



Monetary Authority
of Singapore



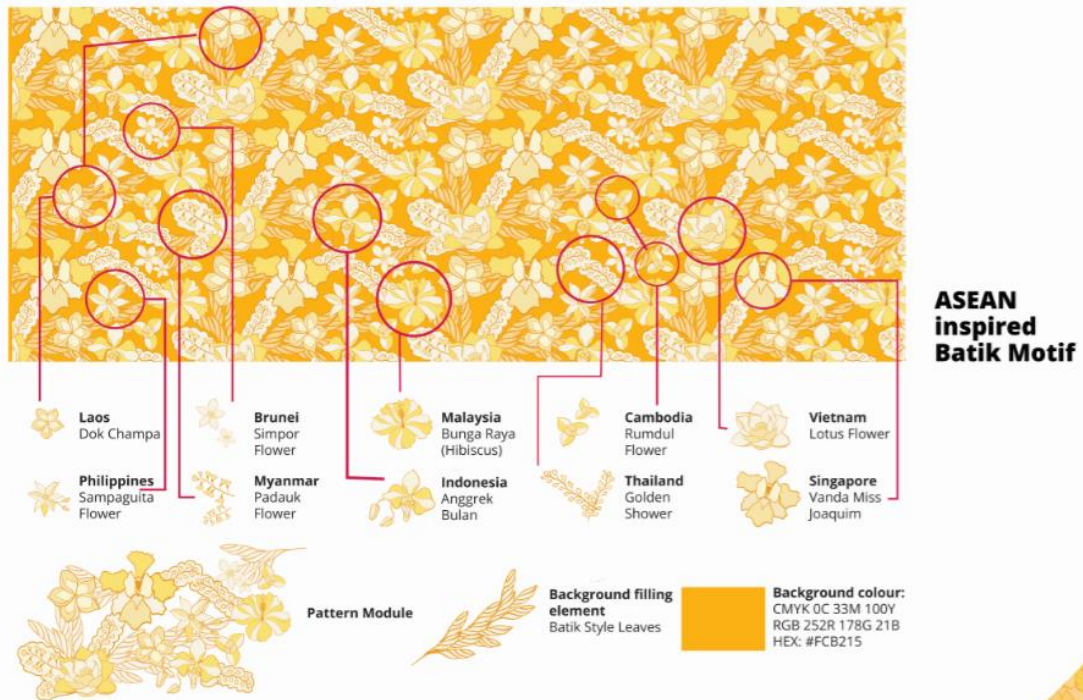
Powering Your Business Events

Annex A – Details of ASEAN-themed design



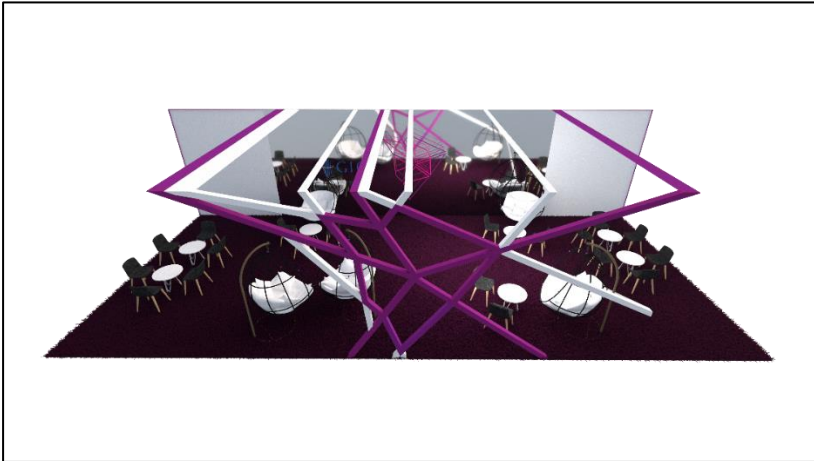
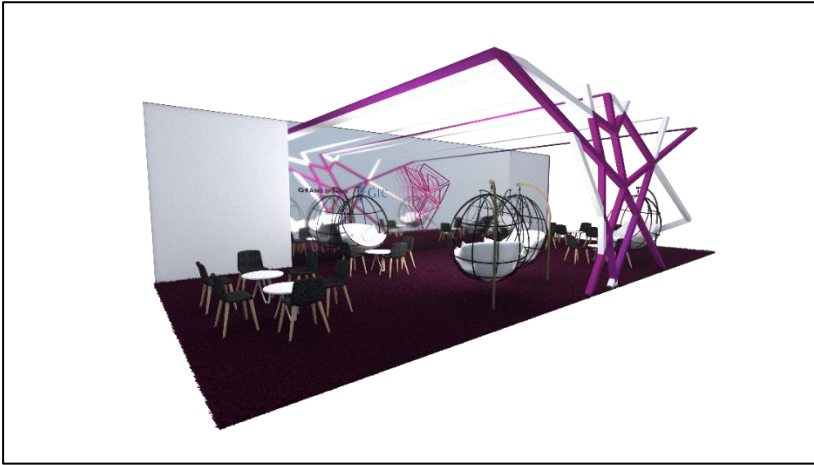
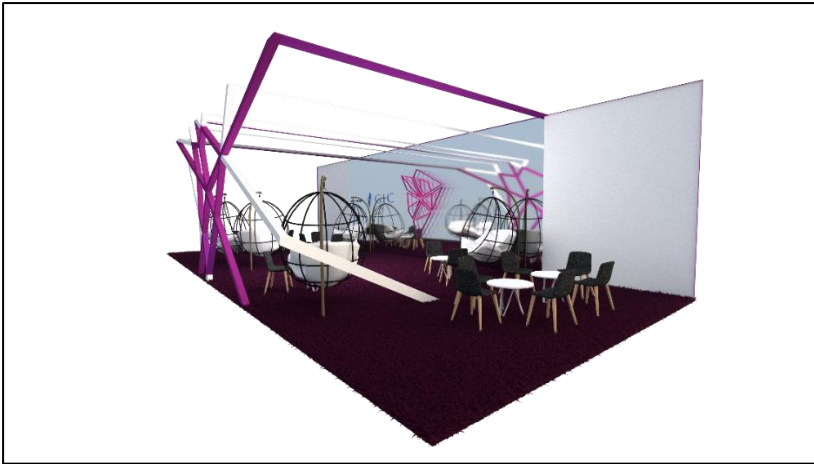
Featured across all elements of the Festival is an ASEAN-themed Batik Motif commissioned and conceptualised by MAS, with creative direction from Daniel Boey, Singaporean fashion director, lifestyle curator and show producer. The motif was designed by twin sisters Santhi and Sari Tunas of Binary Style.

SFF2018 - KEY VISUAL



The design stitches together national flowers of all 10 ASEAN countries, namely the Simpor Flower from Brunei, Rumdul Flower from Cambodia, Anggrek Bulan from Indonesia, Dok Champa from Laos, Bunga Raya (Hibiscus) from Malaysia, Padauk Flower from Myanmar, Sampaguita Flower from Philippines, Vanda Miss Joaquim from Singapore, Golden Shower from Thailand, Lotus Flower from Vietnam.

Inspired by the unique cultures and designs of Southeast Asia, Daniel Boey and his team have also specially designed the ASEAN-themed Expo lounges, Conference lounge and the Open Mic Stages. Traditional elements such as textile designs, rattan furnishings and padi fields found in the ASEAN region can be found in these spaces, alongside an artistic reinterpretation of the official 2018 ASEAN logo re-imagined as spatial design.



These venues invite delegates and visitors to come together in an appreciation of the unique cultures found in the ASEAN playground, interpreted through the eyes of Singapore's creatives.