



Nathan Yong 20th Anniversary Retrospective Show

14.09.19 - 06.10.19

Everyday 9 am to 9 pm, open to public

Exhibition: 30 Past works + 10 New works

National Design Center, 111 Middle Road
Atrium Level 1, Singapore 188969

Design Dialogue

20.09.19, 4:30 pm - 6 pm

Auditorium Level 2

Scenography by: Nathan Yong Design

Book design: H55, Hanson Ho



Co-presenter



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Introduction

Nathan Yong 20 Years Anniversary Show

2019 marks the 20th anniversary of Nathan Yong's foray into the furniture scene. Yong was then the first Singaporean to gain global acclaim and attention thanks to collaborations with international brands, paving the way for a younger generation of designers.

This was the perfect opportunity to showcase his most praised as well as his favourite works, in recognition of his creativity and contribution to the Singapore design scene.

This retrospective show aims to share the success and creativity of Nathan Yong's work with the public and the media, students and young designers, in Singapore and farther afield. The ideas and inception of each design can be viewed up-close and intimately in a gallery-like display.

Some ongoing collaborations with manufacturers, unveiled for the first time, provide an insight into the design process. Talks and conversations with collaborators, focused on their materials, respective technology and the intricate interaction between a manufacturer and a designer, were imagined to complement the exhibition.

This comprehensive experience around "In the Scheme of Things" has been imagined to encourage a push for a stronger collaboration between local industries and local designers, with the National Design Centre hosting and supporting this dialogue.

The comprehensive experience, evolving around "In the Scheme of Things" exhibition, has been imagined to encourage a push for a stronger collaboration between local industries and local designers, with the help of the Singapore National Design Centre as a platform for this dialogue.

The scenography, also designed by Nathan Yong, evokes an almost futurist, cocoon-like art gallery. The white walls made of Tyvek fabric hint to the story told through the objects; diaphanous yet obvious, light but indestructible, this unusual backdrop highlights the products displayed turning them into lifelike paintings. Immersed in the works, visitors are prompted to read the story, deciphering new meanings, identifying a continuous pattern or a new finding at every turn.

Link to download the images :
<http://tiny.cc/7sd4bz>



Design Dialogue

20.09.19, 430pm - 6pm

National Design Center, 111 Middle Road.
Auditorium Level 2. Singapore 188969

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|------|--|
| 1630 | Edwin Koh Dupont™ Tyvek® |
| 1645 | Florence Ng and Sara Ang Synegraphic |
| 1700 | Hilary WS Tjioe Marble and Meuble Galleri |
| 1715 | Emily Sim Superstructure |
| 1730 | Nathan Yong & Hanson Ho, moderated by Elodie Nathan Yong Design & H55 |



Nathan Yong

Nathan Yong graduated from Temasek Polytechnic with a diploma in Industrial Design in 1991. He began his career not as a designer, but as a buyer as well as engaging in product development for various companies in Singapore. Through these jobs, he travelled to various countries including India, Vietnam, Thailand and Indonesia to source for quality manufacturers and craftsmen to develop and manufacture furniture and home accessories. Through this exposure, he learnt various production techniques and crafts.

In 1999, Nathan started his first retail store called Air Division, selling his own creations made by Asian craftsman. Air Division rapidly grew and claimed commercial success in both Singapore as well as the overseas market. Nathan subsequently sold Air Division and pursued a Master degree from the University of New South Wales, Australia, which he subsequently graduated with distinction in Master of Design. For two consecutive years (in 2006 & 2007), Nathan won the prestigious Red Dot Concept Design Award with his conceptual designs of a mass production coffin and a portable room heater. Subsequently, in 2008, Nathan received the prestigious Singapore President's Design Award; Designer of the Year, the highest honor accorded to designers from all creative disciplines in Singapore.

His work is inspired by simple visual memories from everyday life, but pared down with the lightness of restraints. Instead of superfluous details, he captures the poetry of products through rigorous research and engineering, creating fresh styles and functions that fit effortlessly into the user's life.

In the 2011 International King size supplement, INTERNI for Salone del Mobile, Nathan Yong was selected as the most promising Young Designers on the international scene. He says "I like my design to evoke a sense of wonder and bring a smile to those who observe and use them, conveying the idea that lies behind their creation. Like the Pebble Tables, based on the image of stones, concave and convex, formed and shaped by the water current of rivers over time. Most of my projects start with an operation of stripping, due to the need to make the function, the material, the method and the result as comprehensible as possible, retaining its authenticity of its objective." Explaining his works are like "silent engineering", he says "It is what allows the form to express itself, based on technical considerations, not just as a graphic scheme."

Nathan Yong runs a multidisciplinary design consultancy practice. His work spans industrial design, graphics, interior design, architectural design, strategic planning in product development, manufacturing process and branding. He is also Industrial design lecturer in Lasalle School of the art and has been invited to speak in China Academy of Art. He is also a mentor for many young creative start up in Singapore. Nathan's work has been exhibited globally in design centers in Singapore, Shizuoka, Milan, London, Koln, and Taipei. He has appeared in international magazines including Wallpaper, Monocle, Surface, Dwell, On Office and Habitus. His clients include Design Within Reach (USA), Ligne Roset (France), Living Divani (Italy), Opinion Ciatti (Italy), Sphaus (Italy), Domicil (Germany), Ethnicraft (Belgium), Grafunkt (Singapore), FOLKS furniture (Singapore) and many others.



DesignSingapore Council

DesignSingapore Council was established in 2003 to develop the nation's design sector. Following the Economic Review Committee's report which identified the local creative industry as one of the three new sectors (including education and healthcare) for economic growth.

Developing the design sector can help to enhance Singapore's value proposition; as well as contribute to the country's economic growth and social progress. The vision of the DesignSingapore Council is for Singapore to be an innovation-driven economy and a city for better living through design by 2025. As the national agency for design, the Council's mission is to develop the design sector, help Singapore utilise design for innovation and growth, in this UNESCO Creative City of Design.

Our work focuses on three areas. First, we help organisations and enterprises use design as a strategy for business growth; and for excellent delivery of public services. Second, we nurture industry-ready talents skilled in design and innovation; and engender a design-minded workforce for the future economy. Third, we advance the Singapore brand through raising design appreciation on home-ground; and making emotional connections with people across the world.

Singapore was designated a UNESCO Creative City of Design in December 2015. This designation supports the development of a creative culture and eco-system in Singapore that fully integrates design and creativity into everyday life. It is also an opportunity for Singapore to collaborate internationally with the cities of the UNESCO Creative Cities Network (UCCN). The City of Design Office is sited within the DesignSingapore Council to coordinate and implement programmes that contributes towards the UCCN mission.

