

Sustainability Design Competition 2018

re-think the prolific use of disposable take-away containers

TEMASEK POLYTECHNIC

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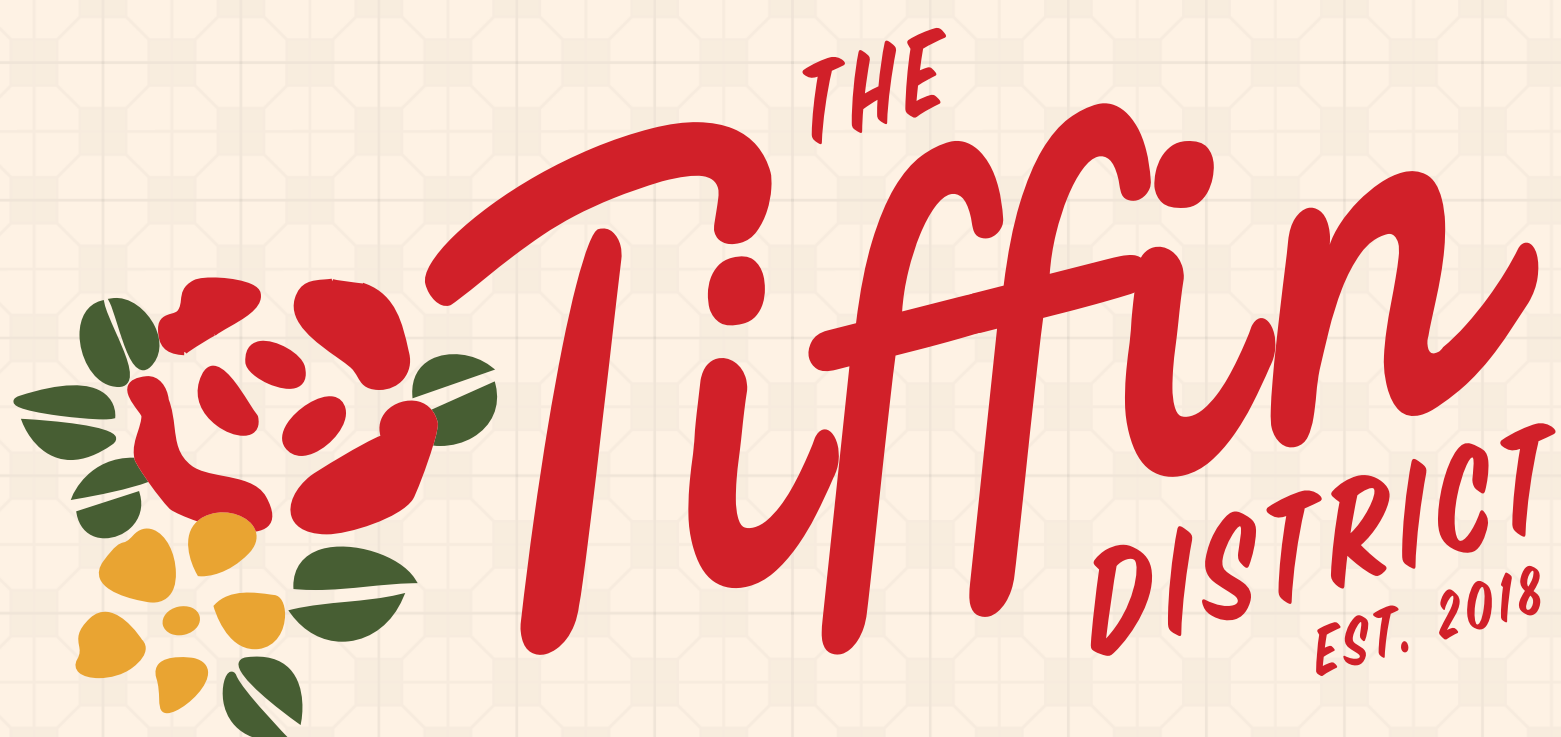
THE TINGKATS ARE BACK!



Tiffins can be customised during the ordering process or users can also purchase them from the web store. Cutlery bags with wooden and metal cutlery will be made available with every meal ordered.

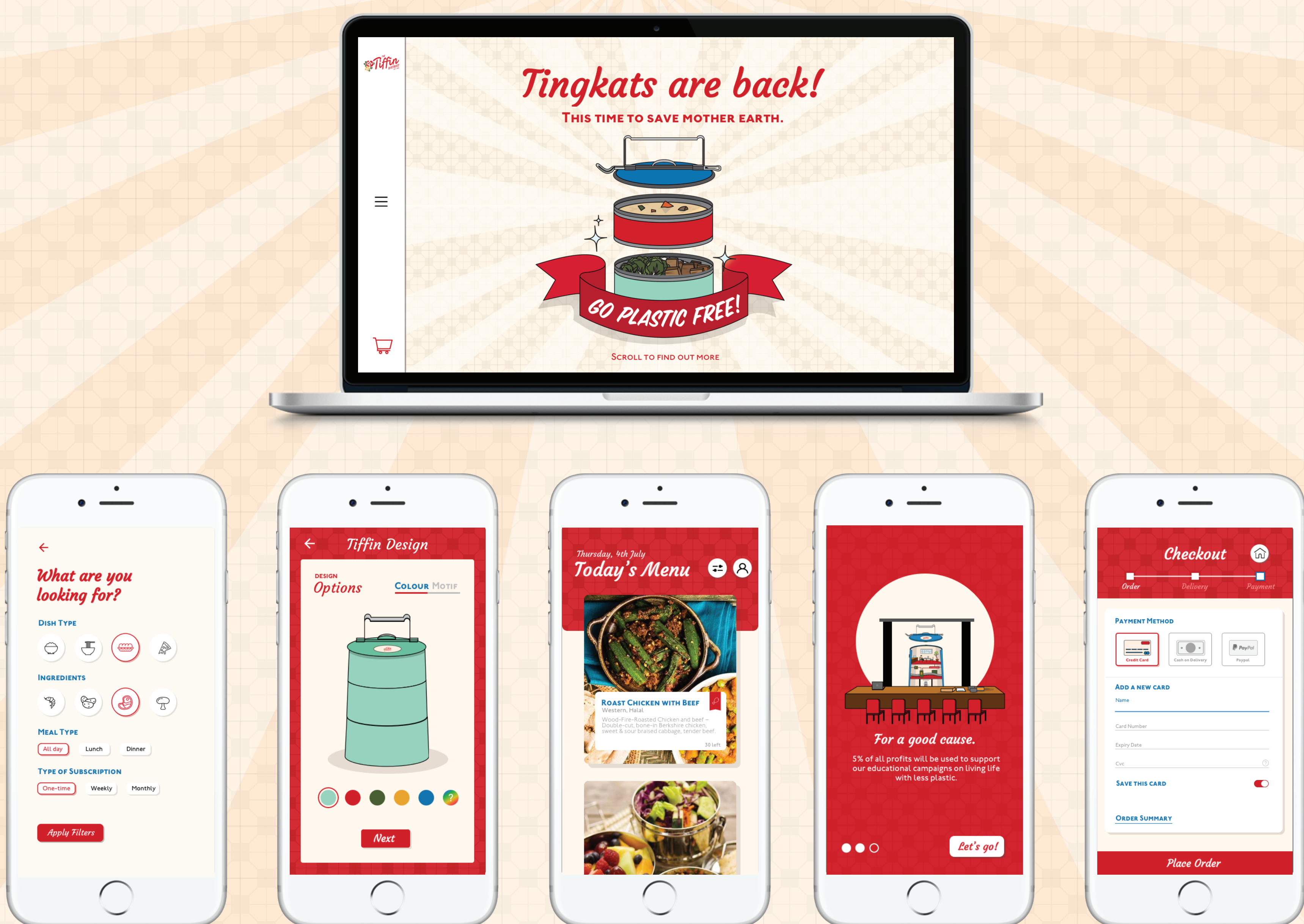


Printed collaterals and information leaflets will be released in two separate phases in order to reintroduce the tiffin delivery service to the community, and then educate them about the environmental benefits that come from utilising the service.



The Tiffin District is a tiffin-delivery service targeted at young working adults in the Central Business District (CBD). Unique to The Tiffin District's delivery service is that customers are not required to commit to subscription plans, as a limited number of meals are prepared each day. Tiffin containers, or colloquially referred to as "tingkat", produce zero plastic waste, leave a smaller carbon footprint and are more sustainable in the long run. We will like to make saving the environment a community effort, and what easier way to do this than to make it a part of our national past time-eating. We hope that through this brand, users will be able to do their bit for Mother Earth, while also benefitting their health and wallets!

We decided to brand The Tiffin District with an old-school nostalgic design concept, as we believe many young Singaporeans are in search of a national identity. Furthermore, the surge in the popularity of heritage brands in recent years makes this visual style very timely. As illustrator Lee Xin Li puts it, "The loss of the familiar in an ever-changing Singapore is one of the major reasons why Singaporeans are attracted to nostalgic objects".



These tiffin meals are available for order on the brand's website or mobile application, and will be delivered directly to customers in the CBD. The website also educates users about the sustainability of "tingkat" usage, the environmental damage caused by plastic waste and how the brand is doing its part to alleviate the effects of plastic waste.



Merchandise like tote bags and stickers can be purchased from the web store and serve as brand building collaterals. The range of stickers feature Singapore icons, food and landmarks.