



News Release
For Immediate Publication

AYDA CELEBRATES 10 YEARS OF NURTURING DESIGN EXCELLENCE IN ASIA

*Asia Young Designer Award (AYDA) reached out to over 10,000 design students
across 15 countries in Asia*

Kuala Lumpur, 17 May 2017 – Malaysia’s leading total coating solutions provider, Nippon Paint Malaysia Group (“Nippon Paint”), celebrated the 10th edition of its premier annual design competition, the Asia Young Designer Award (AYDA), which has impacted more than 10,000 young and talented students designers across 15 countries in Asia.

In Malaysia alone, over 4,500 architecture and interior design students have participated in this prestigious competition from a mere 87 entries since its introduction in 2008 and is expected to garner even more entries in 2017. Currently, AYDA has extended its reach to 15 other countries across Asia namely Malaysia, Singapore, the Philippines, Bangladesh, Thailand, Pakistan, Indonesia, Papua New Guinea, Vietnam, China, Japan, Hong Kong, Taiwan, India and Sri Lanka.

“In the past 10 years, it has always been our pride and joy at Nippon Paint to witness young and talented designers rise-up to the challenge in creating meaningful and innovative designs that are both humanistic and cutting-edge in nature. Through AYDA, we believe with every year that we are able to nurture the new generation as they are the key foundation in establishing a design community guided by creativity and innovation. After 10 years of inspiring youths, we hope that the themes of AYDA that revolves around the latest trends of needs of the “real world” will continue to convict youths to push beyond the boundaries, paving way for them to do something bigger than themselves, and yet embrace humility to understand the concept of responsibility to the environment and the community in the process,” said Ms Gladys Goh, Group General Manager of Nippon Paint Malaysia Group at the celebration of AYDA’s 10th year anniversary, as well as the roll out of the AYDA 2017 competition theme -***You for Tomorrow: Future Living as Envisioned Today.***

The AYDA 2017 theme is tailored to challenge the foresight and technical abilities of young designers today to anticipate the needs of tomorrow and with those insights, pen down designs that serves the citizens of tomorrow. The theme matured with the design industry and promotes

extensively green sustainability, community centricity, pushing design boundaries, individualistic while rewarding future forward designs.

A decade on since its inception in 2008, the AYDA platform has evolved from being just a competition for young talents to showcase their design ideas but one that offers a far-reaching avenue for them to engage with renowned industry speakers, gain first hand exposure to personalised coaching, mentoring and skill-building workshops by experienced lecturers and key figures in the design industry as well as learn from their fellow peers from across borders. These multi-faceted, integrated learning experiences pave way in bridging the gap or disparities in terms of academic excellence and the relevant skills required to succeed in the marketplace.

AYDA's themes have constantly evolved over the decade to remain relevant to the young designers of Asia. AYDA has always emphasised on the significance of authenticity and boldness in birthing ideas which go beyond the ordinary apart from generating awareness about green sustainability in design, being compassionate about the needs of people through community-driven models and being forward-thinkers in developing spaces.

Mr Edward Chong, Managing Director of IJM Land Berhad ("IJM Land"), the collaborating partner of AYDA, said, ***"The award has proven that the creative industry is abound with talent and continues to break new ground year after year. We are really pleased to be collaborating with Nippon Paint again this year on this competition as we too see the need to create stronger bonds between design education and industry. We find that Nippon Paint's work to engage the young designers in the creative industry through this creativity-oriented platform immensely valuable."***

As part of the evolving nature of AYDA to provide design students the opportunity to sharpen their skills and knowledge through interactive sharing sessions with key industry leaders, the AYDA XChange platform was mooted, bringing on board reputable and renowned industry captains as guest speakers who will impart their experience and passion towards the enrichment of today's design students. In addition to the speakers, past winners of AYDA will also share their thoughts and experience within the architecture and interior design industry followed by engaging workshops where the design students were given the opportunity to learn the processes of designing solutions for various spaces.

AYDA XChange 2017 showcases two reputable industry captains, namely, Ar Tang Hsiao Seak, Director of Garis Architects and Co-Founder of Gade Design Workshop, Mr. Martin Haeger, Director of HL Design Group who imparted their knowledge, insights and values in enriching the capabilities and skills with the students. Ar Tang, a prominent profile in architecture, was the first guest speaker who shared his thoughts and perception on the importance of being mindful of the sites' natural environment and the needs of the public in birthing innovative architecture ideas. He believes it is fundamental for aspiring designers to always be attentive to the finer details especially in creating cohesive spaces influenced by various demographics of people and the environment they reside in.

"The foundation of any given design is always based on the impact it has on both the society and the environment. While it is challenging to break away from the public's common perception of architecture, it should not deter us from striving to create bold and innovative

ideas to achieve building designs that will essentially define the future of architecture for Malaysia. Truly, as designers of the future, we have to be sensitive and aware of the sites' environment, its climate, its people and its purpose," said Ar Tang.

The second speaker for the sharing session Mr Martin Haeger, a prominent personality in the Interior Design industry from HL Design Group shared his opinions and experience with the students on sustainable design. He expressed that it is important to consider the use of natural materials and innovative design solutions to create positive spaces rather than to succumb to preconceived imposed ideas.

"In the industry, designers are chosen based on their understanding of a project, the needs of a space and the vision that they stand for. It goes without saying that AYDA XChange is a crucial platform for the development of the future generation as it is only through exposure that these young designers would be able to grow and learn the essentials of creating an innovative and authentic design," said Haeger.

The AYDA XChange 2017 also saw the alumni of AYDA participate in a forum discussion to share their work experience in the industry to encourage their fellow peers to embrace innovation and forward-thinking components in their designs while integrating their personal beliefs of elements essential for future living.

Beyond being just a knowledge-exchange platform, the culmination of AYDA takes place at the Regional Learning Programme which plays host to gold winners from each of the 15 competing countries for the coveted regional finals of the Platinum Award with USD1,000 prize each for the Architecture and Interior Design categories. The participants of this regional learning programme can further enhance their communications and presentation skills including cross-border experiences and knowledge exchange from fellow peers of various cultural backgrounds and key-industry speakers as well as coaching sessions. This year, Malaysia is proud to play host as home country for the AYDA Regional Learning Programme, in celebration of its 10th year milestone.

AYDA is supported by various government bodies and industry associations such as Ministry of Higher Education (MOHE), Ministry of Energy, Green Technology and Water (KETTHA), Malaysian Institute of Architects (PAM), Real Estate and Housing Development Association Youth Malaysia (REHDA Youth), Malaysia Green Building Confederation (MGBC) and as well as Construction Industry Development Board Malaysia (CIDB).

AYDA 2017 is open to Architecture students (3rd year diploma onwards) and Interior Design students (2nd year diploma onwards). Final date of entry is 3 October 2017, with further competition details available on www.asiayoungdesigneraward.com

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2016) and Putra Brand Awards (2010-2016), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

Website: www.nipponpaint.com.my

Facebook: www.facebook.com/nipponpaintmalaysia

YouTube: www.youtube.com/NipponPaintMalaysia

Toll free no: 1-800-88-2663

About IJM Land Berhad

Since 1989, IJM Land Berhad (“IJM Land”) has been committed to redefining the property landscapes in the region. Beyond the world-class townships delivered, IJM Land is committed towards creating a positive legacy for communities to live well and thrive.

As part of IJM Corporation Berhad, a strong sense of responsibility drives its business and its 650-strong team. What defines the company is its customer passion, innovative spirit, drive for excellence and sustainable practices. With a Gross Development Value (GDV) of RM30 billion, IJM Land maximises its portfolio of undeveloped landbank of 4,000 acres which spans across key growth areas of Malaysia (Penang, Pahang, the Greater Kuala Lumpur, Negeri Sembilan, Johor, Sabah and Sarawak), and as far reaching as Vietnam, China and the United Kingdom.

IJM Land is fast becoming a global name known not only for its award-winning sustainable developments, but for the dreams it has made real. For more information on IJM Land, please log on to www.ijmland.com.

Issued by Perspective Strategies. For media enquiries, please contact:

Tel: 03 - 7491 3138, Fax: 03 - 7733 3138

Charmaine Jeeva, Ms

Email : charmaine.jeeva@perspective.com.my

Mobile: 012 – 610 4802

Sam Jo Lene, Ms

Email : jolene.sam@perspective.com.my

Mobile: 016 – 4833 801

Tan May Lee, Ms

Email : maylee.tan@perspective.com.my

Mobile: 012 – 2928 611