
Marketplace @ North Spine
76 Nanyang Dr, Singapore 637331
9am – 9pm daily

In collaboration with
ADM

DESIGN FOR GOOD
ADM SELECT x DESIGN FOR GOOD 2019

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ADM SELECT is a curated showcase of some of the best design concepts and artworks produced by the 11th graduating batch from Nanyang Technological University’s School of Art, Design and Media. Each of these students has imprinted their own distinct sensibility in solving a variety of design issues, in work that ranges from the social to the personal. Traditional and cutting-edge media and forms are deployed to create designs that emerge from a rigorous period of research and discourse. The exhibition highlights the unique, innovative and creative exploratory projects.

EXHIBITION GUIDED TOUR

Learn more about the various creative works from the 2 complementary exhibitions, ADM SELECT and DESIGN FOR GOOD. Take this chance to also find out more about the various areas (Visual Communication, Product Design, Interactive Media and Digital Animation) offered by ADM as part of the Fine Art Degree Programme.

Led by our very own ADM students, tours last approximately an hour, and are limited to 15 participants per session. Tours are conducted in English and registration is required at least 1 day in advance.

7 & 14 August 2019 (On Wednesdays), 12pm – 1pm
Marketplace @ North Spine

Click below to register. Up to 15 participants on a first-come, first-served basis.

https://wis.ntu.edu.sg/pls/webexe/REGISTER_NTU REGISTER?EVENT_ID=OA19071114354922
In collaboration with

DESIGN FOR GOOD

DESIGN FOR GOOD – What would you do for GOOD?

With development comes challenges brought about by consumerism, digitisation and ecological transformation; and complex problems need creative solutions and new approaches.

As we approach 2030, the deadline the United Nations has set for achieving the Sustainable Development Goals, we must recognise the roles that creativity and innovation can play. Design, in collaboration with other disciplines, holds great potential to offer positive solutions.

Enter into the world of ADM SELECT x DESIGN FOR GOOD, a curated showcase from the ADM Graduation Show 2019, and see how ADM students are thinking about People and Planet. The exhibits reveal how today’s challenges have influenced their Final Year Projects and how design can offer tangible value across broad areas of our society.

DESIGN FOR GOOD celebrates the potential of design and creativity to shape the Future We Want.

#THEFORGOODSESSIONS is supported by CoLab4Good, a social initiative inspired by a visionary gift from prominent business leader and CSR advocate, the late Mr Kwek Leng Joo.
In a digital age where the lines between life and work are blurred, people face an unhealthy perennial time-scarcity problem. With infinite tasks or chores to complete, no one stops to smell the flowers. Hence, this project serves as a reminder to show gratitude through the appreciation of local architecture. It will also help rejuvenate the relationship between people and their surroundings after years of neglect.

The wildly transformative beauty of concrete structures will be expressed in a series of manipulated photographs that will explore concrete nature in a myriad of ways including shapes, repetition, symmetry, rhythm, colours and more.
Hidden Spaces

'Take nothing but photographs, leave nothing but footprints.' This is the unwritten code followed by urban explorers, who sometimes risk their safety and even their lives to explore abandoned spaces within the city. Singapore’s reputation as an urban metropolis disguises the many hidden abandoned spaces which serve as doors into the unknown and these forgotten places hold decades worth of history and stories from people who have come and gone.

Hidden Spaces aims to bring forth these structures and engage the public in exploration beyond the urban cityscape, through the unpolished lens of the explorer and the experiences that come with visiting these abandoned sites. Ultimately, redefining the perceived identity of a tourist and create an alternative local history learning experience.

The explorers who participate in the underground act find beauty in the layers of accumulated graffiti across the dilapidated walls, multi-hued peeling paint, antique objects, bleak quotes and initials left in the dust on a broken stained glass window and physical manifestations of memory that abandoned, impermanent urban spaces can hold. These details are often deemed as unsightly by the general public, but for urban explorers, these places serve as sanctuaries of silence where the exploration of the unknown comes to life and breaks the cityscape’s modern culture that embraces the new, polished, uniform, and mundane.

This exhibition aims to illuminate the history of Singapore’s forgotten past through the analysis of abandoned structures which, hidden from the view of the public, hold rich stories of the past and act as puzzle pieces in the evolution of Singapore. The Hidden Spaces project aims to bring photographic and contextual documentation of these spaces to the public and raise awareness of such forgotten sites.
“Kejiran” directly translates to “neighbourhood” in Singapore’s national language, Bahasa Melayu. This project aims to use public art as a tool to engage young Singaporeans about the toponymy of Singapore’s neighbourhoods, in addition to improve the urban design of Singapore’s neighbourhoods.
Museum of Marine Life 2119

*Museum of Marine Life 2119* (MML) is a metaphorical visualisation of a probable future, of the lethal effects of the Anthropocene. MML sets its stage in 2119 when marine creatures are extinct and a marine biologist decides to build a series of nostalgic chimerical specimens, a tribute to vanished life forms in the form of a menagerie of kinetic sculptures. We follow the perspective of the marine biologist as he/she can only rely on intangible human recollections and no artefacts of the defunct phylum.
Arcade of Focus

Life unfolds every second, but often we let them slip away. Living our lives worrying about the future or ruminate the past. We could also get distracted and interrupted easily by our smartphones. We seldom focus on what is happening now, and would rather live through the actual moment.

The Arcade of Focus explore ways for the audience to concentrate on the given task in order to be complete. The project aims to create an interactive experience where the audience can participate and play with tangible devices. Bringing them away from screens and smartphones, prompting them that focusing is the key to succeed.
Odd One Out

*Odd One Out* is an interactive diorama which explores the stereotype culture experienced by former Madrasah students in Singapore. Using the values they have learnt from the Madrasah, they managed to break the boundaries and go beyond expectations. The installation encourages audience to spot the odd person out and learn how the students strive for excellence and give back to the community to break from the stereotype.
Don’t Forget to Play!

This project explores how our perception of play evolves into something that is a waste of time as we age. Cloudlets, is a series of toys which remind adults that the state of play is not elusive. Through analogue interactions these delightful toys incite nostalgic feelings of play, momentarily transporting users to a different frame of mind.
The Vessel

This project revolves around the notion of death, and the acknowledgement of the ephemerality of life. It is also by extension a celebration of living. The work centers around the concept and form of the vessel as a receptacle for both life and death, and the urn as a posthumous vessel for ourselves after the flesh vessel has expired. Furthermore, this posit the idea of the personalization of the urn vessel, through form, size, colour and texture, such that, even in death, one can still possess an identity. Through a series of ceramic works handcrafted on the potter’s wheel, it aims to remind people of the finiteness of life, not to place them in despair, but galvanise them to better cherish and make good of their time.
Personal Mobility Devices (PMDs) have been a great form of green transport in the recent years. Accidents are however on the rise due to the lack of safety features present in these devices. This project aims to create a safer mobility device for the world in 2040, addressing the aspect of safety. Smove is a Personal Mobility Device that provides users a safe and smooth riding experience through the use of Artificial Intelligence (AI) and design innovation.

Lim Hong Sheng

Smove

Product Design
Sayang

‘Sayang’ in the Malay language often connoted love, whilst also expressing a sense of loss or regret towards a wasted opportunity.

By repurposing denim waste, the Sayang project explores the overlooked yet precious qualities of the material using sustainable techniques and processing methods, uncovering hidden opportunities in what is typically unloved and undervalued.

The final series consists of a range of decorative products- a hanging lamp, wall art and wall lights that are designed using an under-utilised deconstructed ‘weaving’ handcraft technique, ultimately revealing denim waste as a material that is able to form graphic patterns and diffuse light beautifully.

Sayang hopes to inspire and open perspectives of waste as a creative resource through a fusion of design, craft and art.
Charlie

Set in 19th Century London, a homeless boy and his mother tries to find shelter.
A stop motion animation about a little girl who falls into a world of anxiety after her father leaves the family, and how her mother rescues her and helps her overcome her problems with her love. In this short film, Hair plays a huge role as a character, representing the separation anxiety of the protagonist and her longing for her father’s return. This animation makes use of real human hair on two-dimensional paper puppets, a novel approach that allows for a level of realism and texture that other materials cannot provide.
Satchet Away

*Satchet Away* is a system and visual design project focusing on proper waste segregation and disposal of plastic in her hometown of Dimasalang, Masbate in the Philippines.

The project takes a look at curbing littering patterns of locals through a campaign “Linis Dimasalang” (Clean Dimasalang), educating a target audience with low-literacy through seminars, and waste disposal design in the form of bins or “collection points” in various sections of the town. All the graphics designed for this project will be free of use for other municipalities in the future.
Parents in Singapore are more “conservative” when approaching the topic of sex at home. There is a feeling of awkwardness and parents either leave it up to the schools to teach it or let their children figure it out themselves. If parents do address Sex Ed, it is usually just done through “The Talk” once which is not enough.

“PHASE” aims to encourage parents to play a bigger role in Sex Ed at home through the different stages of their child’s growing years, reinforcing the fact that it is not just a one-off thing but part of the parenting lifestyle.
Wonder Deck

Income inequality manifests itself in vastly different life experiences and opportunities. It results in educational inequality, where the amount of extra enrichment opportunities one has access to is dependent on the financial capability of one’s family.

*Wonder Deck* is a community and volunteer-based alternative to expensive school holiday programmes for children from lower-income families. For the past year, a group of primary school-going children have been exercising their creative muscles at weekly “Make n Play” sessions organised by Beyond Social Services. Gathering at the void deck, they draw, paint, cut, tape and create anything and everything from cardboard, duct tape, paper, string, and other recyclable materials.

*Wonder Deck* aims to expand the potential of their organic creativity with a framework for problem solving: the design thinking process. The empathy stage teaches them to design with understanding; and the prototyping and testing stages encourage them to think critically through the making process. For this introductory workshop, the children get a taste of the whole design thinking process through designing a gift for their friend. The prompts and games in the activity book were designed concurrently with the workshop to suit the children’s aptitude and interests. This introductory workshop is the first part in a series of workshops that will hopefully empower the children with the skills to share their ideas with people.
Contribuild is a platform that aims to provide accessibility and convenience for millennial undergraduates to engage in ad-hoc volunteering. Tasks will be filtered by the user’s interests and socializing comfort zones. Additionally, the time donated would be matched by partnering companies in monetary donations.

Through app, web and marketing collaterals, Contribuild aims to be the “gateway step” to make volunteering less intimidating and more approachable for the busy millennials.
SPROUT is a wall-mounted rain barrel designed to make collecting rainwater easier within residential premises. SPROUT aims to foster wiser water usage by minimizing the use of clean water for non-potable use. The ‘free’ water can be used for non-potable purposes such as sanitation and irrigation. In response to water scarcity, let us sprout the seeds of re-thinking our relationship with water!

SPROUT was awarded merit for the Singapore Creator Awards 2019 and Bronze for ADM’s Sustainability Award 2019.
BOTANAISE

BOTANAISE is a collection of biodegradable fashion accessories that allow consumers to stay trendy while embracing a zero-waste lifestyle. It was started in response to the rising global waste problem and through these starch accessories, fashion just became more environmentally-friendly.
Renew is a project that raises awareness and re-purposes the by-products of crops which are often deemed as waste or burnt in fertilizers causing air pollution. In this case, the focus is on corn husks which are readily found even in pre-packaged corn. By giving corn husks a new life, it opens doors to the endless possibilities of products that can be created out of corn husks. With the emphasis on the by-products of crops, it might spark more interest in the research and development of these undervalued materials.
Rego

Rego is a digital service that aims to tackle the ongoing issue of food waste in Singapore, through the selling of surplus food at discounted prices. Making the rescue of food convenient and attractive, Rego aims to instil the value of food sustainability as important and chic.
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