



**WOMEN  
EMPOWERING  
DESIGNER  
AWARD**  
2022



**WOMEN ARE ALWAYS SAYING,  
“WE CAN DO ANYTHING THAT MEN CAN DO.”  
BUT MEN SHOULD BE SAYING,  
“WE CAN DO ANYTHING THAT WOMEN CAN DO.”**

- Gloria Steinem



Discover the inspiring superwomen that were honoured with DOTY 2022's coveted Women Empowering Designer Award.

The Women Empowering Designer Award (WEDA) recognises women's dedication to excellence and leadership in innovation within the extremely competitive, traditionally male-dominated design industry. Established to boost female designers along with their impressive array of talents and achievements, this special award is presented to the powerful women cementing their legacy with every move made in this field. Receiving this invaluable accolade under the Designer of the Year Awards (DOTY) 2022, an illustrious event organised by ACG Media, are 12 of the following female designers who have surpassed societal barriers and stamped their own mark across the Malaysian landscape with their uniquely noteworthy designs, remarkable strength of character and progressive leadership skills.



Check out the interview sessions with all the honorees of this award category, available on the **QCTV (Quick Chat TV)** Youtube channel.

This program is brought to you by :





DESIGNER: ESTHER AU YONG  
DESIGNATION: INVENTIVE DIRECTOR



"Design is a tool to improve our lifestyle. It is a demonstration of a unique identity for different individuals," defines Esther Au Yong of Young Concept Design Sdn Bhd. The inventive director recalls that her journey as a female designer has been a pretty positive one that has never allowed her gender to hold her back. Some may think that female designers are at a disadvantage because it involves a lot of uncomfortable site work but based on her past experiences, she has even encountered male designers that don't enjoy it so in the end, it's all up to the individuals themselves.

"I think I'm lucky because in today's society, gender equality awareness is much improved. At least within my working environment, the people I encounter are very supportive and do not look down on female designers," she remarks. Furthermore, she has noticed that many top management or chairperson/ president positions are now held by women – it's certainly an inspiring sight to behold.

One of her toughest challenges arose when she selected the wrong person to collaborate with for a certain project, leading to a ton of trouble and incomplete site work which she needed to sort out urgently. Although it was arduous, this experience taught her plenty ... including the need to be more cautious when choosing professional partners. Therefore, she encourages others to "Believe in your ability and never stop exploring as the design industry changes very rapidly. As a designer, you should not stay in your comfort zone all the time but step out and be adventurous to chase your dreams."