

Singapore Pavilion Presents Design Stories

“Design Stories” is a new exhibition showcasing the directions Singapore Design is taking, and the international design collaborations Singapore has internationally including Japan. Organised by DesignSingapore Council, Ministry of Information, Communications and the Arts and Singapore Tourism Board.

- **Date:** Tuesday, 16th August 2005
- **Time:** 12:00 to 14:00 (Open at 11:30)
- **Venue:** Singapore Pavilion
2nd level, Nagakute site, common6 AICHI Expo
- **Main organizer and Singapore designers:**

Edmund Cheng	Chairman, Singapore Design Council
Milton Tan	Director, Singapore Design Council
Joe Tan	Product Designer from ENZER
Sng Woei Shyong	Head Designer from toy company STICKFAS
Leu Yek Ling	Jewelry Designer from Lee Hwa Jewellery

Lunch will be provided.

We would appreciate it if you could RSVP via fax by 12 August 2005.

Sponsor: Design Singapore Council, Singapore Tourism Board



OBJECTIVE

The objective of this exhibition is to bring attention to an exciting and striving design industry in Singapore. The event gives due recognition to members of Singapore's design community on different levels. Firstly, Design Month pays tribute to award winning designers and features their designs and concepts. It also gives recognition to the contribution of many design training institutions and organizations, which has played a critical role in supporting and nurturing the creative industry.

What is DesignSingapore Council ?

The DesignSingapore Council, set up since August 2003 by the Ministry of Information, Communications and the Arts, is the one-stop public organisation for design promotion in Singapore, and for promoting Singapore design internationally. The Council works closely with other government agencies, the design community, industry and education institutions to promote design in business and education, and to develop Singapore as one of the leading international centres for design creativity.

Singapore Design Companies profile

ENZER Corporation Ltd.

ENZER was founded in 1984 as a local electronic components distributor in Singapore. Through the years, ENZER has diversified and expanded its business for global development by marketing and distributing a broad range of world-class electronic components to more than 400 customers in Singapore, China, India, Malaysia, Thailand and the United States.



Components



Consumer Electronics



Home Entertainment Integration

STIKFAS™

On the way home from a major toy convention in Japan, founder Ban Y J put an idea on his sketch pad to revolutionise the toy market – and that toy was STIKFAS™. Shortly he started on the first mass production model of the STIKFAS™ Action Figure Kit which made its debut through online sales at www.stikfas.com.



Lee Hwa Jewellery Singapore Ltd.

Lee Hwa Jewellery was established in 1970, and is perhaps most famous for introducing and popularising white gold diamond jewellery in Singapore in 1996. Aspi brand appeals to sophisticated and fashion forward women who desire to make a fashion statement with her fine jewellery.

