



## **News Release**

31 August 2012

### **Kwek Leng Joo named American Creativity Association's Lifetime Creative Achievement Award recipient for 2012 – 2<sup>nd</sup> Asian amongst 14 global recipients since the Award launched in 1994**

Creativity is a value often underrated by many but in reality forms the basis of all that we do. "A business cannot thrive and progress without creative ideas and innovations. There is no limit to creativity in work and in life. In fact, creativity expands personal and business horizons, enhances branding and creates exceptional architecture and works of art for a gracious society." This is a conviction held by City Developments Limited (CDL) Managing Director Kwek Leng Joo who will be conferred the prestigious Lifetime Creative Achievement Award by the American Creativity Association (ACA) at a gala event this evening.

The Lifetime Achievement Award is the highest level of recognition by ACA to an individual whose life and career are characterised by extraordinary creative accomplishments that have substantially contributed to the betterment of society.

Mr Kwek will join the exclusive list of 14 recipients globally to receive this illustrious award since 1994. Previous recipients of the award include former astronaut and ex-US Senator John Glenn and Mind Mapping guru Tony Buzan.

"The power of creativity is the ability to transcend traditions and norms, transforming our thoughts and actions in all aspects of our lives. By creating meaningful and dynamic ideas and initiatives, we can bring about innovative change, thereby enriching the lives of individuals, businesses and the community. I am grateful and humbled to be bestowed this honour and take joy to have been in a position of positive influence and to pay it forward via various creative platforms," says Mr Kwek.

As the Managing Director of CDL, a property pioneer of close to 50 years old, Mr Kwek recognises creativity and innovation as an integral strategy to sustain market leadership and grow the business, and has made it one of the company's core values, and our mission is to offer quality and innovative products to customers.

Under his leadership, CDL has managed to stay at the forefront of building movements, and is recognised as an industry leader in Corporate Social Responsibility (CSR) and green buildings for business sustainability. CDL is the first developer to be accorded the inaugural Green Mark Platinum Champion Award and Built Environment Leadership Award by the Building and Construction Authority (BCA); the highest standard achievement in the real estate industry in Singapore. CDL's firm commitment to sustainability has also been recognised internationally; being the only Singapore company listed on all three of the world's top sustainability benchmarks; the Dow Jones Sustainability Indexes, the FTSE4Good Index Series and the Global 100 Most Sustainable Corporations in the World for three consecutive years.

CDL's creative innovation is also reflected in the exceptional architectural designs, living concepts and features of our developments. This includes creating the first branded residential property St. Regis Residences, Singapore, the first Eco-home Savannah CondoPark and the first Eco-mall City Square Mall in Singapore amongst others.

Furthermore, CDL has pioneered unique and bold CSR initiatives for homeowners, tenants, employees and the community-at-large which were often way ahead of the time. This includes advocating eco-consciousness amongst our customers with the Let's Live Green! programme which has reached out to some 6,000 CDL homeowners since 2004 and together with Singapore Environment Council, initiated the nationwide Project: Eco-Office in 2002 for offices here in addition to CDL tenants.

As a champion of youth development in Singapore, Mr Kwek has helped to provide opportunities to nurture the talented young in various fields not limited to creative arts alone. The CDL-Singapore Compact Young CSR Leaders Award was launched in 2011 with the aim of nurturing a generation of civic-minded youths. It is a cross-sector partnership between CDL and Singapore Compact, where he now serves as President. The Award aims to groom future business executives to lead change and to embrace responsible business practices to achieve strong financial, social and environmental bottom line for long-term sustainability.

The CDL Singapore Sculpture Award was initiated back in 2002, followed by the Young Photographer Award in 2006. These nationwide youth programmes aim to discover and groom budding talents, and to raise the standard of these two art forms in Singapore. The Kwek Leng Joo Prize for Excellence in Still Photography was also established in 2010 to help provide mentorship and financial support to outstanding students at the Nanyang Technological University (NTU) School of Art, Design and Media.

In spite of his heavy work commitments, Mr Kwek is an avid photographer and the versatile lens man has managed to pursue his passion for photography, publishing three photo art books and holding a total of seven solo and group exhibitions over the last decade.

As an artist, Mr Kwek believes in the power of photographic art as an effective communication tool, and it has made him more aware and appreciative of the fragile balance between man and Nature. More importantly, he sees photography as a platform to better lives, be it for the individual or the community, and has raised some S\$1.5 million for charity and environmental causes through sale of his works and art books.

For some three decades now, Mr Kwek has always made time to serve the community through various civic appointments such as Chairman of the National Youth Achievement Award (NYAA) Council's Board of Trustees, member of the Board of Trustees at NTU, the Marina Bay Public Art Advisory Panel, Chinese Heritage Centre Board of Governors, National Art Gallery Steering Committee, and National Climate Change Network Committee, just to name a few.

In recognition of his invaluable contributions, Mr Kwek was bestowed the Public Service Medal in 2000 and Public Service Star in 2005 by the President of Singapore. In 2011, he was conferred Outstanding Volunteer Award by Ministry of Community, Youth and Sports.

### **About American Creativity Association (ACA)**

The American Creativity Association (ACA) is a non-profit international network of creative professionals from diverse disciplines ranging from business and industry to education and the arts, providing a global platform for learning and applying creativity and innovation for over two decades.

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