

EUREKA!

SINGAPORE'S CREATIVE SPARKS

Pixel-perfect designs for living

In this second instalment, my paper takes a look at two online-portal services that promote designs with the assistance of Creative Community Singapore (CCS)

KOH HUI THENG

MIX business and design together with a dash of virtual ingenuity.

Voila! A work of art, ready for purchase.

This is the impetus behind Community Online Platform, an interactive service that features vinyl decals, or stick-on decorations.

The brainchild of Mr Ryan Ng, managing director of interior-design firm Sprink, the website collates decal motifs which designers submit.

A group of online users then rank the designs, and the highest-scoring ones are manufactured for sale.

Thus, not only do the designers and the online-portal owner benefit from such exposure, but the virtual community also gets to own a piece of the finished work.

Mr Ng, 31, told *my paper*: "This platform democratises design. The producer gets a royalty when someone buys what he creates, while the online community gets to enjoy and own the designs."

To translate his idea into reality, he approached Creative Community Singapore – an initiative that provides funding, business-development ideas and support for those in the creative line.

Besides getting a healthy grant, Mr Ng also gained better knowledge in platform development and more networking opportunities.

The engineer-turned-entrepreneur credits the CCS with providing publicity for his products too. For instance, he is setting up a booth to showcase his



STRIKE A POSE: Designers such as Loko Yu and Journey Li (standing, second and third from left), benefit from the management services of The Fashion Fraternity which include (from left) Goh Zeling, Jocelyn Chan, Denise Ng and Joanna Tang. (PHOTOS: NEO XIAOBIN)

project at CCS' upcoming Festival of Ideas at HDB Hub next month.

Another online-business service provider, The Fashion Fraternity (TFF), felt that increased publicity resulting from CCS' recognition was a huge confidence booster.

Initially, the six Singapore Management University students who founded TFF shared a common dream – to offer management services, such as public relations, and supply negotiations for young fashion designers, so these creative souls could concentrate on their craft.

But convincing the critics was an uphill task. TFF president Denise Ng, 20, said: "People thought of us as a school co-curricular activity and were unsure about our capabilities."

Undaunted, the group persevered. They chanced on the CCS website and decided to get some creative support for running their community platform.

The decision paid off. Spurred by a passion for fashion, they launched TFF at Zouk's Wardroblings, a pre-event showcase of the popular nightspot's annual "The Wardrobe Series", which highlights upcoming designers' collections.

Today, the group hopes to explore retail opportunities and even create an incubator label for promising young designers.

As Ms Ng said: "These collaborations, including CCS' support, have made us more motivated to do greater things."

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HELPDESK 我的字典

Interactive:
交互的 jiāo hù de

Decals: 贴纸 tiē zhǐ



STICKY FAVES: Mr Ryan Ng's Community Online Platform allows designers to create decals which users can rank and buy.

HOW CCS CAN HELP YOU

CREATIVE Community Singapore (CCS) is a key initiative by the Ministry of Information, Communications and the Arts, in partnership with the private, people and public sectors.

Launched in July 2005, CCS seeks to position

Singapore as a land of opportunity by supporting the national drive to develop the creative industries (the arts, heritage, design and media sectors).

CCS also aims to empower individuals, teams and

organisations to initiate and pilot cutting-edge projects – which will unleash individual and community creativity, nurture creative ideas, and build demand and capabilities for the creative industries – by providing various forms of

support, including facilitation, marketing, capability development and co-funding.

In addition to providing the above forms of assistance, CCS will be celebrating innovation and creativity at the Festival of

Ideas on Nov 7 and 8 at Toa Payoh HDB Hub.

For more information on CCS, please e-mail mica_ccs@mica.gov.sg or visit www.creativecommunity.sg