

**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

MOMENTUM
1991-2021 **30**

CASE Entry 2023

Design: Environmental Graphics

Our 30th anniversary environmental graphics

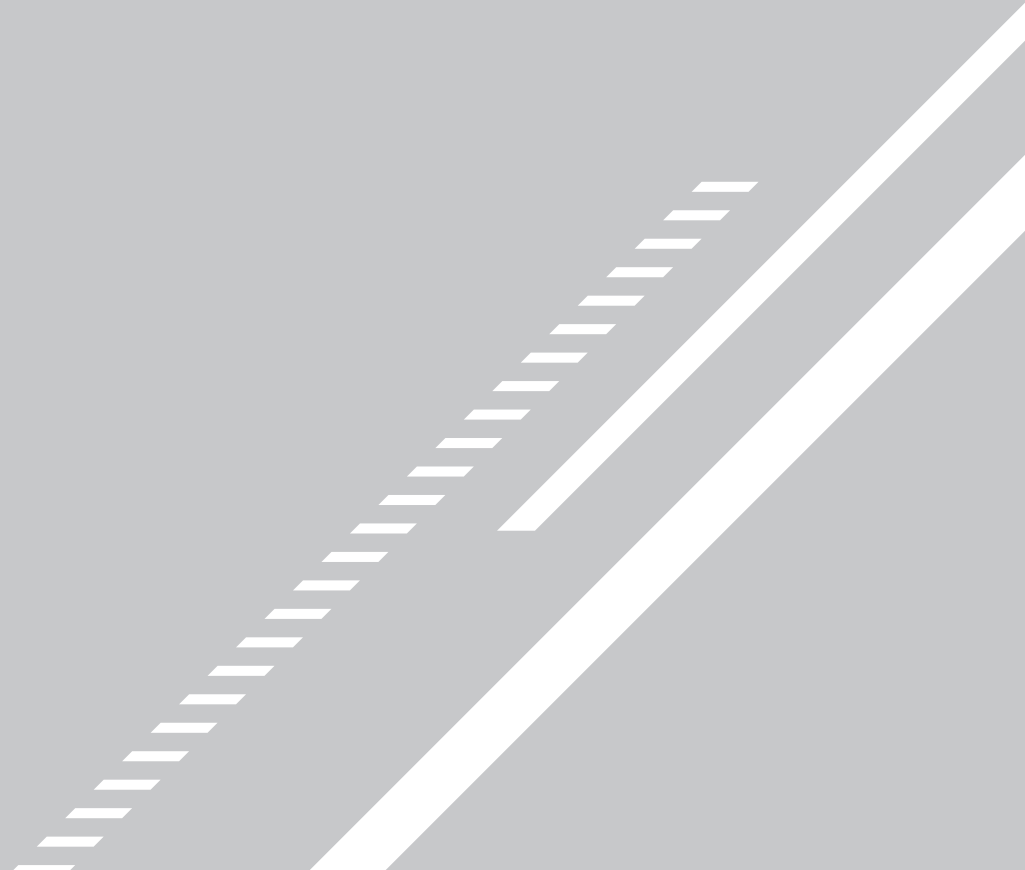
NTU Singapore is a research-intensive public university that is ranked amongst the world's top universities. Since its inauguration 1 July 1991, NTU has been home to an exceptional community of faculty, students and staff who have helped propel the university to excellence.

NTU's 30th anniversary marked a history of sparking innovative ideas and addressing global challenges. The festivities launched in October 2021 and concluded in July 2022.

Due to COVID, NTU had to find new ways to adapt our celebration so both our in-person and online community could enjoy moments of connection. Our team worked under extraordinarily challenging circumstances that changed frequently to find ways to safely hold in-person anniversary events that could also be shared with the wider online community.

The following pages showcase the environmental graphics developed for promoting our celebratory anniversary throughout the year. The bold and eye-catching graphic treatment made for dramatic physical footprint while also translating exceptionally well to in a digital medium when seen online.

Convocations



Convocations

Originally scheduled for July 2021, plans for the convocation ceremony were thrown into uncertainty due to COVID-19.

The event was eventually held in October 2021 with the double the number of normal convocation ceremonies that spread over 44 sessions that were held in-person and streamed online. The event limited the number of attendees with reduced group sizes to lessen the risk of COVID-19 transmission. In the hall, they are spaced two seats apart and divided into 10 zones to prevent intermingling.

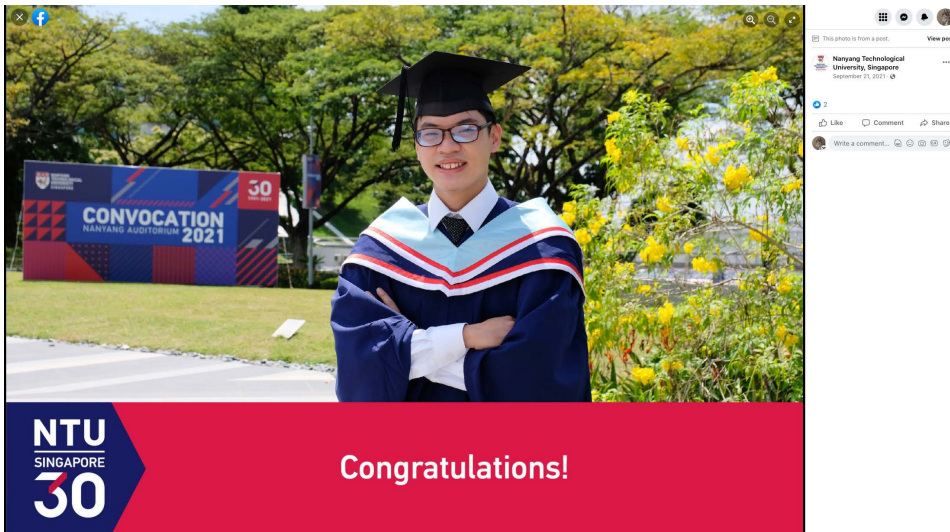
The event also marked the start of celebrations for the university's 30th anniversary.

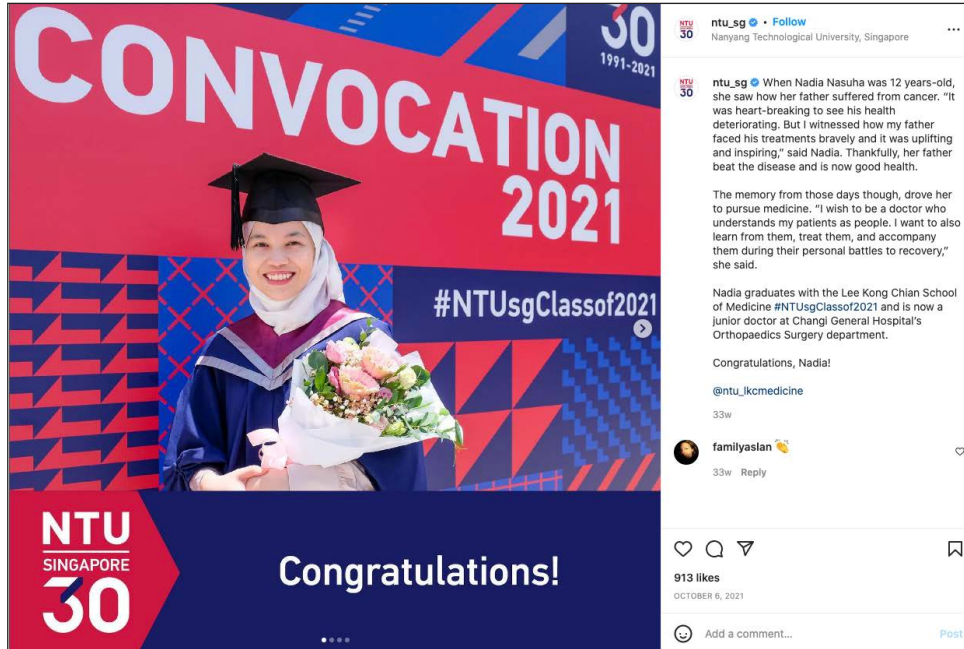
Stage signage, large-scale banners, and photo backdrops all made use of bold graphic treatment of the 30th branding. Not only did the environmental graphics enliven and decorate the physical space, they also projected the spirit of the event to our online audience watching due to COVID restrictions.



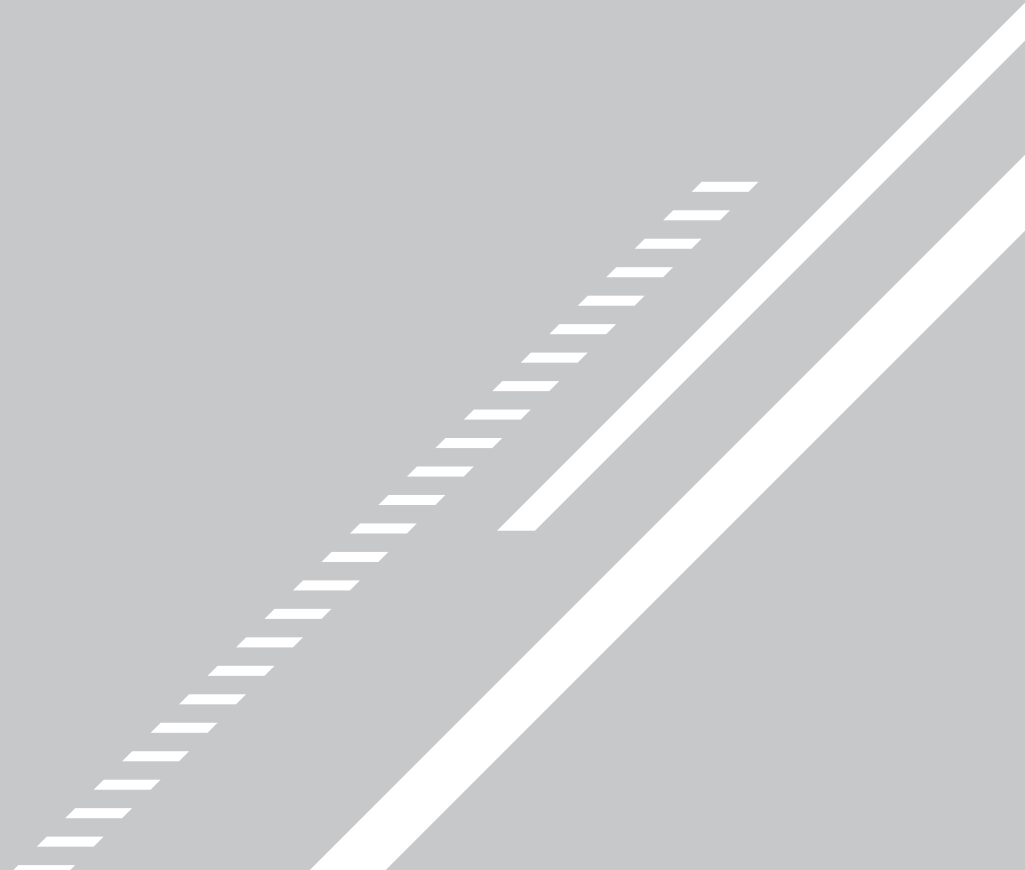








Launch event



Launch party

To commemorate its achievements and rapid rise in stature in the past three decades to become the world's top young university, NTU Singapore launched "Thirty Years of Momentum: 30 Perspectives" anniversary public exhibition held at the Nanyang Auditorium Foyer.

The launch party was kicked off with the sealing of a digital time capsule which holds thirty of the NTU community's most impactful memories of their time at the University. The memories were sealed in the memory bank and will be opened in 2041.

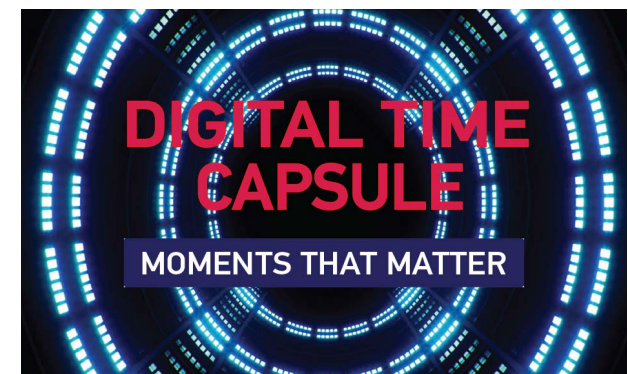
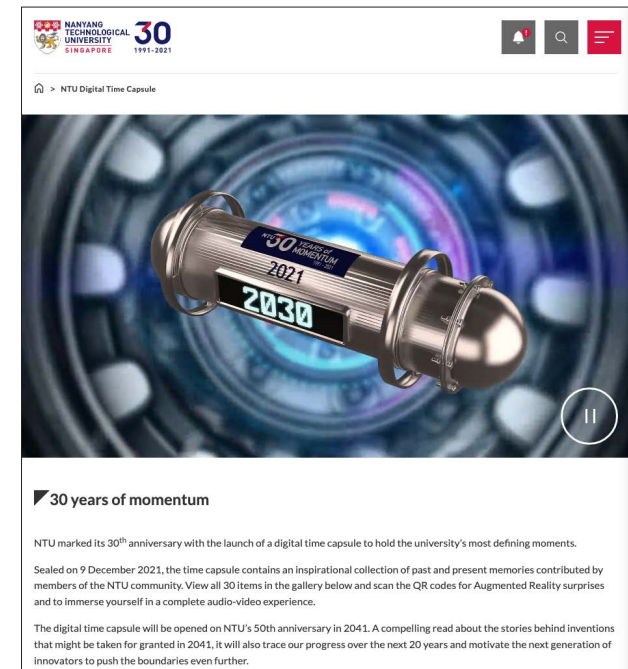
The NTU 30th anniversary exhibition showcased NTU's transformative journey, innovations, artefacts and 30 key moments in the University's history.



Digital time capsule

A digital time capsule was also a key moment at the launch event. The time capsule contains a collection of 30 past and present memories contributed by members of the NTU community, and will be opened in 2041. These 30 artefacts were also featured in the NTU 30th anniversary exhibition.

Due to COVID-19, attendance was limited so the event was live-streamed for all to join the celebration.



Anniversary exhibition

To mark the occasion, a special exhibition and the commemorative book were launched by Minister for Education Mr Chan Chun Sing, Chair of the NTU Board of Trustees Ms Goh Swee Chen and NTU President Prof Subra Suresh. It showcases NTU's transformative journey, innovations and 30 key moments in the University's history.

Visitors can view the exhibition at the Nanyang Auditorium and have some fun with the augmented reality features. It is also available online in a virtual exhibition: www.ntu.edu.sg/30anniversarytimecapsule





Campus decor

