

# Hello



**Kelly Tan**

Deputy Director,  
DesignSingapore Council





# Live, Laugh, Love.

Design + Loveability







**A study to discover what we love about Singapore  
and what would make us love Singapore more**

An initiative led by



Who cares?

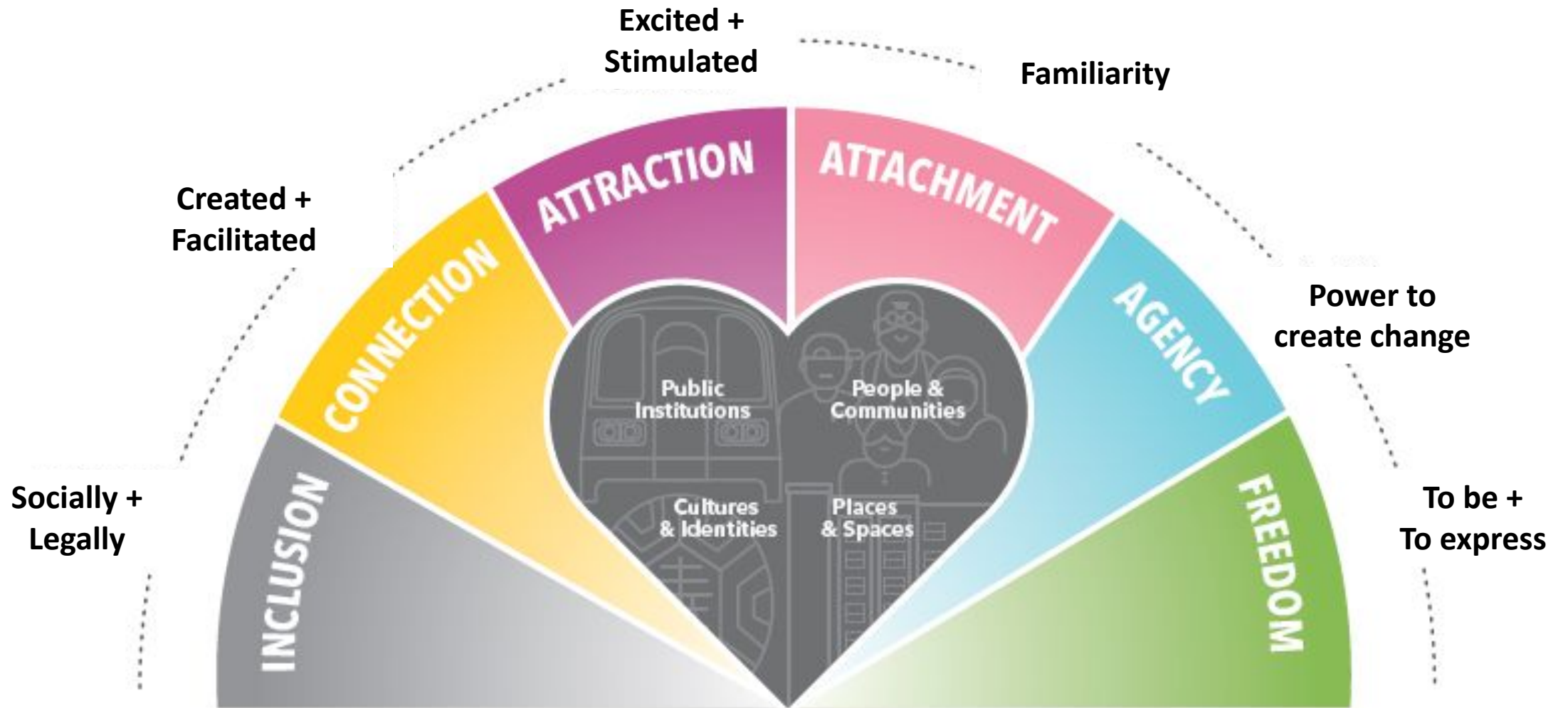
## Who Cares?



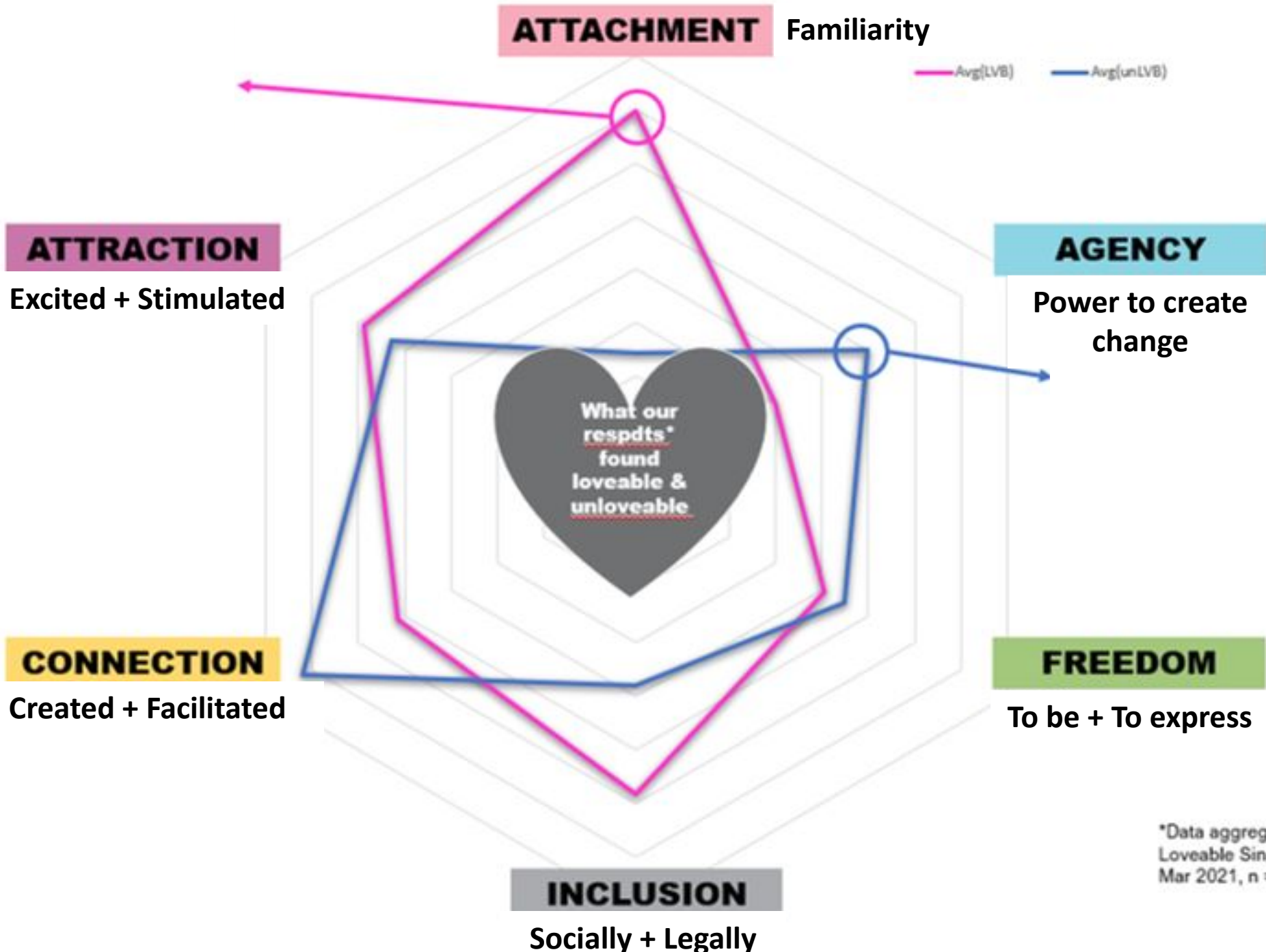
‘People don’t care how much you know,  
until they know how much you care’.”

**Happy Citizens  
= Resilient Citizens  
= Resilient City**





# THE LOVEABILITY FRAMEWORK



\*Data aggregated from the Loveable Singapore Survey, Feb-Mar 2021, n = 2000





# What Can We Do To Spread More Love?

- Appreciating Love
  - Giving Love
  - Creating Love
- Unexpected Love



What can we do to spread more love?

## Appreciating Love

**Case Study: Museum@My Queenstown - reconnecting people to their heritage**

**Case Study: Street of Clans - celebrating the clan values across generations**





What can we do to spread more love?

## Giving Love

**Case Study: Community design workshop - strengthen our sense of agency and attachment**  
**Case Study: Our Tampines Hub - Co-creation and engagement**





What can we do to spread more love?

## Creating Love

**Case Study: Building and supporting of Micro communities**

**Case Study: Migrant Support Coalition. SG Climate Rally. – Engagement and being part of evolution of**

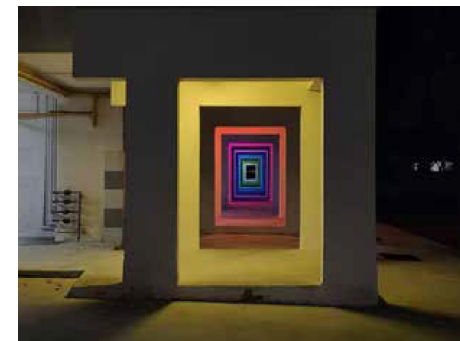
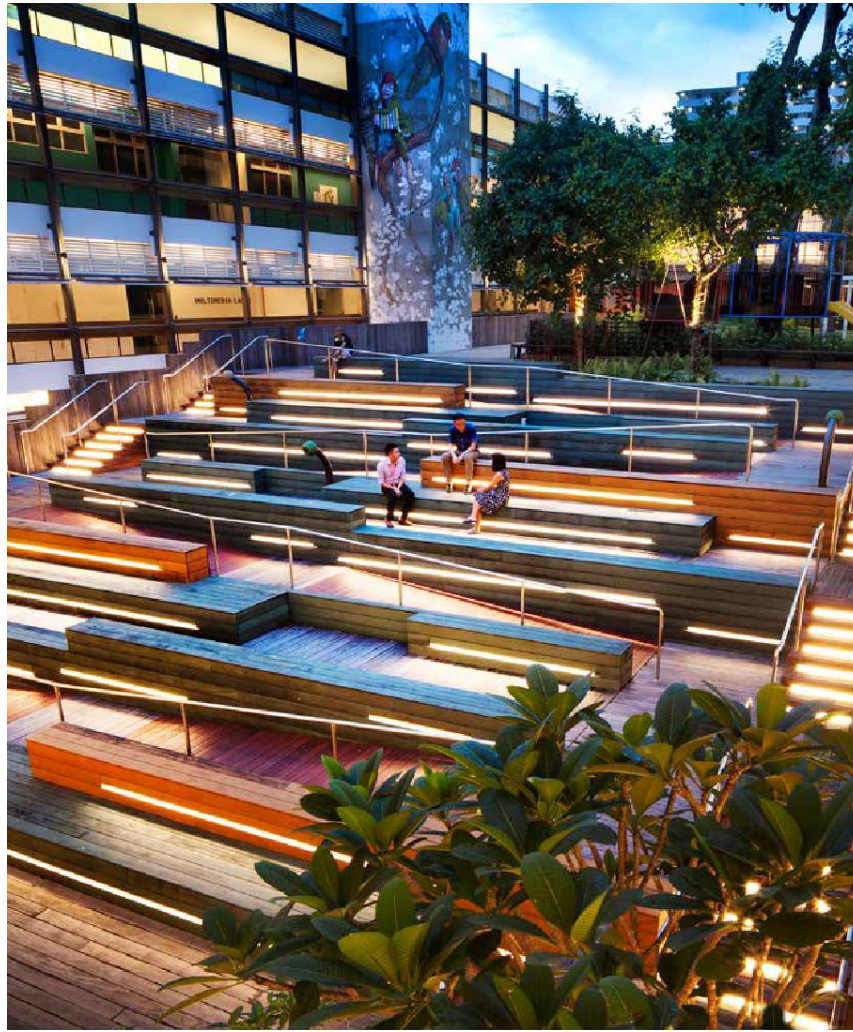




What can we do to spread more love?

## Unexpected Love

### Case Study: Inclusive Amphitheatre at Enabling Village. Community Greens. Pop up Exhibitions.







# What's Next?

Designing  
interventions for  
Loveability



What's Next?

## Designing interventions for Loveability



### CHALLENGE 1

**HOW MIGHT WE SUPPORT SENIORS IN LOVING THEIR NEW NEIGHBOURHOODS, AS THEY MOVE FROM THEIR OLD HOMES?**

at TANGLIN HALT



### CHALLENGE 2

**HOW MIGHT WE USE VISUAL ARTS TO HELP PEOPLE FORGE LOVABLE CONNECTIONS TO NEIGHBOURHOODS?**

at NATIONAL GALLERY







# Would You Like To Create More Love in Your City?


Download the full report







# Contact Us

111 Middle Road  
National Design Centre  
Singapore 188969  
Tel +65 6837 9324

 [www.designsingapore.org](http://www.designsingapore.org)

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