

# **Spirit of Design Analogy (SODA)**

## **Gold Award (Installation Design)**

The installation was designed by Mr Tung Ching Yew of SODA and produced at Peranakan Museum Singapore to showcase eight Peranakan inspired fashion pieces. These were made by students of Nanyang Academy of Fine Arts, using self-illuminating materials, as one of the main attractions for the Singapore Night Festival 2015.

### **A Nebulous Discourse**

Intrigued by the astronomical transformation of Nebula, in which the interstellar cloud is formed from the remnants of a supernova. SODA envisaged a fantasy of intergalactic space that is defined with continuous light-emitting filaments. These self-illuminated threads connect knots within the “nebula” to form various constellations of imaginary high velocity electrons oscillating through space.

### **About SODA**

Spirit of Design Analogy is conceived to alter the design industry by defining every project with a distinct personality of its own. Being a third time winner of this prestigious international award, it has reassured of SODA’s distinct design methodologies. Established in the year of 2010 by Mr Tung Ching Yew and Mr Wilson Lee, SODA has been working on projects with MNCS of international portfolios, Tote Board (Singapore Totalisator Board), local SMEs such as Soo Kee Group, Kenko Holdings Ltd and many others.

For more information, visit [sodaweb.com.sg](http://sodaweb.com.sg)

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