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Sciousness were the focus at the recent Nippon Paint Young Designer Award 2010.

The annual competition, which started in 2008, gives Interior Design and Architecture students a chance to propose design ideas that promote environmental responsibility and sustainable living.

Themed Raising the Next Generation of Eco-Design, this year's contest received submissions from 336 aspiring interior designers and architects from 26 colleges and universities nationwide — about twice as many as last year.

At the awards ceremony, Nippon

Paint (Malaysia) general manager Gladys Goh praised the entrants for their cutting edge and creative interior and architecture designs.

"I feel a great sense of pride that Malaysia has so much talent, espe-

cially in the field of eco-design

I look forward to the day when the country is recognised as a hub for this field," says Goh.

Awards were presented for the categories of Interior Design Architecture and Student Choice (a new classification for the shortlisted entry that received the highest her of online votes)

Malaysian Institute of Art student Low Poh Shi won the award for the Interior Design category while KBU International College student Bernadette Quah Paik Choo won the silver award.

In the Architecture category, the gold award went to Universiti Putra Malaysia's Tee Khay Mee and silver went to University of Malaya's Nurhavati Nordin

The Student Choice Award was won by UCSI University's Ng Ann Kee (Interior Design), whose design garnered 12,946 votes, and Universiti Sains Malaysia's Khor Yih Chau (Architecture), whose design secured 24,351 votes.

The theme this year was in line with the company's commitment to sustainability and the preservation of the environment.

Based on the given concept and theme, students were evaluated on the successful use of materials and scarce resources that would increase efficiency, conserve energy, reduce the impact on human health and improve the overall quality of life and environment.

The projects submitted were highly innovative and done with the utmost professionalism.

"We believe that these designers of tomorrow will reinvent the industry and raise the standard for a paradigm shift in sustainable design," says Goh.

The gold winners of the award received a RM3,000 cash scholarship and an Apple Mac Book Pro each, while the silver winners from each category received RM2,000 in cash scholarship each.

The honorary mentions in both categories received RM1,000 in cash scholarship each.

In addition to boosting the students' profile and portfolio, the top eight winners of the award will receive employment opportunities with an interior design or architect firm.

"From the first year, we have seen how this competition bridged the gap in the design employment mar-ket between skills among candidates and those required of industry," says Goh, adding that she hopes the contest will help to provide interior design and architect firms with a pool of talents skilled in eco-friendly design to cater to the future requirements of Malaysia and the region.

The award is supported by the Malaysian Society of Interior Designers and The Malaysian Institute of Architects.

Together with the two professional bodies, Nippon Paint (Malaysia) aims to nurture and encourage young talents within the interior design and architect student fraternity.



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