



News Release
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ASIA YOUNG DESIGNER AWARD WINNERS TO COMPETE AT ASIA LEVEL

The 10th Asia Young Designer Award 2017 surpassed 5,000 entries

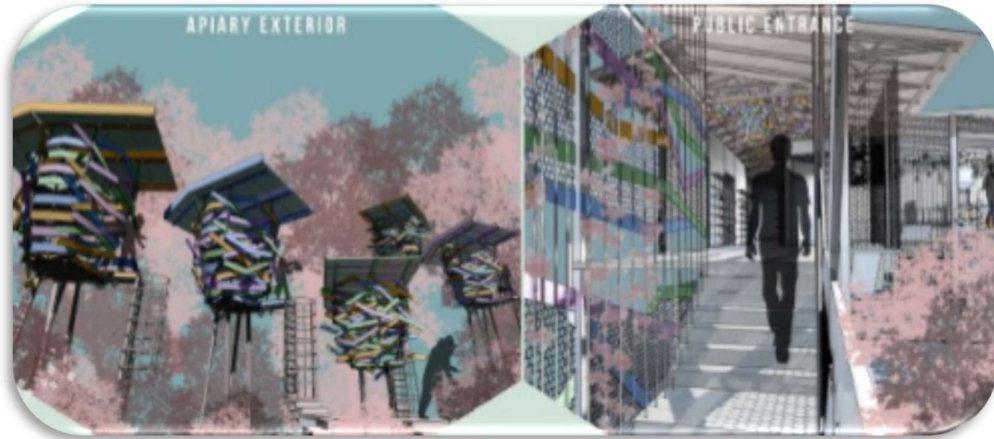
Kuala Lumpur, 05 December 2017 – Winners of the Asia Young Designer Award (AYDA) 2017 - Shahmeena Labeeb from Taylor’s University and Ng Wai How from University Malaya - will soon be representing Malaysia to compete amongst 14 other countries in Asia for the coveted Asia Young Designer of the Year Award 2017.

Shahmeena and Ng were recently crowned the Gold Award winners for the Interior Design and Architecture Category respectively in the 10th instalment of the AYDA, one of Asia’s premier design competition platforms that reaches out to 15 countries across Asia namely Malaysia, Singapore, the Philippines, Bangladesh, Thailand, Pakistan, Indonesia, Iran, Vietnam, China, Japan, Hong Kong, Taiwan, India and Sri Lanka. A decade in its running since 2008, this year’s AYDA had received over 5,000 student entries from more than 600 design schools across the region. For Malaysia alone, AYDA had received a total of 1,109 entries from 44 participating design institutions.

On the wins, Shahmeena and Ng both entered their submissions respectively entitled **“Plan Bee – A City Beekeeping Project”** and **“War Museum – An Extension of Tugu Negara”**. Their entries were in line with this year’s theme **“You for Tomorrow: Future Living as Envisioned Today”** as the theme was tailored to challenge the foresight and technical abilities of young designers today to anticipate the needs of tomorrow through designs that serve the citizens of the future.

Shahmeena’s entry sought to repurpose abandoned sites in Jalan Ceylon and recreates a sustainable and commercially viable ecosystem that helps in conservation of bees to ensure that food chain remains undisrupted for future generation. The core element of her ideation is The Apiary, housed on the hilltop and surrounded by a forest hill, formed by a cluster of apiaries seemingly sprouting from the hills representing a futuristic eco-tourism concept. Her design also incorporates interesting elements such as the honey extraction area, retail as well as the Mead Bar where visitors can experience honey tasting within an outdoor dining deck.

“I’m glad that my entry was well received by our distinguished panel of judges. For that, I must thank my mentor and lecturer at Taylor’s University, En Redzwan Hisham, for his unending guidance and support in my submission for AYDA. My interior design project that focuses on the regeneration of bees for the pollination of crops that we eat, demonstrates the critical element of sustainability be it in terms of design, life cycle and its impact to the community and its environment. I hope that by presenting my entry at the regional level, I could also create a deeper understanding of how the ecosystems and designs are inter-linked and inter-dependent in any conceptualisation of ideas,” said Shahmeena.



“PLAN BEE: A CITY BEEKEEPING PROJECT” BY SHAHMEENA LABEED, TAYLOR’S UNIVERSITY
Gold Winner of Interior Design Category, AYDA 2017

Ng on the other hand, whose mentor is Ar. Dr. Lim Teng Ngiom from University of Malaya, submitted an entry that aimed to preserve Malaysian history and historical monuments where the hard structure is purposeful, yet incorporates the ‘heart-and-soul’ elements into his project intent. The Knowledge Segment takes visitors on a sequential route through six thematic galleries following the timeline of the Malayan Emergency - utilising the power of light, shadow and texture; bringing stories come to life at each of the galleries. One of the core component in his design is The Reminiscence, which seeks to emotionally engage with visitors – where the reconstruction of the war memory comes full circle with the names of the fallen inscribed on the solid granite memorial wall.



“WAR MUSEUM – AN EXTENSION OF TUGU NEGARA” BY NG WAI HOW, UNIVERSITI MALAYA
Gold Winner of Architecture Category, AYDA 2017

Commenting on his entry, Ng, Gold Winner of the Architecture Category said, **“I am very happy to be able to now represent Malaysia at Asia level and be given the opportunity to uphold our Malaysian history for the future generation through my design concept, the ‘War Museum – An Extension of Tugu Negara’. I am privileged to be a part of the AYDA platform, which encourages young designers to think critically and deliver concepts that are significant to create a better future for tomorrow’s citizens. As for me, I hope to be able to sharpen my skills through this platform benefitting from the various networking and mentoring sessions with industry leaders throughout the region and one day contribute my skills in the area of restoration of historical sites in the future.”**

AYDA is aimed at nurturing the next generation of designers in the fields of interior design and architecture - offering opportunities for young talent to engage and gain first-hand exposure to personalised coaching, mentoring and skill-building workshops alongside renowned industry practitioners within and across the borders. AYDA Alumnus of AYDA have progressed to becoming reputable architects and interior designers in their field - from being attached to globally-recognised architectural firms to taking on leadership roles in self-established firms.

Gladys Goh, Group General Manager of Nippon Paint Malaysia Group said during the awards ceremony, **“With innovation being the heart of Nippon Paint, we strive to push the boundaries on ideations as this is the soul of all our endeavours. Nurturing young designers with the right skillsets and exposure and to prepare them for the real-world beyond the four walls of the classroom has always been a priority for us at Nippon Paint. We believe that the young designers hold the key to the betterment of the future. When I look at the entries this year I am impressed by the forward-thinking capability of our future young designers which truly reflects their ability to think critically. We have received entries that cover a wide range of areas such as regeneration of old spaces in order to create better value, disruptive innovation for the betterment of tomorrow, redefining spaces for the future as well as preserving culture and traditions for future generations. They have meticulously reflected a visioning exercise – one that incorporates signatory individualities yet conceptualise a structure that meets the needs of tomorrow’s community. This gives me an assurance that our future is indeed in good hands.”**

Edward Chong Sin Kiat, Managing Director of IJM Land Berhad, a partner of AYDA, expressed, **“We are pleased to continue our journey towards growing and nurturing the talent pipeline for the industry, through the Asia Young Designer Award platform. This year’s theme is timely, as designers need to move alongside the paradigm shift where we now need to critically meet not only the needs and expectations of today, but also the needs and expectations of tomorrow. As a property developer, we are always cognisant that design need not be just cutting edge, but also future proof. Thus, looking at this year’s submissions, many had anticipated and responded to future needs of the community in the areas of technologies, sustainability as well as functionality.”**

In every instalment of AYDA, reputable and renowned design professionals serve as judges and mentors for the competition. Prior to selecting the design concepts on the basis of the most creative and innovative designs for each category, the judges personally share constructive feedback and advice with the participant. For 2017, Chief Judge for the Architectural Category is Ar Sarly Adre Sarkum, of Sarly Adre Sarkum Architecture Sdn Bhd while Mr Lai Siew Hong, Chief Executive Designer of Blu Water Studios is the Chief Judge for the Interior Design Category.

AYDA also receives the support from various industry associations and partners such as the Ministry of Higher Education, Ministry of Energy, Green Technology and Water (Kementerian Tenaga, Teknologi Hijau dan Air – KETTHA), Malaysian Institute of Architects (PAM), Real Estate and Housing Developers' Association Youth Malaysia (REHDA Youth), Malaysia Green Building Confederation (MGBC), as well as the Construction Industry Development Board Malaysia (CIDB).

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, Iran 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 (2006-2017) and Putra Brand Awards (2010-2017), 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, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. 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

Since 1989, IJM Land Berhad (“IJM Land”) has been committed to redefining the property landscapes in the region. Beyond the world-class townships delivered, IJM Land is committed towards creating a positive legacy for communities to live well and thrive.

As part of IJM Corporation Berhad, a strong sense of responsibility drives its business and its 650-strong team. What defines the company is its customer passion, innovative spirit, drive for excellence and sustainable practices. With a Gross Development Value (GDV) of RM30 billion, IJM Land maximises its portfolio of undeveloped landbank of 4,000 acres which spans across key growth areas of Malaysia (Penang, Pahang, the Greater Kuala Lumpur, Negeri Sembilan, Johor, Sabah and Sarawak), and as far reaching as Vietnam, China and the United Kingdom.

IJM Land is fast becoming a global name known not only for its award-winning sustainable developments, but for the dreams it has made real. For more information on IJM Land, please log on to www.ijmland.com.

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