

Placemaking Singapore Science Park

Interdisciplinary Group Project – Solution Pitching



Scenario

Your group is currently undertaking an exciting 2-month internship with CapitaLand Development's Flexible Workspace & Placemaking division. Spearheaded by Marcus Lim, Head of Flexible Workspace & Placemaking, the internship offers you a unique opportunity to contribute to the placemaking mission and address the challenges faced by CapitaLand's recent developments in rejuvenating the iconic 40-year-old Singapore Science Park. He shared the recent developments and programmes meant to rejuvenate the 40-year-old Singapore Science Park.

During the initial briefing, Marcus shared insights into the placemaking mission and presented two exciting options to transform the park into a vibrant destination for residents, professionals, and students in the surrounding area. Your task is to choose one of these options and propose a 12-month viable solution. Support your proposals with research and justify your solutions' feasibility and potential impact.

Refer to the course guide for the assessment requirements.

Challenge Statement

How can Singapore Science Park become a go-to destination for residents, professionals, and students in the surrounding neighbourhood?



Placemaking Science Park with Purpose

Creating a distinct position of the park in the mind of our customers across six dimensions



Addressing the Placemaking Challenge

CapitaLand Development is actively seeking proposals to improve the experience and attractiveness of Singapore Science Park.

- The primary outcome of this Placemaking Challenge is business proposal involving the development of a **unique and exceptional user experience** at Singapore Science Park.
- The proposal may incorporate, heighten and optimise the current elements found within the park, and also introduce new opportunities to arrive at an integrated, welcoming, uniquely SSP experience that draws people, beyond those working in SSP, to visit park.
- The recommendations and implementations will set us on a path towards creating an experience that redefines expectations for the park.

- A proposal may be formulated from the following perspectives:

Option 1. Placemaking with Places and Spaces

Propose solutions that would make an area within Science Park stand out.

Recommended areas to implement the solutions are as follow:

Cluster 1 – Geneo (including Shopee)

Cluster 2 - Chadwick / Cavendish / Curie / Oasis

Cluster 3 - Teletech Park / Sparkle

Option 2. Placemaking with Programming

Propose solutions to expand one of the 3 programmes, including but not limited to variations and spin-offs, or propose new programmes to **supplement** existing programmes.

The 3 programmes are –

1. Innovations Made Real
2. Art Jam Science Park
3. Flavours of Tomorrow

- Perimeters to observe:

- The investment is capped to \$100,000.

- The execution may commence in Jan 2024 and complete no later by Dec 2024.

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*Solution must encompass at least 2 of the 6 dimensions purposed by CapitaLand

A Science & Technology-focused Ecosystem

A Health & Wellness-minded Environment

A Green & Sustainability-driven Development

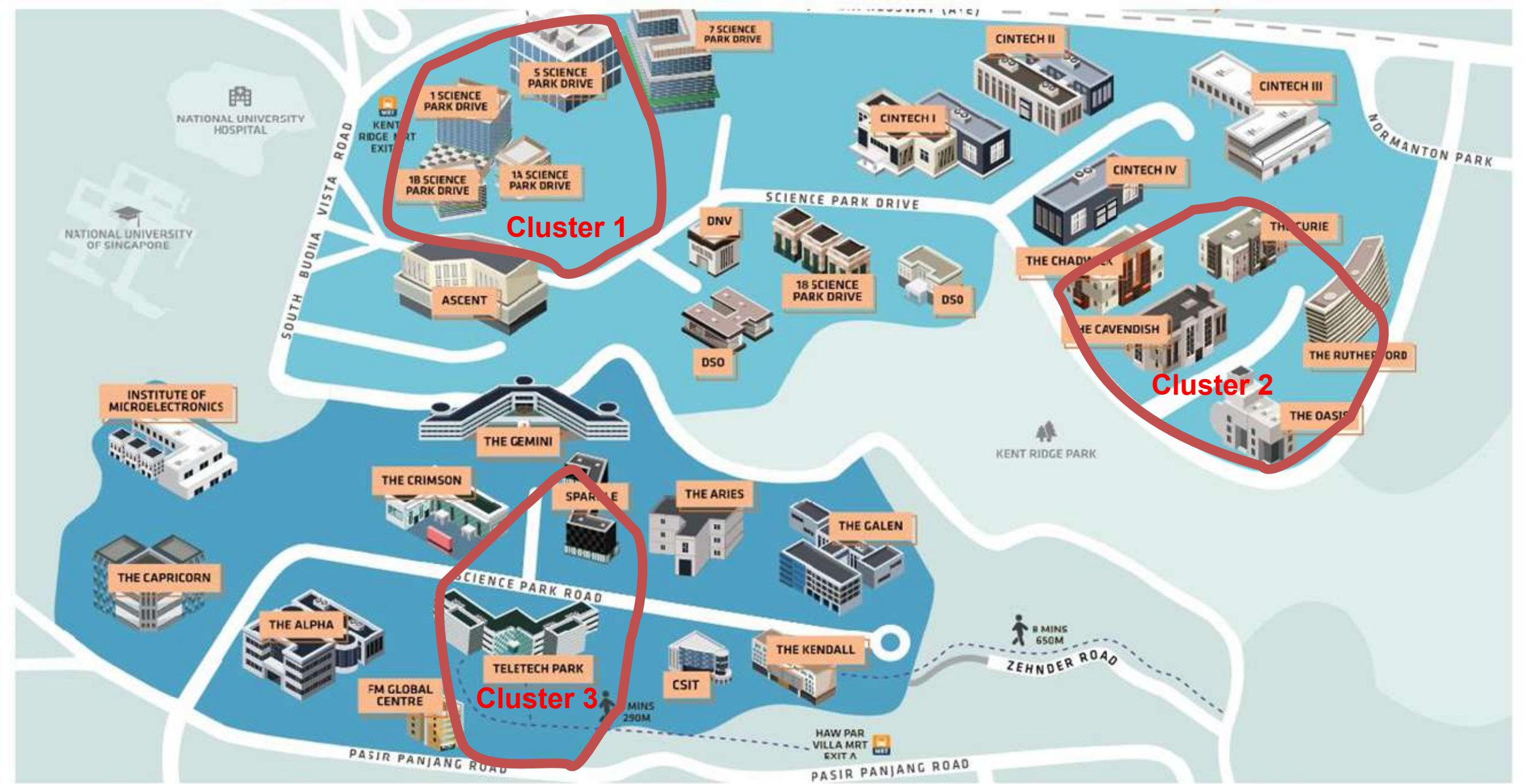
A Supportive Learning & Development Partner

A Caring & Inclusive Community

A Fun & Creative Atmosphere

Perimeters to observe:

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Option 2. Placemaking through Programme

Singapore Science Park currently has 3 programmes, namely,

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2. Art Jam Science Park
3. Flavours of Tomorrow

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Placemaking Science Park through Programmes

New programmes to turn Science Park into a more dynamic and attractive destination and align with the aspirations of both the Science & Technology business and professional communities within Singapore Science Park, as well as the wider precinct members.



Innovation Made Real (Feb-Nov 2023) brings together innovators from SSP to share impactful innovation endeavours they are undertaking.



Art Jam Science Park (Apr-Dec 2023) invites tenants and partners of SSP to engage with the local community by adding colours and activities to the green spaces in the park through art on benches.



Flavours of Tomorrow (May-Dec 2023) creates opportunities for the SSP community to taste and experience first-hand the latest innovations shaping the future of food and nutrition.

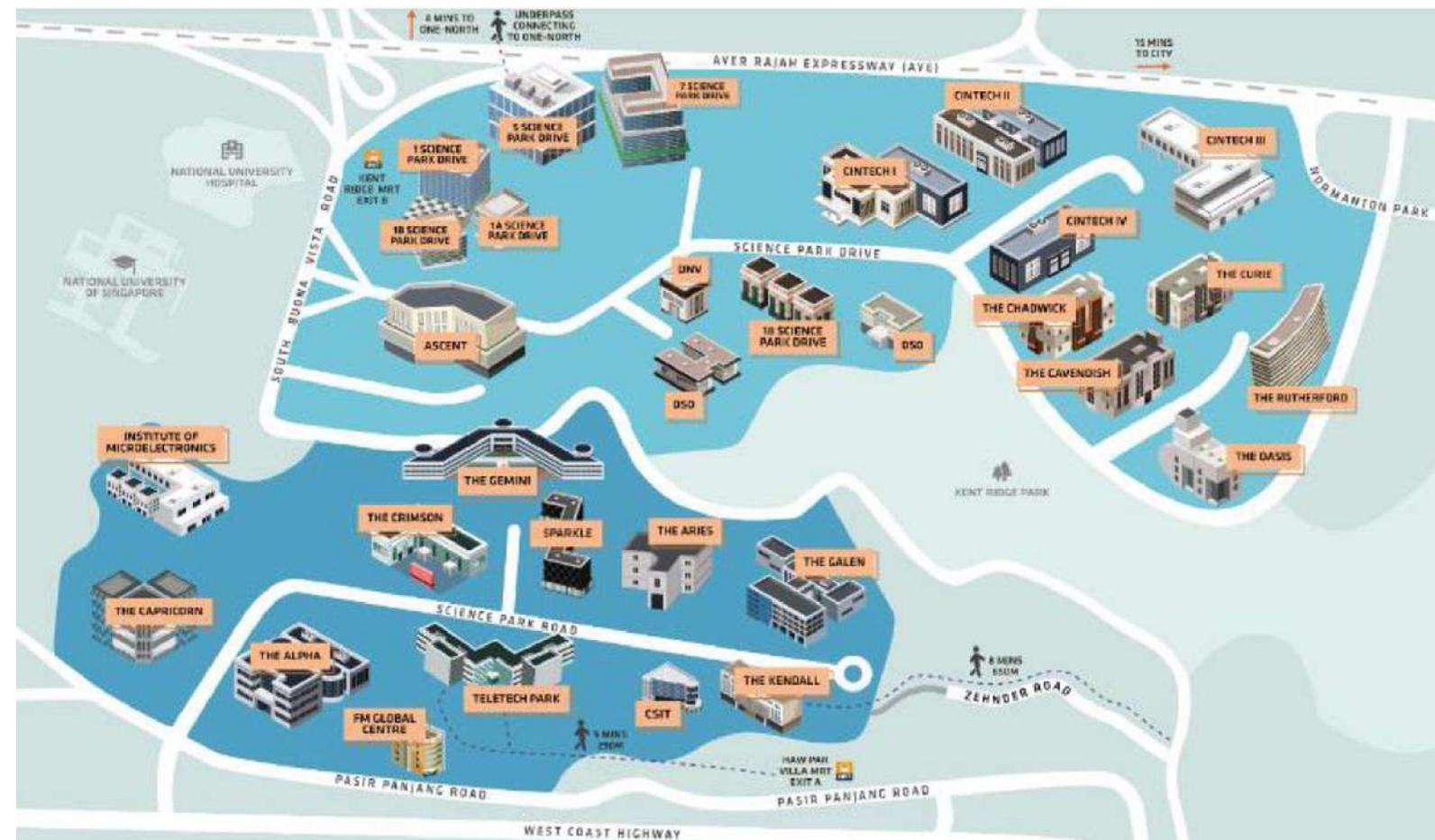




Overview of Singapore Science Park

CapitaLand Development is the master developer, owner and operator of the Singapore Science Park (SSP).

- Occupying a total land area of 50ha, SSP houses 17 multi-tenanted and integrated developments and offers a variety of purpose-built infrastructure and space that caters to various corporate real estate requirements across all stages of growth.
- SSP is home to more than 350 leading science and technology organisations from across a wide range of industries, including Biotechnology and Biomedical Sciences, Information Technology, Software Development, Telecommunications and Electronics, Food Technology, Flavours and Fragrances, as well as Materials and Chemical Engineering.
- Companies that have chosen SSP as their home include Applied Materials, CrimsonLogic, DSO National Laboratories, Dyson, Ferrero, Firmenich, Health Sciences Authority, Institute of Microelectronics, Johnson & Johnson, Merck, Shopee, Teradyne, ThermoFisher, etc.



<https://www.sciencepark.com.sg/en.html>

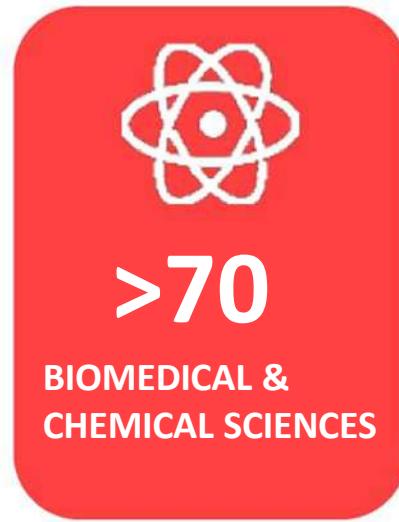
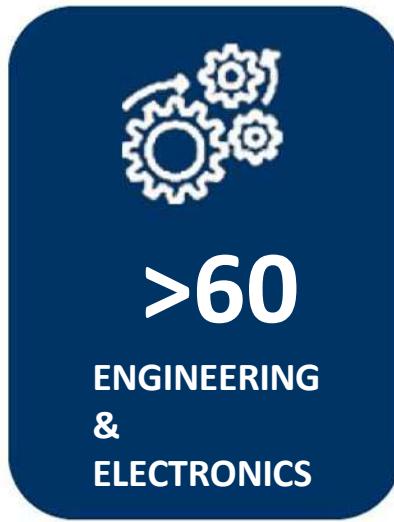
Singapore's 1st Science & Technology Park

Conceptualised in the 1970s, the Singapore government envisioned Singapore Science Park to be at the forefront of the Research & Development scene in Singapore, providing R&D organisations and companies with an environment conducive to their work.

- Established in the early 1980s by the Government of Singapore to catalyze research and innovation in the manufacturing sector.
- Strategically located next to the National University of Singapore (NUS) to facilitate interaction and collaboration between industrial researchers and university academics.
- The first two lessees were secured in 1982 – Det Norske Veritas and National Computer Board. In 1984, the first two blocks of startup units were completed to offer ready-built spaces for rental to R&D companies.
- In April 1990, Technology Parks Pte Ltd (now known as CapitaLand Singapore (BP&C) Pte Ltd) was set up to develop, market and manage Singapore Science Park.



Singapore Science Park Community



M E D P A C E



FUJI OIL ASIA PTE. LTD.

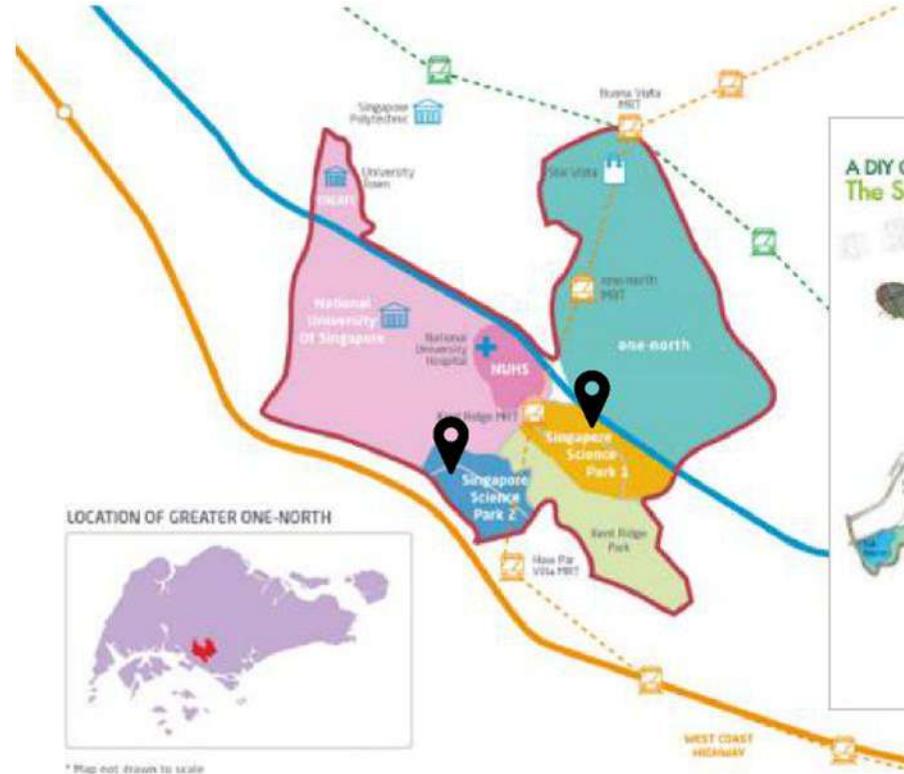


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Placemaking Singapore Science Park

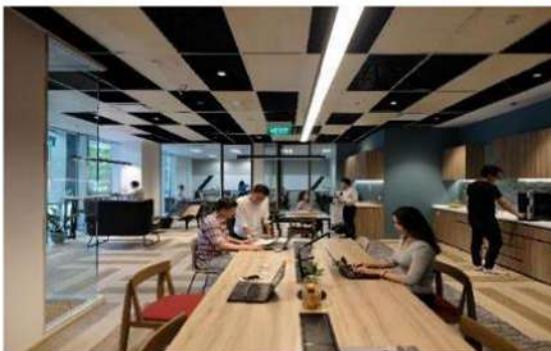
Playing a role in serving the communities within the Singapore Science Park precinct

- SSP is located within the greater one-north precinct with notable neighbours, including:
 - National University of Singapore (NUS) (over 38,000 students)
 - National University Hospital (NUH)
 - one-north business park (working population est. 50,000 people)
 - Normanton Park condominium (2023 – est. 1,800 households)
 - SSP is connected to the Southern Ridges, providing 10km of outdoor experience.



The Singapore Science Park experience

Efforts were made to make the park an inspiring and engaging workplace



We have created functional space through careful amenities and services planning that address our customers' needs, and well-crafted programming and partnership that connect and engage people and businesses.



Our programmes and events were focusing on delighting our tenants, and hence, might not have helped to improve the appreciation of the park beyond the tenant community.

Singapore Science Park 2023: 40 Years of Innovation



To commemorate the milestone, Singapore Science Park will introduce a comprehensive programme of events and initiatives to engage the broader community throughout the year.



Focus Theme: Bonding

Creating opportunities to facilitate bonding between businesses, professionals, colleagues, neighbours, and with friends, families, students and residents.

We endeavor to create **experiences** across Singapore Science Park, at different places and spaces, at varying intensity and frequency, for a spectrum of customers, from individuals, families to groups, and from students, businesses to professionals, through various touchpoints and interfaces.

From installing function-specific spaces, to curating amenities and services, to crafting the programming and organising the activities, we strive to inject **permanent and temporal elements** into our estate over time, to grow and deepen the roots of belonging of our customers in our estate.



Placemaking Science Park through Programmes

New programmes to turn Science Park into a more dynamic and attractive destination and align with the aspirations of both the Science & Technology business and professional communities within Singapore Science Park, as well as the wider precinct members.



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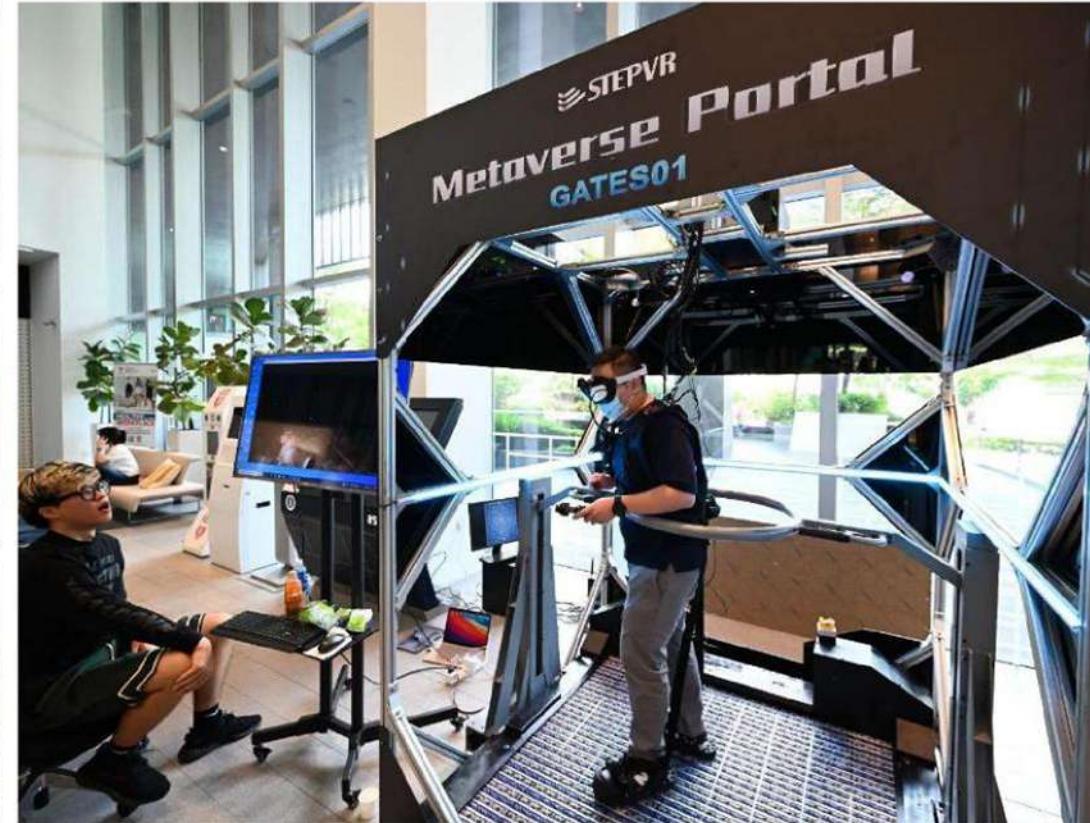
Innovation Made Real @Singapore Science Park

A programme to showcase the Science & Tech community in Singapore Science Park.

A partnership with the community builders in Science Park (e.g. NUS Enterprise, Smart Urban Co-Innovation Lab, etc..) to create opportunities for the Science & Tech communities in the park and ecosystem in SG to get connected.

The programming will feature tenants and topics including healthcare & biomedical sciences, agrifood technologies, and smart cities & urban solutions:

- **Innovation Spot-on & Spotlight:**
Get a glimpse into the innovators at Singapore Science Park through open-houses.
- **Innovation Engage (@SWITCH-ON 2023):** Innovation hubs across Singapore Science Park and one-north will be opening their doors and showcasing their programmes.
- **Innovation Expose:** Participation at key trade platforms e.g.SWITCH 2023.



Innovation Made Real 2022:[video](#) /[website](#)

Innovation Made Real Community Networking

Bringing the Science Park community and Science & Tech ecosystem in SG together.

CNY Lou Hei @Singapore Science Park
2nd February 2023 (87 pax)



Innovation Made Real@Vectura Fertin Pharma
4th April 2023 (31 pax)





ART JAM SCIENCE PARK

BENCH ART EDITION



Art Jam Science Park – Phase 1 : Inspiring Creativity, Empowering Community

An inaugural initiative to bring art into the park, inspire community involvement and connection, and create opportunities for our customers and partners to give back to the community.

Art Jam Science Park invites tenants and partners of Singapore Science Park (SSP) to engage with the local and broader communities by creating experiences that connect people, inspire action, support creativity and celebrate the unique aspects of the park.

As a community-driven and community-directed project, the year-long programme involves:

- a. **Art** - the production of a set of picnic benches featuring artworks created by persons with disabilities.
- b. **Adoption** – the raising of funds from corporate adopters of benches for a panel of charities.
- c. **Activation** - the decorated spaces will serve as platforms for placemaking activations, creating opportunities for the SSP community and the precinct community to converge and connect.

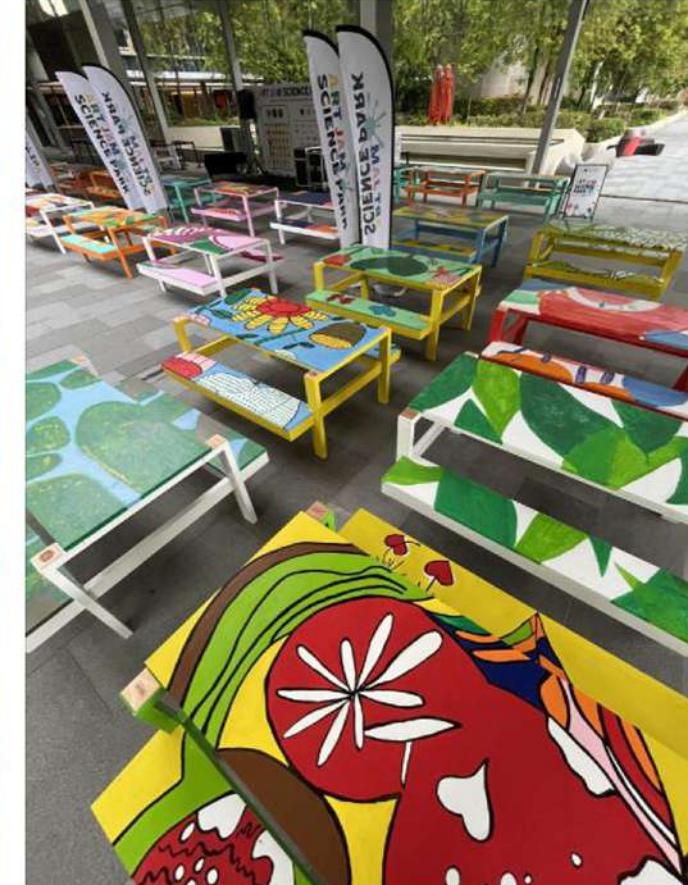


Art Jam Science Park:[website](#)

Celebrating Art created by Persons with Disability

Art Jam Science Park aims to create an environment that embraces diversity and inclusivity by showcasing artworks created by persons with disabilities.

This year, the spotlight is on the artistic talents from ART:DIS, Metta Welfare Association, Movement for the Intellectually Disabled of Singapore, Rainbow Centre and Journey by Touch Community Services, whose art reflects their resilience, passion and creativity.



Adopt a Bench - Give back to the Community

We invite corporations located in Singapore Science Park to join us in empowering communities by adopting the art benches and lending a helping hand in painting them.

- The programme extended an invitation to corporations situated in Singapore Science Park and partners of the park to participate by adopting the art benches.
- A total of 18 organisations embraced the opportunity and adopted the benches.
- Together with donations from CapitaLand Hope Foundation, the philanthropic arm of CapitaLand Group, the community contributed over S\$270,000 collectively to benefit the five charity organisations, in support of skills development initiatives for youth with special needs.

Bench Adopters from the Singapore Science Park Community



In support of



Charity Sponsor



Promoting Inclusivity & Empowerment through Community Art

Creating opportunities for the SSP community to paint the benches.



More than 150 volunteers from the Singapore Science Park community, which included representatives from the organisations that adopted the benches, collaborated with 45 talented individuals from the initiative's charity partners to collectively paint the benches.

Phase 2: Celebrating the Singapore Science Park Community

Creating experiences that connect people, inspire action, support creativity and celebrate the unique aspects of SSP.

The spaces where the artistically decorated picnic benches are placed will serve as platforms for placemaking activations, creating opportunities for the SSP community and the precinct community to converge and connect:

- Brings people together, encourages social connections and dialogue, and creates a shared sense of purpose and identity.
- Encourages creativity and self-expression.
- Helps to celebrate diversity and encourages appreciation of different communities.
- Raises awareness of social issues and inspire community action.



LAVING TOMORROW'S NOSH

Flavours of Tomorrow

Introducing food innovation



Future Food related companies in Singapore Science Park

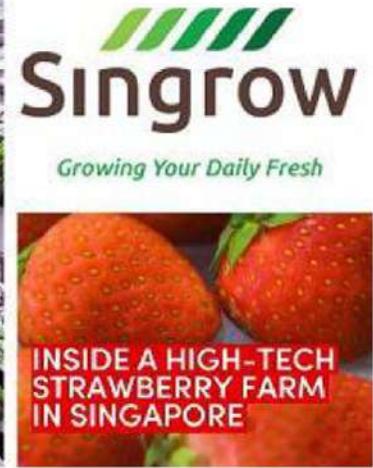
A growing community



NUS Enterprise@Singapore Science Park incubates agrifood tech startups.



NUS Agritech Centre offers a dedicated R&D facility for agritech start-ups.



Flavours of Tomorrow: Tasting Tomorrow's Nosh

A programme to celebrate food innovation and inspire a better future for food by stimulating industry innovation, technology and people.



- An initiative designed in partnership with NUS Enterprise and industry leaders to establish Singapore Science Park as the central hub for agrifood tech ecosystem and development.
- The programme will provide agrifood tech organizations and professionals with a comprehensive platform, offering access to various resources including consumers, partners, venture capitalists, incubators, mentors, and more.
- The programme will facilitate participation from relevant companies and industry players, encouraging them to engage in activities such as industry conferences, workshops, and networking events held at Singapore Science Park.

Alternative Protein & FoodTech Show – 10-11 May 2023

A conference that brings together the most influential people changing the future of food.



- The **Alternative Protein & FoodTech Show** was held at Ascent, Singapore Science Park from 10th to 11th May 2023
- The event brought together founders, thought leaders, investors, innovators, scientists, food technologists, farmers, and consumer brand leaders under one roof, designed to demystify the potential of alternative proteins in building a sustainable future of food for generations to come.
- A series of insightful talks, panel discussions, and experience workshops were organized for the participants.
- This event was held in Amsterdam and San Francisco and organized by **KindEarth.Tech (KET)**. KET is a non-profit organization that accelerates the new protein industry through unique in-person and digital events. [APAC Society for Cellular Agriculture](#) is the co-organizer of the event.

APS 2023:<https://www.kindearth.tech/aps-singapore-2023>

Flavours of Tomorrow: Cheffy ramen vending machine (late Jun 2023)

6-month trial in collaboration with Softbank Robotics at Ascent and Oasis.

- First implementation in Singapore and Southeast Asia (following US and Japan). A cooking robot that delivers ramen bowls made without a kitchen.
- Founded in 2016 in US, Yo-Kai Express is an innovative autonomous restaurant platform that serves contactless, freshly prepared meals 24 hours a day.
- The machine's unique cooking technology creates hot ramen noodles on-demand, just like those served at restaurants.
- Yo-Kai Express had installed these machines in approximately 50 locations throughout the US, including airports, hotels, hospitals, corporations, universities, and conference centers.



Flavours of Tomorrow: Lunch & Learn series (from Jul 2023)

Introducing food innovation to an educated audience



- Flavours of Tomorrow invites the SSP community to taste and experience first-hand the latest innovations shaping the future of food and nutrition.
- The programme is designed to support food innovators in raising public awareness and education about their product by presenting the SSP community as their focus group.
- Participating organisations include (growing list):
 - NUS Enterprise (foodtech incubator)
 - Innovate 360 (foodtech incubator & investor)
 - Bamboo Bowls (Retail tenant at Ascent)
 - Singrow, LiteLeaf (agritech startups)
 - KomosdeHealth, Probicient, etc.. (foodtech startups)
 - Monde Nissin, Shandi, etc..(plant-based meat)
- Delivered in a format combining brown-bag lunch and food tasting, Flavours of Tomorrow will be held in SSP once a month. A limited sets of lunch bowls utilizing a set of the novel ingredients (prepared by Bamboo Bowls) will be available for order by the SSP community.

Flavours of Tomorrow Festival (tbc Q4 2023)

Introducing food innovation to a larger audience



A culmination of the programme's work in promoting future food developments, a trade and consumer event will be organized for the SSP and the broader communities to have a taste of food innovation that are taking place in Singapore.

Placemaking with Places & Spaces

S\$1.4 billion “Geneo” life sciences and innovation cluster in latest phase of Singapore Science Park rejuvenation..

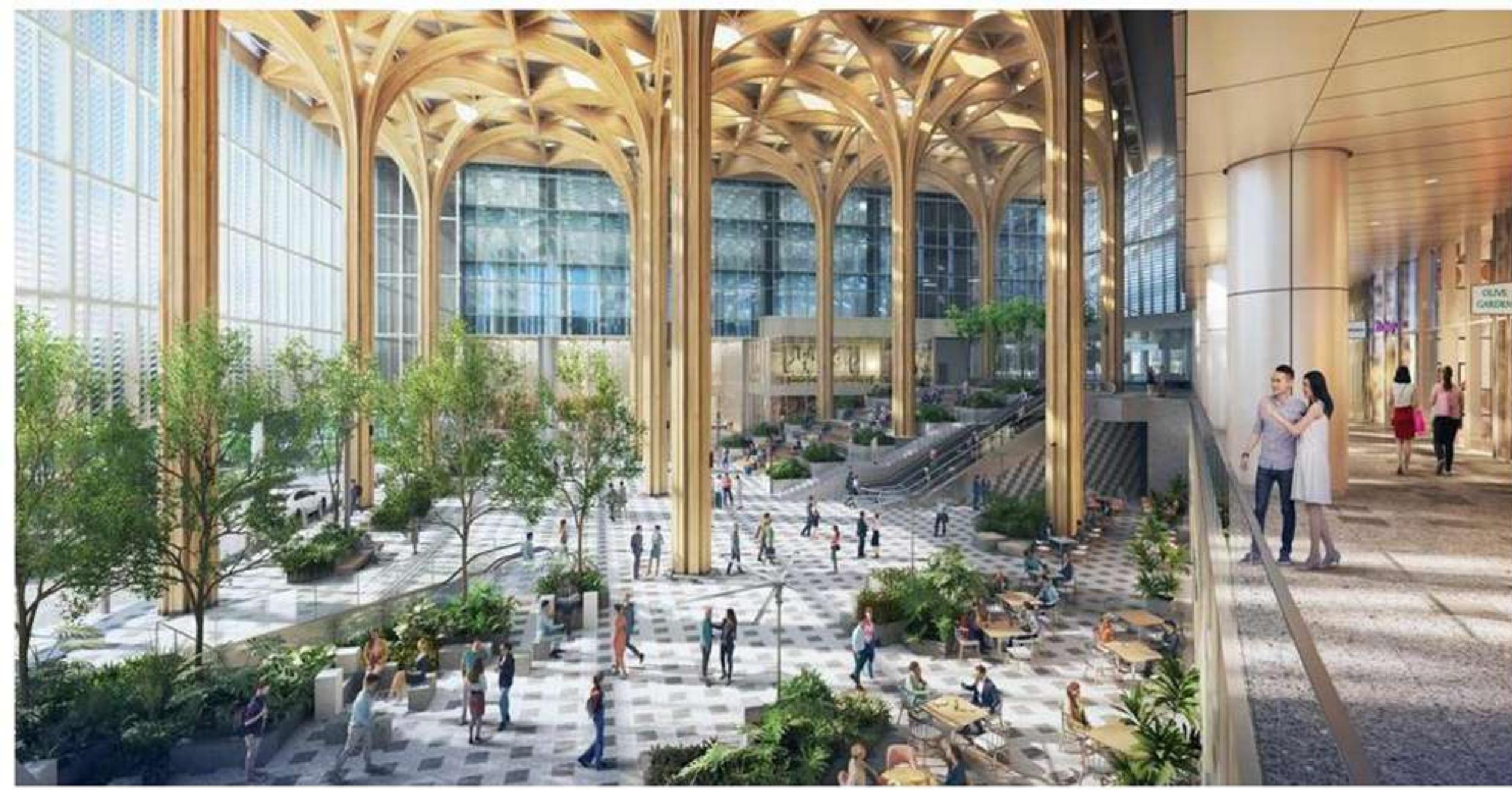
- Located within Singapore Science Park 1, Geneo is a new exciting integrated development by CapitaLand.
- Geneo marks CapitaLand’s first concerted effort to curate the offerings across multiple buildings to form a unified cluster since it embarked on rejuvenating SSP about a decade ago.
- Inspired by the word “ingenuity” and containing the word “gene”, the name Geneo underscores the cluster’s focus on supporting life sciences companies in bringing their innovation to fruition.
- CapitaLand envisions Geneo to be the stage that brings researchers, scientists and knowledge workers together to make a positive impact. This vision is represented by the Geneo logo, which features a merging of chromosomes and a spark, and its tagline “Where Ingenuity Comes to Life”.



Geneo –[News releases](#) / [Website](#)

Video -[Geneo Architectural Flythrough Video](#)





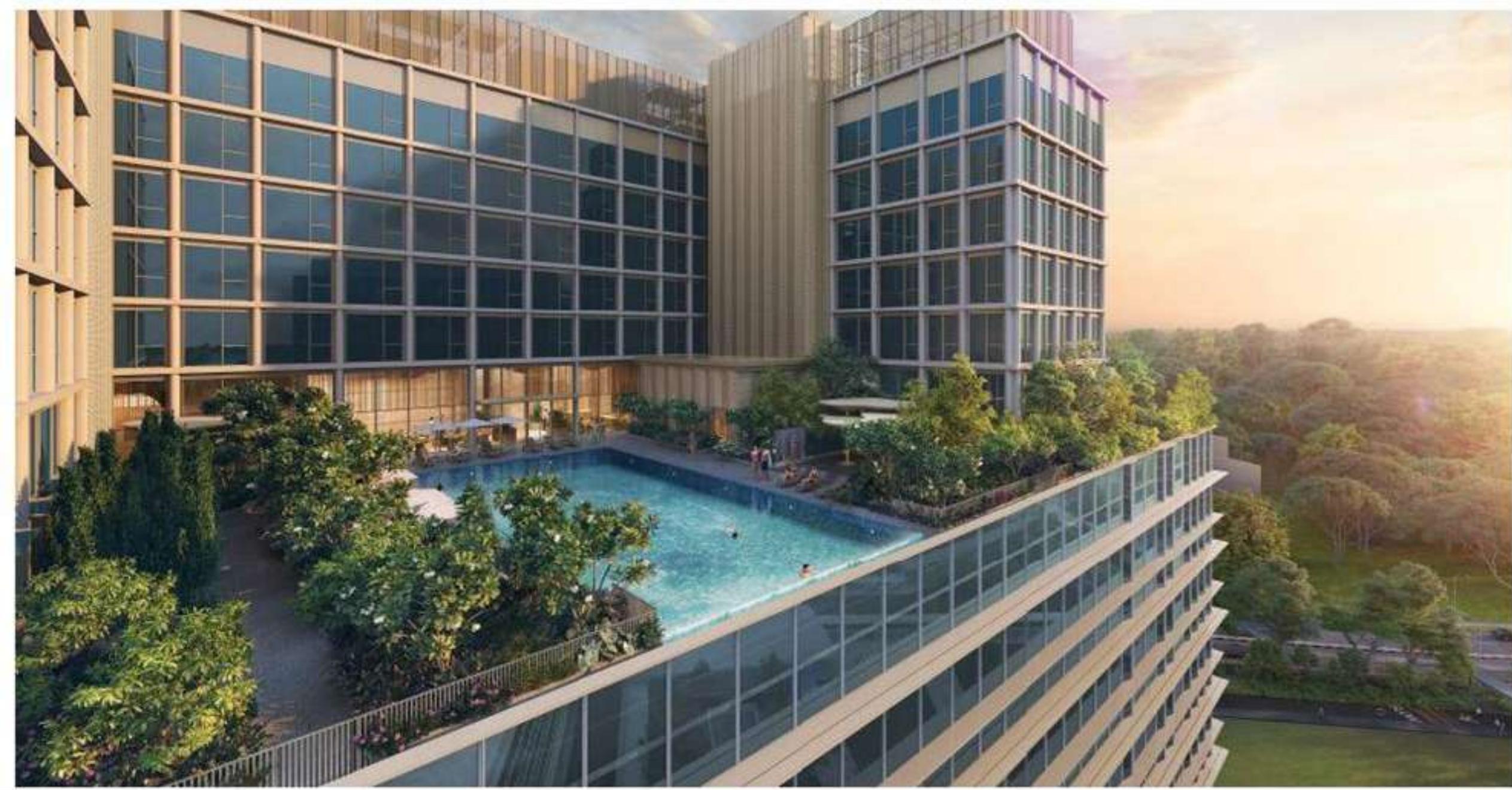


Level 1 POPS has been updated:

- ① Kink taken out of drop off canopy (requested by URA)
- ② Pushed back lobby glazing to make larger level 1 space
- ③ Realigned escalator
- ④ Created additional seating

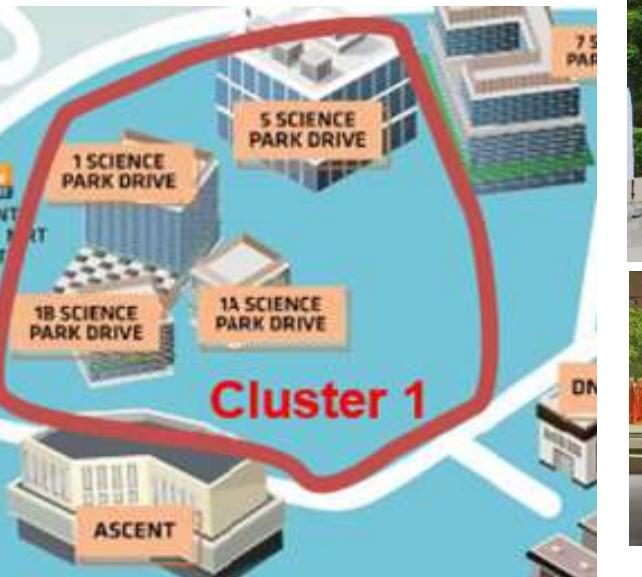
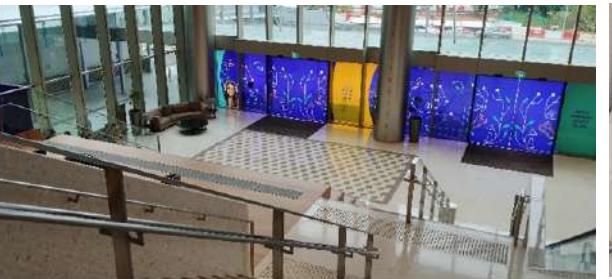
As presented previously

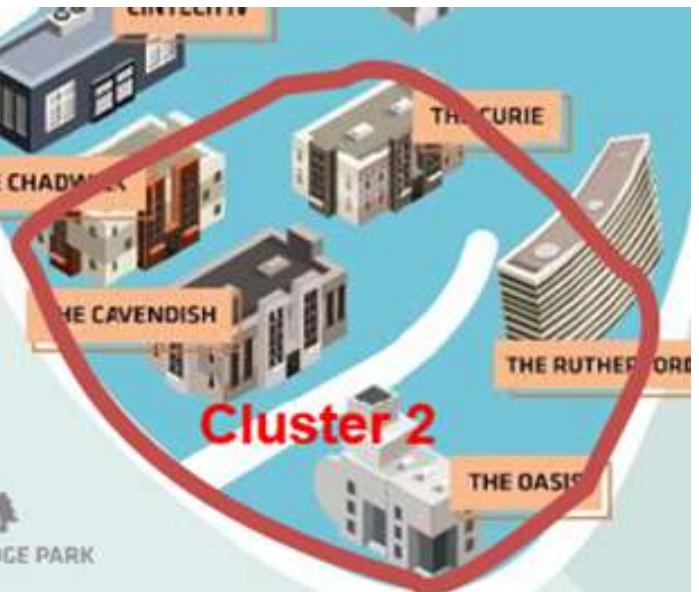


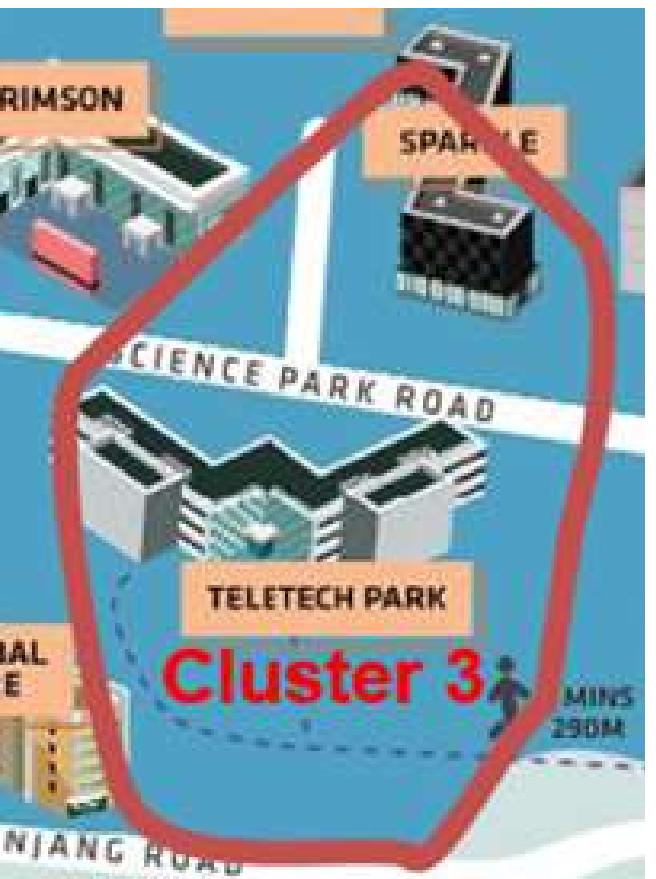


Cluster Site Photos











Resources on Placemaking

1. Consolidated Feedbacks on Singapore Science Park from surveys and interviews of SSP tenants, NUS and Curtin students and residents nearby.

- Difficulty in navigating both Science Park 1 and 2.
- Not much suitable or relevant activities to do
- Did not leave much impression after visiting
- Little sense of community
- Seems like a place only for working
- Little reason to stay back after work
- Little reason to come during weekends
- Not aware of programmes or activities within SSP
- Some buildings in Science Park look dated or uninteresting
- Many F&B establishments in Science Park close early in the evening
- Very little signages.
- Not many cheap/economical options when it comes to food and drinks
- Not family friendly
- Hot to walk around during the day
- Not much-sheltered options to move around during rain

Assumption: Demographic of Singapore Science Park

When Geneo is fully operational, Singapore Science Park's population is expected to increase from the current 12,000 to 21,000.

Singapore Science Park, as a research and development hub in Singapore, hosts a diverse range of technology and science-related companies, research institutions, and startups. Given its multinational and interdisciplinary nature, Singapore Science Park has a diverse demographic with people coming from various countries, cultures, and backgrounds.

The demographic of the Singapore Science Park is quite dynamic and may include the following:

- 1. Professionals and Researchers:** The park attracts many professionals and researchers from various scientific and technological fields. These include scientists, engineers, data analysts, biotechnologists, and other experts working in research and development
- 2. Business Administrators and Support Staff:** Apart from researchers and professionals, professionals working in the park may be in business management and support roles.
- 3. Entrepreneurs and Startups:** The park fosters an environment conducive to innovation and entrepreneurship, making it an attractive destination for tech startups and entrepreneurs looking for resources, support, and networking opportunities.
- 4. Students and Academics:** Singapore Science Park is in close proximity to National University of Singapore. As a result, it attracts students and academics who engage in collaborative research or internships with the companies and research centers located in the park.
- 5. Local and International Workforce:** The park attracts both local Singaporean professionals and international talent due to its reputation as a leading technology and innovation hub in the region.

Assumption: Needs of the Singapore Science Park community

There is a desire for a diverse and vibrant workplace, with a wide range of amenities and services available to cater to various lifestyles and preferences.

The preferences of professionals working in the Singapore Science Park may be influenced by factors such as age, cultural background, professional and personal interests.

Here are some needs that many professionals in the Singapore Science Park might consider important:

- 1. Commuting Convenience:** Professionals often value a manageable commute to work. Easy access to public transportation or proximity to the workplace can help improve work-life balance.
- 2. Recreational and Leisure Activities:** Access to recreational facilities, parks, gyms, and entertainment venues allows professionals to unwind and enjoy their leisure time.
- 3. Shopping and Dining:** Proximity to shopping malls, supermarkets, and a variety of dining options can enhance convenience and offer diverse culinary experiences.
- 4. Social Opportunities:** Opportunities to participate in events, social gatherings, and community activities can enrich the overall lifestyle experience.
- 5. Green Spaces and Nature:** Proximity to parks, green spaces, and recreational areas can provide outdoor activities and relaxation opportunities.
- 6. Networking and Socializing:** Professionals may look for opportunities to expand their professional networks and engage in social activities with like-minded individuals.
- 7. Access to Personal Services:** Availability of services such as childcare, pet care, housekeeping, and other personal services can ease the burden of daily life responsibilities.

2. Learn more about placemaking.

1. <https://www.sg101.gov.sg/infrastructure/case-studies/placemaking>
2. <https://www.shophouseandco.com/qualities-of-a-good-place>
3. https://www.ura.gov.sg/-/media/Corporate/Resources/Publications/Books/PlacemakingBook_How-to-make-a-great-place.pdf?la=en
4. URA Masterplan – Queenstown <https://www.ura.gov.sg/maps/?service=MP>
5. Revitalising Established Business Nodes <https://www.ura.gov.sg/Corporate/Planning/Master-Plan/Themes/Local-Hubs-Global-Gateways/Formulating-Policies-Enabling-Innovation-and-Growth>

Qualities of a Good Place

<https://www.shophouseandco.com/qualities-of-a-good-place>

FEELS WELCOMING AND COMFORTABLE

A good place offers an inviting physical presence to both old and new users. It makes people feel psychologically at ease and considers how one might access and experience the place, the ease and comfort in moving around the place, and the sense of physical comfort at the place.

STRENGTHENS COMMUNITY BONDS

As a place for people, a good place should offer opportunities to build relationships between people and create a sense of 'warmth'. It should either spark, support, or strengthen the diversity, size, and strength of the social networks. This ultimately aids in creating a resilient place capable of withstanding shocks to its social fabric, and a local resource pool that can meaningfully contribute to the place.

HAS A POSITIVE AND MEMORABLE IDENTITY

Going to a good place should be an enjoyable and rewarding experience for people. This extends to activities that can be done on site, potential for memories to be formed or revisited, and offer opportunities for a multi-layered appreciation/experience of the place.

CAPITALIZES ON SENSORIAL SURROUNDINGS

A good place is grounded in its context. It embraces and leverages on its surrounding natural and urban qualities to offer a rich, multi-sensorial experience that is unique to its location.

VALUES AUTHENTICITY AND ORIGINALITY

A good place feels local - like you couldn't find it anywhere else, and authentic, like you've just happened upon a new idea. This quality looks at the personality of a place, whether it feels too contrived or over-branded, and whether it has a distinctive character or a "cookie cutter" vibe.

RESPECTS NARRATIVES AND MEMORIES

A good place displays an awareness of the multiple layers of meaning that various stakeholders and users have of it. It is also conscious of its own history and how its present and future actions fits in relation to that trajectory. This manifests itself in its form, activation, management, and communications.

ENCOURAGES USER OWNERSHIP

A good place has a strong connection between the physical space and the people who use it. Users and stakeholders are invested in it, actively involved in affecting its form, usage, and maintenance. This also makes the place more relevant to user's desires and more resilient to evolving needs and situations.

ADDS VALUE FOR EVERYONE

A good place should offer itself as a platform and catalyst for various stakeholders to enjoy returns on their investments into the place - directly or indirectly through a ripple effect of various place initiatives/stimuli. This should be tangible and can take many forms including economic, environmental, social, and more - depending on what the stakeholder themselves consider of value. This quality should also be sustainable in the long-run.

https://www.ura.gov.sg/-/media/Corporate/Resources/Publications/Books/PlacemakingBook_How-to-make-a-great-place.pdf?la=en



Examples of street activations at Maju Avenue (Serangoon Gardens), Cantonment Close and Jalan Kuning (Chip Bee Garden)



Adaptive reuse of conserved buildings provides the preservation of old memories and allows new memories to be built by future generations. Image credit: FARM Top: Cultural performances that accentuate the heritage of the street adds to the identity of the place Murals add visual interest and tell the story of the place

Armenian Street from August 2018 to August 2019, transforming from a road to a permanent pedestrian space



Early placemaking efforts at various locations such as Jalan Besar, Waterloo Street and Empress Place. This includes converting the empty space at the URA building entrance into a cosy space for people to gather (image on the left)



Various spaces in Toa Payoh West where the seniors have made these their own



3. CapitaLand and Singapore Science Park

1. Singapore Science Park: Celebrating 40 years of innovation
 - <https://www.youtube.com/watch?v=BKK2dsM2bqE>
 - <https://www.sciencepark.com.sg/en.html>
 - <https://www.facebook.com/capitaland/photos/gm.311039515977209/1372307786162868/?type=3>
 - <https://www.instagram.com/yourworkplacecommunity/?hl=en>
2. CapitaLand Development and Ascendas Reit to jointly redevelop 1 Science Park Drive
<https://www.capitaland.com/en/about-capitaland/newsroom/news-releases/international/2021/nov/CLD-Areit-jointly-redevelop-1-Science-Park-Drive.html> and <https://www.mingtiandi.com/real-estate/projects/capitaland-ascendas-reit-redevelop-one-science-park/>
3. CapitaLand unveils S\$1.4 billion “Geneo” life sciences and innovation cluster in latest phase of Singapore Science Park rejuvenation <https://www.capitaland.com/en/about-capitaland/newsroom/news-releases/international/2023/june/capitaland-unveils-14billion-Geneo-life-sciences-and-innovation-cluster.html> and <https://www.straitstimes.com/business/new-life-sciences-hub-at-singapore-science-park-slated-for-2025-completion>
4. Singapore Science Park Google Map
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