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## IN SEARCH OF THE NEXT ASIA'S YOUNG DESIGNER AWARDS WINNER FOR MALAYSIA



*Nippon Paint launches the “FORWARD: A Sustainable Future” theme for AYDA 2019*

**Kuala Lumpur, 9 April 2019** – Committed to nurturing and empowering the next generation of young design talents, the Asia Young Designer Awards (“AYDA”) is back for its 12<sup>th</sup> instalment as it continues its search for the next Asia Young Designer in Malaysia. The Malaysian winners will then progress to compete with winners from 14 other geographical locations in Asia for the coveted Asia Young Designer Awards of the year 2019/20.

Organised by Nippon Paint Malaysia Group (“Nippon Paint”) and in collaboration with IJM Land Berhad, the theme for this year’s AYDA is **FORWARD: A Sustainable Future**, which will act as catalyst to challenge the next generations of architects and interior designers to break the boundaries of current design concepts by immersing their creations with functional and social sustainability elements in an effort to connect with the community.

***“It goes without saying that the Asia Young Designer Awards is something that I hold dear to my heart as Malaysia was the first country to spearhead this platform. Now in our 12<sup>th</sup> year, the programme has reached 15 geographical locations across Asia and I am honoured to have had the opportunity to observe how AYDA has continued to grow by leaps and bounds, said YBhg. Datin Wong Meng Lee, Assistant General Manager of Marketing at Nippon Paint Malaysia. She added, “We believe we need to continue to nurture the new generation as they are key to unlocking creativity, innovation and sustainability. Hence, the theme for AYDA 2019, FORWARD: A Sustainable Future, focuses on design creations that immerse elements of functional and social sustainability to connect with the community. Together, let us all set our sights on moving in the one, same direction – FORWARD.”***



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Speaking at the launch, Mr. Edward Chong, Managing Director of IJM Land Berhad, added, ***“As a progressive developer, we at IJM Land are keen to play a role in shaping the real estate of the future and to reinforce our desire to see a growing movement of design. We believe that the youth will define our world future and that we as the leaders of the day, must nurture and raise the cohorts to become generations of socially responsible individuals, adept in critical and creative thinking. I believe that AYDA truly provides the right platform, paving way for them to be nurtured as thoughtful, socially-minded and forward-thinking leaders of the future!”***

He added, ***“This is why we are honoured to partner with Nippon Paint for the sixth year and continue our journey towards impacting and inspiring the young generation to design sustainable spaces for all, through the AYDA platform.”***

The chief judges for AYDA 2019 are Ar. Sarly Adre Sarkum (Architecture Category) and Mr. Lai Siew Hong (Interior Design Category). As both a competition as well as a learning platform, AYDA is supported by various government bodies and industry associations such as the Ministry of Education (MOE), Malaysian Institute of Architects (PAM), Real Estate and Housing Developers’ Association Youth Malaysia (REHDA Youth), Malaysian Institute of Interior Designers (MIID), Malaysia Green Building Confederation (MGBC) and Construction Industry Development Board Malaysia (CIDB).

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At the recent Asia Young Designers of the Year Awards 2018/19 held in conjunction with the 11<sup>th</sup> edition of AYDA International Summit, two young Malaysians were recognised for their outstanding talents, winning the award for ‘Best Design Impact’ for both the Interior Design and Architecture categories. Based on the theme of **FORWARD: Challenging Design Boundaries**, the winning entries for ‘Best Design Impact’ category were selected based on the following criteria: planning and functionality, as well as design innovation. “Planning and functionality” took into consideration aspects such as an appropriate layout and design plan, as well as its overall impact on the community. On the other hand, “design innovation” was selected based on ideas that are original and innovative.

Loo Yi (Architecture Category), aged 26 from University of Malaya and Zachary Khaw Lit Siang (Interior Design Category), aged 25 from Taylor’s University, beat participants from 14 other geographical locations in Asia and took home a cash prize of USD1,000, respectively. Loo Yi’s and Zachary’s’ respective projects, “Mangrove Charcoal Living Museum” and “The Weave”, showcased elements of forward-thinking design and also challenged boundaries from various design-related perspectives.

Both projects received high praise from industry captains and experts alike, Ms. Nursuliana Sulaiman, mentor of Zachary commented, ***“Zachary Khaw’s ‘The Weave’ project is a proposal that blends both design aesthetic and social entrepreneurship. As a young designer, his design shows an intimate understanding of what his users; the emerging fashion designers; current needs are and also provides incubator spaces to inspire them to pioneer their own futures.”***



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Speaking on Loo Yi’s “Mangrove Charcoal Living Design Museum”, as Loo Yi’s Mentor, Ar. Wooi further shared, ***“Loo Yi demonstrates a high level of understanding and sensitivity to the social and cultural needs of a community. He has offered a thoughtful solution to the issues of sustainability presented by a site situated in a mangrove forest. It is an exemplary concept that is well developed and resolved in its architectural tectonics and detail.”***

The winners of the Asia Young Designers of the Year Awards 2018/19 were conferred to Tanay Bothara (India) and Dang Huu Trong (Vietnam) from the Architecture and Interior Design Category respectively, both of whom will now stand a chance to receive placement in a 6-week all-expense-paid Design Discovery programme at the Harvard Graduate School of Design in the USA. This follows the establishment of the Gennosuke Obata Fellowship at Harvard, a partnership between the esteemed institute of higher learning and Nippon Paint.

The Summit also conferred a series of awards such as ‘Best Sustainable Design’ which went to Ruangwit Veerapong (Thailand) from the Architecture Category and Jenjira Thiebpetch (Thailand) from the Interior Design Category; ‘Nippon Paint Colour Award’ which went to Shiori Harada (Japan) from the Architecture Category and Dang Huu Trong (Vietnam) from the Interior Design Category; and ‘Honorary Mention Award’ that went to Prince Lu (Philippines).

To learn more about the Asia Young Designer Awards, log on to [www.asiayoungdesignerawards.com](http://www.asiayoungdesignerawards.com).

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**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, Iran 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.



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The Group has won consumer choice awards such as the Reader's Digest Trusted Brand Awards (2006-2018), Putra Brand Awards (2010-2018) and Parents' Choice Awards 2019, as well as received industry accolades such as the APPIES 2018 Gold award for its Child Wellness Range campaign, 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 License (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

**For more information on Nippon Paint Malaysia:**

Website: [www.nipponpaint.com.my](http://www.nipponpaint.com.my)

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**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 620-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 RM33 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 receiving as 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](http://www.ijmland.com).



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