

## **‘Park Yourself’ bags top prize for rejuvenating Paya Lebar Central**

*Design installations under URA-REDAS SPARK Challenge enlivened public and retail spaces islandwide*

**Singapore, 28 April 2022** – Minister in the Prime Minister's Office, Second Minister for Finance and Second Minister for National Development Indranee Rajah has announced the winning design ‘Park Yourself’ at the URA-REDAS SPARK Challenge<sup>1</sup> award ceremony held at Marina Square today. A cash prize of \$10,000 has also been awarded to the team behind ‘Park Yourself’.

“The place to be happy is here” – reads a handwritten message on a whiteboard. Designed with bright and bold colours, the ‘Park Yourself’ installation was envisioned as a vibrant urban park that generates activity through interactive play. Its colourful structure and scribbles beckon curious mall visitors, inviting them to spend some time interacting with each other in a safe and fun manner.



‘Park Yourself’'s colourful frames and whiteboards draw in passers-by, inviting them to explore the structure and interact with others.

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<sup>1</sup> The URA-REDAS SPARK Challenge is a competition that seeks ground-up ideas from the public that can raise the quality of the urban environment. Each edition invites interested parties to submit design ideas based on themes that are typically tied to current issues faced by Singapore and our built environment.

The creators of 'Park Yourself', Jonathan Christian Chin and Pearlyn Chang, attributed the idea behind the installation to their hope of rejuvenating shared spaces in Singapore, taking into account how access to many public spaces, such as playgrounds, had to be restricted during the peak of the COVID-19 pandemic. They said, "We wanted to bring the 'social' into social distancing, by bringing friends, families and strangers together to bond and interact, but at the same time, encourage them to do so at a safe distance."

The third edition of the Challenge jointly organised by the Urban Redevelopment Authority (URA) and the Real Estate Developers' Association of Singapore (REDAS) was launched in late October last year. It invited the public to submit ideas for innovative designs to enliven public spaces in mixed-use developments and shopping malls.

After an initial round of submissions, five shortlisted design prototypes were transformed into installations and exhibited at fourteen locations in March and April 2022. Apart from 'Park Yourself', which was on display at the Paya Lebar Central pilot Business Improvement District<sup>2</sup>, the other four finalists were 'Colour Play', 'Fill My Little World', 'Cash Love Clout' and 'Symbiosis'. More information on the five shortlisted design prototypes can be found in the [Annex](#).

URA's Chief Executive Officer Lim Eng Hwee said, "We are very encouraged by the quality and quantity of submissions this year, which translated into innovative design interventions that revitalised Singapore's public spaces and retail developments. The positive public response towards the installations demonstrates the benefits when the public and private sectors collaborate with the community to co-create a more vibrant and meaningful built environment."

The winner was decided by a panel of judges from URA, REDAS, the Singapore University of Technology and Design, and the National University of Singapore, in addition to the results of an online poll. 1,672 votes were received this year, with 'Park Yourself' emerging as the most popular design with 781 votes.

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<sup>2</sup> The pilot BID programme was launched by URA in 2017 to encourage stakeholders to take greater ownership in enlivening their precincts by adopting a formalised place management framework. To date, six precincts have formed pilot BIDs.

“The concept for ‘Park Yourself’ was particularly well-executed. It led to a lively and immersive installation hosted at Paya Lebar Quarter and Paya Lebar Square that was well-received by mall visitors of all ages, transforming the shopping experience at the development into a shared and memorable one,” said REDAS President, Chia Ngiang Hong.

From April 30, ‘Park Yourself’ will be exhibited at Marina Square. The public is invited to experience the installation during the mall’s opening hours.

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## 1. Park Yourself



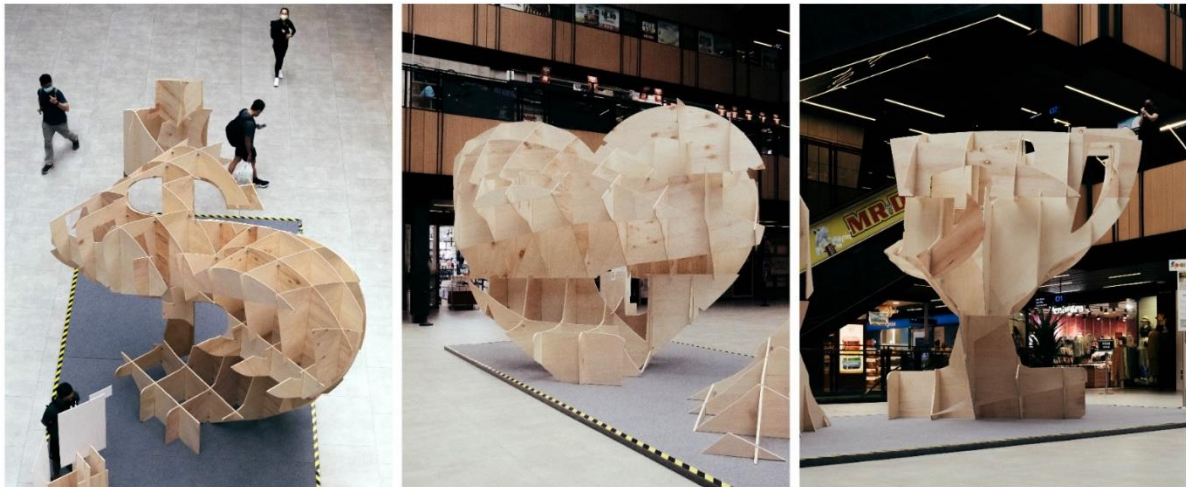
Description of Prototype	<p><b>'Park Yourself'</b> puts the 'social' into social distancing! It envisions a playful series of Instagrammable "People-Parking Lots" to engage people in various play and rest positions, in a socially distant way. Participants are invited to write messages on speech bubble 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>
Participants	<p>Jonathan Christian Chin, Architect Pearlyn Chang, Landscape Architect</p>

## 2. Colour Play



Description of Prototype	<b>'Colour Play'</b> is designed as a placemaking space that is 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.
Participants	Gillian Tan, Designer Amanda Kwek, Designer Joey Bunag, Intern

### 3. Cash Love Clout



Description of Prototype	<p><b>'Cash Love Clout'</b> 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.</p>
Participants	Andrew Lee, Student Chan Chee Meng, Student

#### 4. 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.
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

## 5. Fill My Little World



Description of Prototype	<b>'Fill My Little World'</b> is both an art installation and interactive social space for finding a quick escape from the frenzy and buzz of shopping sprees to indulge in a more intuitive connection to your <b>BODY AND SOUL</b> through 'Fitting Rooms' that bring unexpected joy and delight.
Participants	Aqilah Binti Alwi, Student Nadia Shafirah Binte Azihan, Executive