

SINGAPORE

# THE PEAK

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## THE POWER ISSUE

**SUITE SUCCESS: ALLEN LAW,  
DIRECTOR, PARK HOTEL GROUP**

DONALD TRUMP JR, THE ORIGINAL APPRENTICE  
20 YOUNG GUNS TO WATCH

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# THE NEW POWER GENERATION



AS FORMER BRITISH PRIME MINISTER MARGARET THATCHER ONCE SAID, "BEING POWERFUL IS LIKE BEING A LADY. IF YOU HAVE TO TELL PEOPLE YOU ARE, YOU AREN'T". EACH OF THESE 20 PERSONALITIES – ALL UNDER THE AGE OF 40 – IS INFLUENTIAL IN HIS OR HER RESPECTIVE FIELD. THEIR ACHIEVEMENTS SPEAK FOR THEMSELVES. WITH COURAGE, SMARTS AND A WHOLE LOT OF PASSION, THEY ARE THE NEW MOVERS AND SHAKERS.

## ARCHITECT WITH A VISION

Colin Seah, 39, founder and design director, Ministry of Design

Founder of the cutting-edge Ministry of Design, Seah has many feathers in his cap. This includes not just one but two President's Design Awards, Singapore's highest accolade for the industry.

Hailed as a rising star in architecture by *Monocle*, Seah has worked on numerous local and international projects, such as the New Majestic Hotel in Singapore and Sanlitun Soho Apartments in Beijing. His creativity and vision have even led the Singapore Tourism Board to invite him to help redefine the country as a must-see tourist destination.

"IF I COULD CHANGE ANYTHING, I'D REPLACE THE GREED IN MEN'S HEARTS WITH CONTENTMENT."



**BIG ON IDEAS**

**Pann Lim, 37,**  
creative director, Kinetic

“Design and advertising without an idea is a sin”. This is the mantra that spurs Lim to constantly dream up concepts that intrigue and inspire. His most successful campaigns include the 2008 “Why do we run” commercial for the Nike+ Human Race 10K in Singapore, part of the worldwide sporting event.

In his 12 years in advertising, Lim has won over 200 international and local awards. He also led Kinetic to be crowned the 2010 Youngguns International Design Agency of the Year over strong competitors from around the world. Named one of the most influential creative directors by the Institute of Advertising Singapore for four years, he is also a founding member of The Design Society, a non-profit organisation that seeks to boost design standards in Singapore.



**PUSHING BOUNDARIES IN FURNITURE DESIGN**

**Nathan Yong, 39, founder,**  
Nathan Yong Design

He started out as a furniture buyer, but is now a multi-award-winning furniture designer whose work has been sold and exhibited in Milan, London and the US. Yong has come a long way from his humble childhood, when his family collected items off the beach to make ends meet.

His pieces, including the iconic Break Stool, Paper Chase magazine rack and Pebble Table, constantly push boundaries with their down-to-earth simplicity. Widely credited with raising the bar for his peers and in turn, industry standards, he was named Designer of the Year in 2008. Yong, who set up what is Air Division today in 1999, currently runs his own multi-disciplinary design consultancy.



**OVERCOMING THE FINANCIAL STORM**

**Lui Su Kian, 38, head of deposits and secured lending, DBS**

The last two years have been rocky for the finance industry, but bankers like Lui have taken the challenges in their stride. A graduate of Nanyang Technological University, Lui has been with DBS since 1998 and now holds the position of senior vice-president for her division.

Responsible for managing mortgage lending, auto loan and deposit portfolios, she played a key part in the bank’s initiative to lend more, sell more and recover lost market share in mortgages. For her work, Lui was presented with the Promising Young Banker award at The Asian Banker Leadership Achievement Awards in Hong Kong this year.

