360 NEWS

Designing for Demographics

People-Centred Design Focus

Cross-Cultural Collaboration

Technology-Driven Solutions

AUGUST 2025 • MDDI (P) 023/07/2025



TARGET AUDIENCES SHAPE DESIGN DEMOGRAPHICS

Strategy
CHIẾN LƯỢC
战略
နည်းဗျူဟာ
Strategi
กลยุทธ์
Pelan
стратеги



AGE MATTERS

EMPOWERING
LIVES THROUGH
THOUGHTFUL DESIGN

EXPERIENCE
BEYOND.

Steering the Group Forward

Big on recognising and encouraging progress, ONG&ONG recently promoted employees within the firm and hired new talent to join the Group. As growth is pivotal to the advancement of the company and its people, we take this opportunity to congratulate them. We look to these new talents to guide the Group forward as we strive to achieve new milestones that will better serve communities around the region.



Chavana Chungsubhun
Director, Interior Design
Studio ID025
ONG&ONG
Thailand



Hardy Turangan
Director, Project Management
Studio PM4
Project Innovations
Singapore



Dwi Adianto Prabhowo
Associate Director, Architecture
Studio AR047A
ONG&ONG
Indonesia



Chionh Ken Kiat
Associate Director, M&E Engineering
Studio 8
Rankine&Hill
Singapore



Christopher Hsieh
Associate, Project Management
Studio PM1
Project Innovations
Singapore



Chen Youlan Ivy
Associate, Project Management
Studio PM1
Project Innovations
Singapore



Pham Son Tung
Associate, Architecture
Studio 1
ONG&ONG
Vietnam



Ryan Teo
Associate, Architecture
Studio 9
ONG&ONG
Singapore



Nguyen Minh Nhat
Associate, Landscape
Studio LS5
ONG&ONG
Vietnam

Rankine&Hill Wins the MOHH Innovation Excellence Merit Award for Khatib Polyclinic

The prestigious award recognises the team's dedication to implementing game-changing innovations that have significantly improved project outcomes and delivery. By embracing forward-thinking solutions, Rankine&Hill have not only enhanced efficiency and quality but also set a new standard for excellence in the industry. The MOHH Innovation Excellence Award celebrates impactful innovation and encourages more firms to adopt innovative approaches in their projects. This achievement is a testament to our commitment to creativity, collaboration, and delivering exceptional results.



Beyond the Finish Line: A Shared Mission to Benefit 230 Children and Youths

On 28 April, ONG Foundation Director Tze Boon and Executive Chef Loris Massimini took on the 230km, six-stage Uzbekistan ultramarathon through the ancient Silk Road's valleys, deserts, and villages. More than a personal challenge, their participation fuelled the 230 for 230 Reach for the Stars fundraising campaign, raising S$408,166 inclusive of the matching grant by Singapore's Tote Board to empower 230 underprivileged children and youths from families affected by parental incarceration. Through NeuGen Fund, the donation will expand programmes focused on education, mental well-being, and personal growth for vulnerable young people, with the main aim of preventing intergenerational offending.



Read more:





SIADA Awards Honours St. Joseph's Church for Heritage and Conservation Excellence

St. Joseph's Church secured a Merit Award in the Heritage & Conservation category at the 2025 Singapore Institute of Architects Design Awards (SIADA). Many of the 120-year-old church's neo-Gothic features were sensitively restored through comprehensive conservation work that included structural stabilisation of shifted elements, expert cleaning of unique statuary and remarkable stained glass windows, meticulous refinishing of original teak pews and ambo, and careful reinstallation of historic encaustic floor tiles. The award recognises the project's sensitive balance of preservation and contemporary adaptation, in line with SIADA's emphasis on architectural excellence.

Read more:



Vittoria Factory by ONG&ONG Thailand Wins at the 2025 Asia Pacific Property Awards

The Vittoria Cotton Tyre Factory, designed by ONG&ONG Thailand, has been honoured with the Commercial & Manufacturing Architecture Thailand award at the 2025 Asia Pacific Property Awards. This prestigious recognition highlights the project's excellence in architectural design within the commercial and manufacturing sector in Thailand. The award underscores the innovative approach and design quality that ONG&ONG brought to the Vittoria Cotton Tyre Factory, setting a benchmark for industrial architecture in the region.

Joe Fu, Director of Architecture at ONG&ONG, Recognised as One of Singapore's Architectural Visionaries Under 45

Joe Fu from ONG&ONG Singapore has been selected for 20 Under 45 series, a flagship initiative by Urban Redevelopment Authority. This recognition highlights Singapore's most promising registered architects under 45, assessed by a panel of industry leaders, academics and practitioners. Selection criteria emphasise outstanding architectural design, thought leadership and contributions to Singapore's built environment. Joe's inclusion reflects his exceptional portfolio and innovative approach that pushes boundaries while addressing urban challenges. The series collectively represents the vibrancy and future direction of architectural practice in Singapore.



Read more:



ONG&ONG Named Among Asia's Elite at Prestigious Hubexo Awards

ONG&ONG has received recognition in the prestigious Elite category at the newly rebranded Hubexo Asia Awards (formerly BCI Asia Awards), reinforcing its leadership in delivering innovative, sustainable designs across the region. As the Hubexo Awards continue their legacy of spotlighting architectural distinction, ONG&ONG's inclusion among Singapore's top firms underscores its profound influence in shaping transformative spaces.



Read more:



Awards

Our accolades for pushing boundaries and crafting an experience beyond.

News



Vittoria Cotton Tyre Factory
Architecture
Asia Pacific Property Awards, Commercial & Manufacturing, Thailand

Virakun Punyaratabandhu and Krittin Kampitak
Architecture



St Joseph's Church
Architecture, Landscape
SIA Architectural Design Awards, Conservation Category

Joe Fu Zhuo and Tan Wei Sheng
Architecture

Lena Quek *Landscape*



Artyzen Singapore
Architecture, Interior Design Management, Landscape
Japan Good Design Award, Architecture

Steven Low, Tong Pey Haw, Michelle Gouw and Cinco Bielza Gregorio *Architecture*

Lena Quek *Landscape*

Paul Lim and Teo Boon Kiat
Interior Design Management



ONG&ONG
Hubexo Top 10 Architects, Singapore



Cora, Eco Ardence
Architecture
International Architecture Awards, Multi-Family Housing, Honourable Mention

Tan Kee Keat, Hasbullah Bin Abdullah and Suhana Binti Sulaiman Nasir
Architecture



MK-Residence
Architecture
International Architecture Awards, Private Homes, Honourable Mention



Vittoria Cotton Tyre Factory
Architecture
International Architecture Awards, Industrial, Honourable Mention

Virakun Punyaratabandhu and Krittin Kampitak
Architecture



St Joseph's Church
Architecture, Landscape
International Architecture Awards, Religious Buildings, Winner

Joe Fu Zhuo and Tan Wei Sheng
Architecture

Lena Quek *Landscape*



Artyzen Singapore
Architecture and Landscape
URA Architectural Heritage Awards. Award of Conservation

Steven Low, Tong Pey Haw, Michelle Gouw and Cinco Bielza Gregorio *Architecture*

Lena Quek *Landscape*



12 Mount Sophia (Haus on Handy)
M&E Engineering
URA Architectural Heritage Awards, Special Mention



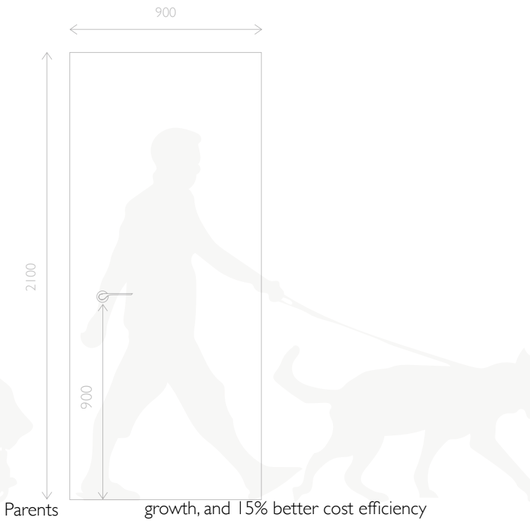
Sycamore
Vmark Design Award 2024, Best Residential Design, Silver

Bui Thi Bang Tam *Interior Design*

DESIGNING FOR PEOPLE:

WHY DEMOGRAPHICS MUST SHAPE THE BUILT ENVIRONMENT

Every space tells a story, but to resonate, it must speak to its users. Designing with the target audience in mind unlocks spaces that connect, inspire and endure.



Before architects pick up their pencils or interior designers select their palettes, a fundamental question must be answered: who exactly are we designing for? The psychology of spatial experience tells us that different demographic groups respond to environments in profoundly different ways.

Teenagers are drawn to spaces that offer social validation and identity expression. Their brains are still developing impulse control whilst seeking peer approval, making them gravitate towards visually dynamic environments with Instagram-worthy backdrops and flexible social zones. Conversely, elderly users prioritise cognitive clarity and physical security. Their spatial preferences are shaped by years of experience and often declining sensory capabilities.

This isn't about discrimination; it's about effectiveness. A successful design serves its primary target audience exceptionally well rather than serving everyone adequately. When we try to please everyone, we often end up pleasing no one.

Identifying Your Target Audience

The most successful built environments begin with rigorous target audience identification through demographic profiling: age range, income levels, physical abilities, cultural background, and technology adoption levels.

However, demographics alone are insufficient. Designers must understand psychographic drivers—what motivates behaviour, aspirations, and anxieties. A 25-year-old investment banker and artist may share age profiles but require entirely different spatial experiences.

Success requires pattern recognition through observing how target audiences behave in similar spaces, then defining primary versus secondary audiences. Most effective spaces focus 70-80% of design attention on a primary target whilst accommodating secondary users without compromising the core experience.

Translating Identity into Spatial Experience

Sometimes, architectural and interior design decisions are made in isolation from brand strategy. Effective spatial design is a manifestation of the brand story, with every design choice reinforcing the brand's core positioning. A brand's identity and story should be established before design development. Crucially, the design must strengthen and amplify the brand's story through purposeful decisions that create cohesive and memorable experiences.

Teen-focused brands like Supreme translate rebellion and authenticity into stark, gallery-like stores with bold colours and minimal displays, making purchases feel exclusive. Luxury brands like Hermès create salon-like environments emphasising craftsmanship and exclusivity.

Brand strategy becomes spatial strategy through design briefs connecting floorplans and fixtures back to the brand's narrative, creating spaces that immerse target audiences in the story rather than simply serving them.

Target Audience Applications

• Residential

Rather than designing homes that vaguely "work for families," successful projects address specific needs. Young professionals (25–35) benefit from open-plan layouts, integrated home offices, smart systems, and minimal storage. Multi-generational Asian households often require formal dining areas, accessible elder suites, and dual kitchens to suit varied cooking styles.

• Workspaces

In offices where four generations work together, zoning is key. Gen Z thrives in activity-based areas with biophilic touches, informal pods, and café-style spaces. Gen X values private offices and formal meeting rooms, while Baby Boomers prefer quiet zones and elegant, well-crafted finishes.

• Retail

Gen Z shops for social validation—stores may feature interactive walls, neon accents, and photogenic fitting rooms. Parents prioritise efficiency via wide aisles, sightlines to children's areas, and express checkouts. Luxury buyers expect privacy, personal service, and refined lighting.

• Public Spaces

Gen Z-focused urban parks target teenagers whose psychological needs centre on social gathering and identity expression. Design responses include skateable architecture, Wi-Fi zones, and designated street art walls. Senior-friendly community gardens focus on purpose and gentle activity through raised planters, covered seating areas, and accessible pathways.

• Hospitality

Digital nomads require work-life integration through co-working lobbies, high-speed internet throughout, and modular room layouts supporting both work and rest. Multi-generational family holidays need interconnecting room suites, multi-level pool areas, and supervised kids' zones. Luxury couples' retreats emphasise romance through private terraces, in-room dining spaces, and sunset-optimised orientations.

• Psychology-Driven Design Principles

Effective design requires understanding how target audiences respond psychologically to three key elements. Colour psychology varies significantly: teenagers prefer vibrant, high-contrast colours that convey energy, whilst young professionals favour sophisticated neutrals and seniors respond to warm, familiar colours for clarity. Spatial preferences follow similar patterns—high-income users prefer generous spacing suggesting exclusivity, families need clear sightlines, and young adults favour flexible layouts. Material choices complete the picture, from sleek modern finishes to natural, authentic textures.

Why It Pays to Design with Purpose

Designing for specific target audiences delivers measurable business benefits. Research demonstrates that brands with clear target audience focus achieve 23% higher customer loyalty rates, 19% faster revenue growth, and 15% better cost efficiency through reduced waste on features that don't matter to core users.

Center Parcs exemplifies this through laser focus on UK families with young children, creating a £2 billion business with 97% occupancy rates.

The Role of AI in Audience-Focused Design

As artificial intelligence becomes more sophisticated, it is also emerging as a powerful ally in understanding and designing for target audiences. Through data analytics, generative tools, and behavioural modelling, AI can identify evolving patterns in user preferences, simulate user experiences, and help designers test scenarios before a single brick is laid. More than replacing creativity, AI enhances it—allowing designers to become curators of insight. With the right prompts and inputs, AI offers a shortcut through ambiguity, helping translate demographic intelligence into meaningful spatial outcomes faster and more precisely than ever before.

Turning Insights into Action

Successful target audience-focused design requires systematic implementation across four phases: audience research involving focus groups and competitor analysis, brand alignment ensuring visual identity reflects target psychology, design strategy creating detailed personas with specific spatial needs, and ongoing testing and iteration based on observed behaviour rather than assumptions.

Conclusion

Committing to designing spaces that serve their specific audiences exceptionally well means making deliberate choices about who you're designing for, understanding their psychological drivers, and translating these insights into spatial experiences that amplify the brand story. When design decisions align with both audience psychology and brand narrative, spaces become powerful tools for delivering memorable brand experiences rather than generic environments.

Awards

360 Synergistic Specialists

Singapore Indonesia Malaysia Mongolia Myanmar Thailand Vietnam

ONG&ONG group

Project Management

Project Management
Project Development
Construction Management
Cost Management
Place Management

Ensuring projects are well organised and cohesively executed are the fundamentals of our business. But it's more than just putting the right people in touch or assembling the ideal team. Our goal is to connect the dots and tie up the loose ends to make sure projects are as easy and cost-effective as possible.

The process is a practical one. First, the objectives and parameters of a given project are properly ascertained. Following which, development is carefully planned and mapped, all in an effort to ensure complete alignment and efficiency throughout the construction phase. For us, success means a stress-free experience for our clients.




Project Solutions

Construction
Design & Build
Turn Key Solutions
Contract Works

Our newest Specialist Studio is ideal for overseeing small to medium-scale projects. Providing Design & Build expertise across a range of industries and sectors, Project X:ion specialises in guiding turnkey projects from concept to completion.

Our clients will enjoy the convenience of a one-stop shop solution. Where the knowledge of a multi-disciplinary property and construction consultancy, with extensive local and international experience, can provide a diverse array of services including project management, cost management & quantity surveying, development management and contract work.

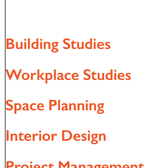



Workplace Interior

Building Studies
Workplace Studies
Space Planning
Interior Design
Project Management
Sustainability
Turn Key Solutions

The perfect corporate interior goes beyond simply creating functional workspace. Although aesthetic quality and style are a must, the environment must be synergistic and inspirational. After all, productivity is the name of the game.

At SCA Design, we go beyond traditional interior design, altering the notion of what a working environment should encompass. Combining in-depth building and workplace studies we determine the ideal parameters for project management. In addition, with input from clientele and the end-user, space planning is used in tandem with flawless interior design, resulting in turn key work spaces that exemplify what the modern office should be.

Experience Design

User Experience Strategy
Service Design Consulting
Design Thinking
Ethnographic Research

Experience Design is about altering human experiences through the process of Design Thinking, where we imagine and conceive in terms of utility. Human experiences are in constant flux, where improvement, progress and advancement unfold and develop over time – ultimately leaving us better positioned than before.

At ONG&ONG, our award-winning Experience Design team finds ways to elevate and improve an experience. Whether it's a minor tweak or something completely reimagined, all the projects we work on have one thing in common: making the end-user experience better.

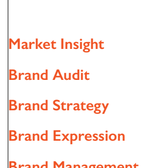



Brand Engagement

Market Insight
Brand Audit
Brand Strategy
Brand Expression
Brand Management
Environmental Branding
Digital Branding Solutions

Brand Engagement is an analytical process, but also one that requires much imagination. It is about crafting experiences that foster relationships between brands and consumers. With over 35 years of experience and a client list brimming with household names, IMMORTAL is renowned for its branding programmes that have helped many clients grow their businesses. Offering a comprehensive suite of services including Market Insight, Brand Audits, Strategy, Expression, and Management, IMMORTAL is committed to helping any brand create an authentic and enduring identity.





Environmental Wayfinding

Planning and Analysis
Wayfinding Strategy
Signage System and Design
Environmental Graphics

IMMORTAL delivers effective wayfinding, at every point of a journey. It is a system of signs and symbols to enable easy navigation. No matter the complexity, the primary objective is to make every space more user friendly.

Wayfinding has the capacity to optimise and enhance the built environment, improving circulation, connectivity and use of space.

It is a design strategy that creates intuitive wayfinding: a vital component of the environmental brand experience.



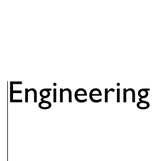


Engineering

Mechanical
Electrical
Civil
Structural
Fire Safety
Environmental

Beneath the veneers of colours, curved lines and textures of all dazzling designs are the hidden machinery and mechanisms that make everything possible. Inventive engineering becomes the basis through which creativity can be transformed from imagination and turned into living, breathing reality.

With decades of experience in the industry, Rankine&Hill consultants have collaborated on some of Singapore's most iconic designs. From Mechanical & Electrical to Civil & Structural, as well as Fire Safety and Environmental solutions, we continue to deliver a full-range of comprehensive engineering solutions that bring projects to fruition.




Landscape

Master Planning
Space Planning
Blue & Green Solutions
Sustainability
Playground Design

The modern built environment is increasingly characterised by the integration of nature. Regardless of typology and scale, projects today make it a point to include greenery where possible.

At ONG&ONG, our track record of award-winning projects underscores the importance we place on landscape design. From biophilic environments and naturalistic designs, to the creation of sustainable microclimates, our landscape team endeavours to find the optimum levels of greenery to benefit and enhance the built environment.

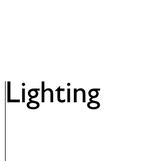



Lighting

Architectural Lighting
Equipment Cost Control
Operational Cost Control
Lux Level Calculations
Lighting Controls
Lighting Audits

Lighting design is crucial, yet too often overlooked. Lighting can highlight and accentuate any space. It can alter the ambience or mood of a given setting, bringing life, warmth and more to any environment. Lighting has the capacity to transform a solid project into a superb one, where just the right mix of shadow, light and colour can easily augment the end-user experience.

Bright or low-key, fluorescent or neon, simple or intricate, we at ONG&ONG fully appreciate how crucial a project's lighting design can be.




Interior Design

Advisory & Consultancy
Space Planning
Test Fit
Feasibility Study
Master Design Guidebook
Turn Key Solutions

Residential or commercial, public or private, institutional or infrastructural, interior design is crucial no matter the project. From forming the heart of a home to setting the tone for a corporate or professional space, the potential of a space is realised through interior design.

Be it functionality or comfort, on luxury or utility, ultimately the manner in which we conceive a space influences how it will be utilised. At ONG&ONG our interior design experience runs the gamut of typologies and scales, with award-winning projects the world over as proof of our ability to truly define any space.




Masterplanning

Vision & Strategies
Land Using Planning
Connectivity
Urban Infrastructure
Environmental Sustainability Design
Landscape

Cities rely on experienced planners when creating infrastructure master plans. The process of conceptualisation demands imagination and a progressive mindset.

It comprises a plethora of considerations, including the accessibility to civic amenities, drainage systems and encouraging communities. A well-designed city is future proof, catering to the evolving needs of its inhabitants for decades.




Architecture

Master Planning
Architecture
Ideate and Create
Conceptualisation & Analysis
Research & Development
Space Planning

For nearly half a century, ONG&ONG has been synonymous with architectural excellence. Regardless of scale or typology, our extensive experience and repertoire of knowledge have empowered the firm to deliver countless projects of the highest calibre.

Today, the firm operates in several countries in Asia, as we build on a tradition of excellence, working to grow our reputation for dependability and innovation in the region and beyond - delivering a comprehensive range of services that includes individuated expertise in Master Planning, Brand Engagement, Experience Design, Interiors, Landscape and Lighting.




project innovations
www.proj-innovations.com

project x:ion
www.proj-xion.com

www.sca-design.com

OXD
oxd.ong-ong.com

IMMORTAL Brand Engagement
www.immortal.com.sg

Rankine&Hill
www.rankine-hill.com

ONG&ONG
www.ong-ong.com

All ONG&ONG offices around Asia deliver the full 360 Solution through our teams of specialists.

ONG&ONG Malaysia

Glades of Westlake, Setia Eco Glades

A testament to thoughtful design, this project transforms inspiration into lived experiences, crafting homes that feel both familiar and extraordinary.
Malaysia

Tan Kee Keat and Hasbullah bin Abdullah
Architecture



Glades of Westlake, Setia Eco Glades in Cyberjaya fuses classical Chinese architecture with tropical modernity. Completed in 2024 after a four-year journey, ONG&ONG Malaysia's design draws inspiration from Hangzhou's West Lake and Jiang Nan's canal towns. The development features signature curved roofs echoing traditional dougong eaves, moon bridges, and tiered gardens - all meticulously crafted to balance heritage aesthetics with contemporary tropical living.

The masterplan centres around a serene lake, creating a microclimate while paying homage to Jiang Nan's water villages. Lush native landscaping and biophilic principles enhance sustainability, with shaded walkways connecting the community. Challenges including lockdowns and material shortages demanded innovative solutions - |the team implemented remote monitoring and redesigned material palettes without compromising the Oriental essence.

From textured brickwork to the reflective central lake, every element serves both aesthetic and functional purposes. The development stands as a testament to resilient design, where sweeping traditional motifs coexist with modern lines. Glades of Westlake ultimately achieves its vision: a poetic sanctuary where East meets West, and heritage harmonises with progressive tropical living.













Glades of Westlake, Setia Eco Glades di Cyberjaya, menggabungkan keindahan senibina klasik Cina dengan sentuhan moden tropika. Siap dibina pada tahun 2024 dengan tempoh pembinaan selama empat tahun, rekabentuk oleh ONG&ONG Malaysia ini diilhamkan daripada West Lake di Hangzhou dan bandar terusan Jiang Nan. Pembangunan ini menyerlahkan bumbung melengkung ikonik berinspirasikan elemen cucur atap berstruktur kayu ala tradisional dougong, jambatan bulan yang mempesona, serta taman-taman bertingkat – kesemuanya diolah dengan teliti untuk mengimbangi keindahan warisan dengan gaya hidup tropika kontemporari.

Pelan induk pembangunan ini dipusatkan pada sebuah tasik yang terbentang indah lagi mendamaikan, mewujudkan mikroiklim yang seakan melakar semula panorama perkampungan air di Jiang Nan. Landskap hijau yang rimbun serta gabungan prinsip biophilic mengukuhkan lagi kelestarian alam sekitar, manakala laluan pejalan kaki berbumbung menghubungkan komuniti secara harmoni. Cabaran semasa pembinaan seperti sekatan pergerakan dan kekurangan bahan binaan, dapat diatasi dengan penyelesaian inovatif oleh pasukan pembinaan melalui pemantauan jarak jauh dan olahan semula bahan binaan, tanpa menjejaskan kualiti dan keaslian identiti Oriental.

Dari dinding bata bertekstur sehinggalah ke tasik utama yang terbentang luas, setiap elemen mempunyai fungsi dan keindahannya yang tersendiri. Pembangunan ini berdiri megah sebagai bukti kukuh akan kesinambungan dan keseimbangan gabungan motif tradisional dengan moden.









ONG&ONG Malaysia

Straits of Heron

A symphony of past and present, Straits of Heron marries Peranakan artistry with contemporary functionality.
Malaysia

Tan Kee Keat, Hasbullah bin Abdullah,
Suhana Binti Sulaiman Nasir, and Tan Yanxian
Architecture

Straits of Heron in Bandar Eco Setia, Shah Alam is a Peranakan-inspired residential enclave by ONG&ONG Malaysia, completed in December 2024. The 54 bungalows and semi-detached homes blend heritage and modernity through ornate floral motifs, red-tiled roofs, and shophouse-style windows. Bold colour palettes and intricate details, like protruding columns and curated tilework, reflect the team's meticulous craftsmanship across the four-year project.

Designed for natural living, the homes feature double-volume living spaces, expansive windows, and seamless indoor-outdoor flow. These elements create airy, light-filled interiors rare in urban settings. Every architectural choice—from the roof spines to the façade patterns—honours Peranakan traditions while meeting contemporary needs.

Straits of Heron is a testament to storytelling through design. It celebrates cultural heritage while fostering community, proving that homes can be both functional and deeply meaningful. ONG&ONG's hands-on approach ensured each detail upheld this vision, resulting in a neighbourhood where past and present harmoniously coexist.







Straits of Heron di Bandar Eco Setia, Shah Alam, merupakan sebuah enklaf kediaman berinspirasikan warisan Peranakan yang direkabentuk oleh ONG&ONG Malaysia dan siap dibina pada Disember 2024. Ia merangkumi 54 unit banglo dan rumah berkembar yang menggabungkan warisan dan kemodenan, yang terzahir melalui motif bunga hiasan yang unik, beratap genting merah, dan tingkap gaya ala rumah kedai yang mengundang nostalgia. Penggunaan palet warna yang berani, dengan setiap perincian halus seperti tiang menonjol dan kerja jubin yang terpilih dan teliti, mencerminkan dedikasi dan ketelitian pasukan binaan projek sepanjang empat tahun ini.

Direka khas untuk gaya hidup yang berteraskan alam, kediaman-kediaman ini menampilkan ruang tamu bersiling tinggi dwi-tingkat, tingkap besar yang luas, serta kesinambungan ruangan dalaman dan luaran yang terjalin secara harmonis. Elemen-elemen ini membentuk ruang dalaman yang lapang dengan aliran pengudaraan yang baik dan dipenuhi cahaya semulajadi, sesuatu yang jarang ditemui dalam persekitaran kota. Setiap pilihan elemen senibina, dari kerangka bumbung hinggalah ke komponen pada fasad bangunan, dicipta indah dengan gabungan ciri-ciri tradisi Peranakan dan selaras dengan gaya kontemporari masa kini.

Straits of Heron adalah sebuah naratif senibina. Ia meraikan warisan budaya di samping memupuk semangat komuniti, membuktikan bahawa ia bukan sekadar berfungsi sebagai kediaman semata-mata malah penuh bermakna.

ONG&ONG Malaysia

Setia EcoHill 2 Chorus

Setia Ecohill 2 Chorus by ONG&ONG Malaysia showcases purposeful design through minimalist homes built for modern family living.
Malaysia

Tan Kee Keat, Hasbullah bin Abdullah, Lu Chun Wei and Tan Yanxian *Architecture*









Setia EcoHill 2 Chorus is a seven-acre landed residential development in Semenyih, Selangor, comprising 99 two-storey terrace houses. Designed by ONG&ONG Malaysia over three years, the project responds to the evolving needs of modern families with minimalist homes that emphasise flexibility, clean lines and functional elegance.

The layouts were thoughtfully crafted to accommodate a range of family dynamics, prioritising simplicity and spaciousness over decorative excess. Each unit was designed to be honest and practical, reflecting a modern approach to everyday living. A key client requirement was the use of ACOTEC precast concrete wall panels, valued for their quick installation and consistency. While challenges emerged during implementation, the team adapted the design without compromising its original intent, ensuring quality remained intact.

At the heart of the precinct lies a landscaped communal garden and shared amenities that promote neighbourly connection. Setia EcoHill 2 Chorus is ultimately a story of purposeful, pragmatic design that quietly enhances daily life.

Setia EcoHill 2 Chorus ialah sebuah pembangunan kediaman atas tanah seluas tujuh ekar di Semenyih, Selangor, yang merangkumi 99 unit rumah teres dua tingkat. Hasil rekabentuk ONG&ONG Malaysia dalam tempoh tiga tahun, projek ini memenuhi keperluan gaya hidup keluarga moden dengan konsep minimalis yang menekankan fleksibiliti, kemas dan elegan.

Susun atur pelan lantai direka dengan teliti untuk menyesuaikan pelbagai gaya hidup keluarga, mengutamakan kesederhanaan dan keluasan ruang berbanding hiasan yang sarat. Setiap unit menampilkan rekaan yang autentik dan efisien, mencerminkan pendekatan moden terhadap kehidupan harian. Antara keperluan utama Klien ialah penggunaan panel dinding konkrit pratuang ACOTEC, yang terkenal dengan pembinaan segera.

Teras utama kawasan ini ialah sebuah taman komunal berlandskap bersama kemudahan yang dikongsi bersama dan memupuk hubungan kejiranan. Setia EcoHill 2 Chorus menjadi lambang rekabentuk estetik yang berfungsi dan praktikal, serta secara tidak langsung meningkatkan kualiti kehidupan seharian.







ONG&ONG Malaysia

Eco Ardence Ember

Eco Ardence Ember offers multi-generational living with a bold mix of luxury, community, and sustainability.
Malaysia

Tan Kee Keat and Kate Tan
Architecture

Eco Ardence Ember, a township in Shah Alam, sets a new benchmark for sustainable, multi-generational living in Malaysia. ONG&ONG Malaysia led the project from concept to completion, blending resort-style luxury with community-driven design.

Tailored for multi-generational families, the development reflects EcoWorld's design DNA, featuring extensive landscaping, Olympic-sized pools, and striking entrances. Housing options range from compact co-homes to spacious cluster semi-Ds, all linked by cycling tracks and shaded linear parks.

Biophilic features such as Zen gardens, native landscapes, curated campsites, and gazebos support sustainable living while fostering community interaction. Complementary lifestyle facilities further enrich everyday living in a nature-focused setting.

Faced with material price volatility, the team employed cost-efficient strategies, including smart substitutions and spatial optimisation, to retain the project's sophisticated feel. A phased construction plan ensured minimal disruption to neighbouring precincts.

Ember combines inclusivity with innovation, where central parks and walkable pathways nurture community bonds—showcasing our commitment to elevating wellbeing through sustainable, human-centric design.













Eco Ardence Ember, sebuah perbandaran di Shah Alam, menetapkan penanda aras baru bagi kehidupan lestari merentas pelbagai generasi di Malaysia. ONG&ONG Malaysia menerajui projek ini dari peringkat konsep hingga ke penyiapan, menggabungkan rekabentuk sentuhan kemewahan gaya resort dengan berteraskan komuniti.

Dikhususkan untuk keluarga pelbagai generasi, pembangunan ini menonjolkan identiti EcoWorld melalui landskap luas, kolam renang Olimpik, dan pintu masuk utama yang mengagumkan. Terdapat pelbagai jenis kediaman, dari unit 'co-home' padat hingga rumah berkembar kluster yang luas, semuanya dihubungkan oleh trek basikal dan taman linear yang teduh.

Ciri-ciri biophilic seperti taman Zen yang mendamaikan, lanskap asli, penyediaan tapak perkhemahan dan gazebo, menghidupkan lagi gaya hidup berasaskan alam dan memupuk interaksi sesama komuniti.

Pelan pembinaan berfasa disusun teliti agar gangguan kepada kawasan sekitar kekal minimum, membolehkan projek ini berkembang dengan harmoni bersama nilai kejiranannya.

Ember menggandingkan keterbukaan dengan inovasi di mana taman utama dan laluan pejalan kaki yang mesra komuniti mengukuhkan hubungan kejiranan, menjadikannya bukan sekadar tempat tinggal, tetapi sebuah komuniti yang hidup.

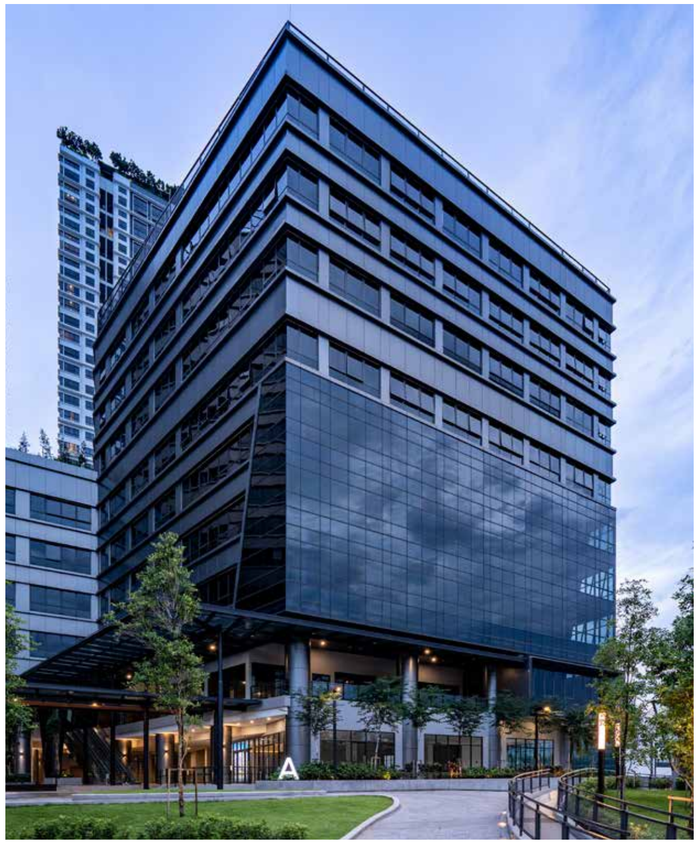


ONG&ONG Malaysia

ATWATER

Petaling Jaya's newest integrated development brings together sleek offices, lush residences, and a lively retail podium in one dynamic address.
Malaysia

Ahmad Syazli and Muhammad Helmi
Architecture



Spanning 5.2 acres, ATWATER by Paramount Property Development creates an integrated enclave that seamlessly blends residential comfort with urban vibrancy. Phase 1 set the tone with thoughtfully designed residential units, complemented by lush amenities nestled within verdant landscapes.

The recently completed Phase 2 elevates the development with a dynamic mixed-use component. A lively retail podium – featuring diverse shops, dining options, and entertainment venues designed to foster community interaction – anchors the space. Above it rise two Grade A, green-certified office towers (8 and 16 storeys), catering to modern businesses with flexible, MSC-compliant workspaces. Their sustainable design underscores ATWATER's commitment to environmental responsibility.

Architecturally, ATWATER strikes a balance between aesthetics and functionality. Its contemporary skyline harmonises with surrounding greenery, while water elements enhance the tranquil ambiance. By integrating vibrant commercial spaces with peaceful residential living, ATWATER creates a holistic environment where work, life, and leisure coexist effortlessly. This development is a thriving ecosystem designed for modern aspirations.









ATWATER oleh Paramount Property Development ialah pembangunan bersepadu seluas 5.2 ekar di Petaling Jaya, menggabungkan kediaman dan komersial secara harmoni. Fasa 1 memperkenalkan unit kediaman yang direka teliti dengan kemudahan fasiliti seperti kolam renang, zon kecergasan, dan astaka yoga dalam landskap menghijau.

Fasa 2 membawa dimensi baharu dengan memperkenalkan ruang komponen penggunaan campuran yang lebih dinamik. Podium runcitnya menampilkan pelbagai kedai, pilihan tempat makan, dan hiburan yang memupuk interaksi komuniti. Di atasnya, dua menara pejabat Gred A yang diperakui hijau (8 dan 16 tingkat) menawarkan ruang kerja fleksibel bertaraf MSC untuk keperluan perniagaan moden.

Penerapan reka bentuk mampan menonjolkan komitmen integrasi dengan alam sekitar. Penerapan seni bina kontemporari, elemen air yang menenangkan, dan kehijauan sekeliling, ATWATER mencipta ekosistem holistik di mana kerja, kehidupan, dan masa lapang bersatu dengan sempurna.

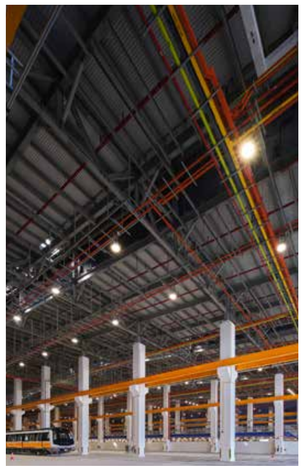
ONG&ONG Group

Singapore Rail Test Centre

A pivotal facility in Singapore's ongoing efforts to renew, upgrade and expand the rail network through rigorous testing and commissioning.
Singapore

360 SOLUTION
Steven Low, Siti Banafie, Amruta Kunal Jadhav, Belinda Wong, Cinco Bielza Gregorio, Sy Irene Gojar and Chan Lai Yoke *Architecture*
Lena Quek, Liu Yu-Shan and Ma Nora Matienzo Dawinan *Landscape*
Tan Ping Yeh and Chan Kok Wai *Project Management*













The Singapore Rail Test Centre (SRTC) underscores Singapore's commitment to enhancing public transport through rigorous testing and commissioning of trains and railway systems across new and existing lines.

Architecturally, the SRTC combines modern industrial aesthetics with functional efficiency. The facility comprises interconnected buildings, ensuring seamless access. It features three primary operational areas: an administrative hub with adaptable spaces, a workshop equipped with sophisticated infrastructure for train testing, and a central Operations Control Centre.

The Operations Control Centre, characterised by its striking façade of bold vertical yellow stripes, houses advanced monitoring systems and a viewing gallery for observing testing activities. Crucially, the SRTC supports regional rail development, providing essential testing capabilities to ensure safety and performance standards.







ONG&ONG Singapore

Pathlight School

Thoughtfully designed to support students with autism, Pathlight School is an inclusive learning environment tailored to diverse needs.
Singapore

Wendy Tan Kuan Kuan, Joseph Fermanes
Ryan Teo Jun Yan, Reniedo Gina Bondoy
and Khor Siew Hui
Architecture









Pathlight School, an autism-focused education institute for students aged 7 to 18, was thoughtfully designed with carefully selected materials, colours, and spatial planning to support diverse learning needs. Inspired by Jean Piaget's building blocks, the campus layout groups spaces by stimulus levels to create an optimal learning environment.

High-stimulus areas, including a café, bakery, sports, and arts studios, are placed separately from low-stimulus areas like classrooms, which require focus. Transition zones with landscaped gardens and courtyards provide buffers, enhancing cross-ventilation and easing movement between different activity spaces.

For contemporary appeal, fluted concrete formliners were used on selected walls, while gold accents—symbolising Autism (Au)—add warmth to the design. Staff facilities include social zones and tiered seating areas with scenic views, while a multi-purpose hall and running track encourage sports. Additionally, the school shares a green field with Junyuan Primary School, fostering interaction and inclusivity with the broader community.







ONG&ONG Singapore

MSD-House

Rooted in tradition, this home reimagines the charm of the Peranakan shophouse for modern multigenerational living.
Singapore

Kurjanto Slamet, Loh Kah Wai and
Bautista Giovanni *Architecture*

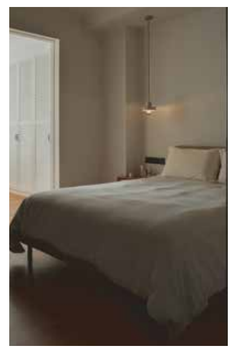
A loving homage to the traditional Peranakan shophouse, MSD-House is a three-storey inter-terrace home nestled in a leafy suburb near Singapore's city centre. Designed for a three-generation family of five and their helper, the home blends nostalgic charm with practical modernity.

A pintu pagar fronts the central entrance, leading into an expansive living and dining area dressed in furnishings reminiscent of a bygone era. The kitchen continues this theme with wood-finish cabinetry and a backsplash of bright majolica tiles. An airwell above brings in natural light and ventilation—typical of vernacular tropical design.

Upstairs, timber flooring in warm honey tones runs through the family's bedrooms and vintage-inspired bathrooms, while the principal suite opens to a checkerboard-tiled balcony. A sunlit study enclosed in glass panels sits on the top floor.

Heritage details—louvered windows, retro glass blocks, and terracotta roof tiles—add further soul to the house. MSD-House is more than a residence; it is a heartfelt space for living, memory-making, and multigenerational connection.

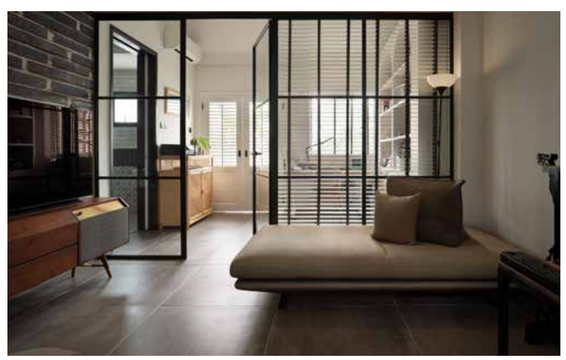












ONG&ONG Singapore

One Farrer Hotel A&A

A comprehensive refurbishment breathes new life into One Farrer Hotel, blending refined comfort with thoughtful design where every detail speaks of timeless sophistication.
Singapore

Joe Fu
Architecture and Interior Design



















ONG&ONG Singapore was commissioned to carry out extensive A&A works to elevate One Farrer Hotel as a sophisticated urban retreat blending biophilic design with contemporary luxury. The transformation began with converting the former spa into three distinctive suites—Wisteria, Camellia, and Dahlia Villas. Each offers a unique experience, from skyline views and flexible layouts to rich textures, jewel-toned accents, and an indoor jacuzzi with a private garden.









Subsequent works included refurbishing the main lobby, which now features natural materials, curated artworks, and relaxed seating to create an elegant, welcoming atmosphere. An office space was reimagined as the Whampoa Room restaurant, with warm timber panels, historic murals, and Peranakan-inspired details that pay homage to local heritage.

Level 6M was reconfigured for improved functionality, with new air handling units and M&E upgrades enhancing ventilation and safety. Dark wood veneers and textured finishes bring visual continuity to these refreshed back-of-house facilities, completing a holistic transformation grounded in comfort, craftsmanship, and storytelling.



ONG&ONG Indonesia

Topgolf Sports & Entertainment Complex

Merging play with purpose, Topgolf Jakarta redefines urban leisure with immersive tech and bold architectural expression.
Indonesia

Andhi Priatmoko, Ignatius Rahadiyanto Sumitro, Awly Muhammad Isra, April Noor, and Romli
Architecture



Topgolf Jakarta, located in the heart of Fatmawati, is a cutting-edge sports and entertainment complex designed by ONG&ONG. Blending modern architecture with urban energy, the venue spans 3.5 hectares and features a bold, angular form inspired by golf's motion and the city's dynamism.

At its core, the three-level venue houses 102 hitting bays powered by Toptracer technology, offering an interactive golfing experience. The open-plan design seamlessly connects the hitting bays with F&B outlets, VIP lounges, and event spaces, while full-height glass panels enhance natural light and visual connectivity.

A layered façade design balances solid and transparent elements for both aesthetics and energy efficiency. Thoughtful landscaping integrates greenery with functional spaces, minimising noise and light pollution. More than just a golfing venue, Topgolf Jakarta is a lifestyle destination, where sport, architecture, and social engagement converge in an immersive experience.











Topgolf Jakarta adalah kompleks olahraga dan hiburan mutakhir yang dirancang oleh ONG&ONG. Memadukan arsitektur modern dengan energi metropolis, kompleks seluas 3,5 hektar ini menampilkan bentuk tegas dan bersudut yang terinspirasi dari gerakan dinamis golf serta ritme kehidupan kota.

Secara prinsip, massa bangunan bertingkat tiga ini memiliki 102 hitting bays yang dilengkapi teknologi Toptracer, yang menawarkan pengalaman bermain golf yang interaktif. Desain open-plan menghubungkan area pemukulan dengan gerai F&B, lounge VIP, dan ruang serbaguna, sementara panel kaca setinggi lantai menghadirkan pencahayaan alami dan konektivitas visual.

Desain fasad yang berlapis menyeimbangkan elemen solid dan transparan untuk estetika dan efisiensi energi. Pendekatan desain lansekap yang cermat memadukan tanaman hijau dengan ruang-ruang fungsional, sekaligus mengurangi kebisingan dan polusi cahaya. Lebih dari sekadar tempat bermain golf, Topgolf Jakarta adalah destinasi gaya hidup—tempat di mana olahraga, arsitektur, dan interaksi sosial berpadu dalam pengalaman yang berkesan.



ONG&ONG Group

BeyondX Lab, Keppel Road

With clever spatial planning and striking visual identity, BeyondX redefines adaptive reuse as an engine for innovation.
Singapore

360 SOLUTION
Joe Fu, Omar Shiddiq, Tan Wei Sheng, Natasha Ten and Shawn Peck
Architecture and Interior Design
Rankine&Hill *C&S Engineering*
Paul Roger Lim, Kevin Wong, Linda Khor and Lim Lee Kee
Project Management
Stanley Tan, June Lee, Gary Soh and Ryan Lim
Wayfinding

Once a dated building along Keppel Road, the site now pulses with energy as BeyondX, Singapore's innovation incubator. With ONG&ONG's 360 Solution, the transformation overcame structural and spatial limitations, turning challenges into design opportunities. The narrow floor plates inspired inventive interventions—strategically placed quiet rooms provide calming pauses along linear corridors, while a central pantry fosters spontaneous interaction. On Level 3, exposed structural elements and a streamlined M&E system highlight the site's rebirth from outdated to future-ready.

Wayfinding is reimagined through bold architectural gestures. Oversized perforated aluminium supergraphics double as signage and striking visual icons. Inside, motivational tags like "Be Bold" steer users while reinforcing BeyondX's forward-thinking ethos. Branding runs cohesively across the BeyondX ecosystem, from the Lab and Symposium to Xpo, through vibrant colour palettes and dynamic type.













This visual identity bridges the physical and digital experience, integrating tech-enhanced navigation and spatial branding throughout.

BeyondX exemplifies how adaptive reuse, when approached with bold vision, can do more than modernise. It can spark creativity, fuel collaboration, and embody innovation—down to the last design detail.





















SCA Design

Corporate Office

An employee-led design approach creates workspaces that reflect the authentic aspirations and narratives of the people who use them daily.
Singapore

360 SOLUTION

Elli Wang, Sarah Michelle Rumapea, Muhsin Bin Ithnain, Isagani Jr Bumatay Garcia, Nicholas Tai *Workplace Interior*
Stanley Tan and Gary Soh *Wayfinding*











Through a co-creation approach prioritising employee input, SCA Design transformed this corporate office into an innovative employee-focused environment.

The process began with workshops involving leadership and change champions, followed by extensive research into their brand values. The designers then developed a unique three-pronged employee engagement approach: exploring their favourite moments through scenic photography sharing; uncovering memories and hobbies; and selecting colour schemes to inspire daily workplace experiences.

These insights influenced the creation of five themed zones — Garden & Lawn Bowling, Forest & Cycling, Beach & Boxing, Sea & Kite Foiling, and Alpine & Ski — that translate their personal narratives into immersive environments. The design philosophy embraced the tension between serenity and dynamism, creating spaces that seamlessly transition between deep reflection and energetic collaboration, while including surprise installations to create unexpected moments of discovery.

Key decisions were guided by sustainability principles, with recycled materials such as wooden pallets, used surfboards, and task chairs upcycled into display elements, feature walls, and seating. Environmental graphics and a nature-themed wayfinding system were developed in collaboration with IMMORTAL to foster a sense of belonging and support intuitive navigation.

Working closely with SCA, IMMORTAL combined their wayfinding expertise with SCA's innovative spatial vision to ensure that every element—from signage aesthetics to placement—was thoughtfully executed. The result is a cohesive environment that feels both accessible and welcoming to all users.

The result demonstrates how employee co-creation can transcend traditional workplace paradigms, establishing new standards for corporate environments that authentically reflect the aspirations and stories of personnel.

















IMMORTAL Singapore

Costa Rhu

Blending elegance with strategic clarity, IMMORTAL's wayfinding design brings intuitive movement to Costa Rhu.
Singapore

Stanley Tan, Gary Soh and Eleonora Wungo *Wayfinding*

Located along Singapore's East Coast, Costa Rhu is a residential development that captures the elegance of seaside living. IMMORTAL was appointed to create a comprehensive wayfinding system that would resolve navigational issues while reflecting the estate's distinctive marine-inspired identity.

An initial audit revealed key pain points—unclear block naming, disjointed signage in the basement carpark, and a lack of sheltered walkways at drop-off points. The carpark was especially problematic, with no clear zoning system in place.

To address this, IMMORTAL introduced a dual-strategy approach. For vehicles, streamlined ingress and egress routes, secondary ramps, and dedicated drop-off zones were developed. For pedestrians, a signage hierarchy—spanning entry points, decision nodes, and lobby markers—was introduced, with sheltered paths enhancing accessibility. The wave motif was incorporated throughout, symbolising the fluidity of movement and guiding users with its soft, undulating forms.

A core strategic insight was the standardisation of destination naming, modelled on Singapore's addressing conventions, which improved clarity and results in a seamless, sensorial wayfinding experience.













IMMORTAL Singapore

Odeon

Odeon's new wayfinding strategy blends modern luxury with intuitive movement, reflecting the development's timeless sophistication.
Singapore

Stanley Tan and Gary Soh *Wayfinding*

Nestled in Singapore's Central Business District, Odeon is a mixed-use development by UOL Group designed to inspire discovery, connection, and ease of movement. It comprises two buildings—Odeon 331 and the newer Odeon 333, a standalone seven-storey office block unveiled in 2021 following a major asset enhancement initiative.

As part of this transformation, IMMORTAL was engaged to develop a refined wayfinding strategy that enhances user experience and supports seamless navigation. Their work complements the 50-metre frontage along North Bridge Road, which amplifies the building's presence and accessibility. The redevelopment also increased the lettable area by 22.9% to 22,551 sqm, reinforcing Odeon 333's role as a prominent urban landmark.

IMMORTAL's minimalist system—featuring digital directories, warm-toned signage in brown and gold, and a mix of freestanding, ceiling- and wall-mounted signs—reflects the building's architectural language. Incorporating universal symbols and intuitive cues, the wayfinding design blends clarity, sophistication, and timeless elegance across the development.

















IMMORTAL Singapore

West Mall

A refreshed identity, intuitive navigation, and contemporary design elements breathe new life into Bukit Batok's iconic West Mall.
Singapore

Stanley Tan, June Lee, Emeric Lau and Gary Soh
Brand Engagement and Wayfinding

Located in the heart of Bukit Batok, West Mall is more than a retail destination—it's a vibrant community hub. First opened in 1998, the mall recently underwent refurbishment, including the addition of a sheltered piazza connecting it to Bukit Batok MRT station. In line with this upgrade, IMMORTAL was appointed by Singapore Land Group to develop a refreshed branding and wayfinding strategy that reflects the mall's evolving role.

The resulting identity features a bold brandmark that merges "W" and "M" into a symbol of energy and progress. A vibrant colour palette and consistent application across digital and physical touchpoints—including the West Mall app and signage—reinforce its youthful, welcoming appeal to Millennials, Gen Z, and families alike.

IMMORTAL's wayfinding strategy integrates intuitive signage, clear iconography, and engaging materials like frosted acrylic and LED lighting. Carefully placed at key points, the signage enhances both form and function—turning navigation into a seamless, integrated experience that complements the mall's lively character.

















IMMORTAL Singapore

Senze Boutique Spa

Strategic rebranding by IMMORTAL elevates Senze Boutique Spa through visual identity and the brand's personalised care philosophy.
Singapore

Stanley Tan, June Lee, and Emeric Lau
Brand Engagement



IMMORTAL has redefined Senze Boutique Spa's brand identity through a holistic transformation blending visual storytelling and strategic positioning. The new identity features a custom "SENZE" brandmark with the letters arranged as a visual icon symbolising personalised skincare journeys, complemented by a sunrise-inspired colour palette evoking renewal. Rigorous guidelines ensure consistent application across all touchpoints while preserving the premium brand appeal.

Four core pillars—Attention, Devotion, Retention, Distinction—anchor the brand narrative, manifested in signature offerings like the Senzational Bed and pure water treatments. This philosophy extends to human-centric care, evidenced by staff loyalty and multi-generational client relationships. The tagline "Your Wellness, Our Passion" cements Senze's position as a therapeutic wellness authority.

This strategic fusion of visual language, emotive storytelling and operational precision creates a seamless brand experience that resonates with clients and can scale effortlessly.

SENZE
Boutique Spa
BY SENZE SALUS



ONG&ONG Singapore

Tampines GreenVines

ONG&ONG's landscape design for Tampines GreenVines transforms a residential estate into a living ecosystem shaped by form, function, and feeling.
Singapore

Lena Quek and Christian Ceasar Pineda
Landscape









As landscape architect for Tampines GreenVines, ONG&ONG designed a lush, immersive environment where nature and urban living converge seamlessly. From the outset, curated planting, intuitive pathways, and vibrant communal spaces shape a cohesive and sensory-rich residential experience.

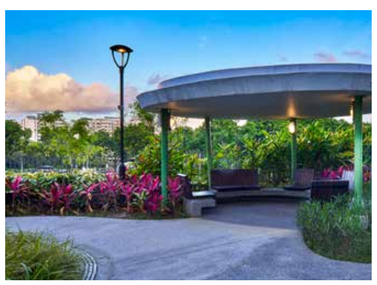
The staggered housing blocks open into green podiums, creating layered views of gardens and greenery. A carefully composed softscape palette defines entrances, walkways, and gardens—enhancing orientation while strengthening neighbourliness. Fruit-inspired colours guide residents: reds mark activity zones, yellows signal social hubs, and purples offer restful retreats.

Towering native trees like Chengal Pasir form canopies that soften light and sound, while flowering shrubs attract pollinators and cool pathways. Kampung-style playgrounds, timber fitness zones, and organically placed seating integrate wellness and social interaction into daily routines. The design celebrates the spirit of sharing with communal gardens, shaded pavilions, and rest points for all ages. Meandering paths connect spaces under tree cover and between towers, encouraging exploration and comfort.

Tampines GreenVines stands as a living, breathing landscape—one that not only beautifies but shapes how residents live, move, and connect with nature and each other.







Rankine&Hill Singapore

The Watergardens at Canberra

A modern haven that blends thoughtful design, smart sustainability, and tranquil surroundings.
Singapore

Rankine&Hill *M&E Engineering*





The Watergardens at Canberra is a lush urban retreat in northern Singapore, featuring 16 low-rise blocks housing 448 exclusive units seamlessly integrated with nature. Designed for modern comfort, the development prioritises sustainability and efficiency, with Mechanical & Electrical engineering by Rankine&Hill. Its energy-efficient lighting, intelligent cooling, and water management systems enhance eco-friendliness and living quality.

To optimise construction productivity, the project employs Prefabricated Prefinished Volumetric Construction (PPVC), ensuring efficiency and high-quality results. Residents enjoy a wide range of amenities, including three function rooms, outdoor pavilions, a 50m lap pool, a children's pool with a water slide, jacuzzi loungers, and cabana decks. Unique features like the Savory Gardens and Harvest Pavilion offer dedicated spaces for workshops and urban farming.

Strategically located near Canberra MRT station, The Watergardens combines seamless city connectivity with a tranquil, nature-inspired living environment, making it an ideal sanctuary for modern lifestyles.

Engineering

Rankine&Hill Singapore

The Linq @ Beauty World

Combining curated amenities and smart infrastructure, The Linq is a destination where urban living meets effortless comfort.
Singapore

Rankine&Hill *M&E Engineering*



Rising in Bukit Timah, The Linq @ Beauty World redefines city living through a seamless integration of luxury, convenience, and sustainability. This 20-storey freehold development blends residential and commercial spaces, offering a lifestyle hub in one prime location.

Designed for modern urban dwellers, the residences feature clean lines, unobstructed views, and layouts that maximise light, ventilation, and space. Complementing its architecture, curated amenities and direct access to key conveniences make The Linq a true lifestyle destination.

Behind the scenes, Rankine&Hill played a vital role in shaping the development's infrastructure. As M&E consultants, they introduced energy-efficient systems and smart home technology that elevate daily living. Residents enjoy seamless control over surveillance, air-conditioning, and more—all through integrated digital solutions.

With thoughtful design and forward-thinking engineering, The Linq @ Beauty World stands as an elegant, future-ready residence that balances aesthetic sophistication with high-performance living.



Rankine&Hill Singapore

Harmony Village @ Bukit Batok

Singapore's first Community Care Apartment development sets the benchmark for ageing-in-place with accessible design, smart features, and integrated care. Singapore

Rankine&Hill *M&E Engineering*



Located in Bukit Batok, this pioneering 169-unit housing project promotes independence and support for seniors through thoughtful design and comprehensive care services. A collaboration between the Ministry of National Development, Ministry of Health, and HDB, Harmony Village@Bukit Batok offers senior-friendly apartments with wheelchair-accessible bathrooms, grab bars, and smart digital locks linked to an activity centre for enhanced security.

As the M&E Engineering consultant, Rankine&Hill played a key role in integrating efficient power distribution, lighting, air-conditioning, and ventilation systems while ensuring sustainability through solar panels, rainwater harvesting, and high-efficiency HVAC solutions. Smart home features enhance safety and autonomy for residents.

Beyond providing comfortable, modern housing, Harmony Village embodies Singapore's vision of sustainable, senior-friendly urban living, blending care, convenience, and environmental responsibility in a tranquil yet connected setting.





Rankine&Hill Singapore

Ki Residences

With seamless engineering and nature-integrated planning, Ki Residences offers a peaceful retreat rooted in community and sustainability. Singapore

Rankine&Hill *M&E Engineering*





Ki Residences is a joint venture by Singapore's Hoi Hup Realty and Malaysia's Sunway Development. Spanning 340,107 square feet, the condominium's side-by-side block layout ensures no units face each other—maximising privacy, cross-ventilation, and a sense of openness enhanced by its low-rise surroundings.

Residents enjoy a rare balance of comfort, greenery, and community. For this ambitious project, Rankine&Hill delivered M&E Engineering services that aligned seamlessly with the architectural vision—prioritising sustainability, energy efficiency, and long-term reliability. Electrical systems were engineered for robust, efficient power distribution, supporting modern digital lifestyles while maintaining safety. Future-ready solutions, such as EV charging station provisions within the basement car park, reflect the growing push for green mobility.

Smart building technologies integrated into communal facilities further elevate the resident experience—offering enhanced connectivity and convenience. Rankine&Hill's comprehensive M&E strategy plays a pivotal role in shaping Ki Residences into a development that blends modern urban living with ecological consciousness.

A BLUEPRINT FOR BELONGING:

DESIGNING TO EMPOWER AGEING DISABLED COMMUNITIES

As global populations age and disability rates rise, inclusive design is no longer optional—it's essential.

The world is undergoing an unprecedented demographic shift. By 2050, the global population aged 60 and above is projected to double, reaching 2.1 billion, according to the World Health Organization (WHO). In developed nations such as Japan, Italy, and Germany, over 25% of the population is already above 65. Across Asia, countries like China, South Korea, and Singapore are seeing rapidly greying populations, driving increased demand for elder care, accessible infrastructure, and inclusive design.

This ageing trend coincides with another global reality: disability. The United Nations estimates that 1 in 6 people worldwide—more than 1.3 billion individuals—live with some form of disability. Many of them navigate environments that were not built with their needs in mind, whether in housing, public transport, or communal spaces. These intersecting challenges call for a rethinking of how we design our built environment.

As healthcare demands grow more complex, the spaces we inhabit must evolve to support ageing populations, people with disabilities, and individuals living with cognitive conditions such as dementia. Designing with dignity means going beyond basic code compliance—it requires creating spaces that are empathetic, empowering, and fundamentally human-centric.

The future of design lies in inclusion. Our homes, neighbourhoods, and infrastructure must prioritise not only physical accessibility but also emotional and social wellbeing.

Our living spaces should foster independence, not isolation. In the UK, HAPPI (Housing our Ageing Population: Panel for Innovation) principles have helped shape design standards in senior housing. These include access to natural light, generous internal space, balconies, and communal facilities—resulting in developments like New Ground Cohousing in London, where women over 50 live independently within a supportive, age-friendly community.

Neighbourhoods should offer more than proximity—they should provide ease of access, social opportunities, and sensory cues. For people with dementia, intuitive layouts, signage with visual prompts, and calming landscapes can make a world of difference.

In Singapore, this approach is being implemented at the neighborhood level through innovative wayfinding projects. At Khatib Central and Chong Pang City—estates with significant aging populations—IMMORTAL created a dementia-friendly navigation system that uses bold colour zoning, oversized graphics, and culturally meaningful symbols like pineapples and tropical fish that resonate with the area's history. The system integrates seamlessly with existing infrastructure, such as incorporating directional signage into guardrails and doubling as a backing board for concrete seating, demonstrating how inclusive design can be added into the streetscape.

Taking this concept further, the Hogeweyk – the world's first dementia Village in Weesp, Netherlands is also a purpose-built neighbourhood that allows residents to live freely within a secure environment. Shops, cafés, and shared spaces are designed to resemble a traditional village, helping residents retain a sense of routine, autonomy, and familiarity. Its success has inspired similar projects in Canada, the US, and Australia.

Hospitals, clinics, and assisted living facilities are often clinical and impersonal, which can heighten disorientation or anxiety in elderly patients. In Japan, the Fujisawa Sustainable Smart Town was built with its ageing population in mind. Its healthcare model integrates wellness technologies, telemedicine, and community support networks into everyday life, allowing seniors to receive care without losing autonomy.

This piece highlights the urgent need to rethink design in response to global ageing and disability trends. As societies grow older and more diverse, inclusive design is no longer optional—it is a moral and practical imperative. Successful models like Hogeweyk and Fujisawa should inspire architects, urban planners, and policymakers to prioritise accessibility, dignity, and community in future developments.

Designing for the elderly and disabled is not a niche concern—it's a reflection of a compassionate society. It demands interdisciplinary thinking: architects, healthcare professionals, urban planners, and community members must collaborate to ensure inclusive design becomes the norm, not the exception.

Ultimately, designing for age and ability isn't just about ramps and handrails. It's about restoring dignity, fostering independence, and building communities where everyone—regardless of age or ability—can feel at home.









Image: CR: Panasonic

COMMUNITY EMPOWERMENT

"There are those who give with joy, and that joy is their reward."
Khalil Gibran

Established in 2012, ONG Foundation champions positive change through three core pillars: Education, Health, and the Arts. Its mission is to empower individuals and communities by supporting initiatives that foster learning, well-being, and cultural enrichment. With a focus on opportunity, collaboration, and innovation, the Foundation seeks to build a more equitable and vibrant future—where everyone has access to the tools and support needed to thrive.



ONG FOUNDATION

ONG&ONG Chairman Participates in Uzbekistan Ultramarathon to Champion Underprivileged Children

The 230 for 230: Uzbekistan Ultramarathon 2025 held in April was a six-stage, 230km run along the historic Silk Road—from Samarkand to Nurata—to raise funds for 230 underprivileged children and youths, including those with incarcerated parents. Over S$408,166 was raised with matching support from Tote Board for NeuGen Fund to support initiatives that promote academic achievement, mental wellness, and personal development. Participants, including ONG&ONG Chairman Ong Tze Boon and Chef Loris Massimini of Ristorante Pietrasanta and La Pizzaiola, ran through valleys, deserts, and villages, staying in yurts and immersing in local culture. Rooted in sustainability and impact, this initiative was more than a physical feat—it was a powerful step toward changing young lives.



goflow

GOFLOW

GoFlow Powers Clean Water Access in Cambodia and Nigeria

Access to clean water remains a critical challenge in many rural Cambodian communities and in response, World Vision International Cambodia partnered with GoFlow to implement an innovative water pump initiative, deploying 200 bicycle-powered filtration systems and 300 accessories across Kampong Thom, Kampong Chhnang, Kratie, and Siem Reap. These units now serve 85 primary schools, 15 pre-schools, 73 reading camps, and 3 learning clubs, providing 19,850 children with safe drinking water. The project's unique pedal-powered design not only filters water sustainably but also engages students in hygiene education—turning a basic need into a tool for empowerment.

Meanwhile, in Nigeria, Olam Agri's Safe Water Project is leveraging GoFlow to bring clean water to farming communities across 12 locations in Kano, Jigawa, Nasarawa, and Kaduna States. This initiative has already benefited over 43,000 people, reducing water-fetching time for women, boosting farmer incomes, and decreasing waterborne diseases. Together, these efforts highlight how sustainable solutions like GoFlow can empower communities, improve health, and strengthen local economies.



CHARGE+

CHARGE+

Expanding Regional Footprint

In Vietnam, Charge+ has partnered with Porsche to build a 1,700km EV charging network, with 17 ultra-fast DC sites slated by mid-2027. Two high-performance sites are already operational in Hanoi and Ho Chi Minh City, with nine more launching in major cities by mid-2025. New DC fast-charging stations in Hai Phong and Nha Trang now improve connectivity across the country.

In Thailand, Charge+ is working with Ch.Pattana, the nation's top electric taxi operator, to expand fast-charging infrastructure for a growing fleet of 200 electric taxis—underscoring its commitment to urban mobility.

In Cambodia, Charge+ has partnered with ABA Bank to integrate seamless payment systems and provide financing for charger installations. This supports plans to establish the country's first EV charger manufacturing facility.

In Singapore, Charge+ has expanded its network to around 2,500 charging points with the acquisition of 140 chargers from eChargz, QuickCharge, and PaC Components. This positions the company strongly amid stricter LTA regulations.

At EVM Asia 2024 in Kuala Lumpur, Charge+ showcased its regional leadership and innovative solutions. CEO Goh Chee Kiong reinforced the company's ambition to deliver 30,000 charging points across Southeast Asia by 2030, driving the region's transition to greener mobility.



KNOWLEDGE SHARING

Jerome Tan's Guide to Home Lighting Balance

In October 2024, lighting designer Jerome Tan was featured on Channel 8's Chinese evening news, sharing expert tips on home lighting. He stressed the importance of proper lighting for aesthetics, visual comfort, and mental well-being, recommending softer lighting for living spaces to create relaxation and brighter lighting for productivity in workspaces. Jerome also highlighted how adjusting fixtures based on room functions can enhance atmosphere and promote a balanced home environment.



ONG&ONG's Kurjanto Slamet Guides NUS Graduates Through ASEAN Business Landscape

Graduates at the National University of Singapore (NUS) gained invaluable insights from Kurjanto Slamet, CEO of ONG&ONG Indonesia, the award-winning architect behind projects like Al-Ansar Mosque and Marvell City. His lecture highlighted how businesses are conducted at ASEAN, and how one can navigate through the local business environment, culture, and regulations to succeed in the region.



Elli Wang, CEO of SCA Design Champions Sustainable Design at the Bulky to Waste Competition

Elli Wang, CEO of SCA Design, is serving as a judge for the Bulky Waste to Wonder competition—an innovative initiative challenging participants to transform discarded furniture and bulky waste into functional, sustainable designs. In the lead-up to the competition, a Design Workshop was held to equip participants with knowledge, techniques, and tips for crafting thoughtful reuse concepts. At the workshop, Elli shared practical advice on refining entries and elevating creative reuse projects. Together, the competition and workshop reflect Singapore's growing commitment to circular design, where expert mentorship plays a vital role in shaping the next generation of design talent.



VMARK

ONG&ONG's Director of Architecture, Jim Phan Thanh Tuan, participates in V Mark Vietnam Design Week

At last year's V Mark Vietnam Design Week, Jim Phan Thanh Tuan, Director of Architecture at ONG&ONG Vietnam, took part in the Design Dialogue 2 panel titled "Tech Driven. Eco Conscious." The session brought together industry leaders to explore innovative, sustainable design solutions that leverage technology to address environmental challenges. Jim shared insights on how integrating cutting-edge technologies with eco-conscious principles can transform the built environment, emphasising the importance of balancing functionality, aesthetics, and sustainability.

OSM Professorship and Travelling Fellowship 2025

From distinguished visiting professors to aspiring architects on global fellowships, ONG&ONG and NUS cultivate a dynamic architectural dialogue that blends heritage, sustainability, and progressive design



Established in 2000, the Ong Siew May (OSM) Professorship has been a cornerstone of architectural education at the National University of Singapore (NUS), bringing eminent practitioners to lecture and inspire students and faculty members alike. Over the years, the programme has hosted a roster of distinguished architects, each contributing unique insights and expertise that have shaped the discourse on contemporary architecture.

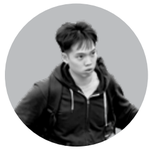
In 2025, the OSM Professorship continues this legacy with an exceptional lineup of visiting professors: Prof. Alain Bourdin from the French Institute of Urbanism, Prof. Huang Sheng-Yuan of Field Office Architects, and Prof. Yutaka Sho from Meiji University and General Architecture Collaborative.

Prof. Bourdin, a leading figure in urbanism, shared his expertise on urban planning and heritage from January to May 2025 while Prof. Huang, who is renowned for his human-centric approach to architecture, brought his innovative perspectives from January to April 2025. Prof. Sho, known for her collaborative and interdisciplinary work, contributed her insights on contemporary architectural practices during the same period.

Together, these esteemed professors will inspire innovative thinking and enrich the academic environment, ensuring that the OSM Professorship remains a vital platform for advancing architectural education and practice. Through lectures, workshops, and interactive engagements, the professors will spark meaningful conversations on the evolving challenges and opportunities in architecture. Their varied knowledge will not only broaden the academic discourse at NUS but also nurture a new generation of architects to redefine the built environment.

Complementing the Professorship is the ONG&ONG Travelling Fellowship, an initiative that empowers aspiring architecture students to explore the world, gain firsthand insights into various architectural practices, and bring back innovative ideas to shape the future of the built environment. By immersing themselves in different cultures, landscapes, and design philosophies, these young architects are not only expanding their own horizons but also contributing to the global discourse on architecture and urban design.

The 2023 and 2025 awardees exemplify the spirit of this fellowship, each embarking on unique journeys that reflect their passions and aspirations.



Glen Ang (2023 Awardee)
Glen Ang used the fellowship to explore the Netherlands, a country renowned for its cycling infrastructure. His journey between Delft and Rotterdam revealed the seamless integration of cycling into urban and rural landscapes, offering a new perspective on sustainable transportation. Glen's experience highlighted how cycling-centric urban planning can transform cities, inspiring him to rethink transportation hierarchies in future architectural projects. His travels underscored the importance of experiencing design firsthand, broadening his understanding of how different cultures adapt architecture to their unique contexts. Glen's research on the Netherlands' cycling culture has provided him with practical insights that he hopes to apply to Singapore's urban planning, advocating for more inclusive and sustainable transportation systems.



Forbes Tee (2023 Awardee)
Forbes Tee, also a 2023 awardee, ventured across the European Union to study architecture in culturally and geographically distinct settings. His time at Delft University of Technology deepened his appreciation for sustainability, materiality, and circular design. A memorable discovery was the concept of "restless" architecture, exemplified by mechanical drawbridges in the Netherlands, which adapt to their environment over time. Forbes' journey reinforced his belief in the importance of a broad worldview, shaping him into a more informed and sensitive designer. His exploration of European architectural practices has inspired him to integrate sustainable and adaptive design principles into his future projects, aiming to create spaces that are not only functional but also responsive to the evolving needs of their users.



Darren Teo (2025 Awardee)
Darren Teo will explore Nepal's Langtang Valley, where Tibetan Buddhist influences shape architecture in a mountainous setting. His research examines how religious beliefs intertwine with daily life and design, uncovering ways tradition and modernity can co-exist. By engaging with local communities, he aims to develop culturally rooted yet forward-thinking design strategies that foster inclusive and sustainable built environments.



Lee Teng Long (2025 Awardee)
Lee Teng Long explores sustainable design, inspired by Singapore's green urban landscapes. His fellowship takes him to Italy and Barcelona to study the balance between historic preservation and modern functionality. Examining Milan's vertical forests and Barcelona's superblocks, he will also assess the impact of events such as the 1992 Olympics on urban transformation. His research aims to inform sustainable, community-centric urban planning in Singapore and beyond.



Zikry Nasrullah (2025 Awardee)
Passionate about the intersection of art and architecture, Zikry Nasrullah will explore mosques in Switzerland, examining how they adapt to restrictive local laws while serving as vibrant community hubs. His research will highlight innovative architectural adaptations, culminating in an independent publication that contributes to the discourse on Islamic architecture.

ONG&ONG
group

360 NEWS

The built environment is no longer just brick and mortar—it's data, algorithms, and immersive experiences. We stand at the threshold of a revolution, and 2025 is shaping up to be the year we lead the charge.

Over the years, ONG&ONG Group has made significant strides in our journey of progress and innovation. Now, the intersection of our digital and physical worlds is fundamentally reshaping how people experience spaces, and this transformation demands attention.

Consider how dramatically user expectations have already shifted: teenagers don't just walk into a store—they scan QR codes, interact with AR mirrors, and share their experience in real-time. Offices aren't just desks and meeting rooms—they're smart environments that adjust lighting, temperature, and even desk allocations based on AI-driven occupancy data. People now expect environments to be intuitive, responsive, and seamlessly integrated with their digital lives.

Let me share something that might surprise you. Artificial intelligence isn't actually intelligent—it's about probabilities. When you type "What time is it in..." from Malaysia, the AI predicts you'll say "Malaysia" next. From Singapore, it predicts "Singapore." It's mathematical probability, not magic. Rather like that storytelling game we played as children, where each person adds a probable next word to build a cohesive story.

Here's the thing—this changes everything for us as designers. The designer of tomorrow is a strategist, curating insights and weaving them into spaces that feel almost alive.

Remember when ATMs replaced bank tellers? New jobs emerged—ATM technicians, cash replenishment teams. Today, we're seeing something similar. The future belongs to content curators and prompt engineers who can harness AI's power whilst maintaining the human touch that makes spaces meaningful.

Think about it: there's no more writer's block. Content can be swiftly generated, and our job is to curate it by taking the best bits from different outputs, refining them, and creating something meaningful. We're not becoming obsolete; we're becoming editors of possibilities—creating AI-generated plans that optimise flow, VR walkthroughs that let stakeholders experience unbuilt spaces, and smart retail interiors where digital displays respond to individual users.

Our 360 approach, our deep understanding of Asia, our commitment to experiential design—these remain our core strengths. We're simply complementing our toolkit with new capabilities. Nothing can replace human creativity and cultural understanding.

The organisations that thrive will be those that embrace this shift, not as a trend, but as a fundamental redesign of how we think. We're positioning ourselves at the forefront of this phygital future by being proud supporters of progress whilst maintaining our own identity and mission.

This transformation requires deliberate action, and the time to begin is now. In a few years, there'll be firms that are experts at this curatorial, AI-enhanced style of working. By starting our journey today, we position ourselves among the leaders.

The future demands spaces that are as intelligent, dynamic, and personalised as the people who use them. Our choice is simple: evolve with purpose or risk being left behind.

Together, we're not just adapting to change—we're leading it.



Vision
Experience Beyond

Purpose
To Improve the World in which We Live

Role
To Enhance the Well-being of Inhabitants through Excellence in Sustainable Design

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