Synopsis

The economy of Singapore is undergoing a transition. It is moving away from a primarily production based model (i.e. objective goods) to a knowledge based one (i.e. subjective goods). Coupled with this change is the government's drive in recent years to promote creativity, esp. among the younger generation of the population. The study of creativity is essential to understanding the vitally important realm of subjective (knowledge) production. It is thus clear that creative thinking is the mental technology that will yield the fruits of knowledge for the new economy.

Certain industries are given particular emphasis as a result. Among them are Information Technology (IT) and various Design Related fields (including Industrial Design). This thesis thus uses "Idée¹ - The Innovation Centre" as an architectural vehicle in response to the above stated economic need. As a secondary aim, it also investigates the central theme of arousing interest in "creative disciplines" among our young.

Currently, several institutes of higher learning (including NUS, Temasek Polytechnic, Lasalle-SIA) offer degree and diploma courses in Industrial/product design. There is however a lack of a centralized institution that caters to the needs of working professionals and graduate students who wish to upgrade and update their knowledge and skill in the discipline mentioned. Cross-institutional interaction is also lacking. The proposed

¹ Idée : French for idea.
thesis vehicle answers the need with the integrated "Institute for Advanced Studies in Industrial Design – INASID".

In addition it “sells” and promotes the profession and act as a showcase of innovative works. Consequently particular emphasis will be given to the commercial aspect of the scheme. The siting of the institute will also be in the busy commercial/recreational hub of the town to ensure maximum exposure to the general public. By possibly incorporating pedestrian routes within the building’s circulation, movement into the building will be encouraged and hence exposure will be maximised. Designers would be given the chances to interact with the public and obtain feedbacks on their products and designs. The marriage of commercial and academic (research & teaching) elements serves as a break through for the industry. On top of that it aims to make the project more economically viable.

Finally, there is also the Idée Club and the affiliated Idée shops. These have been set up to introduce the Centre’s ideas and activities to the public, and to share skills and information in order to develop better ways of living. Customers can become members and are entitled to various benefits as well as discounts on all publications, products and activities. It even allows a trade-in service for old Idée products on new purchase.