



## URA-REDAS SPARK Challenge 3<sup>rd</sup> Edition – Award Ceremony on 28 April 2022

6 April 2022

Dear REDAS Members,

### URA-REDAS SPARK CHALLENGE 3<sup>rd</sup> EDITION – AWARD CEREMONY ON THURSDAY, 28 APRIL 2022; 11.30am-1.30pm at Marina Square

The 3rd cycle of the URA-REDAS SPARK Challenge has received close to 70 entries for all the 4 pilot Business Improvement Districts (BIDs) and precincts. Five (5) entries are shortlisted.

The shortlisted prototypes are currently installed on-site at the 14 participating shopping malls and mixed-use developments till 30 April 2022. Do look out for these bright ideas at the 14 sites and [vote for your favourite installation at https://go.gov.sg/sparkchallenge-vote](https://go.gov.sg/sparkchallenge-vote). The winner of this year's \$10,000 prize will be selected based on the combined score from both public votes and judges' evaluation. The prize will be presented at the award ceremony on Thursday, 28 April 2022.

Pilot BIDs / Precincts	Shopping Malls and Developments	Finalist Ideas
Marina Central Pilot BID	Marina Square	<b>Symbiosis</b>
	Millenia Singapore	
	South Beach	
	Suntec City	
Paya Lebar Central Pilot BID	Paya Lebar Quarter Mall	* <b>Park Yourself</b> * <b>Cash, Love, Clout</b>
	Paya Lebar Square	
	SingPost Centre	
Jurong Gateway Precinct	IMM	<b>Fill My Little World</b>
	JCube	
	Westgate	
	JEM	
Orchard Precinct	orchardgateway	<b>Colour Play</b>
	Orchard Central	
	The Centrepoint	

Please refer to [the Annexure](#) for details of the 5 finalists and their ideas

### The Award Ceremony

Join us for the award ceremony which will be held on **Thursday, 28 April 2022 from 11.30am – 1.30pm** at the Atrium at Marina Square, 6 Raffles Boulevard, Singapore 039594.

Ms Indanee Rajah, Second Minister for National Development and Manpower will be gracing the occasion as Guest-of-Honour (GOH) and the programme will be as follows:

Time	Programme
11.15am	Arrival of Guests
11.30am	Arrival of GOH Walk through of Prototype Exhibition
12.00pm	Opening Greetings/ Video Montage
	Welcome Address
	Speech by Guest of Honour Ms Indanee Rajah, Second Minister for National Development and Manpower
	Prize Presentation
12.45pm	Light Lunch and Networking
1.30pm	Thank you

**Attire:** Office Attire with Jacket (no tie)

To register for the event, kindly RSVP by completing the table below and email to [redas\\_secretariat@redas.com](mailto:redas_secretariat@redas.com) **on or before Monday, 18 April 2022**, please. No registration fee is required.

	Name	Designation / Organisation	Contact Details (email / telephone no)

Thank you  
With best regards  
Chua Geok Lee

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**URA-REDAS SPARK CHALLENGE 3<sup>rd</sup> EDITION  
FINALIST IDEAS**

**1. Fill My Little World**



Description of Prototype	"Fill My Little World" is both an art installation and interactive social space for finding a quick escape from the frenzy and buzz of shopping spree to indulge in a more intuitive connection to your BODY AND SOUL through "Fitting Rooms" that bring unexpected joy and delight.
Locations	Jurong Gateway Precinct: JCube (L2), Jem (L4) & IMM (L1)
Participants	Aqilah Binti Alwi, Student Nadia Shafirah Binte Azihan, Executive

## 2. Symbiosis



Description of Prototype	<b>"Symbiosis"</b> references imagery of the sea or the "marina", bringing the natural world to life with cutting edge technology - creating pockets of rest and respite through slow tactic motions and a blended material experience.
Locations	Marina Central BID: Marina Square (L2), Millenia Walk (L1), South Beach (B1) & Suntec City (L1)
Participants	Aaron Chooi, Research (SUTD - Bio-Inspired Robotics) Deborah Loh, Designer Thileepan Stalin, Ph.D. Student Aby Raj P M, Ph. D. Student Dr Pablo Alvarado



### 3. Colour Play



Description of Prototype	"Colour Play" is designed as a placemaking space not only human-centered, but also screen-friendly. The project plays with opacity, reflectivity, and light. By using acrylic, mirrors, and lightboxes, the installations reinterpret what it means to move through the kaleidoscope of colours that is the Orchard Precinct.
Locations	Orchard Precinct: Orchard Central (L1), Orchardgateway (B2) & The Centrepoint (B2)
Participants	Gillian Tan, Designer Amanda Kwek, Designer Joey Bunag, Intern

#### 4. Cash, Love, Clout



Description of Prototype	"Cash Love Clout" takes the form of anamorphic pavilions, where symbols representing the common desires and aspirations of our society materialise when viewed from specific points around the Paya Lebar precinct. Outside these symbols, the installation's perpetually shifting amorphous forms are a space for gathering, a playground for hide-and-seek, and a pavilion for respite.
Locations	Paya Lebar Central BID:  Paya Lebar Quarter (Outdoor Plaza) & SingPost Centre (Atrium)
Participants	Andrew Lee, Student Chan Chee Meng, Student

## 5. Park Yourself



Description of Prototype	<p>“Park Yourself” puts the “social” into social distancing! It envisions a playful series of Instagrammable “People-Parking Lots” to engage people in various play and rest positions, in a socially distant way. Participants are invited to write messages on speech bubble whiteboards attached to the parking lot frame as they “park” themselves into the art installation, transforming the look of Park Yourself with each interaction.</p>
Locations	<p>Paya Lebar Central BID: Paya Lebar Quarter (Outdoor Plaza) &amp; Paya Lebar Square (L1 Entrance)</p>
Participants	<p>Jonathan Christian Chin, Architect Pearlyn Chang, Landscape Architect</p>



## Award Ceremony on 28 April 2022

### Atrium location (circled on plan )

