



PRESS RELEASE | FOR IMMEDIATE RELEASE

DEZIGN FORMAT'S YEAR-IN-REVIEW OUR HIGHLIGHTS IN 2025

An annual overview of Dezign Format's key achievements and accomplishments in the past year.



The team at Dezign Format gathered at the SGX IPO Arena to witness the Group's Listing Ceremony on SGX-ST.

Singapore (24 December 2025) – As the year draws to a close, the team at Dezign Format celebrates a year of purposeful growth and shared successes, including the recognitions and achievements that have defined our journey.

Anchoring this year of progress was a defining milestone – on 15 August 2025, the company was officially listed on the Catalist board of the Singapore Exchange (SGX-ST) as Dezign Format Group Limited, a testament to the collective passion and resilience that continues to drive the team forward.



A ceremonial gong signalled the Group's official market opening on SGX Securities.

The listing marks a new chapter of growth for the company, reinforcing the team's strong governance framework and long-term vision, while strengthening our position to pursue new opportunities and deliver innovative, end-to-end design and build solutions for our clients.

Building on this strong foundation, the year was further distinguished by various industry recognitions of Dezign Format's creative vision and executional excellence. The Group's work was celebrated across multiple platforms, highlighting our reputation as a trusted and innovative design-and-build partner, while underscoring the dedication and expertise of the team behind every project.

1. MARKies Awards Singapore



The trophy was presented to Dezign Format on stage during the 16th edition of the awards ceremony.

Celebrated by top brands and agencies across Asia Pacific, the annual MARKies provides a platform to showcase unique and deserving works of brilliance in the region. The 16th edition of the MARKies Awards Singapore was held at Shangri-La Singapore on the evening of 15 May 2025 to honour outstanding campaigns in the marketing industry, selected by a distinguished panel of high-calibre, senior industry experts from reputable brands.

The team at Dezign Format was awarded a Silver accreditation in the Most Creative - Immersive Brand Activation category for the execution of the CHANEL Winter Tale campaign, an enchanting holiday brand experience that seamlessly combined storytelling, artistry, and innovation.

2. Singapore MICE Awards (SMA)



Dezign Format's Executive Director, Jonathan Chong (middle), received the SMA trophy on behalf of the company during the 3rd edition of the awards ceremony.

Recognising excellence across the MICE landscape, SMA honours organisations and individuals who exemplify innovation, creativity, and impact in advancing the industry. Organised by the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS), the 3rd edition of the awards ceremony was held on the evening of 24 July 2025 at the Sands Expo and Convention Centre to celebrate the achievements of key stakeholders across the MICE industry.

The team at Dezign Format clinched the Best Installation of the Year award for the Marina Bay Sands: Lunar New Year Décor 'The Legend of the Dragon Gate', a highlight of the 2024 Lunar New Year festivities that captivated audiences with its grand scale.

3. LowCarbonSG



Dezign Format has attained the LowCarbonSG logo for the second consecutive year as a certified participant in the programme.

In line with our commitment to creating experiences that celebrate innovation, responsibility, and a shared vision for sustainable excellence, Dezign Format is on board with LowCarbonSG for the second consecutive year, reinforcing the team's effort in aligning our work processes with industry-recognised sustainable standards.

A capacity-building initiative launched by the Ministry of Sustainability and the Environment in 2021, LowCarbonSG supports locally based businesses in monitoring and reducing carbon emissions as part of a broader journey towards decarbonisation, supporting a collective transition towards a low-carbon future.



With over three decades of track record in creating experiential activations and spaces, the team at Dezign Format consistently delivers award-winning experiences guided by a sustainable vision. Placing innovative design and expert craftsmanship at the heart of every endeavour, Dezign Format specialises in transforming visionary concepts into immersive, interactive spaces tailored to suit elaborate proposals.

1. Twenty3 Hospitality Suite - 2025 Singapore Grand Prix



The Suite, conceptualised and built by Dezign Format for the third consecutive year, featured a curated selection of celebrated dining experiences hosted at the venue for the first time this year.

The Suite upheld its hallmark of luxury hospitality, opulent in-house entertainment, award-winning culinary concepts, and detailed interiors, each themed to its annual edition. This year, the overarching visual direction followed the familiar to Twenty3 bright, bold and modern contemporary interpretation, dressing the Suite in a vibrant display of blooms.

Project Scope: Conceptualisation, Design, Fabrication, Installation and Dismantling, Project Management

Read more about the Twenty3 Hospitality Suite in detail on our [website](#).

2. Cartier Nature Sauvage High Jewellery Exhibition



Blending elements of nature, culture and luxury, the exhibition space was transformed into a multisensorial journey, bringing Cartier's iconic collection to life in bold, vivid, and imaginative forms.

Celebrating 30 illustrious years in Singapore, French luxury jeweller Cartier unveiled the third and final chapter of its Nature Sauvage high jewellery exhibition in the city, set within the historic Former Command House. Elegant and refined, the exclusive experiential showcase unfolded across six immersive rooms, each a testament to the Maison's storied craftsmanship and creative vision.

Project Scope: Fabrication, Installation and Dismantling, Project Management

Read more about the Cartier High Jewellery Exhibition in detail on our [website](#).

3. SingaPop! 60 Years of Singapore Pop Culture



The thematic exhibits in SingaPop! captured the nation's unique cultural imprint across music, film, television, fashion, language, and beloved culinary staples.

Crafted as an immersive, theatre-like experience, SingaPop! celebrated the vibrant and diverse culture of Singapore, commemorating the nation's 60th anniversary this year. Curated by national icon and Cultural Medallion recipient Dick Lee, the exhibition unfolded across multiple themed rooms, tracing the heritage of Singapore's rich multicultural society.

Project Scope: Multimedia Production, Fabrication, Installation and Dismantling, Project Management

Read more about SingaPop! in detail on our [website](#).

4. Marina Bay Sands: Christmas Décor 'The Nutcracker Christmas'



The festive showcase was further elevated by an immersive interplay of light and music through The Nutcracker Butler's Concerto, connecting the displays through light, colour, and sound.

This Christmas, the luxury integrated resort Marina Bay Sands paired the storytelling of the iconic tale The Nutcracker with its hallmark of excellence in luxury hospitality. Creating an immersive narrative through its themed concept, the showcase unfolded as a story led by the Nutcracker Butlers, presented through a series of bespoke festive decoration displays and installations.

Project Scope: Fabrication, Installation and Dismantling, Project Management

Read more about The Nutcracker Christmas in detail on our [website](#).



Throughout the year, the team at Dezign Format has continued to deliver impactful projects across a diverse portfolio, while strengthening client partnerships locally and regionally. Looking ahead, Dezign Format is well-positioned to build on the Group's strong foundation, with a clear focus on scaling business operations, enhancing the team's design and build capabilities, strengthening the company's overseas presence, and creating long-term value for clients, partners, and shareholders alike.

As the Group embarks on its next chapter, the team at Dezign Format remains steadfast in our commitment to sustainable growth, continuous innovation, and delivering excellence across the region, creating extraordinary experiences in Asia and beyond.

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ABOUT DEZIGN FORMAT GROUP LIMITED

Dezign Format Group Limited and its subsidiaries (the "**Group**") are involved in the business of events, exhibitions and décor services to customers in various industries, including those within the meetings, incentives, conferences and exhibitions ("**MICE**") industry. Its core businesses are categorised as follows: (a) Events, Exhibitions and Décor Services; (b) Commercial and Retail Fit-Out Services; and (c) Immersive Location-Based Entertainment and Experiences.

For the Events, Exhibitions and Décor Services business segment, the Group offers "end-to-end" design, fabrication, installation and project management services for events, exhibitions, festive decorations, museums, galleries and brand activation.

For the Commercial and Retail Fit-Out business segment, the Group provides interior fit-out services, specialising in the creation of interior spaces for commercial properties which are tailored to its customers' functional and aesthetic requirements. These services include but are not limited to the design and fabrication of pop-up stores, visual merchandising displays, and bespoke retail environments.

For the Immersive Location-Based Entertainment and Experiences ("**LBE**") business segment, the Group develops, licenses, and commercialises immersive LBE projects using both proprietary and third-party intellectual properties. Content from its LBE projects may also be leased and licensed to third parties, including intellectual properties co-owned with joint venture partners.

For more information, please visit www.dezignformat.com

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OUR ACCREDITATIONS

