



S I D S

EST. 1994

SOCIETY OF INTERIOR DESIGNERS
S I N G A P O R E

Member's Welcome Kit

www.sid-singapore.org

VISION AND MISSION

VISION

To elevate the Interior Design Industry in Singapore to the highest possible level of professionalism and integrity.

MISSION

Our mission is to bring together professionals in the field of Interior Architecture/Design, and to work towards a common goal of raising awareness for good design; in order to create an environment of sharing of ideas and experiences for the benefit of members and the industry. We also aim to mentor and nurture young talent so that they may be able to lead the industry towards greater heights; and to encourage lifelong learning and continual upgrading of skills and knowledge for all members.

OBJECTIVES

- To offer opportunities to architecture/ interior design institutions to participate in design competitions, seminars and socials, and other events organized by the society
- To collaborate with interior architecture/design institutions in the structuring of school syllabus to meet the expectation and demands of the interior architecture design industry.
- To offer vendors and manufacturers opportunities to interact and work with Interior Architecture/Design Professionals who offer professional services in Singapore and internationally
- To encourage lifelong learning and continual upgrading of skills and knowledge for all members.
- To mentor and nurture young talent so that they may be able to lead the industry towards greater heights.
- To create an environment of sharing of ideas and experiences for the benefit of members and the industry
- To work towards a common goal of raising awareness for good design.
- To bring together professionals in the field of Interior Architecture & Design in Singapore and around the region.

PRESIDENT'S WELCOME MESSAGE

A Warm Welcome From the President

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Tung Ching Yew
President
From 2022 - 2024
Society of Interior Designers
Singapore (SIDS)

YOUR MEMBERSHIP AND WHAT IT MEANS

Membership

We are more than a professional organization. SIDS's Vision and Mission has remained to contribute selflessly to the Interior Design Industry, Interior Designers of Singapore and the members of the Public. The Society has chosen to evolve and be upgraded to stay relevant in this information-based and fast-tracked world of today.

As a non-profit organization governed by law, the Society has not only to protect the standards of professionalism for Interior Designers, but to be able to resolve industry issues. It has a solemn duty to promote the creativity and professionalism of the Singapore Interior Design Industry to the world.

Our new Council is made up of ID Professionals and Academics, who have selflessly stepped up to give of their time and share their work experience with all of us.

Recognition

SIDS Membership Certificate/ Membership number with logo, Collar Pin identifies the member as a current Interior Design Society member who accepts our Code of Ethics. Provides clients with the knowledge they are working with a well-informed and educated design knowledge.

Other Identification

Use of SIDS Shopfront Decal that identifies your membership and adherence to professional code of ethics. SIDS Member marks on email signatures, online profiles, websites, or printed material such as resumes or business cards to promote your membership in SIDS and your professionalism

Accreditation

SIDS protects your interests by supporting Design Singapore (DSG) which could affect the right to practice interior design or call yourself an interior designer without proper credentials and endorsement. The SIDS Member mark could potentially provide further authority and trust to the practicing organization since being a member of SIDS empowers consumers, audience, and clients and safeguards their interests when they employ an individual or organization with the SIDS Member Mark.



MEMBERSHIP BENEFITS

Business

- Establish connections with local and international designers on good practice ethics and guides.
- Participate in numerous activities such as local and international trade missions, seminars, conferences for business networking and trade opportunities.
- Gain access to the latest information on design technology and developments in the industry.
- Raise public profile and credibility through awards and recognition of professional designers amongst members of the industry, enterprises and the general public.
- Capability development programs for designers and design advocates.

Marketing

- SIDS Member Mark for use on business cards, website and corporate stationery.
- Company listing on SIDS website and promotional collateral for the industry, enterprises and the general public.

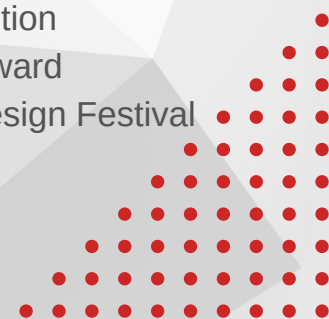
Privileges

- Preferential rates for SIDS organised awards, events, seminars and workshops.
- Representation at local and international events, showcases and seminars.
- Member rates for a wide range of products and services with industry partners.
- Link up with government agencies, local and international enterprises, design associations and professional creative individuals.
- Regular updates on the latest developments in the industry

Events

As a non-profit organization (NPO), we strongly believe in giving back to our community. We have a slew of exciting activities in the pipeline, all aimed at uplifting the industry and helping our members grow in their profession. These include

- Singapore Interior Design Awards (SIDA)
- SIDS Recognition Awards (SRA)
- SIDA Luminary Awards (SLA)
- Series of Designers Talk
- Annual General Meeting
- Social Events and Networking Sessions
- Local & Overseas Trade Exhibition
- Overseas Forum / Conferences
- SIDS Gala Dinner & Awards Night
- SIDS Design Convention
- SIDS 20 Under 45 Award
- Singapore Interior Design Festival (SIDFest)



USE OF MEMBER MARK LOGO: USAGE GUIDELINES



CONVENTIONAL RED SIDS MEMBER MARK

The SIDS Member Mark Logo (Original - Full Red) PANTONE 187C

The SIDS logo is a trademark of the Society of Interior Designers Singapore. In order to protect and grow the SIDS brand, we have a distinguishable logo that can be used to identify members of our Society. Approved Members (Professionals and Associates) may display this logo in their business cards, contracts, and other collaterals for as long as they remain a paying member of the Society of Interior Designers Singapore. SIDS's logo plays a vital role in strengthening our brand's core visual mnemonics. Our primary corporate colour is red.



BLACK ON WHITE SIDS MEMBER MARK

The SIDS Member Mark Black Logo

Sometimes, often due to production costs, only one color of ink is available and so SIDS Logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and/or symbol outline must be clearly distinguishable from the background color.



WHITE ON BLACK SIDS MEMBER MARK

The SIDS Member Mark White Logo

Depending on the design of the business card or if the graphic design calls for it, the SIDS White Member Mark may be used in the design. Please note that the logos must never be flipped, distorted, or use a different color other than what is stated in this guideline.



USE OF MEMBER MARK LOGO

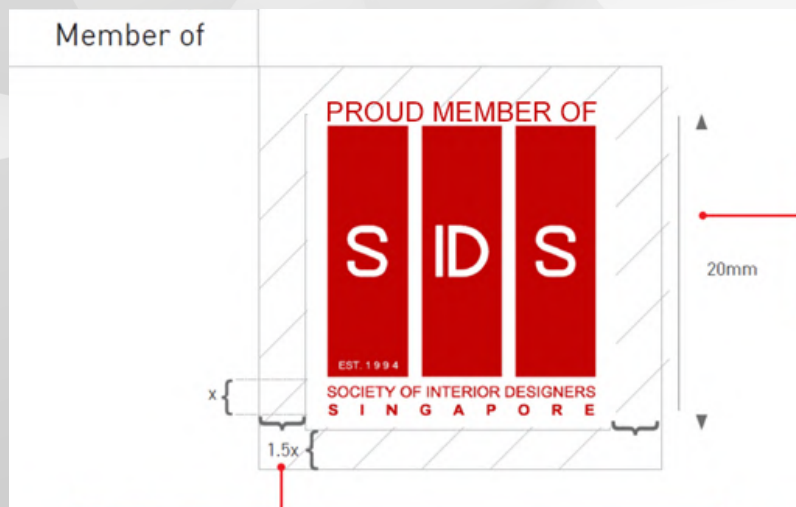
Placement Guidelines

To maintain the logo integrity and legibility, the following size restriction and spacing must be observed

Accompanying Text

All accompanying text (Member of, Supported by, In Partnership with) should be above the logo and outside of the clear zone

Business Card Sample



Height Requirement

The minimum height requirement of the logo is 20mm to ensure visibility.

Clear Zone

The minimum space requirement for the logo should be 1.5x of that of the font (x). Please do not re-orientate the logo.

Usage of the SIDS logo on your personal, company's or external branding and marketing collateral must be submitted to the secretariat for approval at info@sid-singapore.org



SINGAPORE INTERIOR DESIGNER AWARDS (SIDA)

This award serves as an important platform that allows the best of the best in Singapore's ID space to be recognised on a national and regional front.



SINGAPORE
INTERIOR DESIGN
AWARDS

SIDA Completed

This interior design competition is open to members of the local and international design community who have projects at the concept stage or projects that have been built. This award recognizes and rewards outstanding interior designers and architects from around the world.

SIDA Concept

The SIDA Concept Award is a platform for interior design practitioners to showcase their projects before completion at the conceptual stage or simply to showcase exceptional projects that may not have been selected to build.

SIDA Youth

This award is specially catered towards recognising the outstanding accomplishments of students and their institutions. Students can showcase their completed academic projects and be rewarded and recognised on a global scale



SINGAPORE INTERIOR DESIGNER AWARDS (SIDA)



SINGAPORE
INTERIOR DESIGN
AWARDS

SIDA Completed

Completed Built Projects by
Industry Practitioners

SIDA Concept

Conceptual Un-Built Projects
by Industry Practitioners

SIDA Youth

Completed Academic
Projects by Students of
Design Institutions

Luminary Awards

- One winner for each category
- Highest scoring across all sub-categories
- Singapore Citizen/PR



SIDS 20 UNDER 45 AWARD



SIDS 20 UNDER 45 AWARD

The inaugural 20 UNDER 45 Award is SIDS' highest honour in recognising interior designers at the age of 45 and below for their exemplary achievements in the fraternity. The award is supported by DesignSingapore Council (Dsg) and Enterprise Singapore (ESG).

The award is conferred upon recipients once in their lifetime that have made a significant impact on one or more of the following project areas:

- Unlocking Economic Potential
- Quality of Life and Environmental Consciousness
- Promoting Culture and Fostering Community
- Achieving Breaking in Design
- Application Sustainability in Design



SINGAPORE INTERIOR DESIGN FESTIVAL (SIDFest)



About Singapore Interior Design Festival (SIDFest)

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CODE OF ETHICS

The By-laws of the Society provide that a member may be reprimanded, suspended, or expelled if the member has breached any of the By-laws or any provisions of the Code of Ethics and Professional Conduct.

- The Code of Ethics and Professional Conduct that follows applies to all members involved in the profession of interior design.
- A member may be held responsible for the failure of any person associated with the member in the practice of interior design to comply with the Code of Ethics and Professional Conduct.
- A member shall not instruct others to carry out on the member's behalf, either with or without compensation, acts which if carried out by the member would constitute a violation of the Code of Ethics and Professional Conduct.

CODE OF ETHICS



Applicability

A. Integrity, Objectivity, Competence & Disclosure

- A member shall not make misleading, deceptive, or false statements or claims about his or her professional qualifications, experience, abilities, or performance.
- A member shall not permit his or her name to be used in conjunction with a design or project in which the member was not personally or actively involved.
- A member shall not give or permit any public endorsement of any building material or service by means of a statement to which the member's name is attached or with which the member's portrait is displayed.
- A member shall ensure that any interior design services provided to a client conform to all applicable laws and regulations.
- A member shall disclose to his or her client any direct or indirect financial interests which the member may have in the client's project.
- A member shall divulge to his or her client the complete method by which the compensation the member will receive is determined in connection with a project and the manner by which this compensation will be paid.
- A member shall not accept or be a party to accepting any financial or other inducements in addition to remuneration for professional services rendered for a client on a project.
- A member shall conform to all laws, regulations, and By-laws relating to the profession of interior design and shall not engage in any conduct involving fraud, deceit, misrepresentation, or dishonesty in professional or business activity.
- A member shall not claim to represent the Society without express prior authorization to do so from the Board of Management or an authorized representative of the Society. A member representing the Society shall be precluded from personal promotion in connection therewith.
- A member shall clearly identify with his or her name and/or professional seal any work done by the member for a client. A member of the Society shall not affix his or her professional seal to a working drawing or specification that has not been prepared by the member or under the member's supervision.
- A member shall not perform any professional interior design services until retained and in receipt of the client's instructions.
- Except for pro bono services, a member shall only provide services in return for fees that appropriately reflect the services rendered.
- Pro bono services are those services rendered without fee or reward of any kind, for the public good, including services for impecunious clients who require the services to avoid hardship.

CODE OF ETHICS

B. Responsibilities to Clients and Colleagues

- A member shall not disclose any confidential information obtained in the course of a professional engagement except with the consent of the client.
- A member shall not disclose any confidential information that comes to his or her attention in connection with disciplinary proceedings or otherwise in carrying out his or her official responsibilities. However, this prohibition shall not restrict the exchange of information within a duly constituted investigative or disciplinary body.
- A member shall not discriminate against any business associate, employee, employer, or applicant because of race, religion, sex, national origin, age, handicap, or sexual orientation.
- A member shall recognize and respect the professional contributions of employees and business associates.
- A member shall not knowingly plagiarize the design or infringe the copyright of another designer.
- A member shall not deliberately make any statement that injures the reputation, prospects, or business of another designer.
- When a designer has entered a contract with or has been employed by the client, a member shall not knowingly interfere with the performance of the contract or the rendering of any services by the designer or the designer's sub-contractors.
- When a designer has entered a contract with or has been employed by a client, a member shall not knowingly in any way become engaged by or enter into any contract with the client, unless the member has received notice in writing that the client has terminated the contract with or has dismissed the designer initially involved.
- If a member is requested to act as a critic, expert witness, or arbitrator in a dispute between any client and another member, the member shall not become involved personally in commenting on the situation but shall advise that the matter be referred to the Board of Governors of the Society who, if requested, will investigate and pass judgment on the situation, or appoint an arbitrator or arbitrators to do so.



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EST. 1994

SOCIETY OF INTERIOR DESIGNERS
S I N G A P O R E

Visit our Office

National Design Centre 111 Middle Road #03-01

Singapore 188969

Contact: +65 6977 9859

Email: info@sid-singapore.org

Email (Membership Matters): membership@sid-singapore.org Website: www.sid-singapore.org