



# INDUSTRY ENGAGEMENT & STUDY IN SOUTHEAST ASIA “INSPIRED BY SINGAPORE” - A CASE STUDY

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**“A vital part of a university education is the experience: the experience of meeting fellow students, of being (potentially) inspired by new ideas and/or leading academics, the opportunity to socialise with a diverse slice of humanity in an educational setting.”**

**(Barber et al. 2013)**

## *Study Trips & Experiential Learning in Design Education*

**“A study trip is an activity of learning through personal visits to one or more unfamiliar sites, where those sites (participants, interactions, lifestyles, cultures) are the subject of study.”**

(Miao & Harris 2012)

## Study Trips & Experiential Learning in Design Education



### Types of Industry engagement:

- Short Visits/Studio Tours
- Industry reviews/critiques
- Workshops with industry
- Internships

## *Study Trips & Experiential Learning in Design Education*

**“In experiential learning, students are provided with real-life experiences in short intensive time periods, thus opening opportunities for intensive reflection and behavioral change. We believe that integrating short-term study trips within a traditional design education program creates a rich learning experience, linking theory to practice and generating new and applied thinking on design issues.”**



## Cultural Aspects of Study Trips within Design Education

### Types of companies:

- **Local:** limited to Singapore - small scale design companies
- **Global:** large global companies with multiple offices around the world
- **Local/Global:** small/medium sized companies that originated in Singapore but service Global clients.



## *Cultural Aspects of Study Trips within Design Education*

**“Cross-cultural awareness has a number of critical elements but perhaps the most significant is for an individual to demonstrate cross-cultural awareness, the fundamental requirement of which is the ability to be open to new ideas and have the capacity to change such ideas when necessary.”**

(Best 2014)

## *Cultural Aspects of Study Trips within Design Education*

### **Key Benefits of Cross-Cultural Exposure:**

- International exchange and cultural immersion is key to students in the 21st Century particularly in Australia - a multicultural country with a diverse mix of cultures from over 250 countries.
- Graduates who have studied abroad even for a short period of time are more culturally adaptable, aware and able to work more effectively in multicultural work environments.





## Case Study: Inspired by Singapore (2014 & 2016)



**INSPIRED** 灵感来自新加坡  
**BY SINGAPORE** सगिापुर से प्रेरति

**OVERVIEW:** “Inspired by Singapore” is a faculty-led short-term trip that encompassed a 16 day tour of Singapore in June 2014 and will be run again in July of 2016.

- Graphic and Industrial Design students collaborate to create mini retail shops (including design of branding, point of sale, product and packaging) for an on-campus design market to encourage an understanding of cross-cultural design and entrepreneurship in design.
- During the trip, students explore the contemporary design culture, retail graphics, signage and visual language of Singapore.
- Students research retail design and signage in Singapore in order to create products, promotional items and signage through industry visits and visits to cultural sites. Through the tours they meet with designers from a range of companies (small, mid, global) in Singapore to get an overall idea of the importance of art and design in the country.
- In workshops with Singaporean universities and polytechnics, Australian students work with Singaporean students to create new ideas for cross-cultural packaging design strategies.
- On the final day of the trip, students present their concepts and prototypes to design professionals from leading packaging and design firms in Singapore for feedback.
- On completion of the trip, students work in groups to produce their concepts back on the home campus and have a ‘pop up’ market where they sell their goods.

## *Case Study: Inspired by Singapore*

**“At home you can get bogged down in the need to just get the work done, and outside factors like paid work and social life which can distract you from seeing inspiration opportunities around you, but on the trip to Singapore I was taken out of my comfort zone and given a chance to see all types of design in another country. The whole trip rejuvenated my love for Design and I have a ton of new ideas for future work.”**

**- Bonney Rowe, student participant (2014)**

# Singapore Daily Schedule (2016)

Day	Daily Schedule
1 1/7/16 Friday	Travel from Australia to Singapore Check in to hotel (the hotel will have your room details)
2 2/7/16 Saturday	Breakfast (optional): 7:00-8:30am 8:30am Meet in the hotel lobby for a briefing 8:30 - Getting used to your surroundings; purchase transportation card. 9:30 am- 11:30am - Tour of Chinatown 12- 1pm Lunch in China Town (exclusive) 2pm - 4pm - Tour of Asian Civilisations Museum Dinner/free time (exclusive)
3 3/7/16 Sunday	Breakfast (optional): 7:00-8:30am 8:30am Meet in the hotel lobby for a briefing 9am public transport to Peranakan Museum/Orchard Road/ Scape Tour of Peranakan Museum/Orchard Road/ <b>Leather making workshop with One + One designer Veron Lien at Scape (Workshops finish at 4pm)</b> Dinner/free time (exclusive)
4 4/7/16 Monday	Breakfast (optional): 7:00-8:30am 8:30am Meet in the hotel lobby for a briefing 9am - 11am - Tour of Little India 11:30 - 12:30 - Lunch in Little India (exclusive) 12:30 - 1:30 - Travel to BreadTalk 2 - 4pm - <b>Tour of BreadTalk International HQ</b> Dinner/free time (exclusive)

Day	Daily Schedule
5 5/7/16 Tuesday	Breakfast (optional): 7:00-9:30 10am Meet in the hotel lobby for a briefing 11am - Coach to Tuas 12am - <b>Tour of the Design Hub and Lunch (included) at the Design Hub</b> 2pm - 3pm - <b>Sealed Air Packaging Tour</b> 4pm - <b>Tiger Brewery Tour</b> Coach back to Hotel Dinner/free time
6 6/7/16 Wed.	Breakfast (optional): 7:00-10:00am (Public Holiday - Hari Raya Puasa) 11am - Meet in Lobby- tour Arab Street/Hari Raya Bazaar Lunch in Kampong Glam (exclusive) Free afternoon
7 7/7/16 Thursday	Breakfast (optional): 7:00-8:30 9am - Walk to Design Insight 10 - 11pm - <b>tour of Design Insight/Tyrwhitt Road</b> 12:00 - 1pm Lunch (exclusive) 2:30 - 3:30 - <b>tour of jkr packaging</b> 5pm - Travel back to Sultan - Dinner/free time Dinner/free time (exclusive)
8 8/7/16 Friday	Breakfast (Optional): 7:00-8:30 9am - walk to National Design Centre 9:30- 11pm - <b>tour of National Design Centre</b> 11:30-12pm - <b>tour of ThinkPlace</b> Lunch 1pm - 2pm (at NgeeAnn Poly cafeteria -exclusive) 2:30 - 4pm Ngee Ann Poly/Product Design Workshop Dinner/free time (exclusive)

# Singapore Daily Schedule (2016)

Day	Daily Schedule
9 9/7/16 Saturday	Breakfast (Optional): 7:00-8:30 Structured Free-time - explore Singapore: Sentosa Island, Gardens by the Bay, Botanical Gardens, Shopping etc. Dinner/free time (exclusive)
10 10/7/16 Sunday	Breakfast (Optional): 7:00-8:30 Structured Free-time - explore Singapore: Sentosa Island, Gardens by the Bay, Botanical Gardens, Shopping etc. Dinner/free time (exclusive)
11 11/7/16 Monday	Breakfast (Optional): 7:00-8:30 8:30 am meet in lobby - Public Transportation to Nanyang Polytechnic 9-11pm - Cross-cultural design workshop with Nanyang Poly students 12pm Lunch (exclusive) 1:30-5pm work in the Studio Dinner/free time (exclusive)
12 12/7/16 Tuesday	Breakfast (Optional): 7:00-8:30 9am - travel to Nanyang Poly to work in studios 10-5pm work in the Studio (lunch break at Nanyang food court) Dinner/free time (exclusive)
13 13/7/16 Wed.	Breakfast (Optional): 7:00-8:30 9am - travel to Nanyang Poly to work in studios 10-5pm work in the Studio (lunch break at Nanyang food court) Dinner/free time (exclusive)

Day	Daily Schedule
14 14/7/16 Thursday	Breakfast (Optional): 7:00-8:30 9am - travel to Nanyang Poly to work in studios 10-5pm work in the Studio (lunch break at Nanyang food court) Prepare presentations Dinner/free time (exclusive)
15 15/7/16 Friday	Breakfast (Optional): 7:00-8:30 Free morning/presentation prep. 12pm - Travel to Nanyang Poly 1- 3pm - Presentations 6pm - meet in the lobby for Farewell Dinner (inclusive)
16 16/7/16 Saturday	Return to Canberra

\* Schedule subject to change

\*\*Hotel buffet breakfast and select meals are inclusive in the cost of tour - all other meals listed as "exclusive" need to be paid by you personally.

## Singapore Study Tour

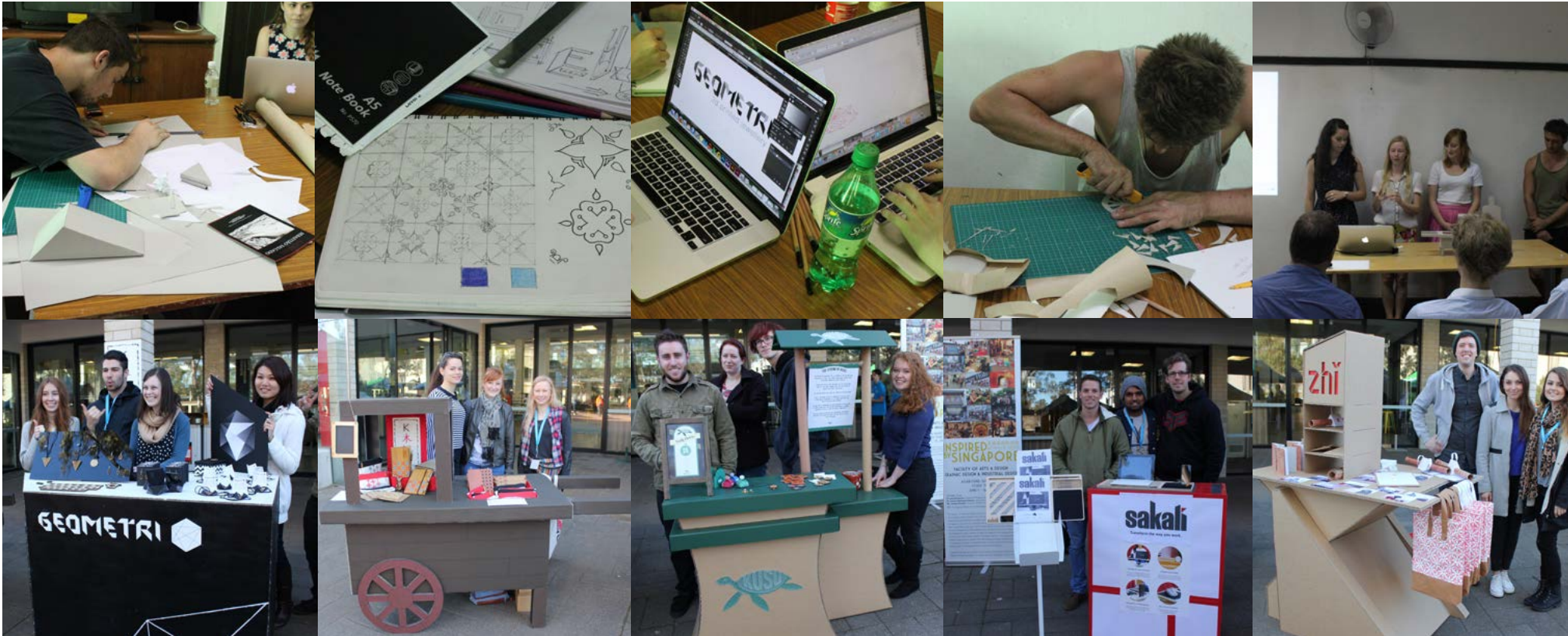


### Outcomes:

- Students are provided with a range of cultural activities, tours and industry engagement.
- Industry engagement ranges from visits, critiques and workshops with industry (where they are taught how to make products/design).
- Industry representatives come to review student work on the final day - thus giving critique/direct engagement.
- Students are given opportunities for internships and work-placement in Singapore.



“The Singapore trip gave me a firsthand experience and insight into different cultures, customs and beliefs that enabled me to identify the similarities, differences and connections with my own Australian culture.” - Emily Pierce (2014)





*Thank you....for listening!!*