

PRESS RELEASE
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The logo for the Division of Industrial Design is a black square with the words "DIVISION OF INDUSTRIAL DESIGN" in white, uppercase, sans-serif font. The text is arranged in three lines: "DIVISION OF" on the top line, "INDUSTRIAL" on the middle line, and "DESIGN" on the bottom line.

DIVISION OF
INDUSTRIAL
DESIGN

NUS DIVISION OF INDUSTRIAL DESIGN GRADUATION SHOW 2011

From June 10 till June 13, the National University of Singapore, Division of Industrial Design presents its annual graduation show: D.ID Grad Show 2011. The exhibition takes place at The Plaza @ National Library. The show offers a complete overview of works by the graduates of DID, including selected projects executed in the design platforms and design fundamentals.

First since Independence

This is the first graduation show since the division gained independence from the Department of Architecture. The exhibited designs by this year's graduates are characterized by unprecedented diversity, in response to the increasingly widening scope of industrial design that not only includes products but also design involving interaction, furniture, transportation and services.

Graduation Exploitations

These are some of the fascinating outcomes accomplished by the graduates: Switches based on nostalgic sensations, life buoys that can be thrown twice the normal distance, a product sharing website that shares meaning, an assistive white cane that helps the visually handicapped socialize, medical infusion pumps for children, a takeout box that separates noodles and soup, a compost system for apartment living, a vacuum cleaner that coexists with the dustbin, a walk in wardrobe that allows you to live big in small spaces, a real time music jamming application for the iphone, a series of home furnishings that look peculiarly attached. (Refer to Exhibition Highlights for more information about the projects)

Exceptional Harvest

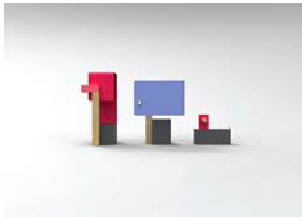
This year, the division has ascertained its relevance and prominence to the design industry, with the Design Incubation Centre (DIC) winning the President's Design Award, along with three alumni capturing two President's Design Award with their respective design agencies Outofstock and BMW DesignworksUSA. Moreover, Studio juju, a design studio set up by two former DIC staff was honoured with the prestigious Design Report Award at this year's Milan Salone Satellite, and the renowned Designers of the Future Award 2011 for Design Miami/Basel. "Peculiar Attachments", a series of works developed by graduate Chung Sui Fai, has also been exhibited at an exclusive design exhibition, Maison Et Objet 2011 Fair in Paris, France. His work has also been invited to exhibit, in the later half of this year, at another prominent design gallery, Galerie Gosserez in Paris, France.

Curriculum Transformation

As part of our strategy to evolve constantly to be at the forefront of industrial design education, the division has transformed its curriculum this year by introducing a new major component of the course, the design platforms. For four semesters, students get to tailor their individual course of learning by selecting and participating in 2 concurrent design platforms from a range of 7 to 9 different platforms offered every semester - ranging from furniture design, healthcare design, consumer electronics design, transportation design, apps and interaction design, retail design, home appliance design, conceptual design, service design and more. Not only are the students exposed to different areas of industrial design, they also learn different approaches to designing from the individual platform directors. The vertical format of the design platforms encourages cross-pollination of thoughts, skills and learning while junior students work alongside and/or compete with senior students. In these platforms, students tackle both conceptual and real-life projects, often in collaboration with industry partners. From 2005 till 2011, we have accepted a wide variety

of industry-sponsored projects from the following industry partners such BMW DesignworksUSA, Dell, ASUS, Tupperware, World Kitchen, RISIS, Toshiba, and L'Oreal.

Exhibition Highlights



Peculiar Attachment
Chung Sui Fai

The project started with predicting the emerging trend. Through the concept of anti-trend, the idea of being unconventional in the joining elements has born. Peculiar attachment aims to capture the idea of unconventional joining of elements. In this case, the shades of the lamps also act as the dominant joining element, while the supporting structures become subdominant.

*Exhibited in Maison et objet 2011
Invited to Galerie Gosserez 2011*



Zeleritas
Willie Tay, Chew Lee Fon, Pan Yu, Wong
Mun Teng

Zeleritas works to challenge and create an unconventional electric racing car; focusing on recreating and enhancing the driving experience of car-racing through current and future technology as well as aesthetic means.

This project is a multi-disciplinary collaboration between students from Industrial Design and Mechanical Engineering.



Flux
Yeo Wei Ming Roger

The visual play of the curves, shadows and highlights gives the Flux Coffee Table its sense of flow. The surface deformation outlines a simple circular band with the sides bent up to form the altered structure as a coffee table. Available in multiple colours.

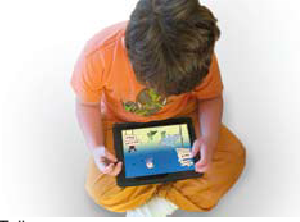
*Furniture Design Award 2011, Student Category
Merit Award*



Blindspot
Selene Chew

Blind Spot is an assistive bright white cane for visually handicapped people. It allows them to be informed of a friend or family nearby and be able to actively meet them. The location of their friends can be abstracted from popular geographical-based social apps, such as Foursquare, and communicated through the Bluetooth earpiece connected to the cane. Visually handicapped users are able to be guided towards their friends with the combination of the in-built ultrasonic sensor that detects hanging objects and gives forewarning of ground obstacles, and a tactile GPS navigator that points to the exact direction to walk towards the destination.

Recipient of Innovation / Entrepreneurship Practicum Grant Award 2011



Talkeen
Mandi Lee

Talkeen is a range of interactive storybooks on Tablets. This project aimed to assist speech and language development of 5 to 7years old children who are wearing hearing assisting devices.

As they need more direct teaching than normal hearing children, Talkeen helps them and their parents by providing contents that are guided by AVT methodology. Together with the voice gesture framework, children are motivated to talk and listen at all 3 stages of learning.



POPit
Jaclyn Loh

POPit is an efficient solution to takeout boxes for soup noodles.

Unlike current boxes that are inconvenient and unappetizing, POPit separates contents by introducing a flap with a unique locking system which locks tight yet releases with a slight pull. It shortens workflow and enhances food presentation.



Jewellers' Measuring Tool
Joyce Li

This measuring tool combines both functions of a ring mandrel and a ring size gauge. When dismantled, it works as a 30- piece set ring size gauge. When all 30 pieces are stacked up, it works as a ring mandrel with easy size readings engraved into the aluminium surface. Magnets hold the individual pieces together. The dark to light gradient serves as an easy recognition when piecing the mandrel back together.

The Jewellers' Measuring Tool is highly functional, and yet presents itself as a centrepiece tool in a jewellery store.

Visitor Information

Venue:

The Plaza at National Library, 100 Victoria Street
National Library Building, Singapore 188064

Opening Night
10 June 1830–2100H

Exhibition
11-13 June 1030–2100H

For Press only

For more information about the division and the new course structure, please refer to pages 94-97 of the attachment, a draft of this year's graduation folio: DIDbookdraft.pdf