



For Immediate Release

NIPPON PAINT YOUNG DESIGNER AWARD 2011 GOES REGIONAL

Chance For Malaysian Talent To Be Recognized In The Region

Kuala Lumpur, May 27, 2011 – Nippon Paint, Malaysia's leading paint brand, today announced the call for entries for its Young Designer Award 2011, themed "*Eco Design For Better Living*". This year, for the first time, the Nippon Paint Young Designer Award will extend its reach to the ASEAN region, allowing Malaysian interior design and architecture students to pit their talents against counterparts from Singapore, Thailand and Vietnam. The Gold Award winners from each of the four countries will compete for the inaugural Platinum Award (Regional) for the best submission in the region.

Aimed at nurturing budding interior design and architecture talent, the Nippon Paint Young Designer Award was first launched in 2008. It is the only competition in Malaysia that recognises interior design and architecture students, and receives the support of Pertubuhan Akitek Malaysia (PAM), Institut Perekabentuk Dalamana Malaysia (IPDM), Malaysian Society for Interior Designers (MSID), Malaysia Green Building Federation (MGBF), Ministry of Higher Education Malaysia (MOHE) and the Ministry of Energy, Green Technology and Water Malaysia (KeTTHA).

Speaking at the launch event for the 2011 award, Nippon Paint (Malaysia) Sdn Bhd's Head of Marketing, Mr Jason Thong, said, "Nippon Paint is driven by the philosophy of enhancing life through innovation, while simultaneously protecting the world we live in. We take our role as the leader in paint technology very seriously and are committed to environment-friendly practices and products. We are also committed to grooming and growing interior design and architecture talent as these professionals are the core of 'green' living. Last

year the Young Designer Award focused on designing spaces and buildings that improved sustainability and demonstrated respect for the environment. The 'green' theme continues this year with "*Eco Design For Better Living*". Our objective is to encourage interior design and architecture students to apply creativity and innovation in the implementation of green design, which will lead to better living in an optimum balance of cost, environmental, societal and human benefits."

Entries for the Nippon Paint Young Designer Award 2011 are required to incorporate green elements into their design with creative and innovative ideas that will result in an improved living environment. The contest comprises two categories - interior design and architecture. In addition to optimising the use of natural resources, usage of environment-friendly materials, enhancing indoor environment quality, and the use of materials and systems that simplify and reduce maintenance requirements, submissions will be judged on the use of colour, planning and design, and site analysis.

"The quality of submissions has been improving steadily since 2008; and last year especially with the green theme, we felt a great sense of pride that Malaysia has so much talent in the field of eco-design. The country has the potential to become a hub for 'green' design," explained Thong.

The Gold Award winners in both categories (interior design and architecture) will each receive a RM3,000 cash prize, Mac Book Pro 15" 2.536GHZ, and a job placement opportunity, while the Silver Award winners will receive a cash prize of RM2,000 and job placement opportunities. There will also be two Honorary Mentions in each category.

The Gold Award winners from each country in both categories (Interior designer and architecture) will be required to give an oral presentation to a panel of international judges in Kuala Lumpur, Malaysia to compete for the inaugural Platinum Award (Regional) with an additional prize of USD 3,000.

"The popularity and status of the Nippon Paint Young Designer Award has been improving in leaps and bounds since it was launched in 2008. The first year (2008) we received 87 entries. In 2009, that number almost doubled, with a total of 167 entries submitted for interior and exterior categories. Last year (2010) saw a 170 per cent jump in submissions. We received a total of 336 entries from aspiring interior designers and architects from a total of 26 colleges and universities nationwide. This year with the regional level

competition, there is an added element of prestige which we hope will spur the students to even greater heights, and we are looking forward to receiving a total of 600 entries,” concluded Thong.

The Nippon Paint Young Designer Award 2011 is open to students enrolled in schools of interior design (ID) or architecture located in Malaysia, in the second year onwards (interior design) and third year onwards (architecture) of their degree programme. Each student is permitted to submit only one entry. All complete submissions must reach the organisers by September 2, 2011. Information on the Nippon Paint Young Designer Award 2011 is available at www.youngdesigneraward.com or www.facebook.com/youngdesigneraward.

About Nippon Paint (Malaysia) Sdn Bhd

Incorporated in 1967, Nippon Paint Malaysia Sdn Bhd (NPM) manufactures paint and coatings for both home and industrial applications. To date, NPM has three manufacturing plants in Malaysia. One located in Shah Alam, one in Johor Bahru and one in Kota Kinabalu. NPM currently manufactures over 10,000 different paint formulations for the decorative and architectural, automotive, industrial, protective coatings and fishing vessel markets. Nippon Paint has been awarded the prestigious Green Excellence Award by Frost & Sullivan in recognition of its achievement in promoting and improving environment sustainability within the paint industry. To find out more about Nippon Paint visit www.nipponpaint.com.my or call 1-800-88-2663.

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