

Sony joins New Everyday Life, By Design with free NEL showcases from 14 November

Description

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Sony New Everyday Life, By Design is one of the draws of a free, three-week design journey along the North East Line, and the Japanese electronics maker is turning its corner of it into a hands-on playground for photography, gaming and sustainability. From 14 November to 6 December 2026, Sony will run showcases and programmes at Plaza Singapura, Temasek Shophouse and Nexus at Punggol Coast Mall.



Image: DesignSingapore Council / Sony Singapore

What is New Everyday Life, By Design?

New Everyday Life, By Design (NELBD) is presented by the DesignSingapore Council and produced by FARM. It runs from 14 November to 6 December 2026 across 17 North East Line MRT stations, with two main hubs at Dhoby Ghaut and Punggol Coast. Sony is a contributing partner, and its programming sits under the Impact and Innovation themes.

Photography and purpose at Temasek Shophouse

On 21 and 28 November, *Picturing New Perspectives with Sony and issyshoots* is a guided photowalk led by photographer and artist Isabelle Lim, who is deaf and brings her own way of seeing to everyday scenes. A separate sharing session, *Seeds of Emotion with Sony*, features Gerald Teo, Senior Manager at Design Center Asia, on how Sony turns sustainability principles into design, with examples including Yuru Street Music, Sony/Taiyo Corporation and OBM furniture at Milan Design Week.

Temasek Shophouse also hosts two exclusives: *Climate Station*, which brings climate data to life through the PS5, and *Heartbeat Music*, which uses facial movement tracking and heartbeat sensing to shape rhythms and lighting.

Products with Purpose and Game On, For All

At Plaza Singapura, *Products with Purpose* showcases selected Sony products and their eco-conscious features, including the WF-1000XM6 earbuds and their packaging, and how circular materials are changing everyday electronics. *Game On, For All* runs at both Plaza Singapura and Nexus, where visitors can try the Access controller for PlayStation 5, designed for players with disabilities. Hands-on trials at Plaza Singapura are available on weekends only, while Nexus offers daily trials. Nexus also has *Nexus Music*, which turns movement into music in real time.

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Our take

Mall-and-MRT installations make this an easy weekend add-on if you are already heading to Orchard or Punggol. If you like your design with a side of art, our guide to Retired Singirl at National Gallery Singapore is a good companion, and shoppers eyeing Sony gear can check the Sony Days 2026 year-end promotion.

Event details

- **Event:** New Everyday Life, By Design (NELBD)
- **Dates:** 14 November to 6 December 2026
- **Sony locations:** Plaza Singapura and Temasek Shophouse (Impact Hub); Nexus at Punggol Coast Mall (Innovation Hub)
- **Admission:** Free; selected programmes may require pre-registration
- **More information:** dsg.sg/nelbd

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