



ASIA-PACIFIC SPACE DESIGNERS ASSOCIATION • PROFILE



01	INTRODUCTION
02	PRESIDENT'S MESSAGE
03	BOARD MEMBERS 2023-2025
04	MEMBER ASSOCIATIONS
05	APSDA AWARDS
06	APSDA PROFESSIONAL PRACTICE WEBINAR
07	APSDA GENERAL ASSEMBLY
08	ASIA PACIFIC INTERIOR DESIGNERS' ACCREDITATION PROGRAM (AP-ID-AP)
09	APSDA X FIND DESIGN FAIR ASIA
10	APSDA X IFI
11	MEMBERSHIP CATEGORIES



# INTRODUCTION

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The Asia-Pacific Space Designers Association (APSDA) is a gathering of national level design associations from the Asia and Oceania region. The Association inspires to nurture a better understanding of the different Asia Pacific regional cultures and encourage the exchange of Interior Design information and knowledge between its members for the advancement of this field to benefit regional societies at large.

Prior to its formalisation, APSDA existed as an informal alliance for over 19 years.

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## OFFICIAL REGISTRATION

In 2015, it was agreed by the Protem Committee for APSDA to be renamed as the “Asia-Pacific Space Designers Association”, and the formal approval of APSDA’s registration was obtained on 23rd January 2017 from the Registry of Societies in Malaysia.

In the approval, 8 national Asia-Pacific Interior Design bodies were officially registered as Founder Full Members of APSDA. They are:

| **Design Institute  
of Australia  
(DIA)**

| **Himpunan Desainer  
Interior Indonesia  
(HDII)**

| **Indian Institute  
Interior Designers  
(IIID)**

| **Japan Commercial  
Environmental Design  
Association (JCD)**

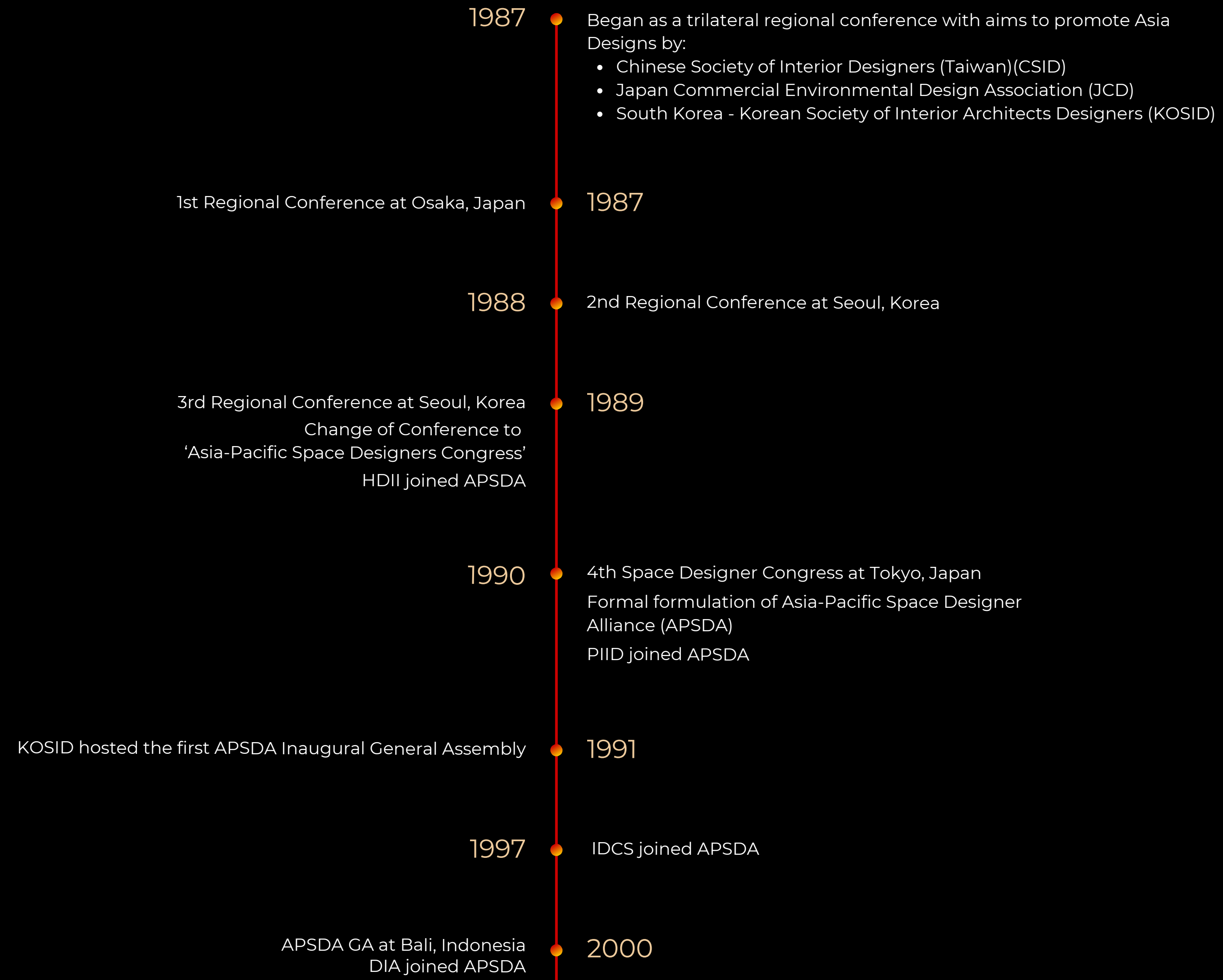
| **Malaysian Institute  
of Interior Designers  
(MIID)**

| **Philippine Institute  
of Interior Designers  
(PIID)**

| **Chinese Society of  
Interior Designers  
(Taiwan) (CSID)**

| **Thailand Interior  
Designers Association  
(TIDA)**

# APSDA TIMELINE



# APSDA TIMELINE



2014 ● Protem Committee appointed for the formulation of APSDA in Malaysia

Renamed to Asia-Pacific Space Designers Association ● 2015

2017 ● Formal approval of APSDA from the Registry of Societies in Malaysia with 8 Founding Members  
DIA    IIID    MIID    CSID  
HDII   JCD    PIID    TIDA  
Subsequently, HKIDA, JID, SIDS, IDCS joined APSDA

UIDM Joined APSDA ● 2018

2020 ● IDEA Nepal Joined APSDA

# OBJECTIVES

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The purpose of the Association is to contribute to the development of the human environment and culture through interior design and to render services for the advancement of the profession in the Asia-Pacific region.

The objectives of the Association shall include (but shall not limited to):

- To advocate for the profession of interior design at the highest regional platform
- To raise the standard and professional practice of interior design
- To improve and expand the contribution of interior design to society and culture within the Region
- To initiate efforts concerning health, safety, well-being, and the needs of societies within the Region
- To promote professional practice with respect to the regional economy, natural resources, and social responsibility
- To foster professional design policy for the Region; to improve and elevate the quality of life and the environment
- To spearhead interior design education policies in the interest of the Region



## Prof. Keat Ong

President  
 Asia-Pacific Space  
 Designers Association  
 (Term 2023-2025)

First and foremost, I must express my heartfelt honour and privilege to be elected by my fellow board members from the 14 national-level institutes as the president of APSDA for a second term. The last two years must have been a very hectic but fulfilling one for the last board as we pushed to achieve the key performance index we set ourselves for the betterment of the interior design industry and profession in the region!

APSDA is the alliance of 14 national-level institutes from 13 countries/ territories and has been the main professional body representing the ID profession in the Asia Pacific region since 1987.

There are many burning issues the profession is facing and APSDA strive to take on the bull by the horn and tackle the problems as a united front!

The Competency, Meritocracy Responsibilities and Disruptions of the ID profession are the 4 key areas which me and my board would like to ameliorate during our term.

**Competency:** During the last board term, APSDA has successfully launched the Asia Pacific Interior Design Accreditation Program (AP-ID-AP) preparatory stage in September 2023 and graced by Singapore's Minister of State for Trade & Industry, Ms. Low Yen Ling in Singapore. Therefore, one of the most important task for the current board will be the establishment of this unprecedented program that will change

the regional ID landscape forever. The program will run in parallel with the Mutual Recognition Arrangements (MRA) on Interior Design Services, which will facilitate greater mobility of interior design professionals within the Asia Pacific region and enhance exchange in the area of best practices, standards of interior design education, professional practices and qualifications.

**Meritocracy:** From a global standpoint, Asian Design as a whole has been way underrated, especially in the last 2 decades. There are many "crouching tigers and hidden dragons" in the region waiting to be appreciated and discovered! Thus, the biannual APSDA Awards was started in 2021 to uncover the best projects and most influential personalities in the Asia Pacific region. Critical Regionalism of the Asia Pacific Exercise (CRAPX) is an important movement we will be pursuing through series of programmes and activities to encourage the embracement of our diverse rich cultures and roots in order to bring out the uniqueness and true strengths of good Asian Design!

**Responsibilities:** As interior designers, we are professionals with responsibilities and duty of care to our clients, and even to the general public in many cases.

Living in this modern time, the ID profession needs to take on the extended mantle to do our part for the health of Mother Earth as well. As the regional platform, APSDA will take on the

role to promote and encourage Sustainable and Regenerative design alongside our allied professions to help reduce the negative impact created by the Built-environment industry as a whole!

**Disruptions:** With the advancements of technology and information in the name to improve humanity, many jobs and professions will start to evolve and even dissolve. The ID profession is in no special situation to avoid these onslaught of influxes. Things like Artificial Intelligence, Augmented Reality and Virtual Reality are just some of the possible disruptions that we call tools for now. What are some of the future possibilities and how can we, as a collective of great minds, help predict this paradigm shift before the sustainability of the profession is on the line? Moving forward, APSDA will be interested to engage industry experts and forward thinkers to share your views and ideas via our upcoming symposiums and activities!

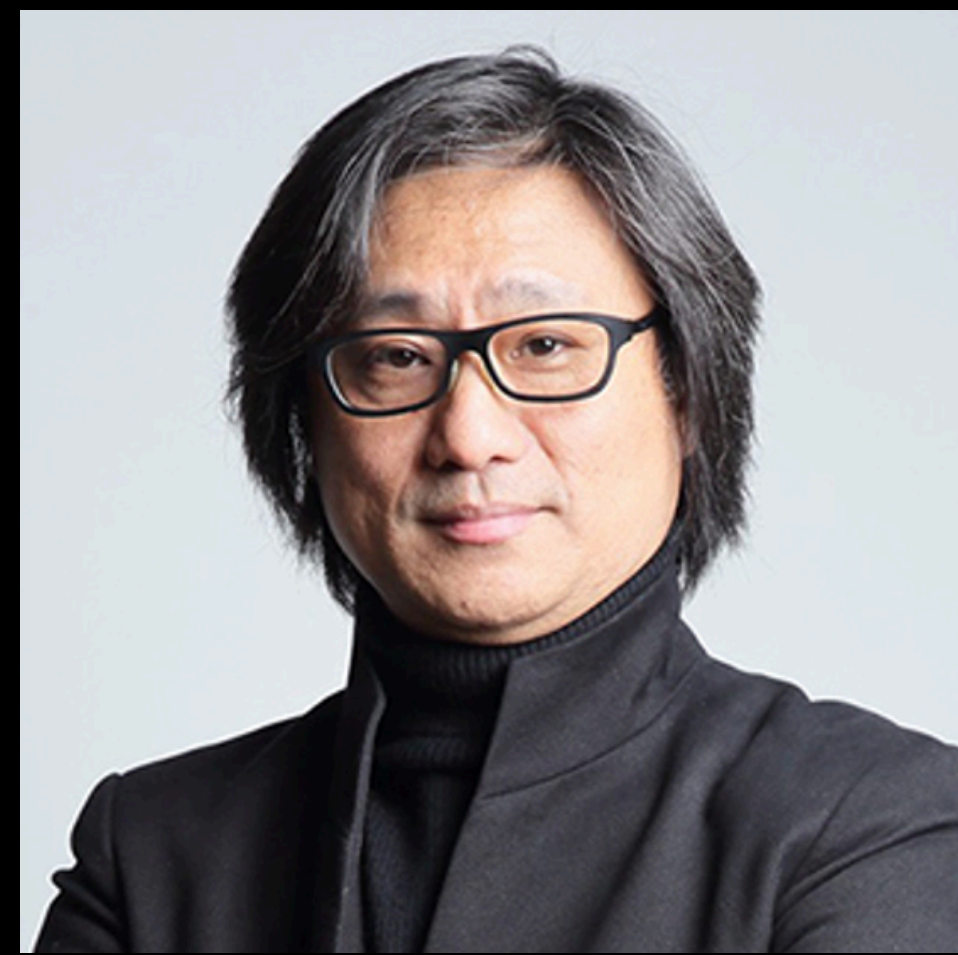
In conclusion, APSDA aims to expand not just on the width (of the participants), reaching out to the individual interior design professionals and partners, but also the depth (of the topics) that will impact the industry and profession. I would like to end this with a meaningful quote from another fellow designer, Robert L. Peters - "Design creates culture. Culture shapes values. Values determine the future."



**SINGAPORE**

**PRESIDENT**

PROF. KEAT ONG (SIDS)



**TAIWAN**

**DEPUTY PRESIDENT**

EMIL CHAO (CSID)



**PHILIPPINES**

**VICE PRESIDENT**

IDr MARIA VICTORIA  
ALMARIO - IVY (PIID)

# BOARD MEMBERS AND EXECUTIVE COMMITTEE



**HONG KONG**

**BOARD MEMBER**  
WESLEY LIU (HKIDA)



**INDIA**

**BOARD MEMBER**  
Ar. SAROSH WADIA (IIID)



**INDONESIA**

**BOARD MEMBER**  
ROHADI SUMARDI (HDII)



**JAPAN**

**BOARD MEMBER**  
MASANOBU TAKEISHI (JCD)



**JAPAN**

**BOARD MEMBER**  
KOJI SAKAI (JID)



**SOUTH KOREA**

**BOARD MEMBER**  
KIM SUK-KYUNG



**MALAYSIA**

**BOARD MEMBER**  
IDr. LAI SIEW HONG (MIID)



**MACAO**

**BOARD MEMBER**  
FU JUN (UIDM)



**NEPAL**

**BOARD MEMBER**  
SHYAM BAHADUR  
SHRESTHA (IDEA NEPAL)



**THAILAND**

**BOARD MEMBER**  
TANYA SUVANNAPONG  
(TIDA)

# BOARD MEMBERS AND EXECUTIVE COMMITTEE



**THAILAND**

**SECRETARY GENERAL**

MONTIP LYNN  
ASSORATGOON



**MALAYSIA**

**HONORARY TREASURER**

IDr LEONG TA WAH



**MALAYSIA**

**ACOF CHANCELLOR**

Ar. IDr. CHRIS YAP SENG CHYE

**FULL MEMBER**

<b>Australia</b>	Design Institute of Australia (DIA)	<b>Malaysia</b>	Malaysian Institute of Interior Designers (MIID)
<b>Hong Kong</b>	Hong Kong Interior Design Association (HKIDA)	<b>Nepal</b>	Interior Designers Association of Nepal (IDEA Nepal)
<b>India</b>	Institute of Indian Interior Designers (IIID)	<b>Philippines</b>	Philippine Institute of Interior Designers (PIID)
<b>Indonesia</b>	Himpunan Desainer Interior Indonesia (HDII)	<b>Singapore</b>	Society of Interior Designers, Singapore (SIDS)
<b>Japan</b>	Japan Commercial Environmental Design Association (JCD)	<b>South Korea</b>	Korean Society of Interior Architects Designers (KOSID)
<b>Japan</b>	Japan Interior Architects/Designer Association (JID)	<b>Taiwan</b>	Chinese Society of Interior Designers (CSID)
<b>Macao</b>	Union of International of Design Macao (UIDM)	<b>Thailand</b>	Thailand Interior Designers Association (TIDA)

**ASSOCIATE MEMBER**

<b>Vietnam</b>	Vietnam Interiors Association (VNIA)	<b>Yunnan, China</b>	Yunnan Interior Design Industry Association (YNID)
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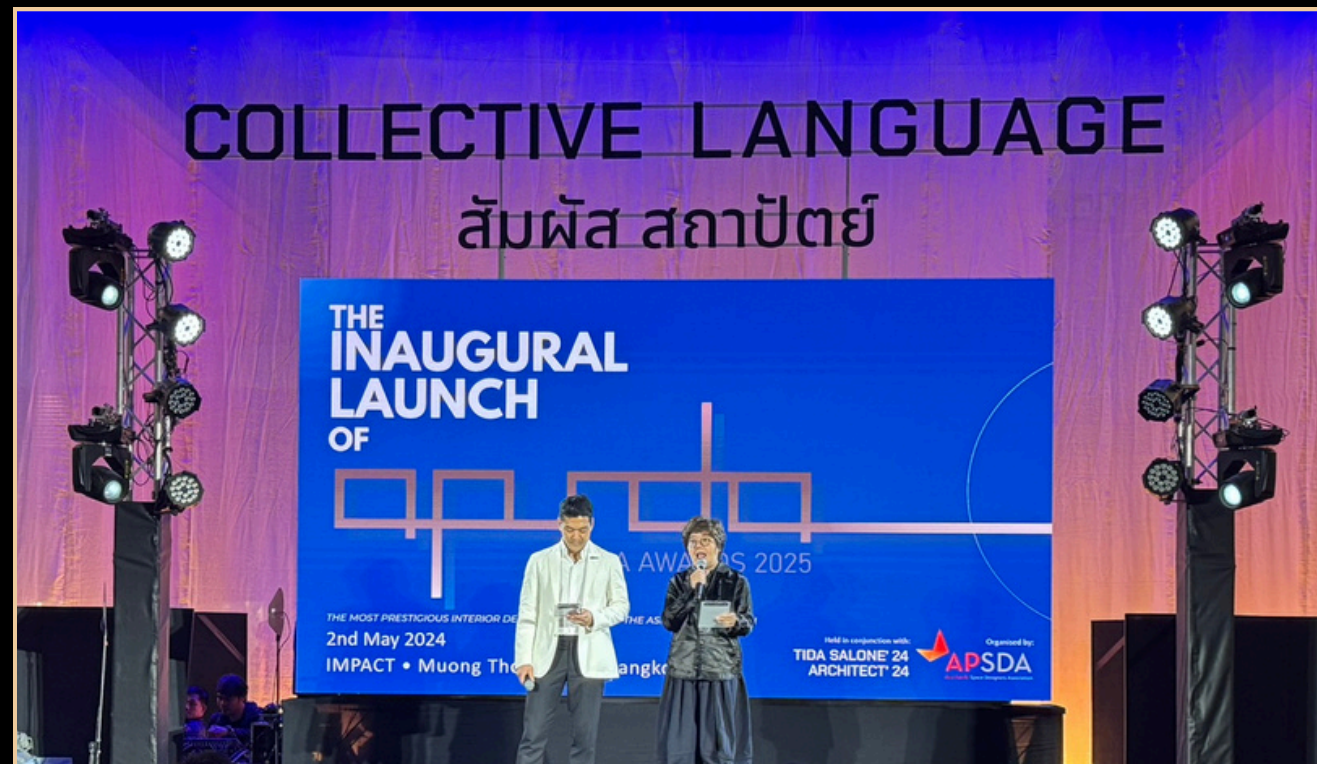


Introduced in 2021, the APSDA Awards is a biennial interior design award that seeks to recognize the best and brightest designers in the industry, for their outstanding projects and professionalism as well as their contribution to furthering the field of interior design.

APSDA Awards 2023 submission was open from 17 February 2023 to 17 August 2023 and the Awards Presentation Ceremony was held during the APSDA Awards Gala Dinner 2023, 28 October 2023 at KLCC Convention Centre with participants from the Asia Pacific region.



# APSDA AWARDS: PHYSICAL LAUNCH



## BANGKOK, THAILAND

The APSDA Awards 2025 Launch in Bangkok, Thailand was held in conjunction with the TIDA Salone 2024 and Architect Expo 2024 on 2 May 2024.



## KUNMING, CHINA

The APSDA Awards 2025 Promotional Launch in Kunming, China in conjunction with 2024 14th Yun Nan International Building and Decoration Expedition of the was held on 11 May 2024.



## MANILA, PHILIPPINES

The preview of APSDA Awards 2025 was held in conjunction of the Manila Interior Design Summit 2024 by the Philippine Institute of Interior Design on 20 July 2024.

Introduced in 2022, the APSDA Professional Practice Webinar is an online design update seminar with an objective of collectively increasing the cross cultural knowledge and competency of the designers in the industry within the Asia Pacific Region.

Partnering 2 to 3 countries or territories, the webinar focuses on key issues that affect the interior and space design practices.

Continuing Professional Development (CPD) Points are applicable to respective countries and territories that adopts the system.

**APSDA WEBINAR**  
**UNIVERSAL DESIGN**

8th June 2023 | 3PM - 5PM (UTC +8)  
CPD Points will be awarded.

Scan to register

**SPEAKER**  
**Annette Lee - Esparaz**  
Founder of TAV (Touch the Artist's Vision)

**SPEAKER**  
**Ar. Jamie Silva**  
APEC (Asia Pacific Economic Cooperation) Architect

**MODERATOR**  
**Francis Surjaseputra**  
Founder and Director, PT Surya Lima Putra

Supporting Organization

Logos: SIDS, IIDA, HKIDA, CSID, HDII, JCD, KOSID, Design Institute of Australia

**WEBINAR**

**INTERIOR DESIGN UPDATES ON TECHNOLOGY AND HEALTHCARE FACILITY**

THURSDAY  
11 AUG 2022

2.30PM - 4.30PM (GMT +8)

ZOOM

**SPEAKER:**  
**MR. NICHOLAS MERROW-SMITH**  
Principal  
MerrowSmith Design Partnership Pte Ltd

SCAN TO REGISTER >>

For more info, please visit [www.apsda.org](http://www.apsda.org) or contact us at [secretariat@apsda.org](mailto:secretariat@apsda.org) / 016 209 3964

A screenshot of a Zoom webinar grid showing multiple participants. The grid includes:

- Ar. Jaime Silva
- APSDA Secretariat
- Francis Surjaseputra
- Ms Annette Lee Esparaz
- Mary Grace Hernandez
- Prof. Keat Ong
- IDr Joy Ejercito
- IDr Lilia de Jesus
- APSDA Secretariat
- Rohadi Sumardi
- Ar. Jaime Silva
- Luthfi Hasan

Ever since the formalization of APSDA in Malaysia, General Assemblies has been held yearly at countries and territories of our member associations. Presidents and representatives of interior designer associations from 14 different countries/territories gathers together for discussions centered around strategies to uplift the interior design industry in the Asia Pacific region to better achieve objectives of APSDA.



\*APSDA 7th General Assembly



\*APSDA 7th General Assembly



\*APSDA 7th General Assembly



\*APSDA 6th General Assembly



\*APSDA 6th General Assembly

The official announcement was made with a launch ceremony graced by Singapore's Minister of State for Trade & Industry, Ms Low Yen Ling, during the FIND Design Asia Fair 2023 exhibition held at the Marina Bay Sands, Singapore in the presence of the Board Members of APSDA.

AP-ID-AP is a collaborative initiative undertaken by leading interior design associations who are members in APSDA who already have existing accreditation programme in place. With a shared commitment to advancing excellence in interior design education, AP-ID-AP aims to create a comprehensive and standardized framework for accreditation, evaluation, and continuous improvement of interior design programs.



**Key objectives** of the Asia Pacific Interior Designers' Accreditation Program include:

1. Enhancing Educational Quality
2. Ensuring Global Competitiveness
3. Fostering Collaboration
4. Continuous Improvement

# ASIA PACIFIC INTERIOR DESIGNERS' ACCREDITATION PROGRAM (AP-ID-AP): PHYSICAL LAUNCH



## MARINA BAY SANDS, SINGAPORE

Official announcement and launch ceremony was held in conjunction of FIND Design Fair Asia 2023 in Marina Bay Sands, Singapore on *22 September 2023*.



## SHANGHAI, CHINA

Phase 1 launch of the Asia-Pacific Interior Designers' Accreditation Program (AP-ID-AP) at Portmix, Shanghai on *28 March 2024*.

# ASIA PACIFIC INTERIOR DESIGNERS' ACCREDITATION PROGRAM (AP-ID-AP): PHYSICAL LAUNCH



## KUNMING, CHINA

The promotion of Asia-Pacific Interior Designers' Accreditation Program in Kunming, China was held on *11 May 2024*.



## MANILA, PHILIPPINES

Phase 2 launch of the Asia-Pacific Interior Designers' Accreditation Program (AP-ID-AP) at Manila Interior Design Summit 2024 on *20 July 2024*.



# IFI World Interiors Day APSDA - IFI WID 2022 Regional Roundtable Dialogue



For the first time, APSDA partnered with the International Federation of Interior Architects/Designers (IFI) to organise a regional roundtable dialogue themed "Pride of the Past, An Incentive for the Future".



















## IFI WORLD INTERIORS DAY APSDA-IFI WID 2022

Regional Roundtable Dialogue  
*Pride of the Past, An Incentive for the Future*

Saturday 28 May 2022 | Zoom  
9:00 - 10:30pm (GMT+8) | 9:00 - 10:30am (GMT-4)


FEATURING IFI & APSDA LEADERSHIP  
w/ Industry Sustainability Expert

**MODERATOR**

 Shashi Caan, FoIFI (USA) IFI Chief Executive Officer IFI President 2009-2014	 Emrah Kaymak (Turkey) IFI President 2022-2024	 Tatu Ahlroos (Finland) IFI President-Elect 2022-2024	 Titi Ogufere (Nigeria) IFI Past President 2022-2024	 Keat Ong (Singapore) APSDA President	 Emil Chao (Taiwan, ROC) APSDA Vice President
 Gavin Campbell (Australia) APSDA Board Member	 IDr. Lilia De Jesus, FoIFI, FPIID (Philippines) APSDA Board Member	 Wesley Liu (Hong Kong, China) APSDA Board Member	 Hiroyuki Niwa (Japan) APSDA Board Member	 Bindra K. Pradhan (Nepal) APSDA Board Member	 Rohadi Sumardi (Indonesia) APSDA Board Member
 Ar. IDr. Chris Yap (Malaysia) APSDA Board Member	 Ar. Jabeen L. Zacharias (India) APSDA Board Member	 Vachira Thanmathikom (Thailand) APSDA Secretary General	 IDr. Leong Ta Wah (Malaysia) APSDA Honorary Treasurer	 Mesa Nopakun (Thailand) TIDA Representative	 Ace Le, WELL AP (Singapore) Discussing Shaw Contract's People Together, Planet Forever

**INDUSTRY EXPERT SUSTAINABILITY**

CO-ORGANIZED BY  
 APSDA |  International Federation  
of Interior Architects/Designers

  
ifiworld.org | staff@ifiworld.org  
Event info & contact: apsd.org | secretariat@apsda.org

JOIN US!



# BE ONE OF THE MOVERS IN ASIA PACIFIC'S DESIGN FRATERNITY!

Asia-Pacific Space Designers Association (APSDA) represents a united voice of the space and interior designers from the Asia Pacific region. With 13 association member strong covering ten of thousands of designers residing in our part of the world, the membership will provide you with an opportunity to network and share ideas or experiences with other industry peers.

## 4 Key Reasons Why You Should Join Us

01

### **International & Regional Affiliation**

Be part of Asia Pacific's largest designers movement and be seen in the forefront of championing an important cause for the industry.

02

### **Networking Opportunities**

Meet fellow industry colleagues from regional countries and territories where we nurture business collaboration across borders.

03

### **Professional Development**

Engage in education seminars, conferences and events where we share the latest in innovation, technology and processes on how we can further develop our professional career.

04

### **Exclusive Members Only Programme**

Enjoy special member's rate when participating in APSDA or our Association Members organised events and programmes



# MEMBERSHIP CATEGORIES



## FULL MEMBER

**US\$ 600.00**

ENTRANCE FEE:  
**US\$1000**

- Open to professional association who is representing the interior or spatial design profession the country/territory - national level
- Must be a legally registered association with their respective governmental body with at least 3 years in existence
- Comes with voting rights
- To meet the requirements of representativeness and professional standing established by APSDA.

## ASSOCIATE MEMBER

**US\$ 600.00**

ENTRANCE FEE:  
**US\$1000**

- Open to professional association who is representing the interior or spatial design profession from the city, province or state level.
- Open to non-national or governmental body.
- No voting rights for Associate Member category.

## EDUCATIONAL MEMBER

**US\$ 600.00**

ENTRANCE FEE:  
**US\$500**

— Institutions of higher learning, interior design schools and national bodies that are involved in the teaching, researching and development of interior design within the Region.

— No voting rights.

— Eligibility: Only post-secondary schools whose curriculum meets the Minimum Standards for Interior Design Education are eligible.

— Programmes must be 4 years minimum length (exemptions granted under certain circumstances after consultation with APSDA Secretariat)

— The Schools must have regularly published bulletin/catalogue listing admission requirements, courses, tuition, duration, facilities and other pertinent information about the school and its Interior Design curriculum. If not already covered in the published bulletin or catalogue, a list of faculty members and their qualifications must be submitted to APSDA upon application

## COMMON PRACTICE

**US\$ 600.00**

ENTRANCE FEE:  
**US\$500**

— Interior design consultancy firms registered with the relevant institutes/associations of interior design that operate within the Region.

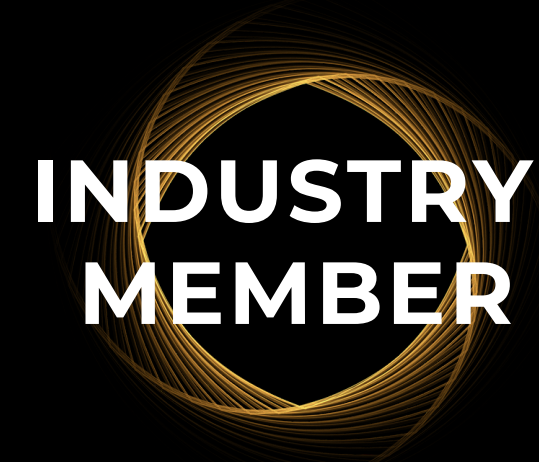
— No voting rights

— Eligibility: Firm that is either a sole proprietor or partnership or body corporate that is solely involve in the business of Interior Design consultancy services which operates in the Asia-Pacific region and a member or registered with a Full member of APSDA.

— To provide the firm's organization structure, company's information and curriculum vitae or profile that clearly describe the ownership, resources, scope of services and list of projects completed by the firm.



# MEMBERSHIP CATEGORIES



## INDUSTRY MEMBER

REGIONAL  
**US\$2,600.00**

INTERNATIONAL  
**US\$5,100.00**

ENTRANCE FEE:  
**US\$2500**

— Multi-national companies or corporations that have operational offices within the Region and who are committed to the values and advancement of the interior design industry.

— No voting rights.

— Eligibility: Companies or Corporations that is involved in the business of marketing and manufacturing of products or materials or finishes within the Interior Design industry and companies that are involved in the construction of interior works.

— Able to provide brochures/profiles of products/work and describe the quality and type of products or scale of projects completed

— Must register their interest in being a member of this category with a Full Member of APSDA

# JOIN US!

BE ONE OF THE MOVERS IN ASIA PACIFIC'S DESIGN FRATERNITY

## CONTACT US

Suites T111, 3rd Floor,  
Centrepoin, 3 Lebu, Bandar Utama,  
Bandar Utama, 47800 Petaling Jaya,  
Selangor, Malaysia

+603 8408 1988

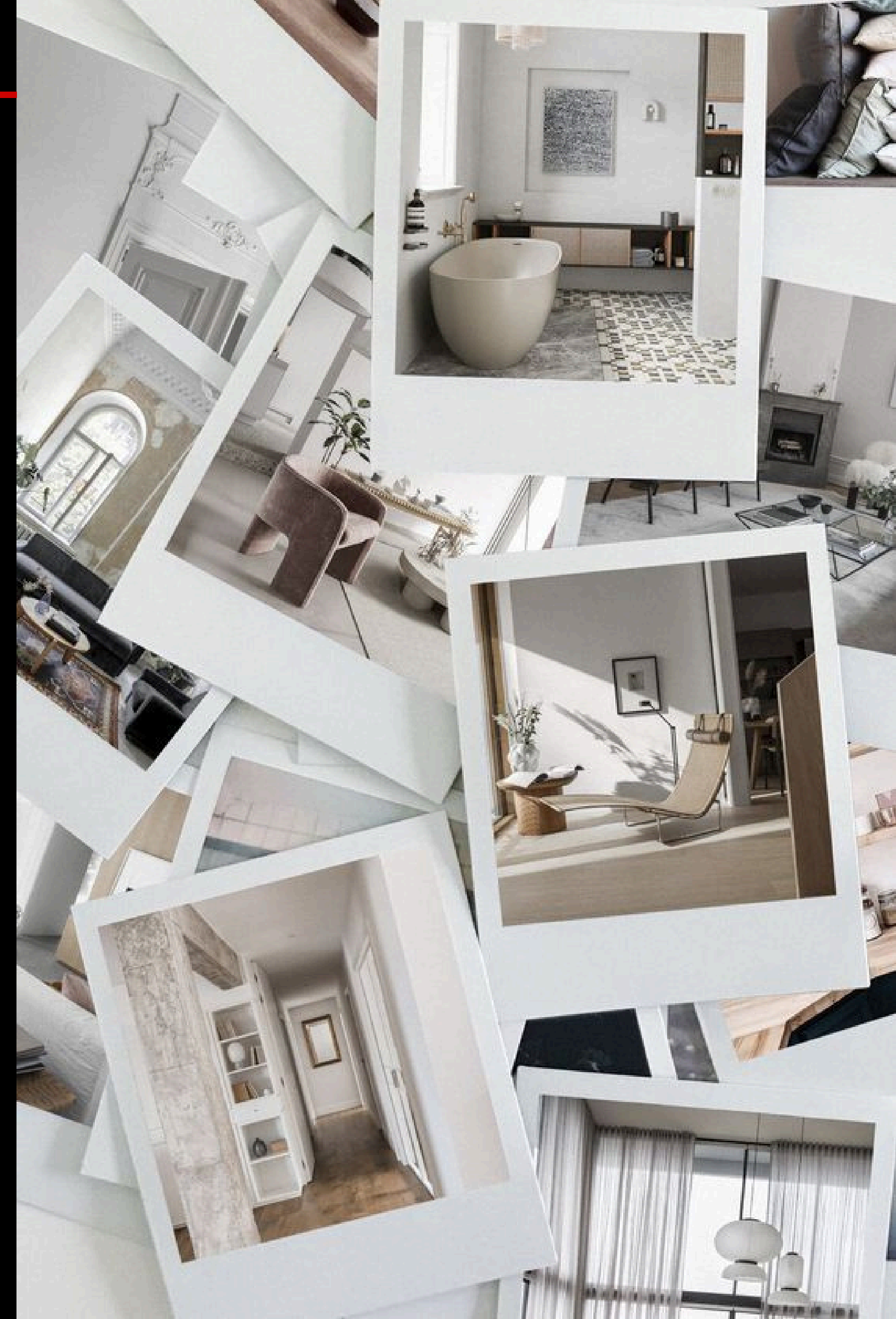
[secretariat@apsda.org](mailto:secretariat@apsda.org)

[www.apsda.org](http://www.apsda.org)

# The *Growing* Asean Market *Opportunity*



ASIA-PACIFIC SPACE DESIGNERS ASSOCIATION





- Economies of Scale.
- Leverage our 14 Strong Member Association from different Asia/ Pacific nations.
- Commercialize the value proposition.



- The Power of the Collective as Interior Design Influencers.
- Pitch to one, pitch to all.
- Instead of talking locally, talk regionally.

Added value coalesces  
to *real value*.  
*Monetize the value proposition.*  
Through Data.  
Data to *influence purchases*.



How are the markets best served?  
Point of entries are the *established A/B market.*



Is the aspirational market underserved?  
*Expand the market to B/C*

Select your fabric

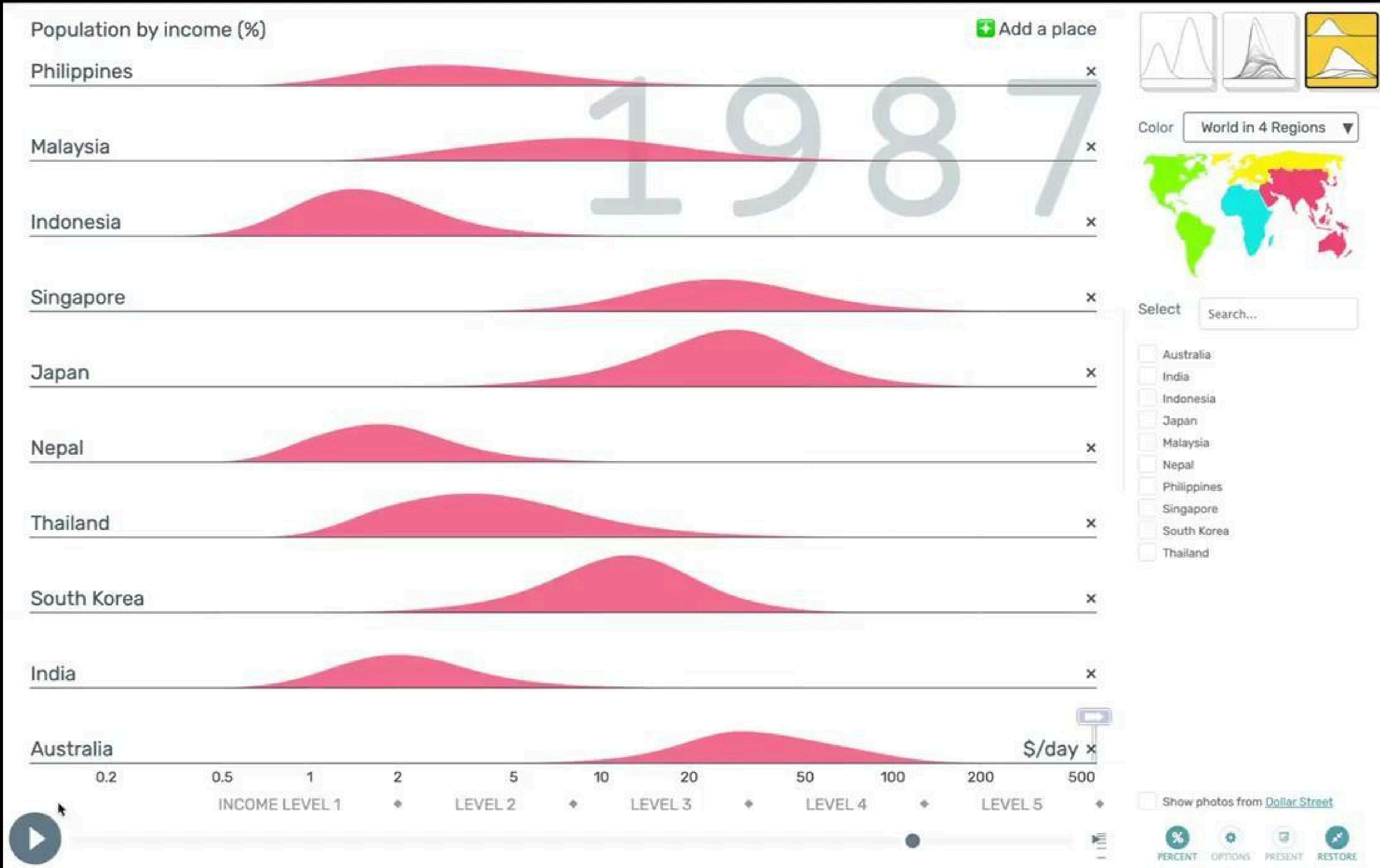
③ Add the finishing touches



Find the *sweet spot*.

What are the common objectives of Industry Partners in the region? Innovative match making. Interior Designers/ Projects/ Products.

*Now, how does that look like?*



## The *Strategy*

\*Data on European exports to the ASEAN is scarce

- Focus on showing growth of the demand side (high-net worth market and aspirational market) as an indicator of the customer base growth
- Aspirational market (upper middle class/upwardly mobile) use luxury goods as signals of the status they hope to attain/have attained



## The Summary

The various screenshots over time show us that the ASEAN is a strong growth market, that the wealthy are getting wealthier, and that their numbers are growing.

The market for the European partners is a growth market because of the constantly growing upwardly mobile, (newly wealthy or aspirational market) and established market.





**APSDA** will do well to be the *One Stop Shop* that cascades the *design dreams* and across the different geographies and *aspirations* economies.



*we* are who *we* are, where *we* are!

THE **ASIA-PACIFIC SPACE DESIGNERS ASSOCIATION**