



**GOODS**

**20/20**

One of the few exhibitions aimed exclusively at Singaporean designers is 20/20. The show, which takes place annually, always features 20 new designers from various disciplines. Participants are selected by the preceding group of contributors. Although the design of the 2007 exhibition didn't warrant any aesthetic honours, the concept – an initiative of the DesignSingapore Council – is a good one.

[www.designsingapore.org/2020](http://www.designsingapore.org/2020)

**OBJECTS AS ARCHITECTURE, ARCHITECTURE AS OBJECTS**

In a small gallery on Sculpture Square, an unpretentious exhibition zeroed in on the relationships between object and architecture and between designers and architects. Students from the National University of Singapore's Department of Architecture and School for Design and Environment enlarged objects to the size of buildings.

[www.arch.musech.sg](http://www.arch.musech.sg)

noteworthy initiative was that of multidisciplinary design group Foreign Policy, a Singapore-based outfit that hung posters by graphic designers at strategic points throughout the city as part of a propaganda campaign for 'good design'.

The truth, unfortunately, is that the scope of design in Singapore is rather limited, despite a constant increase in the independent initiatives of certain individuals and studios. A good example is Chris Lee's Asylum, a company that's involved in interactive media, interior and product design, music (Asylum Sounds) and retail. Visitors to the Asylum shop find, among other things, limited-edition fashions and

contemporary art created by designers. Such enterprises may prove to be a significant stimulus for the evolution of design in Singapore, but their success does not depend on a festival.

Singapore's biennial festival is an attempt to put the country on the map as a land of design, but the 2007 edition did little more than emphasize the work of creatives from other parts of the world. The nation can certainly claim a number of excellent design agencies representing various disciplines – firms deserving of attention, like Ministry of Design – but these organizations don't need a festival to drum up interest in their work.

1–2 Academic projects by both architecture and design students.

3. Fashion design by Früfrü & Tigerlily.

4. Presentation by artist Kuanth.

**Only a few exhibitions at the Singapore Design Festival focused on the work of native talent**