

Biography



Low Cheaw Hwei

Low Cheaw Hwei has been with Philips Design since 1991 and mainly based in the Asia Pacific region. In 2002 he was made Senior Creative Director in the sector previously known as Consumer Electronics (CE) and currently holds the appointment of Chief Design Officer for 2 major Philips Consumer Lifestyle portfolios. His responsibilities include overall creative direction, design business strategy and direction management while leading a team of more than 60 designers in the region, and globally.



Cheaw Hwei started at Philips Design in Singapore after completing his education. He lived in the Netherlands from 1992 to 1993 working as a member of the Philips audio concept design team. He then took on a senior position in product design in Hong Kong before moving back to Singapore in 1997 as Branch Director and Design Account Manager.

From 2000 to 2002 he was Design Account Director as well as Design Director for the Philips audio global portfolio. Over the years, he has led his team to numerous international design awards and commercial achievements.

In addition to his responsibilities at Philips Design, he has served on several design committees and design competition judging panels. He is presently a board member of the Design Singapore Council as well as a member of Singapore Temasek Polytechnic's Board of Governors. He also chairs the design school's advisory committee

Cheaw Hwei has addressed various forums and seminars, particularly on the topics of branding and innovation. He also chaired numerous discussion platforms including the Singapore International Design forum 2005. He chairs the organizing committee for ICSID World Design Congress Singapore 2009. When not engaged in design, he enjoys contemporary painting, a game of football and is an avid book collector.

Low Cheaw Hwei was born in Singapore in 1967 and graduated from Singapore, Temasek Polytechnic in Product and Industrial Design. He also completed a postgraduate industrial design diploma course from Milan's Domus Academy in Industrial Design in 1991. He is currently pursuing a MBA in Strategic Marketing. He resides in Singapore.

Memberships

- Member of the Board of Governors, Temasek Polytechnic
- Chairman of the Advisory Committee for School of Design, Temasek Polytechnic
- Board member of the Design Singapore Council
- Chairman of the Organising Committee for ICSID 2009, Singapore
- Deputy Chairman of the Design and Media Academic Advisory Committee, Institute of Technical Education

Awards/recognitions

Has been part of and/or led the teams that have won most recently:

- The Singapore President's Design Award for The Philips Learning Centre
- IF Design Award 2006 for The Philips Experience Showroom
- IF Design Award 2006 for HDD Hard Disk Audio Player
- IF Design Award 2007 for The Philips Learning Center

For more information on Philips Design
Philips Design, Communications
Tel: +31 40 27 59 3117
Email: info.design@philips.com
Website: www.philips.com/design