

PRESS RELEASE

SC Global Reaches Out To The Next Generation Of Designers At SOTA

Students given first professional design project for upcoming

Porsche SC Global Carrera Cup Asia 2011

Singapore, 9th September 2011 – SC Global Developments Limited, a leading luxury residential property developer, today unveiled the winning submission of a full-blown design challenge created by SC Global in conjunction with School of the Arts Singapore (SOTA). The winning design for this ‘SC Global Racing Art Car’, is titled simply “Per se”, and was conceptualized by Year 5 student, Chong Lii. SC Global is the title sponsor of the PORSCHE SC GLOBAL CARRERA CUP ASIA - SINGAPORE 2011, a support race of the 2011 Formula One SingTel Singapore Grand Prix.

In the run up to this year’s Singapore Grand Prix, SC Global decided to reach out to the next generation of Singapore artistic talent with an exciting ‘real life’ design project; one that will not only inspire, but give students a rare chance to learn and apply their artistic talents within the boundaries of a commercial environment.

The Visual Arts students were given a thorough design brief by senior executives of SC Global and Porsche Asia Pacific detailing the corporate vision and philosophy of both companies, as well as insights into the world of racing and the commercial considerations of design. In line with normal agency conditions, students were given just two weeks to submit design concepts; shortlisted entries were given another one week for fine-tuning to consider initial feedback by senior executives of SC Global.

Taking to the task with enthusiasm, students aged fourteen to seventeen years spent their free time working on designs as they raced for ‘pole’ position. A total of twenty-six design concepts were submitted, out of which twelve were shortlisted by SOTA faculty heads for further development. From the shortlist, the final eight students were given the opportunity to present their design concept in a short presentation to a panel of senior management from SC Global which included Chairman and CEO, Simon Cheong. The finalists were judged on the strength of their conceptualisation, the creativity and visual impact of their design, the strength of their presentation, as well as the relevance of their design to the design brief and the core values of SC Global and Porsche. Impressed by the creativity and originality of the students’ work, SC Global decided to award two merit prizes in addition to the top three winners. An honorarium was donated by SC Global in support of the arts faculty at SOTA and in

recognition of the talents of the five finalists. To give students an opportunity to experience the electrifying excitement of motor racing and Formula One first – hand, the three winners were also given tickets to the private Porsche Grandstand Enclosure over the Grand Prix weekend.

“Like a thrilling race, the decision was very close among the top entries,” said SC Global Chairman and CEO, Mr Simon Cheong, *“We treated this as a professional design exercise and the students performed admirably. We were impressed by the maturity displayed by the students in the quality of the work and their ability to perform under tight constraints.”*

“The excitement of having SOTA represented in this design project for a concept ‘SC Global Racing Art Car’ bubbled through the entire school and faculties,” said Mrs Rebecca Chew, principal and CEO of SOTA, *“SOTA is proud to be associated with this collaborative project that brings a unique education anchored in the arts; it offers new boundaries of experimentation, expression and discovery to the brightest talents from SOTA.”*

SC Global hopes that this unique design project would give the next generation of visual arts talent a visible platform to showcase their creativity to an international audience, and inspire students to question traditional boundaries between art and life. The top three designs will be promoted by SC Global within regional media and communication materials as part of the pre-race activities for the Porsche SC Global Carrera Cup Asia – Singapore 2011.

Since its inception in 2000, SC Global has been a strong supporter of the arts and local design talent, including local architects who have been inspired to design award-winning properties for the group. The group believes that living well has everything to do with good design and focus on the ethos that originality and creativity are a basic tenet of exceptional design. Through its support of the arts and sponsorship programmes, it has enabled free public access to major international art exhibitions such as the Andy Warhol “A is for Andy” exhibition in 2007, and “200 Artworks 25 Years; Artists Editions for Parkett” at STPI in 2010, SC Global hopes to inspire the next generation of Asian Artists to find their own voice and create original design concepts.

An actual Porsche GT3 cup car bearing the winning design, along with an exhibition of the work by the top 5 finalists will be displayed at the SOTA Main Foyer from Friday 9th September through to Monday 26th September 2011. The Porsche GT3 racing car for the display was sponsored by automobile distributor AutoInc Sports who are strong supporters of motor sports in Singapore and sponsor

Singapore team Wimobilize McElrea Racing who are currently participating in the Porsche Carrera Cup Asia 2011.

Results of the SC Global Racing Art Car Challenge

Winner:	Chong Lii - Year 5, 17 yrs
Title:	Per se
Synopsis:	This design proposes to 'expose' the aesthetic of an automobile's internal workings. Utilising engines as the main motif, it seeks to bring out and enhance the character of the automobile using nothing more than what it already possesses. When layered together, the tension between the chaos of such complexities and the very outline of the Porsche is compellingly held together.

1st Runner Up:	Ong Sim - Year 5, 17 yrs
Title:	Tradition
Synopsis:	<p>The collaboration between both firms took precedence when the design was first conceptualised. Visual wood textures on the metallic exterior of the car attempts to marry both company's fortes. The woodgrains are interlaced to the contours and features of the car, using a quality unique to wood to enhance the overall intrinsic design of the car. The design does not have a specific subject matter so as to remain true to the objective of featuring the SC Global logo and "Own the Original" tagline.</p> <p>The original concept was to form a synthesis between the contrasting wood and metal, yet the execution has created an association to muscles as well. The glamour of racing lies in the power, speed and energy with a grace that binds these forces together. Intricate veins/ woodgrains hints at a network of connections, which resembles the systems and 'muscles' that empower the race car. However, the traditional racing design elements are not forgotten, with the SC Global logo retaining a rugged appearance and a delicate resemblance to the Flaming Car.</p>

2nd Runner Up:	Marcus Yee Yok Wan (14) & Kong Yin Ying (15) – Year 3
Title:	Chromatic Diffusion
Synopsis:	Chromatic Diffusion was inspired by Porsche's sense of heritage and its adaptability to the changing times. The chequered pattern at the front, reminiscent of the racing flag, that transitions into a network pattern (influenced by nature), that is accentuated around the tyres and the midsection, creates a 'rush' that is representational of the company's progression from traditional to contemporary. The unsystematic application of colours highlights the versatility and spirit of the design. This optical art approach is our reinterpretation of the contours of the car and our experimentation with psychedelic effects.

Merit Award:	Lee Lip Jiang - Year 3, 15 yrs
Title:	Locality
Synopsis:	Locality is a piece which derives from my own interpretations of the functions of a car, and the work of Porsche and SC Global. My main aim was to create a skin which could wrap around the car without intruding into the slimline design of the porsche 911 car. I realise what strongly links both Porsche and SC Global is the notion of the “urban locality”, as the main function of the car was to transport between localities, serving as a state of limbo, while the development was an entity of a fixed locality. Thus, I chose to work with the image of the urban street map, something which I could also easily convert into a graphic work.

Merit Award:	Lee Dione and Ng Jin Xi – Year 3, 15 yrs
Title:	The observation of your imagination
Synopsis:	<p>The engine in the car, almost always overlooked, is the most crucial part that is driving this “beast”, bringing it to impressive speeds.</p> <p>The suggestion of the engine being a city where people reside urges the viewers to imagine themselves in the engines. This allows countless possibilities through interaction with a crucial part of the car.</p> <p>The SC Global logo is also molded into the design of the car, playing a crucial part in bringing out the whole notion of the design being a suggestion of a futuristic city.</p> <p>This design is also done in effort to bring forth the years of hard work and development behind the making of Porsche, as well as the beauty of the car in its original state. The colour scheme is hence kept to that of the Porsche logo, as its history is significant and symbolic, and we hope to preserve it.</p>

About Porsche SC Global Carrera Cup Asia 2011

Since the inaugural Formula One night race in 2008, luxury residential property developer SC Global Developments Limited has been the ‘Official Real Estate Partner’ for the Porsche Carrera Cup Asia and the ‘Event Title Partner’ of the Singapore leg of the season. The Porsche SC Global Carrera Cup Asia - Singapore 2011 is a support race of the highly successful Singapore Grand Prix.

SC Global values the collaboration with Porsche in bringing forth this prestigious event; heralded around the world as one of the best international sporting events, drivers, team principals, media and fans around the world concur that the Singapore Grand Prix is undoubtedly one of the highlights of the racing calendar. The partnership with Porsche is a natural extension of SC Global’s mantra of the ultimate living and comes as a result of shared core values; exceptional design, ultimate performance, excellence and success.



(Co. Registration No: 197702459K)

To strengthen SC Global's involvement in the Cup, the group introduced the SC Global Racing team to participate in the events. In 2010, SC Global scored an unprecedented two consecutive wins at the Porsche SC Global Carrera Cup Asia 2011 – Singapore event with New Zealander Craig Baird at the helm. Racing since the tender age of four, Craig is a remarkable and talented driver with an uncompromising determination and passion for racing which resonates with the SC Global brand.

Watch the race live at the F1 circuit or catch the live telecast of the Porsche SC Global Carrera Cup Asia – Singapore 2011 on Mediacorp Channel 5 on Sunday 25th September, 5.00pm.

www.scglobal-pcca.com

About SC Global Developments Ltd

SC Global Developments is listed on the main board of the Singapore Exchange. The Group is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on refinement and a contemporary definition of the premium lifestyle.

The Group embraces a philosophy of delivering the promise of “The Ultimate Living” experience with all its projects. Recently completed developments include The Marq on Paterson Hill, which offers unparalleled luxury and uncompromised space, fittingly described as “Mansions in the Sky” and Hilltops, the exclusive resort-themed residential haven located at the highest point of Cairnhill overlooking Orchard Road.

Previous projects completed include the elegant and refined The Ladyhill, The Boulevard Residence with its definitive luxury, the hip and contemporary The Lincoln Modern which redefined loft living, and the unique, trendsetting Thr3e Thre3 Robin which pioneered the feature of a unique open kitchen as the heart of every home, which concept has widely become adopted in many residences today. Developments under construction include Martin No. 38, conceptualized on the appeal of trendy warehouse lofts, and the ultra-luxurious resort-style Seven Palms, Sentosa Cove, Singapore's only beachfront condominium development. The Group has a valuable landbank of close to 1 mil sq ft of gross floor area, consisting of land, properties under development and completed units in the prime areas of Orchard Road and Sentosa Cove.

SC Global also holds a substantial interest of over 50% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

More information can be found on the company's website at www.scglobal.com.sg

Media contact – imPRESSions Public Relations

Tel: +(65) 6354-0225 Fax: +(65) 6354-3886

Mr Ronnie Tan
ron@impressions-pr.com

HP: +(65) 9688-0007

Ms Corinne Tan
cor@impressions-pr.com

HP : +(65) 9688-7770

Attached: Images of three 3 winning designs and image of winner Chong Lii with actual car.