

FOR IMMEDIATE RELEASE

IDCS Announces new Council Members for 2018 - 2019



SINGAPORE, 20th December 2017 – The Interior Design Confederation (Singapore) IDCS is delighted to announce the election of the new Council for 2018 and 2019. The Council has been tasked with the key objective of propelling the Interior Design industry in Singapore, to higher standards of Design Excellence.

IDCS is the oldest and leading Interior Design association responsible for the Design Excellence Awards (DEA) established five years ago and this non-profit organisation is also responsible for initiating the Singapore Professional Development Programme (PDP) in August 2017, which has received strong support from Design Institutions and the Interior Design Industry alike, in Singapore.

IDCS' Professional Development Programme (PDP) consists of a series of seminars, workshops, study tours, speaking engagements and networking events that aim to serve and reach out to the Interior Design community in Singapore. These include over 1,600 interior design companies, over 800 interior contractors and builders, institutions offering interior design or related programmes, affiliated organisations and government agencies.

The newly elected President of IDCS, Mr Cameron Woo principal of Cameron Woo Design says *“this new Council has been instrumental in delivering the very successful Design Excellence awards 2017 at St Regis in November this year and launching the PDP programme. They are a very dedicated team of Interior Design practitioners and educators that have volunteered their time to give back to the Interior Design Community with the core and common aim of lifting interior design standards in Singapore, it is my pleasure to work with them and for them”*.

As president, Mr Cameron Woo states that his top three (3) objectives for IDCS during his two (2) year tenure as President will be to:

1. Foster an ecosystem and network of interior design practitioners, educators, creators, collaborators, suppliers, business leaders, technology and social influencers, and government to work towards accreditation for the interior design industry in Singapore.
2. Develop Interior Design related educational content via the Professional Development Programme to supplement Interior Designers' design educational and industry practice knowledge to fill the critical gaps faced by employers today.
3. Create and nurture a vibrant, engaged and active Interior Design community in Singapore that will help to shape the industry's competitive landscape for the future.

To the media, we hope you have observed a revitalised IDCS in 2017, which has been possible due to the dedicated, volunteer efforts of IDCS's new Executive Committee (EXCO) comprising of the President Mr Cameron Woo, Principal of Cameron Woo Design, Vice President Mr Ching Yew TUNG, Managing Director of SODA, Honorary Secretary Ms Amy Picanco, Founder & Director of Aym Design, Treasurer and former IDCS' President Mr Perry Ng.

Under the stewardship of this new Council, IDCS is committed to bringing a new standard of excellence to the Interior Design industry in Singapore. Thank you for your continuous support.

BIOs of IDCS Executive Committee

 <p>Mr Cameron Woo IDCS President Principal of Cameron Woo Design</p>	<p>Cameron Woo, founder of Cameron Woo Design (CWD), is celebrated as one of the world's top interior designers. His firm has been featured in the interior design bible, Andrew Martin Interior Design Review, the Oscars of the interior design world, and has won multiple awards from the International Property Awards, London for World's Best Interior Design, Asia Pacific's Best Interior Design and for Singapore.</p> <p>CWD's clientele include many of the world's leading property developers such as Kerry Properties, Swire Properties, Capitaland Residential, Ho Bee Group and Mulpha International.</p> <p>Cameron Woo has been invited to speak at international interior design conferences such as 100% Design, China International Interior Design Cultural Festival, One to One with World Class Designers and Hong Kong International Lighting Fair.</p> <p>CWD has collaborated with some of the world's largest consumer and prestige brands such as Dulux, Louis Vuitton and Philips Lighting. Cameron Woo is a panellist on Akzonobel's Colour Futures and has also been the guest judge and mentor on the hit international interior design reality television show The Apartment TV.</p>
 <p>Mr TUNG Ching Yew IDCS Vice President Managing Director, SODA™ (Spirit Of Design Analogy Pte Ltd)</p>	<p>With more than 18 years of industry experience in Design Consultancy and Project Management, Tung is already an established spatial designer in the design industry.</p> <p>In 2010, Tung founded Spirit Of Design Analogy Pte. Ltd. (SODA). SODA has been appointed by many corporate entities as Design Consultant in the field of spatial design. Tung aims to alter the design industry by defining every project he embarks on with a distinct personality of its own.</p> <p>SODA's clientele includes Japan Tobacco International (JTI), Hilding Anders Group (China, Malaysia, Singapore), Soo Kee Group (Soo Kee Jewellery, SK Jewellery, SK Gold, Love & Co., Brilliant Rose, MoneyMax), Kenko Holdings Ltd, Hatten Group Sdn Bhd and many others.</p> <p>A multiple winner of the Interior Design Excellence Awards (IDEA), Tung won a Bronze Award in the Retail Category in 2012, a Gold Award in the Exhibition Category in 2013/14, another Gold Award in the Installation Design Category in 2015.</p> <p>Tung has been appointed as Design Consultant for projects such as the National Day Parade and Orchard Road Christmas Light-up. In addition, he has successfully accomplished projects both locally and overseas, such as the U.S., China, Myanmar, the Philippines, Thailand, Indonesia and Malaysia.</p> <p>He completed his Bachelor's degree programme in 2008 and graduated with a Bachelor of Arts (First Class Honours) in Exhibition and Retail Design from the University of Huddersfield in UK. He was further conferred with the Best Graduate Award and Best Studentship Award.</p> <p>Tung is continuing his research on design pedagogy while advancing to achieve higher accolades and awards through his own practice. At the same time, he is contributing his design and arts expertise as an external examiner and adjunct lecturer to his alma mater, Nanyang Academy of Fine Arts. In his 8th year as an educator, Tung has imparted his industrial experiences and knowledge to a new generation of designers. He actively conducts lectures and attends seminars as a guest speaker to further inculcate positive design and art values as a designer and artiste.</p>



Ms Amy Picanco
Honorary Secretary
Founder & Director of Aym
Design

Amy spent several years working across the Asia-Pacific region before settling down in Singapore to establish Aym Design, an Interior Architecture and Design Studio.

Since the launch in late 2014, her focus has been on creating highly efficient planning solutions and branded spaces which enhance the user experience. Amy believes there is an intrinsic link between physical space and the user identity, and aims to bring this to life through all her projects.

She has an honest and transparent approach to her process, and actively encourages a collaborative working method with her clients. The aim is to educate and guide her clients seamlessly through every project.

'We strive to create unique, attractive spaces, which not only fulfil the wishes of our clients but also enhance both the functionality and quality of life for its occupants'.

'Ultimately, it is the experience that attracts your desired clientele and differentiates your space from the competition'.



Mr Perry Ng
Treasurer
Course Manager,
Architecture & Space Design
at the Institute of Technical
Education

Perry Ng is the Course Manager, Architecture & Space Design at the Institute of Technical Education. He studied Architecture in National University of Singapore and obtained a Master in Design from Curtin University.

He has been involved in the interior design profession and associated organizations since 1993, and was responsible for various portfolios and represented Singapore in many local, regional and international interior design platforms. He is a former Past President of the Interior Design Confederation Singapore.

As a former President of the Interior Design Confederation Singapore, Perry was committed to the advancement of the profession in Singapore, and was widely acknowledged for driving a number of valuable initiatives including the Design Excellence Awards, talks, workshops, and interior design publications.

He draws from a 25-year professional background as both educator and practitioner. Currently Section Head at Singapore's Institute of Technical Education, Ng's professional career also spans the fields of interior design, architecture and project management. A valued member of Design Singapore's Industry Development Panel, and Manpower Skills and Training Council's Workforce Development Agency, Ng also appears regularly as guest speaker at conferences and forums both locally and internationally.

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Interior Design Confederation Singapore (IDCS)

The Interior Design Confederation Singapore (IDCS) was established in 2003 from the merger of Interior Designers' Association (1984) and Society of Interior Designers (1996), to represent the interests of professional interior designers in Singapore and the interior design industry. IDCS is an active member of international, regional and national industry bodies such as International Federation of Interior Architects/ Designers (IFI) since 1995, Asia Pacific Space Designers Association (APSDA) since 1997, and is one of the 8 founding member associations of DesignS in 2004.

IDCS is a registered society under Singapore law whose mandate is to spearhead Interior Design industry related initiatives and reinforce goals through its four committees, all overseen by 11 council members. Currently IDCS has 263 registered members and is affiliated with other leading Design bodies such as IFI, APSDA, DesignS and government agencies such as DSG, IE, STB, BCA etc. for various initiatives to expand our membership base.

In addition, IDCS collaborates with local and international event organisers such as BEX Asia, Shanghai Design Week, HKIDA's APIDA etc. as we seek to work together with other Interior Design bodies across Asia Pacific to elevate the levels of Interior Design standards across the region.

IDCS' Professional Development Programme (PDP) initiatives by the PDP committee aims to serve and reach out to the interior design community in Singapore. These include over 1,600 interior design companies, over 800 interior contractors and builders, institutions offering interior design or related programmes, affiliated organisations and government agencies.

IDCS' Design Excellence Awards (DEA) aims to be the platform to honour the Interior Design industry and its institutional landscapes with the highest accolades, not only in Singapore but also in the region. DEA will promote and acknowledge individuals and firms that have contributed significantly in good design thinking and visualizing the future of spatial design. While the inception of the award for the interior design industry was in the 1990s, it was not until 2011 that the awards was renamed Design Excellence Awards and two competition tracks were introduced. The two competition tracks were named Interior Design Excellence Awards (IDEA), the category for industry practitioners and Spatial Design Awards (Spade), the category for students.

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