



News Release
For Immediate Publication

NIPPON PAINT LAUNCHES 8TH ASIA-WIDE YOUNG DESIGNER AWARD COMPETITION

NPYDA 2015 focuses on “Design With Heart”

Kuala Lumpur, 27 May 2015 – Malaysia’s No. 1 coatings solution provider, Nippon Paint Malaysia Group (“Nippon Paint”), together with IJM Land Berhad (“IJM Land”) today launched the Nippon Paint Young Designer Award (NPYDA) 2015 themed, ***“Design with Heart: For a Sustainable Future: With People in Mind”***.

Held for the 8th consecutive year, NPYDA aims to nurture young talents and spark greater creativity and inspirations amongst architecture and interior design students. The award, which offers two competition categories namely Architecture and Interior Design, has garnered an international recognition by providing a platform for emerging designers to share their ideas with industry experts.

From its humble beginnings when it was first introduced in 2008 in Malaysia, this award has over the years grown and emerged as one of Asia’s most reputable design competition spanning across 12 countries namely Singapore, the Philippines, Bangladesh, Thailand, Pakistan, Indonesia, Papua New Guinea, Vietnam, China, Japan, Hong Kong, as well as Malaysia.

Ms. Gladys Goh, Group General Manager, Nippon Paint Malaysia Group said during the launch, ***“Over the years, NPYDA has grown in stature as more and more industry partners, associations and developers join hands to constantly elevate the competition in terms of selection criteria as well as exchange of knowledge. We are also truly grateful to have one of Malaysia’s renowned property developer, IJM Land, partnering us for the second year in promoting and nurturing young designers and architects of***



the future. Every year, NPYDA lines up judges comprising of reputable professionals and industry leaders, to further take students through a vigorous selection process to win the most creative and innovative interior design and architectural design awards.”

For NPYDA 2015, the theme ***“Design with Heart: For a Sustainable Future: With People in Mind”*** is aimed at spurring young interior designers and architects in ideating concepts that infuse convenience, practicality and purpose into our living, working and leisure spaces. This is envisioned to challenge the designers to think of design concepts that will benefit people from all walks of life, including the elderly, the young and the physically challenged, amongst others.

Edward Chong Sin Kiat, Managing Director of IJM Land Berhad expressed, ***“At IJM Land, it has always been our desire to support the dreams and passions of our future creative leaders. As a company that prides itself on sustainable innovation and putting the customers first, IJM Land is honoured to continue its role as partner of the NPYDA.”***

“Designing sustainable developments is indeed the way of the future as consumers are leaning towards developments that are built around the natural environment. While most industry players recognise the need to aspire towards sustainable development, here at IJM Land we walk the talk, embedding sustainability innovation elements into the very DNA of our developments such as Pantai Sentral Park in Kuala Lumpur, Bandar Rimbayu in Shah Alam and The Light Waterfront Penang. At the core of IJM Land’s responsibilities, priority is placed on the development and sustainability of the four main pillars of the larger business ‘ecosystem’ within which we operate: the marketplace, the community, the workplace, and the environment. This is also the reason behind this year’s theme “Design With Heart”, of which both Nippon Paint and us truly believe in,” added Chong.

The design concepts should demonstrate ideas that improves functionality, enhance experiences and transform lives. ***“Interior designers are encouraged to share their vision of an ideal work space that promotes work-life balance that is engaging and innovative, as well as eco-sustainable. This year’s competition seeks entries that are able to***



envisage and conceptualise a space that is both ergonomic and environmental-friendly. We also believe that social changes are as important as technological developments in shaping the future of work. Think how people develop and react to the environment and their condition when they are at work,” said Chief Judge for the Interior Design Category, Ms. Fendarie Su Pek Fuang.

On the Architectural Design Category, Chief Judge, Ar. Jasmeet Singh Sidhu said, ***“The young architects are tasked with creating an ideal Community Interactive Space with a wholesome environment that nurtures family and community relationships, advocates good values and inspires people to think creatively. The design for the Community Interactive Space should focus on making these venues suitable for indoor and outdoor activities for recreational interaction within a township.”***

Ms. Goh concluded, ***“At Nippon Paint, we believe in being passionate in all that we do. And we encourage students to challenge themselves to think beyond the ordinary. This is a platform where young interior designers and architects like some of you here today, are challenged to break through the limits and confines of conservative thinking and deliver ideas and environments that everyone can enjoy, cherish and thrive in. ‘Home is where the heart is’ like they always say...and we hope all spaces are transformed and designed with a ‘soul’ in mind...further promoting meaningful, purposeful interactions. As Nippon Paint places strong emphasis in reducing carbon footprint to the environment, similarly, NPYDA also seeks design ideas that are green and sustainable to ensure that we continue to protect our living environment for the future generations.”***

NPYDA also receives the support from various industry associations and partners such as the Malaysian Institute of Interior Designers (MIID), Green Building Index Organisation (GBI), Construction Industry Development Board Malaysia (CIDB), Real Estate and Housing Developers Association Youth Malaysia (REHDA Youth), Malaysia Green Building Confederation (MGBC), as well as the Ministry of Energy, Green Technology and Water (Kementerian Tenaga, Teknologi Hijau dan Air – KETTHA).



In addition to showcasing their design ideas and talent, NPYDA also allows winners to further hone their communications and presentation skills as well as enrich their knowledge attainment across the region through a post-competition learning trip. A key highlight of the NPYDA 2015 is the Learning Programme in Bangkok which also serves as the grand finale event where winners from all 12 countries will gather and compete for the ultimate regional award. In the past, the NPYDA Learning Programme was held in Tokyo in 2013 and Osaka in 2014. The NPYDA's learning programmes gives the winners a value-added experience as Nippon Paint also invites industry experts to coach and assess these young talents on how to improve and present their designs during the trip. Apart from the opportunity to showcase their designs to professionals, the students also have the opportunity to network and learn from their peers and industry professionals who come from different cultural backgrounds from various countries in Asia.

In line with that, Mr. Paul Tange will be one of the notable speakers who will be speaking at NPYDA Learning Programme 2015 in Bangkok. He began his architectural career upon receiving his Master in Architecture from Harvard University, Graduate School of Design in 1985. That same year he joined Kenzo Tange Associates, the architectural firm headed by his father, well known international architect, Kenzo Tange. Paul became President of Kenzo Tange Associates in 1997 and founded Tange Associates in 2003. Tange Associates, headquartered in Tokyo, Japan, has worked worldwide and offers a full range of architectural and urban design and planning services.

For further information on submissions and judging criteria, please log on to www.youngdesigneraward.com.my or www.facebook.com/youngdesigneraward

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About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2014) and Putra Brand Awards (2010-2014), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

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About IJM Land Berhad

IJM Land Berhad (“IJM Land”), the property development arm of IJM Corporation Berhad, has garnered a reputation as one of Malaysia’s premier property developers. Through the years, IJM Land is honoured to have shaped Malaysia’s township landscape and built thriving communities that are well into the future.

The company’s vast portfolio includes townships, sustainable developments, iconic waterfront community, luxury homes, landed and high-rise residences, offices and commercial properties in prime areas of Penang, the Greater Kuala Lumpur, Seremban, Johor, Sabah and Sarawak. IJM Land has a total of 4,500 acres of undeveloped landbank, with a gross development value (GDV) of RM30 billion. Its global footprint extends to Vietnam, China and the United Kingdom.

In recognition of its commitment to organisational excellence, IJM Land has been recognised both locally and internationally with accolades that include the MSWG-Asean Corporate Governance Industry Excellence (Property) Award, FIABCI Malaysia Property Awards, BCI Asia Top 10 Developer Awards (Malaysia), International Property Awards (Asia Pacific) and Putra Brand Awards. For more information, visit www.ijmland.com



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