

Annexe A - Industry partners' quotes: Singapore Polytechnic's Media, Arts & Design (MAD) School

"As Singapore's design industry matures, there is a growing need for stronger thought and practice leadership, particularly in emerging areas such as transdisciplinary design. Singapore Polytechnic's Media, Arts & Design School has been exploring this space for some time, making this a natural partnership for us. As a trade association, DBCS sees this collaboration as an opportunity to help shape the future of the industry- by nurturing the right mindsets, advancing meaningful conversations, and creating platforms where educators, practitioners and students can come together to collectively develop the design industry of tomorrow," said **Mr Hong Khai Seng, President, Design Business Chamber Singapore.**

"Partnering with Singapore Polytechnic represents a meaningful opportunity to shape the future of storytelling. As our international headquarters is located in Singapore, we recognise the importance of investing in local talent and providing them with the specialised skills to thrive. We look forward to working with the next generation of creators to develop compelling content that resonates both at home and internationally," said **Mr Timothy Oh, General Manager, COL Group International.**

"This partnership allows us to work very closely with Singapore Polytechnic and its students, giving them direct exposure to SGGa's diverse games ecosystem, from international studios and indie start-ups to publishers and game service providers. This breadth of industry perspectives is critical in preparing young talent to be truly industry-ready. To thrive in today's games landscape, students must be equipped to engage with real-world challenges, global practices, and the realities of the industry beyond the classroom," said **Mr Don Baey, Chairperson, Singapore Games Association.**

"This collaboration with So Drama! Entertainment and Singapore Polytechnic marks an important step in shaping the future of immersive media in Singapore. By uniting creative talent, emerging technology and industry expertise through the Immersive Games Studio, we are building a launchpad for the next generation of digital storytellers and innovators who will shape the future of interactive entertainment in Singapore and beyond," said **Mr Melvin Kuek, Executive Director, So Drama! Entertainment.**

"The Riot Factory was the logical next step in the collaboration between Bloomr.SG and the MAD school at SP. After more than 5 years of close relationship and collaboration in bringing to the industry some of the country's most promising new creatives, this space will bring new opportunities for creativity and operationalisation of success, while being a safe third space for imagination and community within the creative environment of Singapore," said **Mr Diogo Martins, Lead, Bloomr.SG**