

360 NEWS

Transcending 50

Education for an Impactful Future

Innovative Specialists

Inclusive & Intelligent Design

JULY 2022 • MCI (P) 03/9/07/2022

# Future proofing

for  
the  
Next

MAKING PROGRESSIVE  
IMPACT THROUGH  
GENERATIONS

Progressive  
Maju

Progresif

渐进

Дэвшилтэт

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ความก้าวหน้า

Cấp tiến

## Steering the Group Forward

Big on encouraging progress, ONG&ONG recently promoted employees within the firm and hired new talents to join the Group. We take this opportunity to congratulate them. Their collective experience will steer the Group forward as we achieve new milestones to better serve communities around the region.



**Tan Peck Khoon**  
Vice Chairman  
ONG&ONG Holdings, Singapore



**Wendy Tan**  
CEO  
ONG&ONG, Singapore



**Nhong Virakun Punyaratabandhu**  
CEO  
ONG&ONG, Thailand



**Paul Lim Roger**  
CEO  
Project Innovations, Singapore



**Goh Teck Sin**  
CEO  
Rankine&Hill, Singapore



**Elli Wang**  
CEO  
SCA Design, Singapore



**O Woon Leng**  
Director, Corporate Services  
Administration and Human Resource  
ONG&ONG, Singapore



**Ong Hwee Jin**  
Director, Architecture  
Studio 1  
ONG&ONG, Singapore



**Robert Brodeth**  
Director, Architecture  
Studio 40C  
ONG&ONG, Singapore



**Sunita Dass**  
Director, Architecture  
Studio 40  
ONG&ONG, Singapore



**Tong Pey Haw**  
Director, Architecture  
Studio 1  
ONG&ONG, Singapore



**Anupam Jain**  
Senior Associate, Architecture  
Studio 40  
ONG&ONG, Singapore



**Raymond Bachtiar**  
Senior Associate, Architecture  
RD001A  
ONG&ONG, Singapore



**Felicia Thenardijaya**  
Associate, Architecture  
Studio 40A  
ONG&ONG, Singapore



**Jasmine Lim Chuen Mien**  
Associate  
Studio AR041  
ONG&ONG, Singapore



**Tan Wei Sheng**  
Associate  
Studio ID21  
ONG&ONG, Singapore



**Ng Suang Wei**  
Associate, Workplace Interior  
Studio ID19  
SCA Design, Singapore



## NYP Masterclass on Service Design

Brands are relying on Service Experience Design to create innovative and relevant experiences for people, products, and processes. Recently, Nanyang Polytechnic held the Thinking Beyond Service Experience Design Masterclass 2022, in partnership with ONG&ONG. Participants learnt new insights from guest speakers Emeric Lau and Gary Soh from IMMORTAL – a branding consultancy with over 30 years of experience. Representation from ONG&ONG saw Ashvinkumar Kantilal giving the keynote address while Robert Brodeth led the workshops.



## S P Setia Wins Gold at FIABCI World Prix d'Excellence Award

ONG&ONG Malaysia: Setia Marina 2 of Setia Eco Glades is a collection of thematically different islands inspired by cultural diversity and perfected by nature and technology. ONG&ONG is proud to be onboard as architect for the Sanctuary of Eastern and Western Heritage. Hosted in Paris, France, the event saw S P Setia Bhd adding their medal tally to 15.

Find out more:



## ONG&ONG Shortlisted at the World Architecture Festival

'Together' is the theme for the 2022 World Architecture Festival to be held in Lisbon, Portugal. It is with great pride that we announce New Tech Park, one of ONG&ONG's project has been shortlisted under the 'Completed Buildings: New & Old' category. New Tech Park is a 1980s commercial development located at Lorong Chuan, neighbourhood. Stay tuned for the results which will be announced in December 2022.

## The Blueprint for Putrajaya MRT Line Comes to Life



ONG&ONG Malaysia: Contributing to Malaysia's public transportation infrastructure, ONG&ONG were tasked with executing the Line-wide elevated station blueprint for the design concept, detailed design as well as design implementation of the much-awaited Sungai Buloh to Putrajaya (SSP) Line. The 12 stations have been designed and built to ensure complete functionality and consistency with the built and soft environment. Absorbing the local culture into its design, the MRT stations mimics the 'serambi' - an interior space which is a spatial aspect of a traditional Malay house.

Find out more:

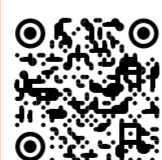


## Move Over Monte Carlo, MerryLand Quy Nhon is Here



ONG&ONG Vietnam: Dubbed as world-class commercial and tourism peninsula city, MerryLand Quy Nhon is a coveted tourist destination. Nestled in this tropical wonder is the Monaco Condo which was inspired by the grandeur and majesty of the Champa Kingdom. In this video, David Ching, CEO of ONG&ONG Vietnam, talks about the design concept combining the Hindu Kingdom with French style. Monaco Condo is more than just a high-end property; it is a lifestyle.

Watch here:



## Archello Names Singapore's Top 25 Architecture Firms

ONG&ONG Singapore has been named as one of the top 25 architecture firms by Archello in its listing of Top 25 Architecture Firms in Singapore. We are honoured to have contributed to Singapore's built environment that is continually among the most pioneering and ambitious of its kind. The selection was based on a mixture of the number of featured projects and the views they generated.

Access the full list:



## Staying Ahead in Uncertain Times

Speaking at the Architectural Specifier Market, held together with the Singapore Institute of Architects Practice Convention, Minister of State Tan Kiat How urged the Built Environment sector to accelerate transformation efforts by embracing automation, digitalisation, and modern technologies. He lauded ONG&ONG for applying these initiatives to their projects, such as implementing a Cloud-based Common Data Environment system.

Find out more:



## Satoria Tower Wins at the Asia Pacific Property Awards

ONG&ONG Indonesia: As London hosts this year's Asia Pacific Property Awards, ONG&ONG Group is elated to announce that Satoria Tower in Surabaya, won the Regular Grade Award. The iconic tower was designed to be the new headquarters of the Satoria Group and inspired by the meaning of the word "Satria", which means warrior in Bahasa Indonesia. The Asia Pacific Property Awards is one of the biggest and most recognised awards in the industry.

# Awards

Through our philosophy of melding global expertise with local contexts (Glocal), we have always assembled the best amalgamation of teams from across the region, collaborating even despite the pandemic. The awards and accolades we have collected in 2022 are a testament to what we have managed to get right, spurring us on as we continue to serve communities through better design.

hallmarks of excellence

# TRANSCENDING

# 50

EXPERIENCE BEYOND



**ONG&ONG Group**  
BCA IDD Awards,  
Firm Category, Platinum



**ONG&ONG Group**  
TechBlazers Awards,  
Best Adoption – SME Category



**Satoria Tower**  
Asia Pacific Property Awards,  
Commercial Architecture,  
Award Winner

**Principal Lead and  
Team Member:**  
Kunjanto Slamet, Loh Kah Wai



**Dremien Collection,  
Eco Ardenne**  
Good Design Awards,  
Environment

**Principal Lead and  
Team Members:**  
Tan Kee Keat, Hasbullah Abdullah,  
Edwin Chan Yean Liong, Harith  
Ikhwan Yusof and Ho Wenkai



**Dementia-friendly  
Wayfinding System**  
Good Design Awards,  
Graphic Design

**Principal Lead and  
Team Members:**  
Stanley Tan, Gary Soh and  
Ryan Lim *Environmental Wayfinding*



**Dementia-friendly  
Wayfinding System**  
Singapore Good Design, Experience  
Design

**Principal Lead and  
Team Members:**  
Stanley Tan, Gary Soh and  
Ryan Lim *Environmental Wayfinding*



**Tcube**  
Singapore Good Design,  
Interior Design

**Principal Leads and  
Team Members:**  
Joe Fu Zhuo and  
Omar Shiddiq Masodi  
*Workspace Interiors*

Stanley Tan and Emeric Lau  
*Brand Engagement,  
Environmental Wayfinding*



**Setia Marina 2**  
FIABCI Malaysia Property Award  
(MPA) 2021, Residential (low rise)  
Category Winner

**Principal Lead:**  
Tan Kee Keat *Architecture*



**Setia Marina 2**  
FIABCI Prix d'Excellence Awards  
2022, Residential (low rise),  
Gold Winner

**Principal Lead:**  
Tan Kee Keat *Architecture*

1972

ONG & ONG Architects  
& Town Planners established.



1986

Operations expanded, necessitating a shift  
from Goldhill Plaza to SLF Building.

1992

ONG&ONG Architects Pte Ltd incorporated.

2005

Launch of 360° Solution, offering clients  
holistic design consulting capabilities.

2005

Vietnam office established.  
Setting a new milestone.

2006

Rankine&Hill integrated. Delivering  
technical expertise with holistic insights.

2006

China and Malaysia offices established.  
Bringing better design to every city.

2007

Rebranded as ONG&ONG Pte Ltd.

2008

Project Innovations established.  
From conception to completion.

2011

SCA Design integrated. Designing office  
spaces that are indelible.

2012

Indonesia and Mongolia offices established  
to widen our footprint in the region.

2014

ONG&ONG Group Pte Ltd incorporated.

2014

IMMORTAL integrated, adding  
Brand Engagement capabilities.

2014

Myanmar office established. To bring  
betterment to the cityscape.

2015

Thailand office established, following  
the integration of studio SPUTNIK.

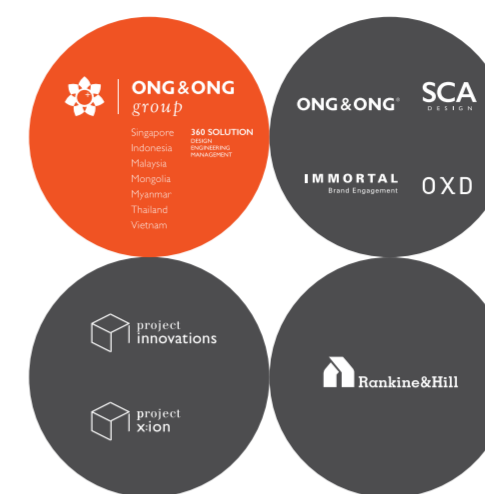
2020

Thailand office expanded with the  
integration of Lalida & Co (Thailand).

2022 & Beyond

ONG&ONG celebrates 50 years.

Change is everywhere.  
However, what sets  
one apart is how we  
channel that change  
to make an impact  
for the better and  
improve lives. As  
**ONG&ONG** turns 50,  
we look at how our  
journey has been one  
of effecting change.



You can't build a great building  
on a weak foundation.  
- Gordon B. Hinckley

From life, architecture, and education  
to relationships and businesses, laying a good  
and strong groundwork is fundamental for  
progress, growth, and adapting to changes.  
In the business realm, a sturdy and stable  
foundation helps distinguish between  
organisations that can change, adapt to new  
practices and withstand the test of time,  
and companies that are unable to keep up.

ONG&ONG is an organisation that has  
proven time and again that with strong  
foundations, it can pay homage to the past,  
excel in the present, while looking ahead  
towards leaving a lasting legacy for future  
generations. As 2022 marks our half-century  
milestone, we take this opportunity  
to revisit the past, take stock of what  
we have accomplished and chart what  
our future holds.

ONG & ONG Architects & Town Planners  
was founded in 1972 by Ong Teng Cheong  
and his wife and principal partner Ong Siew  
May. In 1993, Ong Teng Cheong left the firm

to run in Singapore's first presidential  
election, eventually winning it to become the  
first Singaporean President by popular vote.

During this period, the company was  
incorporated as ONG&ONG Architects  
Pte. Ltd with Ong Siew May at the helm.  
By the time she passed in 1999, she had  
grown the practice into an establishment with  
80 employees and 200 completed projects.  
She deftly juggled this with her role as the  
First Lady of Singapore and supported her  
husband through his presidency.

With the passing of Ong Siew May in 1999,  
the running of ONG&ONG was left largely  
to their son, Ong Tze Boon. When Ong Teng  
Cheong passed in 2002, it fell on Tze Boon's  
shoulders to lead the company.

Our visionary founders had imagined  
an organisation that would change and adapt  
throughout the decades, and this is the  
principle that has aided Group Executive  
Chairman, Tze Boon, in steering the Group  
through challenging times. Today, with  
over 1,000 built projects under its belt,  
ONG&ONG's design ethos is found not  
only in Singapore, but across the region.  
Taking pride in hiring locally for each  
of our country offices, we live up to our

Glocal (global + local) approach, melding  
local perspectives with global expertise.  
Beyond that, through our reach across  
the region, we assemble the best  
amalgamation of teams depending on  
the specific needs of each project.

In the 2010s, Tze Boon introduced the  
360 Solution concept – a game changer  
for the AEC industry. The 360 Solution  
combines the components of design  
and construction so ONG&ONG can  
offer clients a comprehensive suite  
of solutions including masterplanning,  
interior designing, landscaping, lighting,  
engineering, environmental wayfinding,  
project management and brand engagement.  
In short, a holistic value proposition  
for seamless project realisation.

ONG&ONG Group is guided by our  
mission statements to improve the world we  
live in, better serve the community through  
excellence in design, and always deliver an  
Experience Beyond. Our overarching goal  
is to always impact lives positively with all  
that we do. Whether it is a new institutional,  
commercial, or residential facility, we apply  
the Group's 360-solution approach to take  
these projects to fruition.



# Awards



ONG&ONG Group has a strong future-facing culture. Thus, we are looking ahead by charting the next 50 years. With the acceleration in the adoption of technology owing to the pandemic, the new normal will see a radical change to the way we work, and this will be most apparent in the next generation of designers. As we aim to be disruptors rather than the disrupted, these signs are of significant note. A new generation of employees will bring a radically different mindset, and they need to

be empowered and mentored to eventually assume stewardship of the future.

Already, we have seen our emphasis on digital technology play a big role in helping us stay agile while the pandemic wreaked havoc across the globe. We have ensured that ONG&ONG Group is Integrated Digital Delivery (IDD) ready, so that as more AEC industry stakeholders adopt this technology, we remain one step ahead of the curve.

As far as trends go, all signs point to a future where the physical world will become an extension of the digital world, and not the other way around. This also means that the line between these two realms will start to blur. Digital placemaking is one of the areas we are focusing on, integrating digital technologies as part of a physical space to enhance the user experience. To achieve this, we will need to work with more specialists to bring our visions to life.

# 360 SOLUTION

## Design Management Engineering

Specialist

There are many components that go into the design of the built environment, and architecture is but one of them. A while ago, ONG&ONG Group introduced the 360 Solution where the design process combines the approach, practices, and philosophy. From **architecture, brand engagement, engineering, environmental wayfinding, and experience design** to **interior design, lighting & landscape, masterplanning, project management & project solutions, and workplace interior**, the Group has a holistic proposition for a seamless project realisation. Some of the firm's reputable 360 Solution projects include:

- Architecture
- Brand Engagement
- Engineering
- Environmental Wayfinding
- Experience Design
- Interior Design
- Landscape
- Lighting
- Masterplanning
- Project Management
- Project Solutions
- Workplace Interior



### NEW TECH PARK, Singapore

New Tech Park is a 1980s commercial development located at Lorong Chuan, which was transformed to a new and exciting urban node. As part of this evolution, a new bijou mall branded as NTP+ was added to the development offering a combination of F&B, retail, and non-retail spaces. The six disciplines involved were **architecture, brand engagement, engineering, interior design, landscape, and lighting**.



### MICHAELS' RESIDENCES, Singapore

For this unique residential development, comprising a mixture of 30 semi-detached and 10 bungalow homes located in the Chestnut area of Upper Bukit Timah, ONG&ONG Group provided the **entire suite of 360 solution**.



### QUINCY HOTEL, Singapore

The Quincy Hotel is a 108-room boutique hotel tucked away in the Mount Elizabeth residential enclave off Orchard Road. ONG&ONG Group was tasked with providing the **entire 360 solution** of this hospitality project.

### HEARTBEAT @ BEDOK, Singapore

Located in Bedok, the 7-storey, award-winning Heartbeat@Bedok was envisioned as a key civic space for the local community. The development is a pioneer in co-location facilities in Singapore and the **architecture, M&E engineering, interior design, landscape, and lighting** arms of ONG&ONG Group were involved.



### GATEWAY THEATRE, Singapore

Situated in the heart of Bukit Merah, the 9-storey Gateway Theatre is a multi-performance venue. For this project, the **architecture, M&E engineering, interior design, landscape, and lighting** disciplines of the Group worked together in bringing the design to life.



The Industrial Revolution (IR) 4.0 is a phase that focuses heavily on interconnectivity, automation, machine learning, real-time data, and **big data** to create a more holistic and better-connected ecosystem. **BeyondX**, an annual event, is a platform where experts from various industries come together to **share and discuss** their insights and knowledge on the latest developments for the **design and build** industry.

The 2022 edition, which was recently held on 27 and 28 July, saw the event taking place in a hybrid mode. Our participants had their burning questions on how the **rise of technology** will impact their business and other aspects of life answered by our expert panellists. Themed "Digital Convergence – A dialogue about experiencing in the 'phygital' universe", the event aims to address creativity in **ideation** and to leverage the power of **digitalisation**. Participants were encouraged to be innovative in **pushing the boundaries** with emerging technologies, in line with the rise of big data and machines to support construction processes.

Among the renowned speakers were Altaf Ganihar, founder and CEO of Snaptrude, Dr Justin Yeoh, a Senior Lecturer at the Department of Civil and Environmental Engineering at National University of Singapore, and Peter Storey, from Autodesk.

Held at the Singapore University of Technology and Design (SUTD), the event also featured students as representatives of our **future generation** of talents – they spoke about their projects in a dedicated showcase segment. The first showcase by Naomi Bachtiar was Katakita, a tool for participatory planning. The second presentation comprised of Andrea Ling and Maryann Seah was on EXPERIENCEverse, which aims to create an accessible future-forward **digital universe** that **pushes the limits** of reality. Lastly, the Metaverse and AI showcase presented by Chng Kai Jiunn, Ashley Chen Siew Li, and Lynus Lim Ming Hun explores the architectural challenges and opportunities that arise from **new technologies** such as the Metaverse and Artificial Intelligence.

If you missed this year's edition, catch the video at [www.beyondx.digital](http://www.beyondx.digital). See you in 2023!

## A TOAST TO 50 YEARS OF EMINENCE

Over the last 50 years, it has been a privilege to serve and improve communities through our design projects. With our knowledge and expertise in integrating skilful architecture, clever interior design, creative environmental branding, and sensitive landscape design, we are committed to serving our clients with creativity and excellence.

ONG&ONG Group's success lies in a tenacity to stay one step ahead of current trends while championing change, agility, and technology wherever possible. And in a rapidly advancing world, architects and designers have the unique opportunity to shape the future. The choices we make today will have an impact on the future, and the time to innovate and develop unexpected solutions is now.

Staying ahead of the curve, gives us and our communities a sense of empowerment, as we enter new realms over the next 50 years.

## FUTURE PROOFING FOR THE NEXT 50

# Synergistic Specialisation

Individually Skilled,  
Collectively Dynamic

User experience is at the centre of any aspect of building design. Design encapsulates and augments it. Weaving all this together harmoniously, ONG&ONG offices around Asia are able to provide the full 360 experience, through a team of handpicked specialists.

Singapore Indonesia Malaysia Mongolia Myanmar Thailand Vietnam

# 360 Solution



## Brand Engagement   Environmental Wayfinding   Experience Design   Engineering   Project Management   Project Solutions   Workplace Interior   Masterplanning Architecture   Interior Design   Landscape   Lighting

- Brand Engagement**
  - Market Insight
  - Brand Audit
  - Brand Strategy
  - Brand Expression
  - Brand Management
  - Environmental Branding
  - Digital Strategy
- Environmental Wayfinding**
  - Planning and Analysis
  - Wayfinding Strategy
  - Signage System and Design
  - Environmental Graphics
- Experience Design**
  - User Experience Strategy
  - Service Design Consulting
  - Design Thinking
  - Ethnographic Research
- Engineering**
  - Mechanical
  - Electrical
  - Civil
  - Structural
  - Fire Safety
  - Environmental
- Project Management**
  - Project Management
  - Project Development
  - Construction Management
  - Cost Management
  - Place Management
- Project Solutions**
  - Construction
  - Design & Build
  - Turnkey Solutions
  - Contract Works
- Workplace Interior**
  - Building Studies
  - Workplace Studies
  - Space Planning
  - Interior Design
  - Project Management
  - Sustainability
  - Turnkey Solutions
- Masterplanning Architecture**
  - Vision & Strategies
  - Land Using Planning
  - Connectivity
  - Urban Infrastructure
  - Environmental Sustainability Design
  - Landscape
- Interior Design**
  - Advisory & Consultancy
  - Space Planning
  - Test Fit
  - Feasibility Study
  - Master Design Guidebook
  - Turnkey Solutions
- Landscape**
  - Master Planning
  - Space Planning
  - Blue & Green Solutions
  - Sustainability
  - Playground Design
- Lighting**
  - Architectural Lighting
  - Equipment Cost Control
  - Operational Cost Control
  - Lux Level Calculations
  - Lighting Controls
  - Lighting Audits

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 27 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.

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.

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.

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.

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.

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 conceptualisation to completion. Our clients will enjoy the convenience of a one-stop solution. 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.

The perfect corporate interior goes beyond simply creating functional workspaces. 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 turnkey work spaces that exemplify what the modern office should be.

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.

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 around the world, 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 individualised expertise in Master Planning, Brand Engagement, Experience Design, Interiors, Landscape and Lighting.

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, 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.

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 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.



[www.immortal.com.sg](http://www.immortal.com.sg)

[oxd.ong-ong.com](http://oxd.ong-ong.com)

[www.rankine-hill.com](http://www.rankine-hill.com)

[www.proj-innovations.com](http://www.proj-innovations.com)

[www.proj-xion.com](http://www.proj-xion.com)

[www.sca-design.com](http://www.sca-design.com)

[www.ong-ong.com](http://www.ong-ong.com)

Specialists



# Satoria

ONG&ONG Indonesia

## Satoria Tower

Adorning the city skyline with its modern, luxurious design, Satoria Tower is a sight to behold. **Indonesia**

**Principal Leads and Team Members:**  
Kurjanto Slamet, Loh Kah Wai, D. Krisna Hardianto, Giovanni Alarcon Bautista and Patricia Widjayan  
*Architecture*

This iconic tower in the heart of Surabaya is designed to be the new headquarters for the Satoria Group, a company poised to become a global player in the field of hospitality, property, manufacturing, entertainment, trading and other services. Satoria Tower fuses an energetic lifestyle vibe with timeless elegance, while warm and modern interiors exude comfort.

The development's design concept was based upon the symbolic meaning of the word "Satria", which means warrior in Bahasa Indonesia. The multi-faceted curves of the building recall the form of an Indonesian warrior's shield, evoking sophistication and enhancing the city skyline. The building tapers towards the middle, so that its wide base serves as an aesthetic connection to the city and its people. Framing the tower are expansive windows that allow one to view the majestic landscape of a golf course and the city while letting plenty of sunlight stream in.

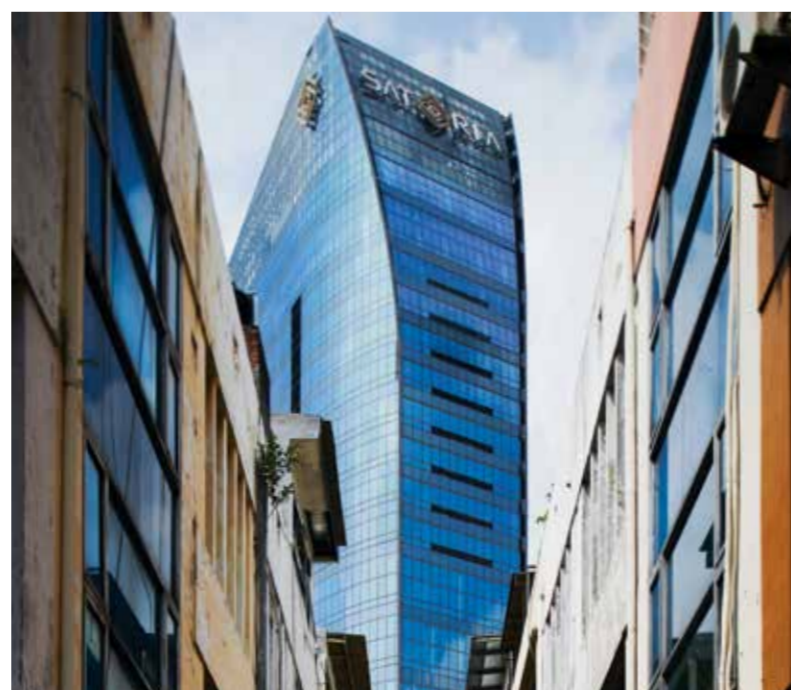
The development sits in the main boulevard of HR Mohammad, a new Central Business District (CBD) area in West Surabaya. Satoria Tower has multiple floors with offices and SOHO units, in addition to the Satoria headquarters office, which occupies the top three floors. The tower is also equipped with amenities to serve all occupants.

Menara ikonik di jantung kota Surabaya ini dirancang untuk menjadi kantor pusat baru Satoria Group, sebuah perusahaan yang siap menjadi pemain global di bidang perhotelan, properti, manufaktur, hiburan, perdagangan, dan layanan lainnya.

Konsep desain didasarkan pada makna simbolis dari kata "Satria" yang berarti pejuang dalam bahasa Indonesia. Lentukan multi-faceted bangunan mengambil bentuk perisai pejuang Indonesia, menambah kecanggihan dan meningkatkan cakrawala Surabaya Barat. Bangunan ini juga dirancang meruncing ke tengah, sehingga alasnya yang lebih luas berfungsi sebagai penghubung estetika kota dan masyarakatnya.

Pembangunan terletak di jalan utama HR Mohammad, kawasan Central Business District (CBD) baru di Surabaya Barat. Penambahan jendela-jendela besar di sekelilingnya menawarkan pemandangan kota sekitarnya yang indah dan lapangan golf di dekatnya.

Satoria Tower adalah pengembangan serba guna, menawarkan tiga komponen. Ini termasuk 19 lantai ruang kantor, lima di antaranya untuk Satoria Group. Delapan lantai selanjutnya didedikasikan untuk hotel Bintang 4 dan ada tiga lantai tambahan fasilitas yang memenuhi kebutuhan penghuni gedung.



ONG&ONG Indonesia

## Renaissance Bali Nusa Dua Resort

Exuding distinctive style with whimsical hints, this resort surpasses expectations. **Indonesia**

**Principal Leads and Team Members:**  
Kurjanto Slamet, Loh Kah Wai and Giovanni Alarcon Bautista  
*Architecture*

Perched in the hills of the Southern Bali Peninsular, Renaissance Nusa Dua in Bali is surrounded by natural beauty, culture, and history. Adopting the Tri Angga concept in its design, the complex is a journey through the different hierarchies of the realms: kelod, madya, and kaja. Harmony and balance are maintained throughout these three parts.

Paying homage to local culture, building placements are modelled after traditional Balinese village settings where there are courtyards and clustered

spaces in between structures. There are 388 keys, an avant-garde Grand Ballroom that can fit up to 800 revellers, a spa for relaxation and plenty of F&B options for guests. Courtyards designed as Balinese secret gardens are set close to guest rooms, creating an ambience that feels private and sacred.

If this is one's first time back to the Island of the Gods after borders reopen, then a stay at the Renaissance Nusa Dua comes highly recommended. Big on giving guests a sense of arrival, a meandering 300m-long driveway sets the mood for a dramatic entrance which is an experience in itself.

The hotel with the hipped and gabled, ornamented roof and its lobby are a striking visual treat, alongside courtyards that are central to Balinese architecture, and a drop-off lounge overlooking a floating platform, where 'live' performances happen every evening. All these beckon with the promise of an unforgettable vacation. Cross the threshold, and more mystical delights unfold.

Minimalistic but chic, this resort is set to make every stay extraordinary.

Terletak di atas daerah perbukitan Semenanjung Bali Selatan, Renaissance Nusa Dua Resort. Di dalam hotel ini, Bali dikelilingi oleh keindahan alam, budaya, dan legenda. Dengan mengambil konsep Tri Angga dalam proses desain, kompleks ini menggambarkan suatu perjalanan hierarki alam yang berbeda-beda yaitu kelod, madya, dan kaja. Keselarasan dan keseimbangan dipertahankan di antara tiga bagian tersebut.

Demi memberi penghormatan kepada budaya lokal, penempatan bangunan diatur sedemikian rupa dengan mengikuti konsep tata letak desa tradisional Bali di mana terdapat halaman dan ruang berkumpul di antara bangunan. Bangunan ini memiliki 388 kamar, Grand Ballroom bertema avant-garde yang dapat menampung hingga 800 orang, ruang spa untuk memanjakan diri dan banyak pilihan makanan dan minuman

bagi para tamu bersantap di Renaissance Bali Nusa Dua Resort. Di dalam hotel ini, halaman dirancang sebagai taman rahasia khas Bali yang diletakkan di dekat kamar-kamar tamu, sehingga menciptakan suasana yang pribadi dan sakral.

Hotel dengan desain lobby, dan bentuk atap perisai dan pelana yang berornamen menjadi ciri khas yang sangat menarik, tampilan courtyard pun menambah kental suasana arsitektur Bali. Area drop-off lounge menghadap ke platform terapung dimana tamu bisa menyaksikan pertunjukan setiap harinya. Perpaduan konsep tradisional dan modern ini menciptakan pengalaman ruang yang menyenangkan dan memberikan pengalaman liburan yang tak terlupakan.

Minimalis dan menarik, resort ini menjadikan setiap kunjungan terasa luar biasa.

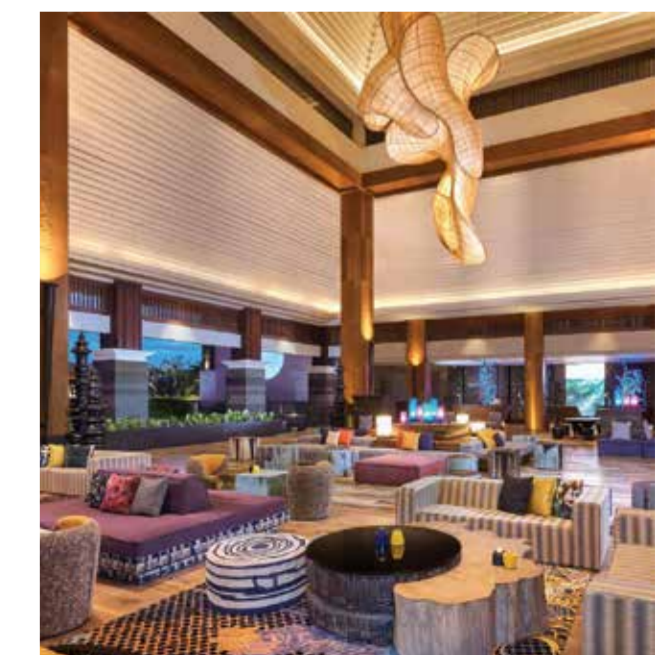


Image CR: Marriott International and PT. Royal Pacific Nusantara

# Renaissance Bali



# SoHo Colonial

ONG&ONG Singapore

## SoHo Colonial

Retaining its original character, this heritage unit has been re-designed to be functional and fitting for contemporary living.

Singapore

**Principal Lead:**  
Teo Boon Kiat *Interior design*

Shophouses, with their ornate detailing and multicultural influences, are a nod to Singapore's architectural heritage. The SoHo Colonial located at Balestier Road, measuring 2,000 sq ft is a commercial unit that has been transformed into an oasis of serenity. Perfect for escaping the city life, the bright, airy, and biophilic space oozes colonial charm while celebrating modernity.

Throughout the space, there is plenty of greenery which does wonders to evoke a sense of Zen. The unit was designed according to the owner's specifications and reflects their interest in bio geometry. Using bio geometry as an important design language, the unit is minimalist, chic, and pays homage to heritage. The unit is versatile and adaptable, perfect for hosting small parties, family get-togethers, and even as an office space. Through clever design, the unit houses a recess where the owner can retreat, the perfect refuge from any events taking place in the main space.

As one enters the unit, some of the attributes that immediately capture the eye are the retro colonial concept, the use of specific colours, and its biophilic appeal. The olive-green wall in the hall juxtaposes beautifully with the timber flooring and furniture while the kitchen with its mostly white walls is complemented by furniture and fittings in hues of green.

Designed to be functional and fitting for contemporary living, this SoHo unit retains all its colonial charm and allows one to experience the best of old and new.



ONG&ONG Singapore

## Burswood Peninsular

Offering scenic views, these homes radiate simplicity and elegance.

Australia

**Principal Lead:**  
Teo Boon Kiat *Interior design*

Burswood Peninsular sits in a beautiful location embraced by the Swan River in Perth, Australia. The development was designed to make full use of not only the elements of nature by the river, but also give its residents access to the neighbouring entertainment venues. ONG&ONG was contracted to conceptualise a layout for the homes within the development.

The design of the layout was predicated upon a modern interpretation of a Balinese villa, and to maximise the views of the surrounding greenery. This translates to a great deal of outdoor seating areas and even a side garden, bringing natural elements into the home compound. Plenty of large windows bathe the interiors with an abundance of natural light, keeping the living areas airy and bright and allowing unobstructed views of the outdoors. The designers also allow for much of the home to be closed off for when air conditioning is needed.

The homes of Burswood Peninsular were designed with a clear delineation of spaces. This includes areas such as a wet and dry kitchen, a separate laundry area with an outdoor yard, and a standalone storeroom that can be converted into living quarters for domestic helpers if needed.



# Burswood



SCA Singapore

## Financial Institution

Simple, functional, and comfortable without compromising productivity. Singapore

**Principal Lead and Team Member:**  
Kee Choon Yen and Kingsley Koh *Workplace interior*

Sporting an earthy colour palette that synthesises its spaces like a well-rehearsed symphony, this office interior combines two juxtaposing ambiances that seamlessly merge as one to exude an elegant vibe. Upon entering the reception and lounge area, a bold and warm ambiance sets the tone for the formal spaces, while light and modern aesthetics rule the work area to lighten the mood. The concept and detailing are kept minimal in order to place importance on comfort, functionality, and creativity. The interior of this financial institution is welcoming and encourages focus and productivity.

Designed mostly in shades of black with accents of timber and greenery, the flexible and progressive space artfully strikes a balancing act to ensure the space is edgy and bold yet vibrant. As soon as one enters the reception area, the green wall and contrasting tanned leather sofa catches the eye, and the same vibrant hue can be seen throughout the space.

Immense importance is given to natural lighting and is achieved through large windows that allow plenty of sunlight to pour in. An interesting point to the design of this office is, no matter where one is seated, one will be afforded with a view of nature, via the huge windows that overlook the greenery outside or the vertical indoor green wall. These lush foliage provide respite to tired eyes and help recharge energy and productivity levels. In the conference room, the embossed sound-absorbing panel provides a striking contrast to the rest of the space.

With versatility a preferred commodity, the conference room has been designed to suit different configurations perfect for small gatherings to townhalls or even as multiple meeting spaces. While the conference space sports dark tones, the individual rooms come in shades of white to exude spaciousness and calm. Overall, this space is swanky, energetic and bold.



SCA Singapore

## Palo IT

Embracing change, the interiors of Palo IT put the needs of its employees at the fore. Singapore

**Principal Leads and Team Members:**  
Kee Choon Yen, Norman Chan and Benson Chua Sze Kiat *Workplace interior*

Palo IT is a global innovation consultancy dedicated to transforming businesses by embracing new technology. This ethos is directly reflected through SCA's design of their workplace interiors which breaks the stereotype of the traditional office and embraces new and interesting ideas. Colours not only add vibrancy to the space, but also help to demarcate the spaces by their uses.

With many offices adapting to the changes brought on by the rise of hybrid working arrangements, the new Palo IT office interiors aim to create an effective middle ground for their employees by offering a relaxed environment that is still equipped with purpose-driven spaces for collaboration.

One of the benefits of work-from-home arrangements is greater privacy and a sense of hygge, however, this remoteness is detrimental when it comes to collaborative work and the new space aims to change that. The office is designed with a wide array of zones, each with its own purpose. These are designed to be functional and flexible, adapting to the needs of users.

Design planning for the workplace interiors also includes a clear separation between lively and calm zones. This means break out areas, communal and recreational areas are on one side of the office, encouraging social interaction, whilst on the other, a calm zone is created for deep working sessions.

In addition to the homey vibe, the designers also decided to bring the outside in via various pockets of greenery, spread throughout the office space.



## Palo IT





Rankine&Hill Singapore

## St. James Power Station

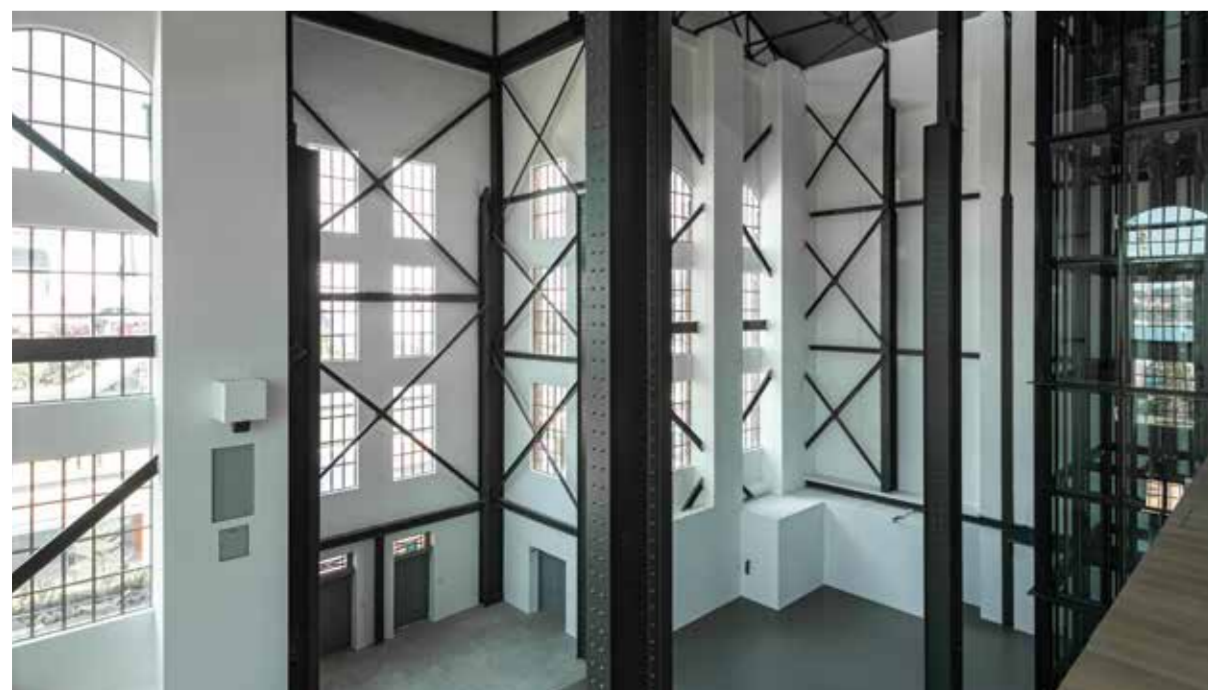
An integral part of Singapore's built heritage, the newly refurbished St. James Power Station is a nod to the past, present and the future.  
**Singapore**

**Principal Lead and Team Members:**  
Shahrom Mohamed Ariff, K Mohamed Jawith and Gan Quan *M&E Engineering*

The St. James Power Station (SJPS) was gazetted as a National Monument in 2009. Mapletree Investments embarked on a second restoration effort in 2018 to adaptively reuse SJPS. The design and restoration effort were led by Singapore-based W Architects and Studio Lapis which is an architectural conservation specialist consultancy. The team at Rankine&Hill lent their engineering expertise to this project where it was revitalised as part of the upcoming Greater Southern Waterfront development.

Historical architectural elements of the iconic monument such as the fair-faced brick façade, two chimneys, mild steel windows and the steel frame structures were painstakingly restored while integrating them with modern building technologies. The result is the creation of a one-of-a-kind experience with an inspirational ambience suited for discerning users.

This adaptive reuse gave SJPS a new lease of life as a centre of innovation. SJPS is currently leased to Dyson as its global HQ and research centre. The newly refurbished SJPS will also house a heritage gallery in one of its distinctive chimneys and a heritage trail featuring maritime artefacts around the monument. The SJPS Heritage Trail and Gallery reflect the nation's history as a trading hub, its rich heritage and progressive transformation over the years into a world-class city centre.



Rankine&Hill Singapore

## AWWA Adult Disability Home & Day Activity Centre

Catering to individuals with disabilities, this space aims to create a caring and inclusive environment.  
**Singapore**

**Principal Leads and Team Members:**  
Tan Peck Khoon, Shahrom Bin Mohamed Ariff, Teh Yong Hui, Choo Jing Ren and Chng Wei Xiang  
*M&E Engineering*

The Adult Disability Home and Day Activity Centre, operated by AWWA, serves adults aged 18 to 55 years of age, with mild to severe disabilities, who have no caregivers or next of kin. Designed by AGA Architects, the space was created with the aim of reigniting the kampung (village) spirit with neighbours by building a home without walls.

Rankine&Hill were tasked with the responsibility for the planning and analysis aspect of the construction that involved mechanical works to ensure absolute compliance. To create a caring and inclusive environment, the site, measuring



4,000 sqm, was carefully designed with holistic insights to meet every challenge. The centre features a mini garden in the middle of the facility to provide additional greenery. This project required great coordination and execution to provide a safe and calm environment.

By making the mini garden the central focus, the design improves natural ventilation throughout the building. Some of the Green features implemented include efficient VRF A/C system, energy monitoring system to record and monitor building power consumption, as well as LED Lighting.



Rankine&Hill Singapore

## Stirling Residences

Stirling Residences' architecture is quaint, yet contemporary with an expression of luxury.  
**Singapore**

**Principal Leads and Team Members:**  
Tan Peck Khoon, Shahrom Bin Mohamed Ariff, Teh Yong Hui, Feng Wei Vivian and Gan Quan  
*M&E Engineering*



Sited in Queenstown, one of Singapore's older residential areas, is Stirling Residences – a luxurious development that offers three irresistible elements – an outstanding location, stunning views from the rooftop terraces, and luxurious amenities amidst a forest theme. Comprising of 1,259 dwelling units, Stirling Residences is close to a myriad of business hubs, entertainment, and leisure amenities and schools.

Using one of the game-changing technologies that support Singapore's Design for Manufacturing and Assembly (DfMA) - PPVC or Prefabricated Prefinished Volumetric Construction technology, Stirling Residences is one of the largest-scale PPVC high-rise project in Singapore with two 40-storey and one 38-storey towers. Providing panoramic views of the sea, city, and greenery as well as numerous landmarks, Stirling Residences is a truly iconic condominium.



PROJECTS Renaissance Bali Nusa Dua Resort

Perched in the hilly area of Southern Bali Peninsula, Renaissance Bali Nusa Dua Resort enjoys a bird's-eye view of the Nusa Dua enclave with sea view in the distance. Offering stylish accommodations, all rooms and suites boast chic, spacious areas. Courtyards – designed as Balinese secret gardens – are placed within close proximity of guest rooms. With an emphasis on the natural landscape and greenery, these intimate garden spaces hidden amidst greenery surrounding the hotel make perfect spots for retreat.



PROJECTS SoHo Colonial

Measuring approximately 2,000 sqft, SoHo Colonial is a commercial unit that has been transformed into an oasis of serenity. Perfect for individuals looking to escape the hustle and bustle of city life, the bright, airy, and biophilic space oozes colonial charm while celebrating modernity. The unit was designed according to the owner's specifications and reflects their interest in bio geometry. Using bio geometry as an important design language, the unit is minimalist, chic, and pays homage to heritage.



PROJECTS St James Power Station

St. James Power Station (SJPS) was gazetted as a National Monument in 2009 and Mapletree Investments embarked on restoring and adaptively reusing SJPS. The team at Rankine&Hill lent their engineering expertise to this project where it was revitalised as part of the upcoming Greater Southern Waterfront development, historical architectural elements of the iconic monument were preserved while integrating it with modern building technologies. The adaptive reuse gives SJPS a new lease of life as a centre of innovation. SJPS is currently leased to Dyson as its global HQ and research centre.



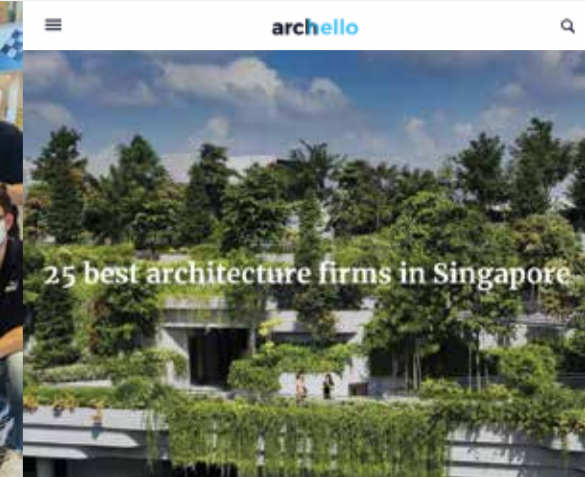
PROJECTS Meeting the Needs of the Differently-abled

The Adult Disability Home and Day Activity Centre, operated by AWWA, serves adults aged 18 to 55 years old, with mild to severe disabilities, who have no caregivers or next of kin. The team at Rankine&Hill were appointed to create a caring and inclusive environment for them. The site, measuring 4,000 sqm, has been carefully designed with holistic insights to meet every challenge.



NEWS ONG&ONG Hosts S P Setia

With borders reopened, ONG&ONG recently played host to S P Setia when they visited Singapore. As one of Malaysia's listed real estate players, S P Setia – an award-winning multi-disciplinary property developer with presence in Singapore –, were taken on a tour by Group CEO, Ashvinkumar Kantilal. Among the sites visited were Heartbeat@Bedok and Michael Residences.



NEWS Archello Names Singapore's Top 25 Architecture Firms

Archello – essentially a 'HUB' between the creative and making industry, has published its list of the Top 25 architecture firms in Singapore. The selection was based on a mixture of the number of featured projects and the views they generated. ONG&ONG is honoured to have contributed to Singapore's built environment that is continually among the most pioneering and ambitious of its kind.



INSIGHTS Recreation and Parks

As the impact of climate change intensifies, parks and public lands will take on greater significance. In addition to being recreational sites, parks provide environmental benefits. While adding green pockets to existing cities is one way to approach this problem, another could be to reimagine the urban landscape itself as a "City in Nature". An example of this is Singapore's greening journey, which began in 1967. Kicking off with mass-planting programmes, this has now led to the incorporation of greenery in all aspects of urban development in the form of parks, nature reserves, playgrounds, vertical gardens, and so forth.



NEWS ONG&ONG Shortlisted at the World Architecture Festival

'Together' is the theme for the 2022 World Architecture Festival to be held in Lisbon, Portugal. It is with great pride that we announce New Tech Park (NTP+), one of ONG&ONG's project has been shortlisted under the 'Completed Buildings: New & Old' category. Owned by Sabana REIT, New Tech Park is a 1980s commercial development located at Lorong Chuan. With the goal of urban intervention and rejuvenation, its recent transformation provides a new and exciting urban node for the largely residential neighbourhood. Stay tuned for the results which will be announced in December 2022



INSIGHTS Hospitality in the New Norm

There was unprecedented turbulence across the hospitality industry in the last two years, especially in Asia. Studies by the WTTC reported a whopping 53.7 percent fall in overall GDP for the Asia-Pacific region in 2020. A major evolution has transpired in the hospitality industry's narratives over how hotel technology can be applied.



NEWS ONG&ONG Nurtures Talents for an Impactful Tomorrow

Known for nurturing the next generation of talents, ONG&ONG has pledged its support for NYP's Course Award Graduation, where it supports both the Diploma and Specialist Diploma. The specialist course, Diploma in Spatial Design, at Nanyang Polytechnic (NYP) aims to equip designers with the skills to meet the growing demand for Spatial Designers. Through this sponsorship, ONG&ONG hopes to impact the future of the design and built industry for the better.



NEWS Latest Copy of 360 Circle Unveiled

One term that is used frequently in recent times is 'new normal'. People everywhere are preoccupied with discussing and defining the new normal – and it is exciting! Adding to the discourse, we at ONG&ONG are happy to announce that our annual publication, 360 Circle, is out. Discover our take on the new normal, fresh innovations and technological developments. There are features and insights aplenty to keep you informed.



NEWS Hwa Seng Builder and ONG&ONG to work on JW5 Station

The JW5 Station that is part of the Jurong Region Line (JRL) will be designed and built by Hwa Seng Builder and ONG&ONG. The Land Transport Authority (LTA) had awarded two contracts worth a combined \$386 million for the JRL, which is slated to open in three stages from 2027 to 2029. As Singapore's seventh MRT Line, the JRL is expected to improve connectivity in the western part of Singapore.



INSIGHTS The Future of Transportation

Our transportation infrastructure is facing a paradigm shift as electric vehicles gain popularity. Urban designers must consider the rise of electric vehicles in city planning; therefore, it is prudent to meld mobility with sustainability. Electric vehicles demand smarter cities, as a result, cities must undergo a massive shift to accommodate sustainable living. This change includes more intelligent mobility, grid, and integration. These will form the foundations for the cities of tomorrow. Mobility and energy will mandate revolutionary changes without adding to overcrowding and pollution.



GOOD DESIGN



### GOOD DESIGN Awards For ONG&ONG and IMMORTAL projects

ONG&ONG and IMMORTAL are proud to announce our wins of the GOOD DESIGN Awards for the Dremien Collection, Eco Ardence and Dementia-Friendly Wayfinding project respectively. The awards, presented by The Chicago Athenaeum Museum of Architecture and Design and Metropolitan Arts Press were for the Environments and Graphic Design categories.

The Dementia-Friendly Wayfinding project also won gold in the recently concluded WAN Awards 2021, under the "Colour in Architecture" category.

### PROJECTS Kalaw 2

In the undulating expanse of Kalaw, Myanmar, is a cluster of villas, nestled amongst tea plantation and landscaped environments. The terraced contours of the site allow for the villas to be positioned at different altitudes along the slope, while offering unobstructed views of lush greenery. Utmost care has been taken to respect the existing landscape and preserve most of the verdure. Another key component that is flanked by foliage and immersed in nature for an invigorating "forest sojourn" experience is the hill station with leisure amenities.

### PROJECTS Palo IT

Palo IT is a global innovation consultancy dedicated to transforming businesses by embracing new technology. This ethos is directly reflected through SCA's design of their workplace interiors which breaks the stereotype of the traditional office and embraces fresh ideas. Its new office interiors are designed with a wide array of zones, each fulfilling its own purpose. These are designed to be functional and flexible, adapting to the needs of users. In addition to the homey vibe, the designers also decided to bring the outside in via pockets of greenery, spread throughout the office space.

### PROJECTS Burswood Peninsular

Burswood Peninsular sits in a beautiful location almost entirely surrounded by the Swan River in Perth, Australia, and ONG&ONG was contracted as consultants to conceptualise a layout for the homes within Wandoorlin Point. The layout design was predicated upon an interpretation of a Balinese villa. Thus, the home is designed to maximise the views of the surrounding Swan River and its greenery. This translates to plenty of outdoor seating areas and even a side garden, bringing natural elements into the home compound.

### NEWS Fostering Design Solutions for the Future

Central to ONG&ONG is our belief in engaging new generations of designers with real-world challenges via partnerships with SUTD on senior-year capstone projects. SUTD students are assigned holistic design challenges that require collaboration and interdisciplinary innovation. A 2021 capstone challenge is CONNECTARCH – an AI-enabled repository of design case studies that draws connections between iconic works through a unique graph interface. Another collaborative capstone project is a master planning proposal on flood protection for the city of Balanga, Philippines.

### INSIGHTS Inclusivity and Branding

Inclusivity is the practice of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalised, while diversity suggests the presence of a large variety of people. Being inclusive as a brand creates an atmosphere where everyone feels welcome and equal. Brands that are inclusive will connect with a larger, more diverse audience. Inclusivity has become a core value that many great brands practice. As the world is filled with diverse and marginalised people, it is crucial to build societies that accommodate and represent everyone. This is what makes inclusivity an inevitable part of brand strategy.



### INSIGHTS Inspiring the Next Generation

In 1997, the ONG&ONG Travelling Fellowship was created for promising students to pursue architectural or related fields of study to develop their knowledge of the built environment through independent travel. And then in 2000, the Ong Siew May Visiting Professorship was created; for 2021-22, Professors Fung Hsinming and CJ Lim have been appointed as the Ong Siew May Visiting Professors for this academic year.

### INSIGHTS Space as a Service

In this new age, real estate is experiencing an evolution that is reshaping the future of work/life balance. You may have heard of "Space as a Service" (SPaaS) in the form of co-sharing spaces, where even before the pandemic, there was already a general movement towards SPaaS, as promoted by Airbnb, Clutter, Common, and WeWork. These providers actively monetise spaces by their function. SPaaS offers flexibility to different business models and living needs, while proving to be cost-effective. With the ongoing demand for remote workers, SPaaS is arguably the future of real estate.

### PROJECTS PT House

PT-House, located in the prime Sukhumvit area of Bangkok, is a luxurious abode split into five levels, with a layout that offers ample space for both family interaction and seclusion. The design aesthetics evolves from the basement up to the third floor. The basement level is defined by stone and concrete finishes with special Turkish or Iznik tiles while the second floor houses bedrooms and a guestroom, designed in pastel hues. Finally, the third floor is dedicated entirely to the master bedroom.



### AWARDS Blazing The Trail

The Techblazer Awards is Singapore's highest accolade for tech innovation. It recognises and endorses Singapore-based organizations which have exemplified the spirit of innovation. For the 2021 edition, ONG&ONG is the winner in the Best Adoption - SME category, after implementing Digital Beyond across its operations – a holistic digital transformation approach that leverages on cloud-based technologies and focuses on the three key areas: Workplace, Workforce and Workflow.



### NEWS Vietnam Wins New Project

The ONG&ONG Vietnam office recently clinched a new project – the development of a condotel (condominium + hotel) at the Hai Giang Merry Land, located in the Nhon Hai commune. Known for its pristine and charming natural beauty, Hai Giang Merry Land is a perfect retreat away from the city. The Minimalist architecture applied to the condotel focuses on the value of space. Creating interiors that are concise, enable solitude, full of light and airy, the space is the STAR of this design.



PROJECTS Positive Environmental Stimuli

The NTUC Health (Lakeside) Nursing Home was designed from a chalet-inspired concept. The eight-storey home combines a nursing home and a senior care centre with dementia-friendly features to empower the elderly and give them autonomy of movement.

PROJECTS Designed For All

The Vanguard Senior Care Senja Centre, comprising of a Polyclinic, Nursing Home and Senior Care Centre, was commissioned by Singapore's Ministry of Health and designed according to the principles of Universal Design and is entirely compliant with the latest Code of Accessibility in the Built Environment.

PROJECTS Nursing Home Turned COVID-19 Treatment Facility

The NTUC Health (Tampines) - Nursing Home combine a nursing home with a senior care centre. It was built for the Singapore Ministry of Health. The design adheres to the principles of Universal Design and is compliant with the latest Code of Accessibility to ensure that it serves the needs of its intended demographic.

PROJECTS Garden in the Sky

Located within the proximity of Bandar Sunway, Greenfield Residence boasts a harmonious interaction of water, greenery and style that seamlessly creates exquisite living spaces reflecting form and functionality. The building's tower design employs clean architectural lines coupled with subtle colours to create a sleek and contemporary language.

INSIGHTS With Technology Comes Efficiency

With the disruptions stemming from the Pandemic, it has become more evident than ever that there needs to be a change to how we design and build in the AEC industry. A small fraction of the industry has recognised the need for transformation and is innovating and adopting new ways to increase productivity.

PROJECTS Purpose-Driven Universal Design

The NTUC Health Day Centres for Seniors, Pasir Ris and May Wong, recently underwent A&A works to cater for the ever-increasing demand for elder care facilities in Singapore. They're designed with Universal Design principles. Some of these elements include dementia-friendly features, wheelchair-friendly accessibility throughout the facilities, and the availability of flexible, multi-function spaces made possible through the use of soft furnishings and/or modular furniture.



INSIGHTS Feeding the Future

Our food system is under threat. By 2030, the world population is anticipated to exceed 8.6 billion people. Natural resources are a restricted and diminishing supply that must be protected. And it's the livelihoods of billions of people who work in the agricultural value chain that is on the line.

INSIGHTS The Big Effects of Thinking Small

To cope with the hyper-competitive nature of today's economy, businesses must think smaller rather than bigger. This is where Micromarketing comes into play. This marketing approach is specially tailored to target a particular market segment within the larger target audience.

NEWS Bus Terminal Alleviates Traffic Issues

Marina Centre Bus Terminal, serves as the starting and terminating point for bus services serving the Marina Centre region and the city. It is equipped with staff amenities and 27 bus parking lots capable of housing all bus services including SBS Transit, SMRT Buses and Tower Transit vehicles.

PROJECTS Responsibility in Action

In recent years, the way customers interact with different brands has become more intriguing. The typical 21st-century customer is more informed and empowered than ever. Therefore, for brands to connect successfully with consumers, they must ensure their identity, behaviours, business practices, and activities have an ethical impact on society.

INSIGHTS Are We Ready for the Future?

Our food system is under threat. By 2030, the world population is anticipated to exceed 8.6 billion people. Natural resources are a restricted and diminishing supply that must be protected. The livelihoods of billions of people who work in the agricultural value chain are on the line.

NEWS SCA Celebrates 20 Years of Transforming Workplace Interiors

SCA Design celebrates its 20th year in operation, unveiling an all-new visual identity and website for the brand. Since 2001, SCA Design has been one of Singapore's leading workplace interior specialists, having designed and built more than 5,000,000 sqft of corporate office space.

NEWS IMMORTAL Wins Prestigious WAN Award

IMMORTAL, the environmental wayfinding and brand engagement arm of the ONG&ONG Group, is proud to receive the highly coveted WAN Award this year for their dementia-friendly wayfinding project in Chong Pang City and Khatib Central.



**ONG&ONG**  
group

NEWS  
**360**

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Across the globe, an evolution - the new normal is afoot. Very soon, the new normal will become the Next Normal as global citizens accept certain post pandemic regulations as a way of life. Whatever the term, we all acknowledge that as countries pick themselves up, there is need to relook at how we approach the way we live, work, play, and study.

2022 heralds the 50th year of ONG&ONG and we too need to move with the times to ensure we are ahead of the curve. To me, terms such as impact, embrace, adapt, adopt, change, reinvent, and progress hold great meaning, and these have been the driving force behind many business initiatives introduced at ONG&ONG Group. Incidentally, they are also the ethos our founders, Ong Teng Cheong and Ong Siew May, espoused when they established ONG & ONG Architects & Town Planners in 1972.

Being the visionary he was, Ong Teng Cheong, during a Singapore Institute of Architects (SIA) event in 1980, had shared some rather accurate predictions. Amongst them were the hybrid working arrangement, electronic communications at our fingertips, and online shopping – all quite beyond the realm of possibility back then. He also went on to predict that though technology is pervasive, architects will still have important roles to play – and that remains true!

While the current Industrial Revolution 4.0 brings with it a plethora of interconnectivity, automation, machine learning, and real-time data, architects of the present are still expected to build liveable places and cities that can cope with the burgeoning need for smart technology, a rising population, and the popularity of alternate or virtual universes.

This brings forth the question: how does the role of ONG&ONG evolve when technology alters all things familiar to designers and the Design & Build environment? We embrace, adopt, and practice change.

The only thing that is constant is change said Heraclitus and continuous learning paves the way for changes to take place. At ONG&ONG, advocating for continuous learning has been a gamechanger. It has brought forth a spate of progressive ideas and actions that have allowed us to discover new ways of operating and relating to people from different cultures through our works. Our footprints in several countries across Asia is a testament that we understand the local context and can design buildings that make an impact within the local landscape, culture, and society.

Innovation, integration, and digitisation play a pivotal role as we celebrate the half-a-century milestone. The rampant digitisation, over the last couple

of years, that many see as being disruptive, we view as an opportunity for reinvention. Already, we have witnessed our prior emphasis on digital technology play a big role in helping us stay agile while the pandemic wreaked havoc across the globe.

But never one to rest on our laurels, we have been pushing the envelope on digitisation and its impact on the work we do. We leverage on technology to inform building engineering and design. These include generative design, computational design, and parametric modelling, allowing us to broaden our horizons beyond imagination and experience.

We have ensured that ONG&ONG is Integrated Digital Delivery (IDD) ready, so that as more AEC industry stakeholders adopt IDD, we remain one step ahead of the curve.

When the 360 Solution was first introduced, ONG&ONG Group were the pioneers in providing integrated solutions to the Design & Build industry. From master planning, brand engagement, landscape, and lighting to engineering and project management, we have the expertise needed to ensure the success of every development from inception to completion.

Through innovation and a future-forward mindset, we have created a more holistic and connected ecosystem that allows us to change things for the better and impact our societies positively, while revolutionising the way we conduct business and grow. Our progress and success stems from being a trailblazer. We count visionaries and inspiring figures in our leadership and have taken the opportunity to reinvent ourselves with our eye firmly on inspiring the generation of tomorrow.

The real difference, however, can only be made through collaboration from everyone within the organisation and for that I thank the teams in Singapore, Malaysia, Thailand, Indonesia, Mongolia, Vietnam, and Myanmar for their dedication to excellence. Each one of us must embody the purpose of improving the world in which we live. This way, we will create an #ExperienceBeyond.

Over the last 50 years, it has been a privilege to serve and improve communities through our works. In a rapidly advancing world, we as designers have the unique opportunity to impact the future. The time to innovate solutions is now. Staying ahead of the curve gives us a sense of empowerment as we enter new realms over the next 50 years.

Companies that adopt bold, proactive strategies in the face of industry digitisation will come out as winners. Here's to celebrating our LEGACY and making IMPACT.



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# Vision

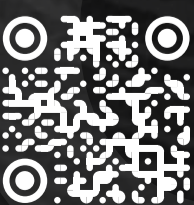
Experience Beyond

# 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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