

DESIRE LINES PTE LTD – SUMMARY OF PORTFOLIOS AND PAST PROJECTS

S/No	Client Name	Year	Summary of Project	Relevant Transformation Pillars
1	National University of Singapore	2021 (ongoing)	Invited to revise the Singapore Pavilion @ Venice Biennale of Architecture design and develop video and digital content. Engaged international KOLs and curators to propose collaborative design/ blended public programmes.	Processes Products
2	Participate In Design	2019 (ongoing)	Holistic review of business practices to assess strategic development aims, programmes and operations, and conduct workshops with the organisation's leadership to co-create long-term vision and strategy	People Processes
3	DesignSingapore Council	2019	Conducted co-creation workshops and interviewed key stakeholders to review Singapore Design Week (SDW). Proposed concept and implementation plan for SDW 2.0, aligned with identified goals and industry benchmarks	People Processes Products
4	DesignSingapore Council	2019	Conducted cultural and international case studies and stakeholder outreach and consultation to co-create spatial and cultural strategy for the National Design Centre's transformation under new leadership	People Processes
5	Web Earth	2017	Conducted holistic review of consultancy's business practices to refine market positioning and update organisational structure. Facilitated international cultural connections for business leadership	People Processes

Availability for Phase 3 of OTG – Project Implementation Phase	YES
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