

PRESS RELEASE

16-Year Old Student Wins SC Global Racing Art Car Design Competition

SOTA Student's Design Voted Best Out Of 356 Entries

Singapore, 14th September 2012 – Leading luxury residential property developer, SC Global Developments Limited, today unveiled the winner of a design challenge organized in collaboration with Nanyang Academy of Fine Arts (NAFA), Nanyang Polytechnic School of Design (NYP) and School of the Arts (SOTA).

Since the inaugural night race in 2008, luxury residential property developer SC Global Developments has been the title sponsor for the PORSCHE SC GLOBAL CARRERA CUP ASIA - SINGAPORE, an established fixture in the race weekend supporting the FORMULA ONE™ SINGTEL SINGAPORE GRAND PRIX. Last year, SC Global initiated the first SC Global Racing Art Car Design competition working in collaboration with SOTA and its students. SC Global sought to reach out to the next generation of Singapore designers with an exciting 'real life' design project that would give students a unique chance to learn and apply their artistic talents within a commercial environment, whilst inspiring them to question traditional boundaries between art and life. Following upon the success of the design program last year, SC Global extended the breadth of the competition to include 3 of the pre-eminent art and design schools in Singapore in this year's competition.



The winning design titled, 'Radiate' (above), is by 16-year old Miss Lim Ping Qi from SOTA. Second place went to 'Graceful Wings' by Ms Sia Shin Lei from NAFA, aged 24 years. Third prize went to 'No man is an island' by Ms Elizabeth Low, aged 18 years, from NYP.

First: 'Radiate' was inspired by the unique characteristics and flawless perfection of rare gemstones which resonates with SC Global's design and attention to detailing in its projects. Out of a field of 356 submissions from the three schools, 'Radiate' impressed the judges with its striking colour scheme and strong relevance to the brand. The design was cleverly executed with a degree of complexity, whilst still ensuring the clients brand logo remained highly visible. Miss Lim was ecstatic to learn that her design had been selected from such fierce competition and would be realised on an actual Porsche 911 on display at Marina Bay Sands.

"With over 360 entries we were delighted to see the students so enthusiastic about the project. We were extremely impressed with overall calibre of the designs and the range in artistic styles. We had many good entries from all three schools, but this design stood out," said Mr Simon Cheong, SC Global Chairman and CEO, *"It was a pleasant surprise to discover that this design came from one of the younger entrants."*

"SOTA is very pleased that Ping Qi has emerged overall winner for the SC Global Racing Art Car Design Challenge," said Mrs Rebecca Chew, Principal, School of the Arts. *"As a Year 4 student and emergent artist, she represents SOTA with her maturity in conceptual design and artistic excellence."*

Second: 'Graceful Wings' (right) won second place for its striking colours and refined, graceful simplicity. The wings of the dragonfly could be interpreted as a link to SC Global's design ethos embracing nature and maintaining natural environments; the design also showed some resemblance to wood grain and veins in leaves, which was acknowledged as good symbolism.



Third: 'No man is an island' (left) was recognised for its bold, well-executed graphical design concept with striking colours and refined simplicity. The design is captivating and the vibrant colors blend well together.

Two other designs were selected for special mention and commendation:

- 'Breakthrough' (right) by Ms Patricia Paramita Husada, aged 18 yrs, of NYP, was picked for its slick eye-catching design that linked back to the brand with strong visibility of the SC Global marque.



- 'X- Force' (left) by Mr Shawn Chen, aged 21 yrs, of NAFA, selected by the judges for its unusual graphical approach and artistic design style reminiscent of contemporary art.

Further Information about the SC Global Racing Art Car Design Challenge

This unique motor-racing inspired design project was opened up to fine art and design students from three prestigious design schools in Singapore – Nanyang Academy of Fine Arts (NAFA), Nanyang Polytechnic School of Design (NYP), and The School of the Arts (SOTA). Students were given the opportunity to create a design for the SC Global Racing car as part of the marketing activities in the lead up to the race providing the students with a unique opportunity to expose their creative talents to an international audience.

The visual arts students were given a thorough design brief by senior management of SC Global detailing the corporate vision of the company, as well as insights into the world of racing sponsorship and the considerations of brand visibility and relevance when designing for clients. With over 350 entries, the judging panel was impressed with the calibre of the students who were aged between 12 to 26 years. Following the formal design brief, each student was given 24 days to work on their design and submit a written presentation of their design concept and rationale.

Judging Process:

1. Designs were reviewed by the respective school heads and filtered down to the top 25 designs.
2. All designs were reviewed and further shortlisted, by managers and senior directors at SC Global, to the top 12-16 designs and, subsequently, 4-6 from each school.
3. The final shortlisted candidates were reviewed by a panel of judges from senior management, chaired by Mr Simon Cheong.

The designs were judged on the innovation of the concept, and overall aesthetics of the design and engagement with the prospective viewer within a racing environment, as well as its relevance to the SC Global brand and target audience. SC Global donated an honorarium to the three participating design schools and will present cash prizes to the top 5 students. The top 3 winners and their respective schools will also receive a custom made SC Global Racing Car in their winning design, as well as complimentary tickets for the Formula 1™ Singtel Singapore Grand Prix, kindly donated by Singapore GP Pte Ltd.

The winning design is on display on an actual Porsche 911, along with an exhibition of the other winners and runners up, at the 3rd Floor Lobby, Marina Bay Sands Convention Centre, 10 Bayfront Avenue, Singapore from 14th to 23rd September 2012.

Results of the SC Global Racing Art Car Challenge

Winner:	Lim Ping Qi, 16 years, School of the Arts
Title:	Radiate
Rationale:	<p>The ruby, also known as the “lord of the gems”, and the diamond, widely acclaimed as the nonpareil luxury good, were the underlying inspiration for the design. Rubies are a symbol of vitality, royalty, and power; diamonds are luxurious and elegant, often commanding great desirability as it represents perfection, an ideal, a state of flawlessness. The diamond sparkles with brilliance and scintillation; the ruby gleams with fire and dynamism. Together, they encapsulate the quality of both SC Global’s and Porsche’s creations, resonating the grandeur and emphasizing the opulence associated with these two brands. The richness and decadence of these two gems reflect SC Global’s mantra “The Ultimate Living”. Furthermore, no two gems are exactly the same. Each gem has a unique characteristic which truly defines it as an individual, and thus also captures SC Global’s motto “Own the Original”.</p> <p>The two gems and SC Global’s attributes inspired the colour theme of my design “Radiate” - red, white and black. Red symbolizes the energetic passion of the group and the nature of racing, whereas black and white represents the extreme spectrum into which SC Global dares to venture in order to break new ground, and differentiate itself from its competitors. Bearing these qualities in mind, triangles appealed to me as the most suitable shape to represent SC Global’s mission and ideals. They are sharp and geometric, representing dynamic tension, action, and aggression. They are contemporary and cutting-edge, evoking modernism and sleekness. The triangles are arranged to form a sparkling mosaic pattern, a stylistic interpretation of a gem’s appearance.</p>

2nd	Sia Shin Lei, 24 yrs, NAFA
Title:	The Graceful Wings
Rationale:	<p>Drawing inspiration from the botanical resort setting of many of SC Global properties, the design was inspired by the wings of the Grand Darnier Dragonfly, the fastest insect in the world. Fast, forceful, yet refined and elegant it encapsulates some of the values of both Porsche and SC Global.</p> <p>Influenced by the unique colours of the Grand Darnier dragonfly and the qualities of SC Global, designs were submitted in green, blue, yellow and black; blue representing the dynamism and energy, yellow representing warmth and wealth, green representing nature and harmony and nature and black representing power and authority. These elements epitomize SC Global's distinctive and leading position in the property market, building with passion, love and dreams.</p>
3rd	Elizabeth Low, 18 yrs, NYP
Title:	No man is an island
Rationale:	This design is inspired by the growth of SC Global and its fast and steady changes throughout the years. Lines were used to represent the saying 'No man's is an island', which illustrates how SC Global is built by many people united together, standing strong as one.
Merit Award	Patricia Paramita Husada, 18 yrs, NYP
Title:	Breakthrough
Synopsis:	The car design is based on the theme of 'Breakthrough'. Illustrations of glass is incorporated into the design whereas circuits are placed into the side of the car to signify how the innovation of SC Global breaks through into society to be one of the leading property developers worldwide.
Merit Award	Shawn Chen, 21 yrs, NAFA
Title:	X-Force
Synopsis:	The concept was to combine a futuristic design with urban style to create a cool and edgy effect. The graphical design detailing brings out and exaggerates the elemental texture of the car. Whilst, the aerial design in red is a futuristic 'alien robot' which is designed to look like part of the car. The overall design reflects the artistic style and state of the art technology found in SC Global properties, whilst the blue complements the Groups corporate colours.

About SC Global Developments

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.

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.

More information can be found at www.scglobal.com.sg

About Porsche SC Global Carrera Cup Asia 2012

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 2011 in Singapore 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 highlights of the international sporting 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. To strengthen SC Global’s involvement in the Cup, the group introduced the SC Global Racing team to participate in the events 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 telecast of the Porsche SC Global Carrera Cup Asia 2011 on Mediacorp Channel 5 on Sunday 23rd September, 5.25 pm.

More information can be found at www.scglobal-pcca.com

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