



Commerce

AN ANTHOLOGY OF MASTERPLANNING, COMMERCIAL
& MIXED USE

Into the Woods: *Marvell City*
Future Exchange: *SGX*
Empire Living: *Empire Damansara*
Mirror of the Moon: *Greenland Centre*
Space Age: *Sandchuan 1st*



ONG & ONG 180°
group valuation



Commerce

AN ANTHOLOGY OF MASTERPLANNING, COMMERCIAL
AND MIXED-USE SPACES



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AS FUN AS THEY ARE FUNCTIONAL



Once functional, practical and corporate in appearance, commercial offices are now undergoing radical makeovers that will leave the bowler-hatted, broly-carrying office gents of yesteryear shaking in their shoes. Given that a huge portion of the population spends so much of their lives in the office, designers are all but making the office a home away from home. Of course the focus is on work and productivity, but relaxed, contented workers have been found to be more productive.

People are spending less time sitting at desks working, and more time in café areas within the office; even the Singapore Stock Exchange has left its stuffy image behind with relaxed seating areas and a café where staff and clients can meet informally. Lounge and eating areas in offices like Rio Tinto's Headquarters in Marina Bay Financial Centre are likely to be filled with laptop wielding staff with coffee at their elbows at all hours of the day, and not just on lunch breaks. Unilever's sleek new offices appear at first glance to be a hotel reception area with comfortable lounge and café corners.

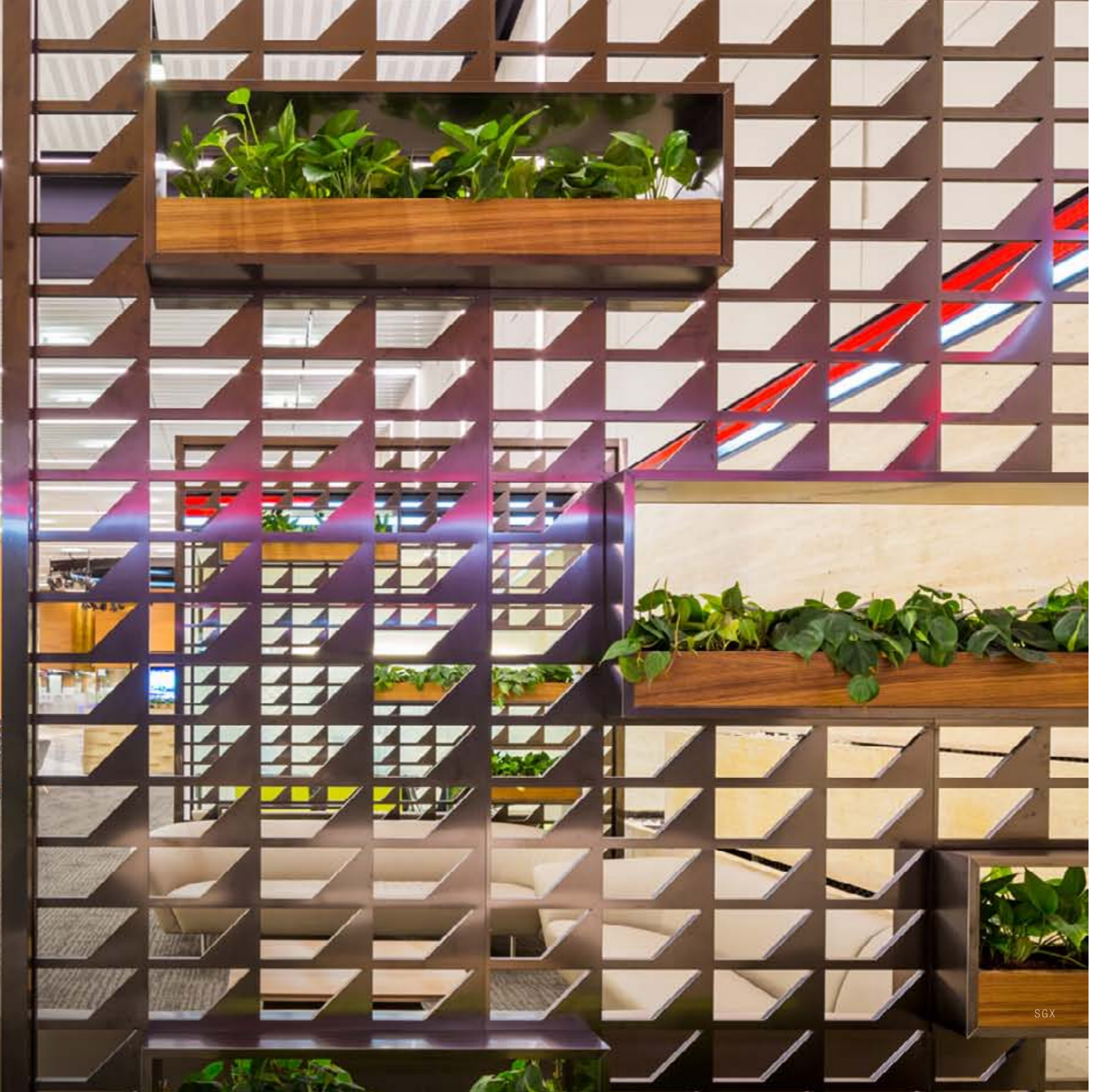
Commerce is still conducted over the phone and internet, but wireless

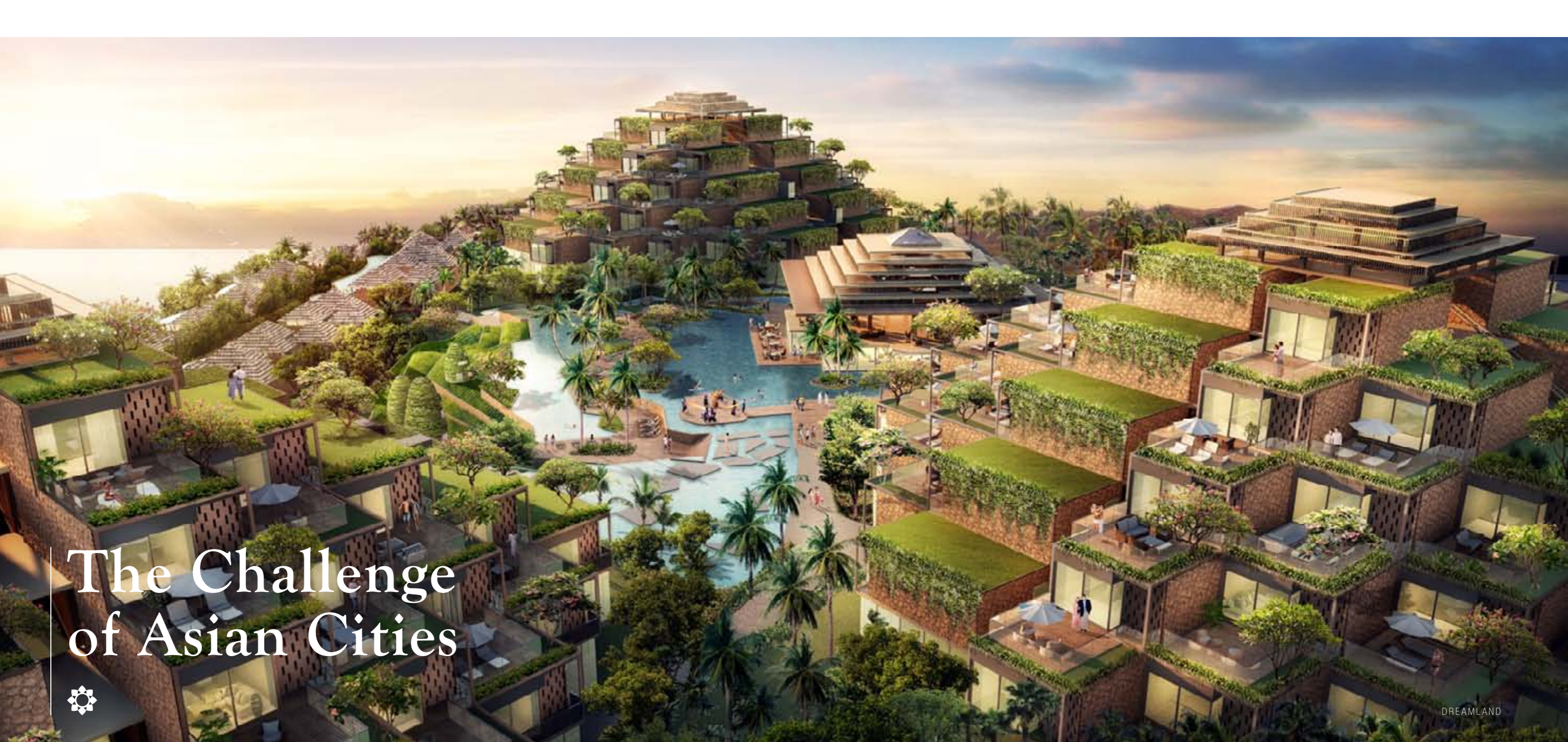
technology has released office workers from their desks, and phones and laptops may be carried anywhere as work still continues. Individuals curled up on sofas in offices are actually working. Business is pushed forward through discussion and brainstorming of ideas. Office design now provides discrete meeting spaces where different groups can meet without worrying about disturbing their workmates. If this kind of forward thinking isn't enough, then some offices, such as SingTel's 1688 Contact Centre, have taken the trend even further. With its park areas, gym stops, 'beach area and sea cove' areas, the contact centre is almost more resort than office. 🌟





⚙️
Once functional, practical and corporate in appearance, commercial offices are now undergoing radical makeovers that will leave the bowler-hatted, broly-carrying office gents of yesteryear shaking in their shoes.
⚙️





The Challenge of Asian Cities



DREAMLAND

As Asian cities become more crowded and land prices rocket, it becomes increasingly imperative for focused, practical masterplanning that addresses the needs of today and tomorrow.

The separation of work, live and play within the city is now a concept that is fast becoming outdated as more city planners are recognising that it is no longer practical for people to traipse all the way across a city in a traffic jam to get to their place of work.

In China especially, as people leave the countryside for the cities, projects by Changfeng and Wuxi Beitang mixed-use developer, with their plazas, shopping malls, offices and living spaces all within easy access on foot, are fast becoming

the masterplanned solutions for tomorrow. Moreover, the spaces for work are being planned with future needs and adaptations in mind. All over Asia, new projects like Malaysia's Southville City, Korea's H-City, and Indonesia's

Marvell City are beginning to redefine both the nature of masterplanning and the future look of the city, cities where people will be able to live, work and play within hailing distance of each other. ⚙️

RE-THINKING CITIES



*ONG&ONG Group Managing Director,
Tai Lee Siang, shares a few ideas*

With ONG&ONG's 360° reach that pulls all aspects of design into its orbit, it may be only time before they are master planning not only neighbourhoods but whole cities! The rise in the number of mixed-use developments may also be a portent of the way our cities are going. What exactly is the role mixed-use developments might play in the future master planning of our cities? ONG&ONG's Group Managing Director Tai Lee Siang shared his views on this issue.

Tai was perfectly candid in his belief that the master planning of cities throughout Asia needs to be seriously reconsidered. 'We've inherited an archaic system that dates back to the beginning of the 20th century in the West,' he began. 'It was a system that may once have worked when urban planners sought to separate dirty, polluting industrial areas from clean residential ones.'

It was also a period in which the world population was less than a third that it is today and road congestion was not a problem: people could commute to work relatively easily.


The system adopted by the West was copied in Asia in the post-colonial period, 'and cities here began to adopt the le Corbusier dream that a building should be like a machine that functions efficiently. This dictum resulted in Asian cities with separate 'working parts': business districts, shopping areas, residential and recreational areas. It was a planning approach that led to all city planners using the same model: one size fits all,' opined Tai.

Asian cities are expanding at a rate unprecedented in history and as a result, building programmes are leading to urban sprawl and the emergence of megacities that may one day reach all the way from Pearl River Delta in China to Jakarta. Already, millions of people face the daily nightmare of a slow commute to and from work each day, either in traffic jams or overcrowded public transport. The quality of life has become seriously eroded as people find more of their time eaten into by travel to and from work places, shops, parks and leisure areas. 'We talk of creating eco-cities,' said Tai, 'or garden cities and yet every year we spend more and more on cars, and on building more roads so that we can spend more hours each week sitting in traffic jams.'

He went on to suggest that we now need to seriously consider what it is we want from our cities, which he believed 'are now inefficient compared to the traditional towns of the past where people lived, worked and played all in one location. There was little separation between these activities in the past, compared to the carefully planned, zoned cities that we regard as efficient.'

Tai firmly believes that the IT revolution can make alternative approaches to the master planning of cities feasible. Mixed-use developments are already creating self-contained communities where people can live, work and play almost within shouting distance of each other.

'Technology can also enable more people to work from home. Office space can be reduced substantially by simply using IT to allow more people to work from home, thus leading to high cost savings,' pointed out Tai. He continued, 'City planning needs to be reviewed in tandem with technology, social development and creative economic growth. Traditional urban planning must be challenged to compress space usage through the relaxed lens of co-usage and not silo of usage.'

Tai concluded by throwing a challenge to the people who are most affected by the city planners' decisions: the public. 'It's time that ordinary people decided what it is they want from their cities. People need to speak to the government and governments need to listen before we find that we have created something that is out of control and which no one is happy with.' 

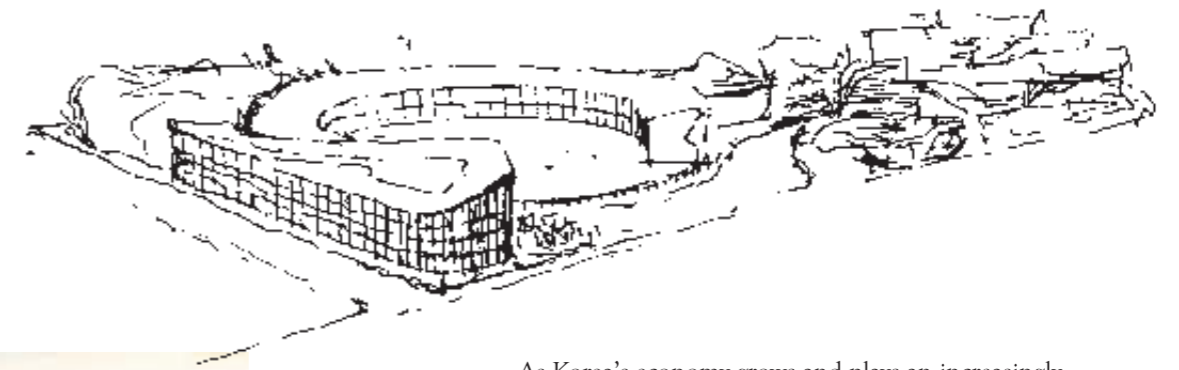




BACK TO THE *future*



Creating an urban dream.



As Korea's economy grows and plays an increasingly important role in the global market place, Korea seeks ways to attract visitors to its shores and pull in the domestic tourist to marvel at the culture and heritage of the country. At the same time, Korea also projects itself as having a destiny that encompasses technological and creative ideas that will shape the future. It was with this in mind that ONG&ONG's design team was tasked to plan and create an integrated development that was out of this world, one of a kind, and never before dreamed of. It had to not only honour Korea's heritage and culture, but also celebrate the future, so the designers conceived a state-of-the-art urban complex that will offer a taste of living in a future century.

H-City is planned as an urban dream offering a lifestyle and experience that will appeal to a broad range of interest groups – there is something for everyone. Its international arrival plaza rivals that of any other, and from the Maglev Station, domestic visitors will be transported by a covered traveller that will deliver them to the main arrival plaza of H-City.

Once ensconced at H-City, guests can enjoy a whole list of entertainment, shopping and dining options that will keep them occupied from dawn till dusk. A massive shopping concourse – the Ring of Life – is designed to mimic an airport terminal and enable shoppers to stroll through a 600-metre-long shopping gallery with 5 million square feet of retail space. High-end flagship boutique stores will be located at strategic points – like 'jewels' strung in a chain – and will serve as brand 'museums', further drawing in dedicated shoppers.

For spectacular entertainment, a 'Star-dium' providing matches of one of Korea's favourite sports – baseball – is envisioned. The baseball stadium, with seating for up

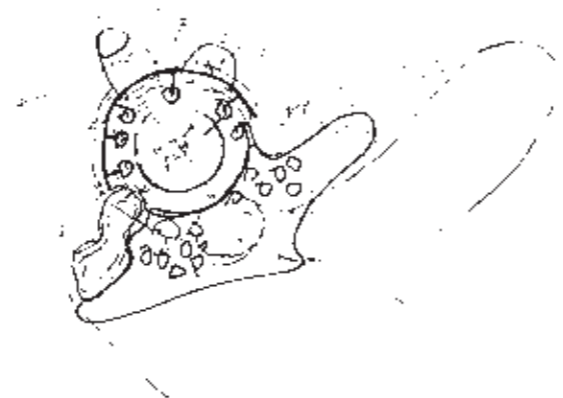


to 10,000 spectators, has removable seating that can accommodate expositions and community events, as well as that other great national pastime: K-Pop. Indeed, K-Pop fans will also be able to visit the 'Starena' at H-City, a 1,000-seat auditorium that houses a K-Pop museum and an academy celebrating and promoting the Korean Wave.

Underlying the design concept of H-City is a distinctive green culture – an eco-theme that acknowledges the growing move towards the integration of nature with all aspects of lifestyle. The first building visitors will see on reaching H-City is the Free Form Casino whose shape not only

challenges traditional casino design, but also, by incorporating the essence of a greenhouse, creates a soothing casino environment.

The Aquatic Hotel, with its distinctive sea-creature design, offers another interpretation of the natural world. A huge aquarium is incorporated into the design and the rooms are decorated as though on an ocean liner, with futuristic underwater themes. Diners will be able to enjoy a superimposed view of ocean life and the famous Incheon Bridge. Water also features in the Eternal Lagoon. As a symbol of wealth, prosperity and good fortune, water is integral to Asian culture. The Eternal Lagoon, with



its spectacular water fountain, provides a perfect setting for water-themed activities and becomes an ice-skating rink in winter.

Next to the lagoon is the Asian Civilisations Village that celebrates the many Asian cultures – Korean, Chinese, Japanese, Singaporean and Indonesian, among others – that are tied to the water. A series of cube-like buildings, built on stilts and reflecting the architecture and interior design of these cultures, offers dining options that likewise speak of these traditions.

For those who cannot bear to tear themselves away from this 'Back to the Future' dreamscape, a residential

enclave provides the solution. Sited so as to take full advantage of the view of the Incheon Bridge, this residential cluster is designed as an organic village with state-of-the-art amenities and a possible centre for health and wellness. To provide a natural buffer between the residential and commercial developments, an eco-grove is planned. It will contain a wide mix of biodiversity that can be enjoyed all year round. 🌿

— H-CITY, INCHEON, KOREA
DIRECTOR Tai Lee Siang, *Architecture & Masterplanning*



H-City is planned as an urban dream offering a lifestyle and experience that will appeal to a broad range of interest groups – there is something for everyone.



TOMORROW'S CITIES



*The challenge of designing high density,
stylish urban communities.*





Urban life in the 21st century is changing alongside the rapidly evolving needs of a growing population that is as sophisticated as it is demanding. New urban centres are needed, but it is recognised that the cities of tomorrow have to be designed to accommodate new demands and aspirations. The Southville City masterplan by ONG&ONG has been crafted to answer the requirements of a rapidly urbanising generation.

Southville City is conceived as a city outside a city, located between and within striking distance of Kuala Lumpur and Petaling Jaya. Aimed at the midpoint market and affordable for Malaysia's growing middle class, Southville City has the added advantage of offering freehold residential and commercial property that compares favourably to surrounding leaseholds. It offers a quality of life that is not so easily attainable in most urban settings.



The masterplan sets out to create a place that offers an exclusive high-density experience away from the crowded city centre, but which has also been carefully planned to capture the convenience of a fully developed city hub.



The masterplan sets out to create a place that offers an exclusive high-density experience away from the crowded city centre, but which has also been carefully planned to capture the convenience of a fully developed city hub. As such, it will encourage the spirit of business and entrepreneurship. Using Manhattan as a model, Southville City will incorporate a central park for everyone to enjoy the benefits

of space and nature while also attaining the advantages of city life. To complete the experience and efficiency of the city for the future, Southville City aims for full eco-sustainability by integrating eco-friendly practices. ⚙️

— SOUTHVILLE CITY, KUALA LUMPUR, MALAYSIA
 DIRECTORS Tai Lee Siang & Richard Soo,
 Architecture & Masterplanning



METROPOLIS



Breaking new ground in one of Asia's fastest growing countries.



Metropolis Thao Dien is a mixed-use development spread across eight hectares of land, with an anchor retail mall and three different residential developments. The site is located along the Hanoi Highway in Ho Chi Minh City, an area fast developing into an exclusive condominium belt and lifestyle hub.

The masterplan sees Metropolis Thao Dien as an integrated, vibrant and exclusive community for living, working and playing, set within a large park. Along with the highway, an ample road network and a direct link to a future metro station also make the development highly accessible.

Its floor area of over 440,000 square metres is set to be developed within the next few years, making Project Thao Dien one of the largest mixed-use urban developments in Vietnam. Situated next to District 1 and the future new Thu Thiem urban centre, the new heart of Ho Chi Minh City, Thao Dien will be a jewel in Vietnam's bustling cityscape.

THAO DIEN, HO CHI MINH CITY, VIETNAM

DIRECTOR David Ching, Architecture & Masterplanning

Vietnam Spotlight

A showcase of our commercial projects in Vietnam



David Ching

MANAGING DIRECTOR
ONG&ONG CO LTD, VIETNAM

A practising architect and qualified international arbitrator as well as a mediator, David is responsible for large scale residential and commercial developments in Vietnam and Malaysia. He recently completed a highly visible urban plan for the city centre of Phnom Penh. An avid photographer, David has won several awards for architecture, art and design. He currently resides in Vietnam.

Ever since Vietnam opened up to the outside world in the 1980s, investors have been keeping a close eye out for opportunities. With an economic policy that emphasises macroeconomic security, the private sector has, nevertheless, been able to benefit and contribute to the country's progress, especially in the construction industry. This area of development has been fuelled by a rapidly growing population; approximately half the Vietnamese population is under the age of 40. Moreover,

the aspirations of this young population are such that they are prepared to work hard to better themselves. Vietnam has one of the highest rates of night school attendance in Asia, with young Vietnamese chasing qualifications and skills that will enable them to get on in their jobs. Along with self-improvement, lifestyle expectations continue to increase, and various mixed-use developments are beginning to address these growing demands.



1
VIETCOMBANK TOWER
SAI GON
HO CHI MINH CITY,
VIETNAM
(IN COLLABORATION WITH
PELLI CLARKE PELLI
ARCHITECTS)

2
CONG HOA PLAZA
SAI GON
HO CHI MINH CITY,
VIETNAM

3
NOVALAND 132
HO CHI MINH CITY,
VIETNAM

4
NOVALAND 151
HO CHI MINH CITY,
VIETNAM

Although the Vietnamese economy, and investment opportunities along with it, took something of a nose dive around 2011, mainly due to over-borrowing, over-spending and over-speculation – that trend is now being reversed. Following government measures to stabilise the economy, investors are again looking for potential projects. ONG&ONG's expertise in master planning and design has begun to make inroads in the future look of the Ho Chih Minh area, with several projects in the pipeline.



expectations. ONG&ONG is currently in the midst of designing two complexes. Cong Hoa Plaza will have a podium for commercial and retail, a top floor cinema, rooftop for functions, tennis and a swimming pool, as well as two service apartment towers and a hotel.

Another mixed-use development that is being designed by ONG&ONG is Metropolis Thao Dien. Situated next to District 1 in Ho Chih Minh City, next to the Hanoi Highway and the future Thu Thiem urban centre, it will be one of the largest mixed-use urban developments in Vietnam, with eight acres of land incorporating an anchor retail mall, and three separate residential developments.



Some projects had to be placed on hold following the economic downturn, including ONG&ONG's Novaland master plan for District 4 in Ho Chih Minh. Now the plan for this extensive mixed-use development has been reactivated and redesigned for the market, partially to attract buyers, but also to address the demand for housing from the increasing influx of rural migrants in a rapidly urbanising economy. Low interest rates are now making the prospect of owning a decent apartment in a good area a reality for more Vietnamese.

The more affluent members of Vietnamese society are also demanding new living and working environments in keeping with general trends and



Working Space



Changing office trends that will surprise today's workers.

STUDIO@6IX

Offices with hierarchically arranged workspaces – senior staff ensconced in private offices and the lower echelons arranged in a series of ranks of cubicles – are the dinosaurs of office design. Even the open-plan offices that were more usual by the 1990s are beginning to appear dated as designers start to revolutionise our working spaces and accommodate the parallel revolution in technology that is fast changing the way we work and connect with each other. Today, you're just as likely to be ushered into a lounge or café area for a meeting as into a space with a desk. And we're still in the office!

These changes are being driven by several factors. They include wireless technology that allows us to be more mobile, and recognition on the part of senior staff that a relaxed, contented workforce is a more productive one. Moreover, with real estate at a premium, companies are also keen to utilise what space they have to its best potential. And that means asking the workers what they want and need, and listening to their responses rather than telling them what they can have.

Most offices, according to time and motion studies, will find that the

traditional desk areas are in some cases used for as little as 20 percent of the time. The rest of the time, staff are in meetings, moving around, gathering material, making photocopies, or in some kind of collaborative group discussion. Many individuals may hardly be in the office at all – working from home, in the air, on the road, or sitting in a café around the corner with a laptop and enjoying a cup of coffee. The way people work has changed. In other words, people require different things from an office space, and these spaces need to be more flexible to accommodate staff needs.

Naturally, different organisations will have different requirements but several trends are now apparent and reflect the way our working methods are changing. If 80% of staff spend one third of their time away from a desk, then fewer desks are needed. Hot-desking, which has been around for a long time now, seems to be finally catching on as offices provide fewer desks for the same number of staff, and more locker and storage space for when they are away. The space that is freed up can be put to alternative use, providing meeting rooms of different sizes, or even casual seating spaces where individuals can

work quietly. Collaborative spaces where staff can brainstorm or work out challenges are also becoming more usual. These collaborative spaces, moreover, which may also allow for chance encounters that spark off ideas, may take many forms: lounges with casual seating, café areas and even spaces to where beanbags may facilitate discussion of ideas.

Technology has changed the way people work. They take their handphones and laptops anywhere, and can even work in a nearby park if they so choose. Indeed, it's far more comfortable to

sprawl on a sofa or chair with a laptop on your knee and a cup of coffee at your elbow, than to sit at a desk all day. And being relaxed doesn't mean being unproductive. Office workers who have the option of switching seating positions and postures throughout the day are more likely to be physically energised and mentally stimulated; they become more productive.

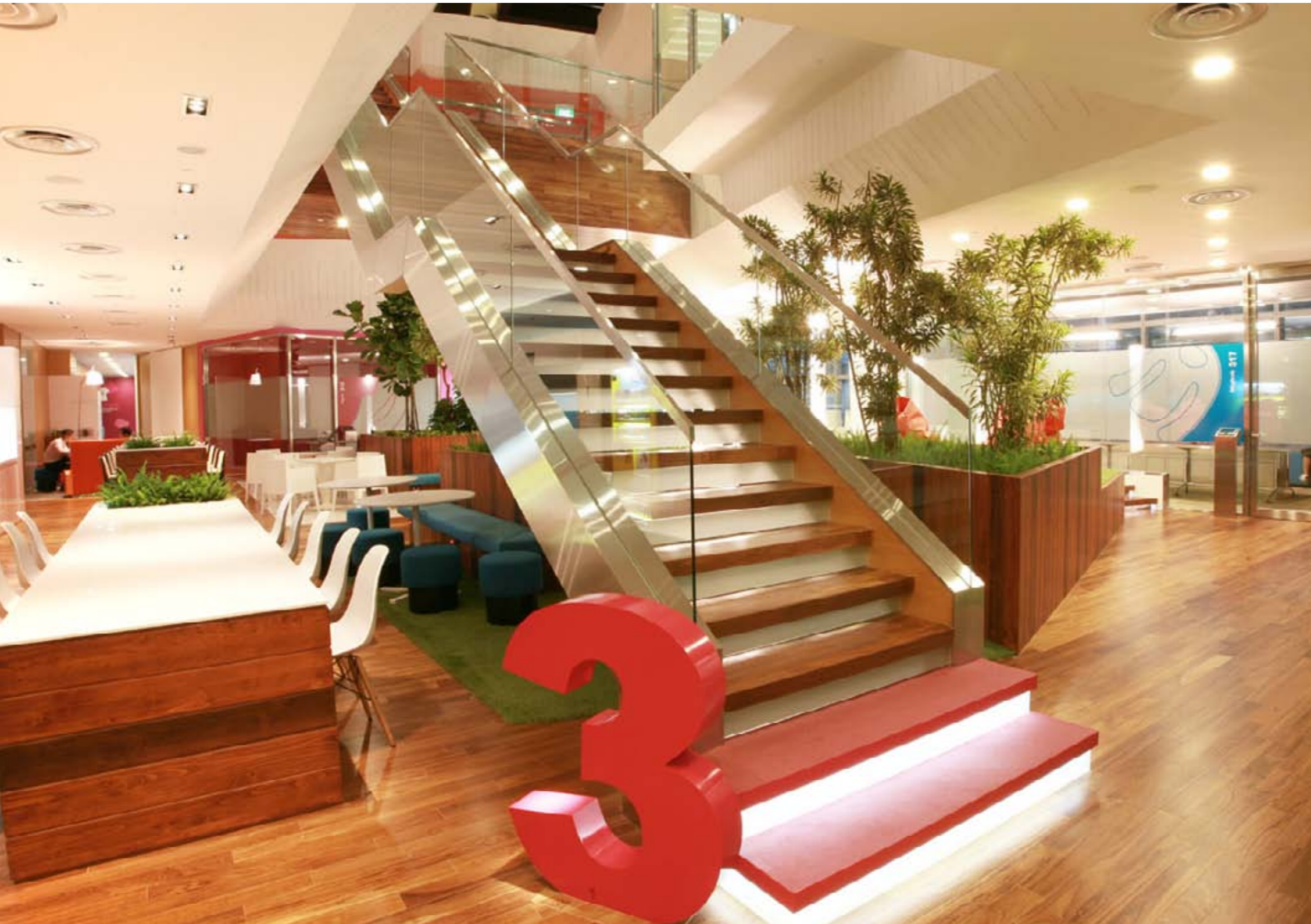
So the next time you think of an office, don't think order and neatness. Rather, think of spaces where people can come together, to chill out, to connect, and to concentrate! 🌟



PROJECT OUR *space*

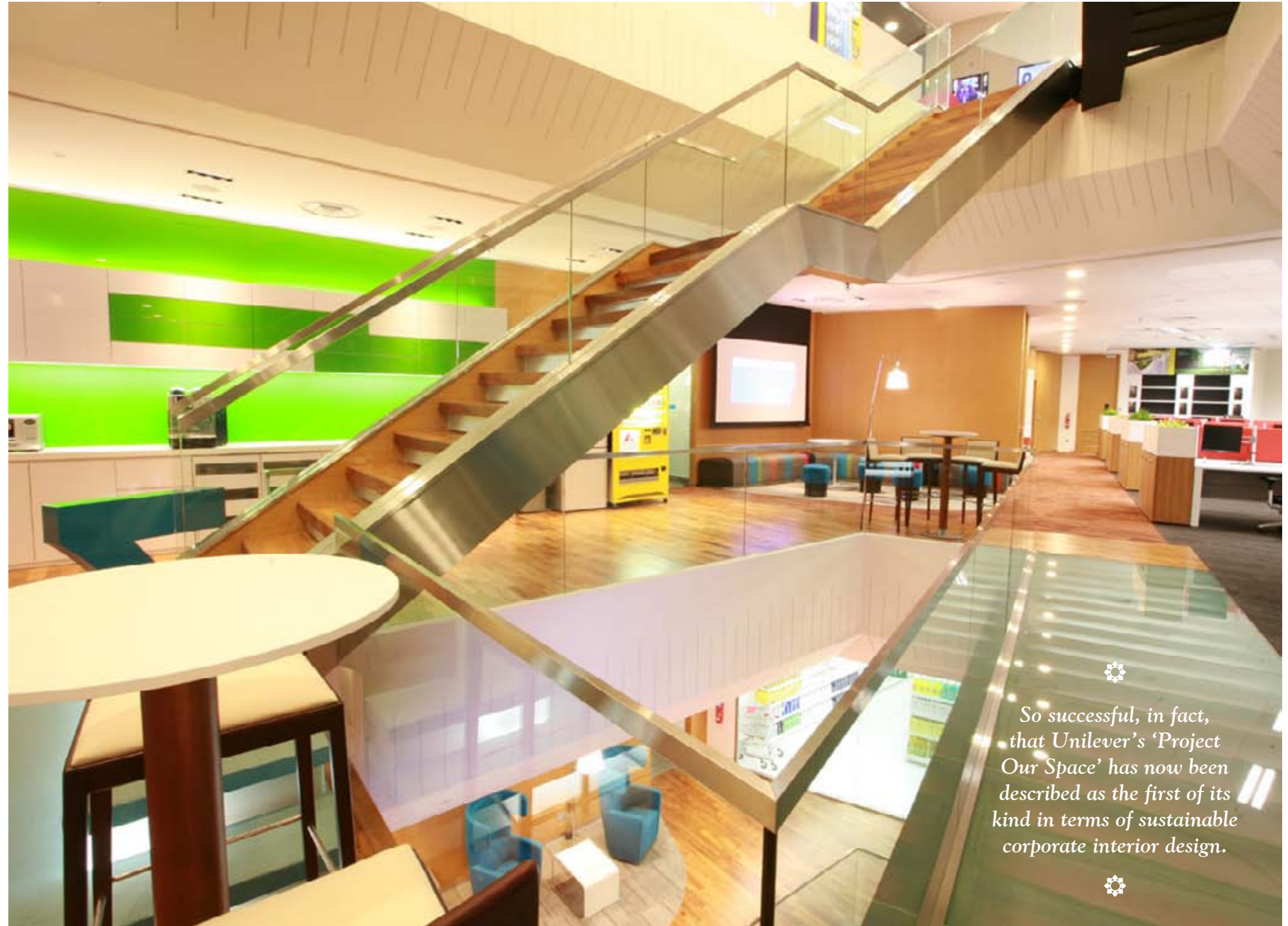


Unilever's new office design for sustainability.

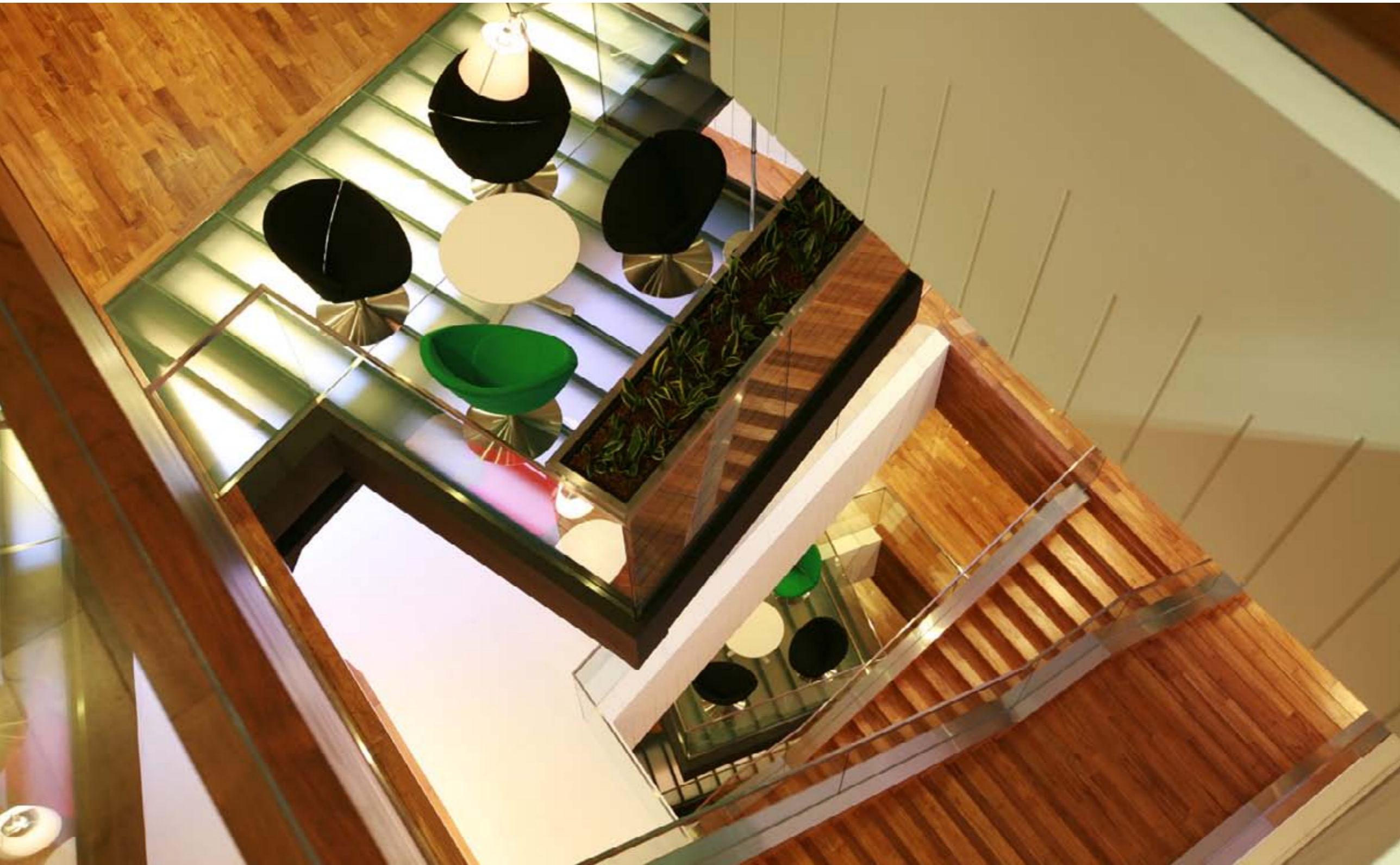


In an era that demands sustainability, a project that placed sustainable practice uppermost was a challenge that was met head-on and completed successfully by SCA design. So successful, in fact, that Unilever's 'Project Our Space' has now been described as the first of its kind in terms of sustainable corporate interior design.

In line with Unilever's corporate philosophy of environmental conservation, all the materials used were certified by the Singapore Green Label Scheme. SCA design's designers also had to make use of material from the old office, transforming it so that it looked fresh and new. The outcome is an inspiring working environment flooded with light, colour and nature. This office also incorporates waste management facilities that range from paper to food composting, ensuring that as much waste as possible is recycled, making this a design project that truly harmonises with the environment.



So successful, in fact, that Unilever's 'Project Our Space' has now been described as the first of its kind in terms of sustainable corporate interior design.



Each floor is assigned to one of Unilever's regional offices. Although each is designed to be distinct, together they form a unified whole connected by a sleek brushed steel and wood stairway piercing through the core sectional referred to as 'the heart of Unilever'. Each level is clearly marked by a bold red number at the foot of the stairway. The dominant material throughout is wood: blonde wood flooring, recycled wood tables and counters, and wood balcony panelling. A communal indoor park with plenty of seating, dining and lounging areas brings the outdoors inside.

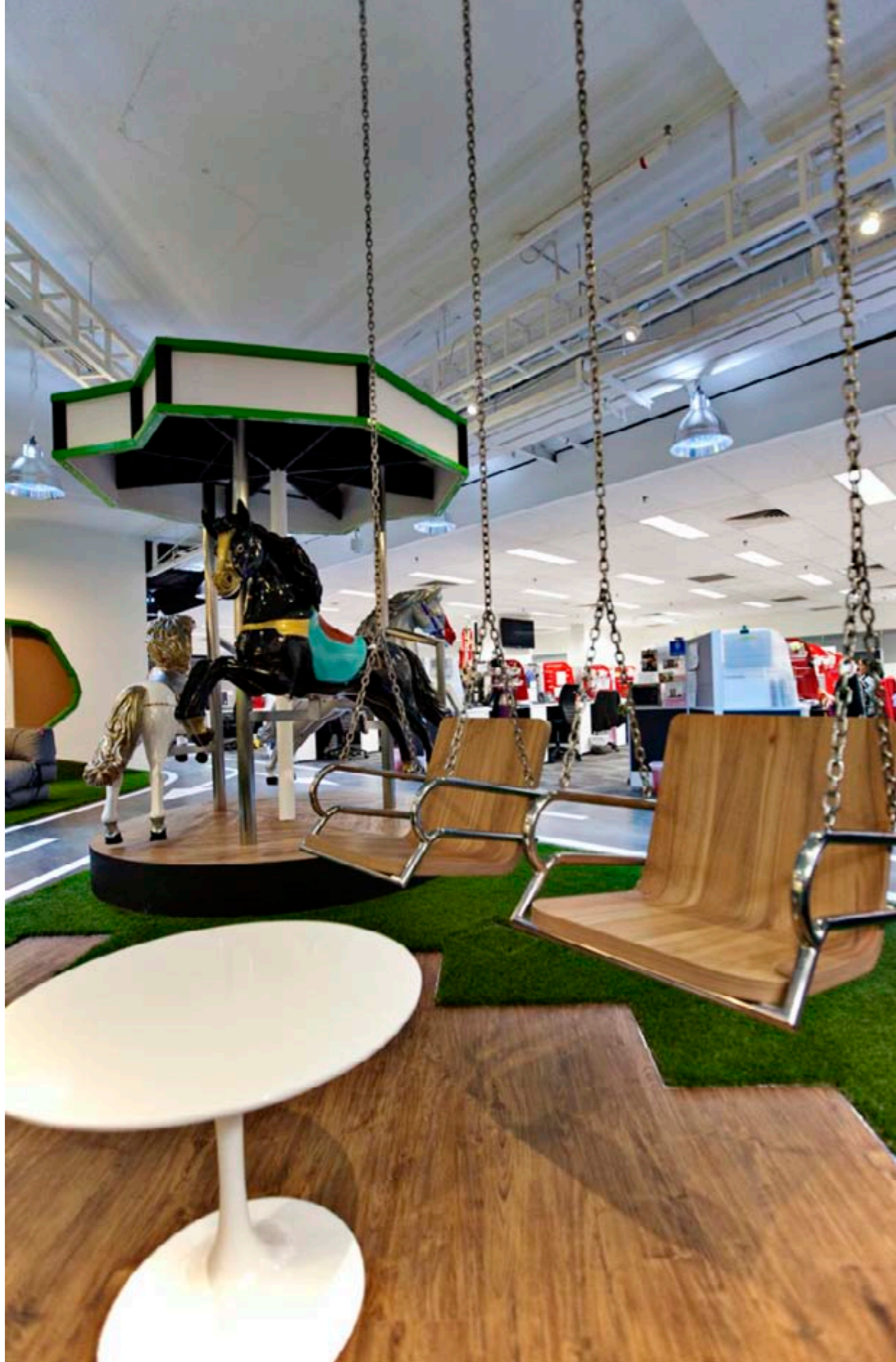
— UNILEVER ASIA 'PROJECT OUR SPACE', SINGAPORE
DIRECTORS Chrisandra Heng & Brandon Liu,
Interior Design



DIAL 1688



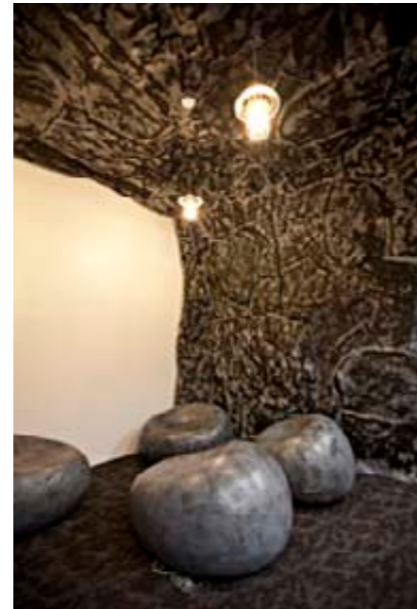
*SingTel Call Centre provides
a whole new fun-packed working
experience.*



When SCA design was called in to upgrade SingTel's contact centre, they set out to completely undermine the usual image of a call centre as consisting of row upon row of tightly packed desks and phones operated by workers on auto-drive. They used this unique opportunity to reshape the workspace and to not only re-tell the story of SingTel by creating a series of innovative, surprising and unexpected workspaces, but to also show what a truly creative and inspiring place an office could be.

The spaces are linked by a common walkway that is designed to look like a road along which the traveller walks from one area to another and from one theme to the next. It is conceived such that staff and visitors feel as though they are embarking upon a journey. Workstations and service counters retain the red, white and black corporate colours of SingTel, defining purely functional work and service spaces; but step onto the road again, and nothing is what is usually expected of an office space.





Underlying the team's design thinking was the idea that SingTel is an indispensable part of everyone's daily life - whether at home, in the gym or outdoors. So they reflected this notion in different spaces: lounges where one can sprawl, relax and drink coffee; a gym area with equipment for stretching and exercising those tired, knotted muscles between spells at the desk; and a 'park' with a carousel and swing chairs. There's even a little sea cove with a beach lounger and umbrella where you can lie back and imagine the sea lapping at your toes. As well as recognising the need for spaces to de-stress and re-charge throughout a demanding work day, these 'huddle-areas' also serve as places for interaction and collaboration, or as venues for special events.





⚙️

When SCA design was called in to upgrade SingTel's contact centre, they set out to completely undermine the usual image of a call centre as consisting of row upon row of tightly packed desks and phones operated by workers on auto-drive.



The long history of communication technology, as well as the history of SingTel, is also reflected in the interior design, and a series of coaching rooms have been created to reflect facets of this history. They cover the span of human history so that one room evokes a cave where people gathered around a fire to talk; another a nest from which carrier pigeons flew; and yet another the old-fashioned post-offices that nostalgia recalls with blue-and-red bordered airmail letters and bright red mail boxes. The themes take the 'time traveller' right up to the modern internet age with its channels of instant communication via the virtual highway that lies at the end of the SingTel Contact Centre's imaginary journey.

In this playful, evocative, but highly serviceable and functional workspace, the SCA design team has demonstrated how imaginative ideas can completely transform a conventional workspace. ⚙️





CHANGING PLACES



*In conversation with
Chrisandra Heng and Brandon Liu,
Directors of SCA design*

— WHAT ARE THE ELEMENTS OF GOOD OFFICE DESIGN?

BRANDON Offices today have to be designed so that they motivate and facilitate the flow of ideas. This means that they have to be responsive to the organisation at every level, and to the company's corporate vision and values. They also need to be responsive to the people using them, and in the process facilitate the desired workflows and styles. A successfully designed office will, therefore, also be responsive to human emotion, facilitating productivity in a space that the users find exciting.

— HOW DOES THE ORGANISATION YOU ARE DESIGNING FOR HELP DEFINE THE WAY YOU DESIGN THE OFFICE?

BRANDON A unique opportunity is presented every time we undertake an office design.

CHRISANDRA As designers, we have to understand the clients' needs, and what they want from a workspace. Part of that process entails understanding what the company represents, so that we can spatially translate and transform the place of work.

— WHAT ARE COMPANIES ASKING FOR IN OFFICE DESIGN, AND WHAT ARE YOU RECOMMENDING?

CHRISANDRA Companies of all kinds are increasingly demanding activity-based workspaces. Offices function very differently to what they did ten, or even five years ago. This change has partially been determined by changes in technology, and by the fact that work practices have become far more flexible than they used to be. Workspaces now have to function around these factors, and that means that we are designing around human activity - we're no longer just fitting in all the desks that are





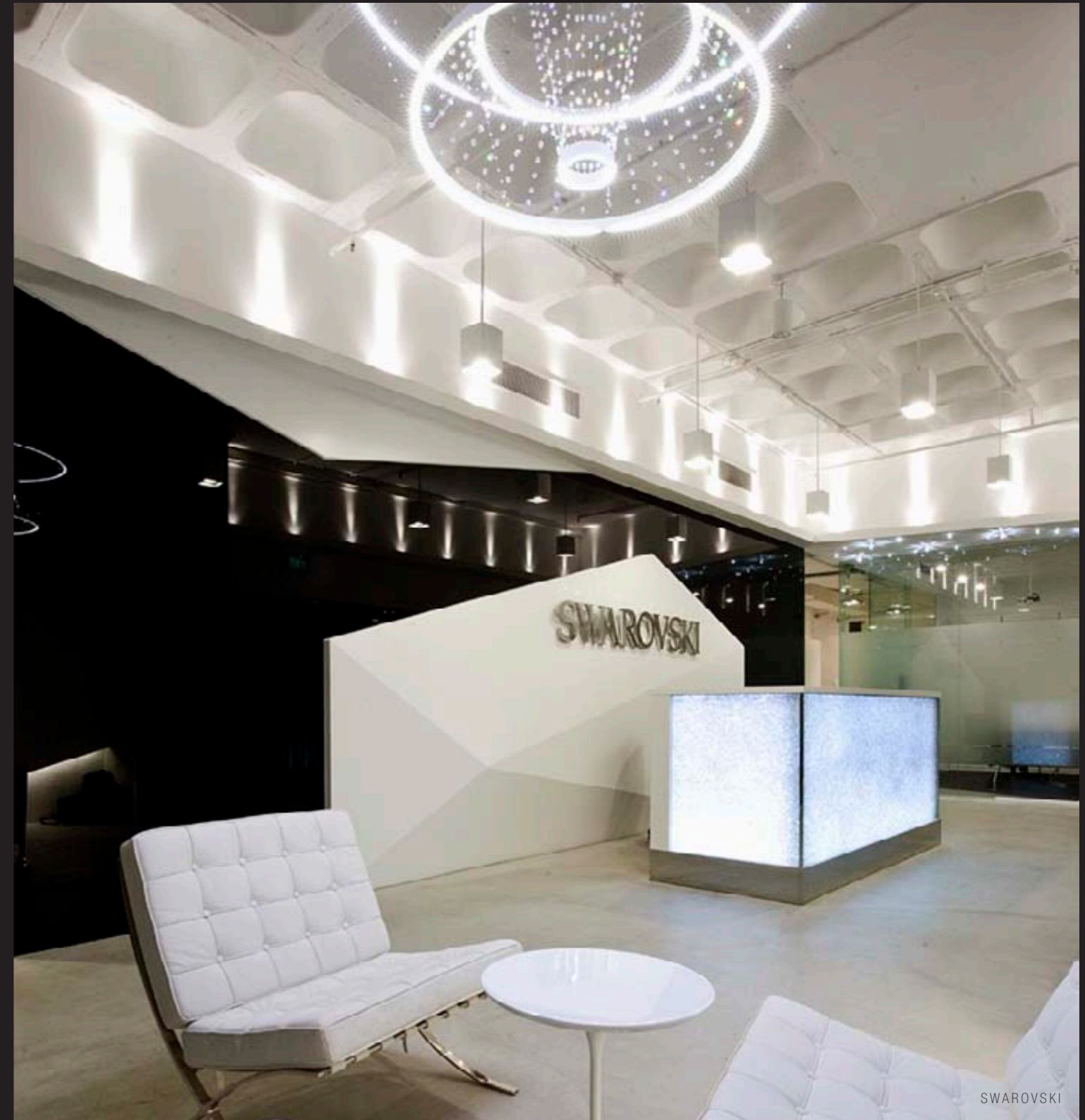
BARRY CALLEBAUT



HO BEE HEADQUARTERS

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BRANDON LIU



SWAROVSKI

— HOW DO THESE CHANGING WORK PRACTICES INFLUENCE YOUR DESIGN?

BRANDON One of the things becoming increasingly apparent is that open concept working environments are now the norm. The breaking down of office partitions to encourage connectivity and collaboration was popularised in the late 1990s. This concept, though, may not work for everyone, so it's no use being too fixed in our approach and attitudes. In fact, the open concept office is really only one aspect of office design.

— SO WHAT DO YOU CONSIDER CENTRAL TO YOUR APPROACH TO OFFICE DESIGN?

CHRISANDRA Office design is now all about designing around the human being, and around the various human activities that take place in the office. It depends very much on the kind of work that the individual is doing at a particular time. That means that people do sometimes need visual and acoustic privacy, and design has to take account of this.

BRANDON Office design now has to provide staff with a range of working options such as individual desks, hot desks, phone booths, quiet zones, teaming areas, as well as meeting and brainstorming rooms, for example.

— HOW DO YOU ENVISAGE THE OFFICE OF THE FUTURE?

CHRISANDRA Whatever the future office may look like, it will be determined by technology. In fact it is technology – specifically the need for wired power – that is holding back the progress of office design at the moment. ⚙️

future EXCHANGE



A stock market for the 21st century.

SGX
SINGAPORE EXCHANGE





The Singapore Stock Exchange is widely perceived as a growing gateway to the global marketplace, and is as much an experience for its users as it is a market place trading stocks and shares. It is also an institution that upholds standards of strict transparency, and so when ONG&ONG's experience design and interior design teams set about designing a new stock exchange, they had to take all these points into consideration. The team began by eliciting staff and customer insights as to how they perceived and experienced the spaces, and it soon became apparent that this very traditional of institutions was undergoing a rapid transformation that called for entirely new design concepts - concepts that had to allow new relationship building, new ways of working, and new approaches to technology.



The design team had to create two working sites: one in the Central Business District (CBD), known as the SGX Centre where staff could concentrate on client engagement, and a site at Buona Vista, the Vista Site, which focuses on staff development and team building. Communication was seen as key throughout the whole organisation, and the various motifs, patterns and textures of the Stock Exchange display boards were extracted to create a series of signature motifs that helped connect the spaces within the sites and represent communication between the sites.

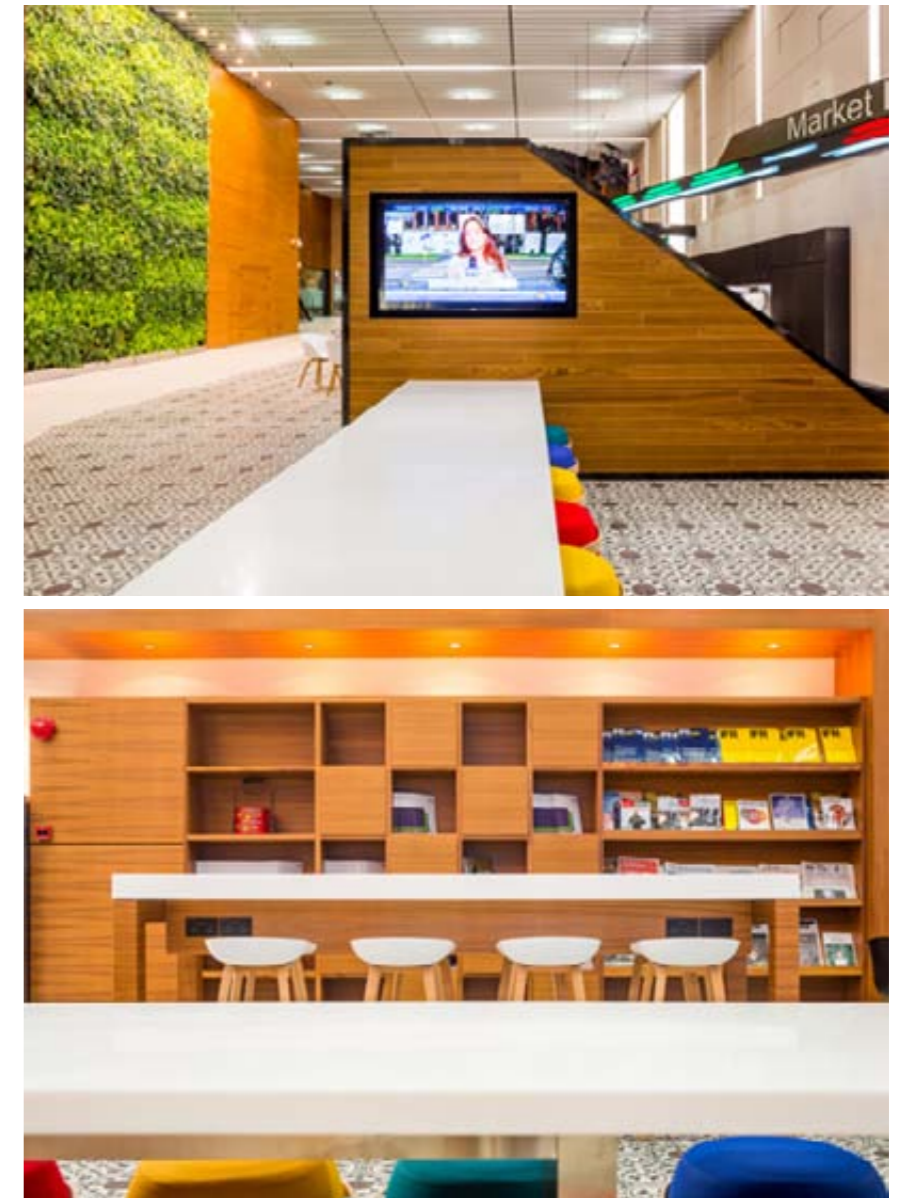
Within the SGX Centre, a series of open, highly visible spaces underpin the values and function of the Stock Exchange. An escalator takes one from the entrance lobby to the IPO area with projected floor signage, from which is visible a meeting suite glimpsed through glass walls, and a broadcasting studio where information is constantly conveyed out of the building. Working and training, control and trading spaces are all highly visible through clear glass or pierced screen walls, reflecting openness and transparency.



The team began by eliciting staff and customer insights as to how they perceived and experienced the spaces.



A market place is also sited on this level, with a live feed screen clearly positioned, and a financial bookshop and refreshment area where one can scan the market in a relaxed manner. From this vantage point one can look up to a mezzanine level that provides a multi-functional room that allows for office, lounge and dining capabilities.





Working and training, control and trading spaces are all highly visible through clear glass or pierced screen walls, reflecting openness and transparency.







The Vista Site is likewise highly transparent in its conceptualisation, with a large, open and airy reception area, glass walled meeting rooms, and informal mini markets on each floor. These are designed as informal, collaborative spaces for discussions and meetings, but may also be used for multiple other purposes where staff may need to congregate. Each floor has its own colour coded entry lobby with a 'Virtual Hello' that provides digital maps and other important information.

Despite the diversity of activities operating within SGX's offices, the interior design manages to capture the very essence of their business while also creating a highly-efficient and functional workspace for employees. 🌀

— SGX, SINGAPORE

DIRECTORS Chrisandra Heng & Brandon Liu, *Interior Design* | Mark Wee & Ken Yuktasevi, *Experience Design* | PHOTOGRAPHY Bai Jiwen



DRINK TO SUCCESS



*Celebrating interaction, connectivity
and collaboration.*





A company that deals with some of the finest brands in the alcoholic beverages business calls for a design concept that not only celebrates its core business, but also speaks of the organisation's corporate values. Called upon to produce a work space that included these requirements, but which would also promote collaboration between employees, meant creating areas that would be conducive to co-creation and innovation, while celebrating the spirit of the organisation. At the same time, the brief demanded that the design team factor in flexible, adaptable workspaces that could accommodate future needs for expansion and contraction.

The result is a unique set of working suites that flow one into the next, enabling staff to move easily from one environment to another. An internal esplanade circles the core, with 'community' spaces and 'neighbourhoods' set off to the side. The community spaces, or quads, have been designed to encourage and support collaboration, socialisation and alternative ways of working. A working bar, adorned with a ceiling feature that celebrates the serious business of quality drinking, provides one informal area, while a café provides another. The 'neighbourhoods' are the work areas with clusters of desks placed in groups in open plan spaces, connected to each other and to the other working areas.



The interior design celebrates Diageo's core business concerns by utilising its products at every available opportunity. A stylish reception uses bottles in light box displays on the back wall, and the counter becomes a further display area with circular insets, each containing a single bottle. A 'wall of fame' runs along the length of the esplanade, with rows of backlit display portholes each celebrating a different brand. Seating areas are scattered along this connecting passageway, allowing for quiet working spaces, or simply an area to wait for appointments. At key locations on walls and circulation paths LCD screens provide flexible and dynamic advertising.





The interior design celebrates Diageo's core business concerns by utilising its products at every available opportunity.



Many offices underplay their core business, but here the business of high quality liquor and alcoholic beverages is set out for all to admire: bottles hung from the bar area like a set of twinkling lights; perforated ceiling features that reflect bottle tops being flicked off; feature display niches like barrel ends, as well as bubbly motion feature walls. To further drive home the company's product focus, each enclosed meeting room is further designed to recall the process of producing good wines and spirits by having a wine cellar, distillery, and stout and draught room themes. ⚙️

— DIAGEO, SINGAPORE
 DIRECTORS Chrisandra Heng & Brandon Liu,
Interior Design | PHOTOGRAPHY Jaume Albert
 Marti



Booking.com

INDOOR city



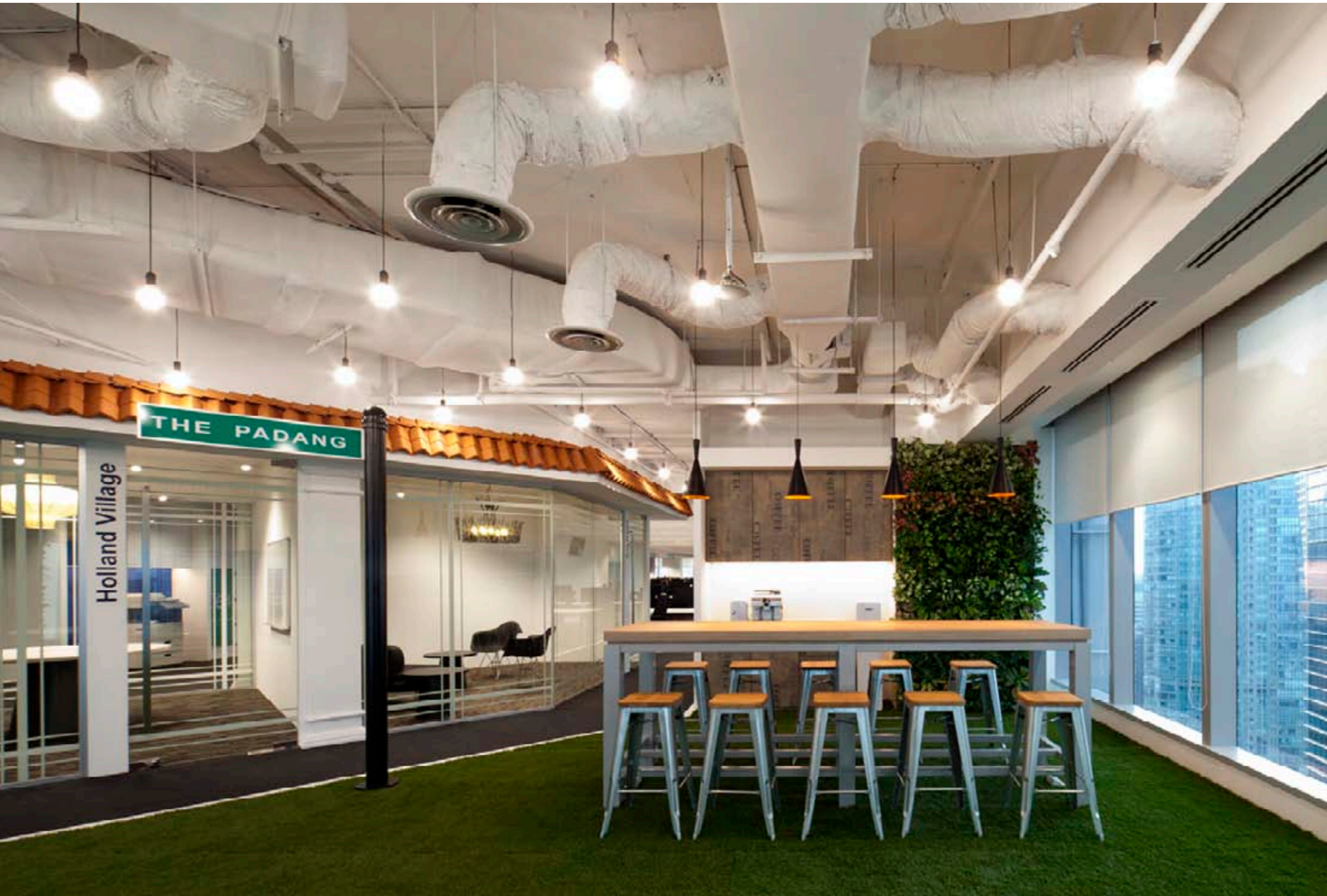
*A new working concept that places
a city within a building.*



With structural reorganisation and increasingly efficient working methods being called for by technological advances, Booking.com needed a new office concept to reflect their business and core values – something that would motivate and inspire the staff. Recognising that the company dealt with cultures and destinations all over the world, SCA design at ONG&ONG set out to capture this sense of location by creating a unique office space that reflected this. Because no single sense of destination could represent the business as a whole, the designers drew on the core of different Singaporean locations and branded it into each room with a fun tagline.

ONG&ONG also wanted to capture the essence of a vibrant city, so the designers conceived of an office consisting of a series of hubs where everyone could collaborate and come together both formally and informally. The importance of connectivity was also factored into the overall design, so that each space is linked by a network of paths giving access to shared facilities.







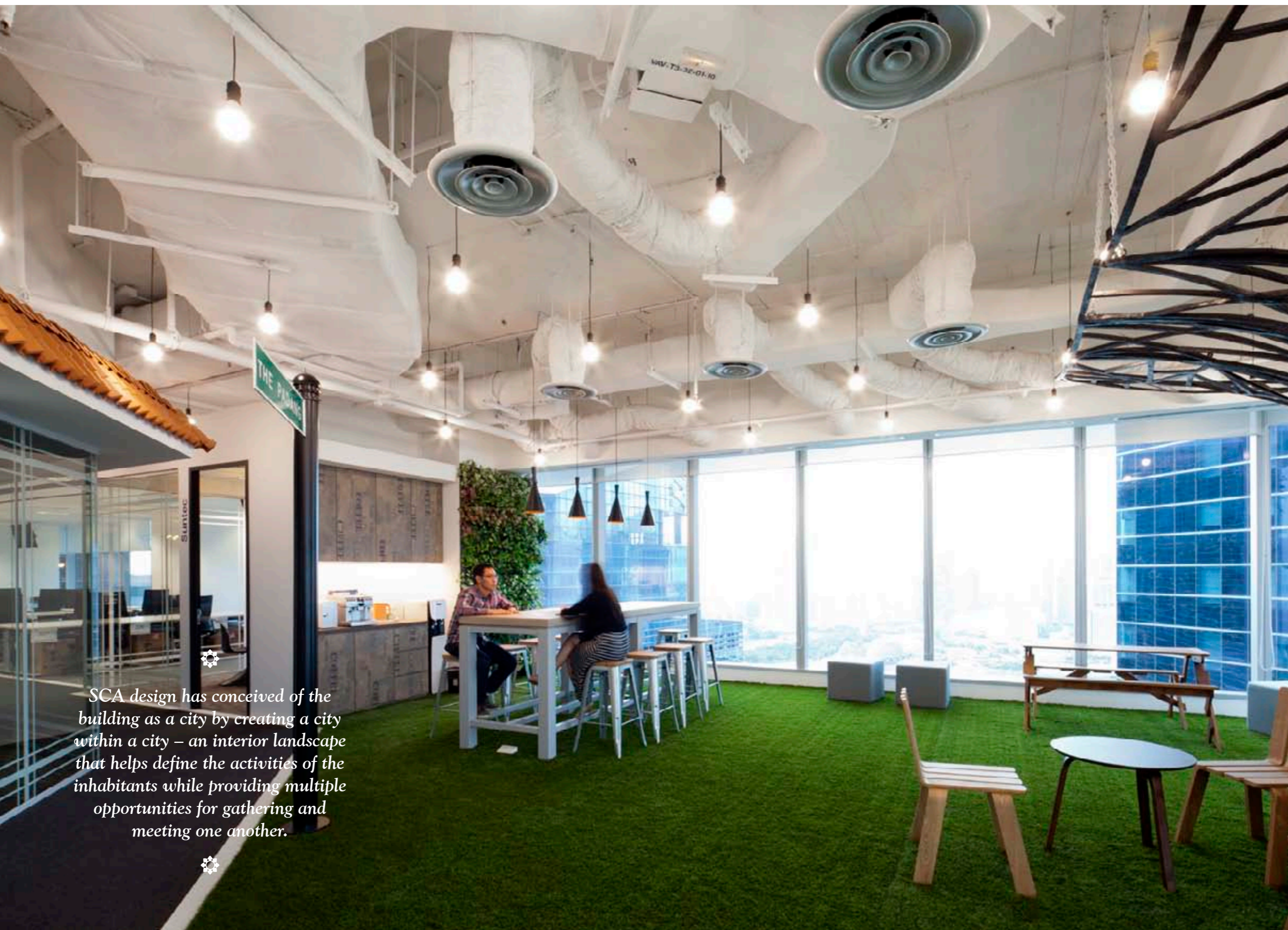
Visitors and staff step into a clean, open reception area with a painted brick wall alluding to the buildings that make up a city. From this entry point, one may choose a number of paths along which to stroll, as though exploring a new travel destination. Along the way are places to stop and rest: table and casual seats by a trishaw; black leather seating with a view of the city lit up at night; or flexible seating against huge windows through which one can look out at the city spread below.

An open office space with its clicking keyboards, computer screens and cheerful, personalised clutter forms the central square of the city – a place where everyone passes through. Transparency and visibility are key components to the office layout. From the central office space, paths lead past meeting rooms with glass walls, each with its own theme: eye-popping, coloured seating or chic black, as though people are gathering in a roadside café to chat.



A more discrete meeting room in soft grey, with the image of a soaring bird against a blue sky and overhead lighting like a bundle of black feathers, retains the essence of an open space and a sense of freedom. Just as the city offers numerous opportunities for play and relaxation throughout the busy working schedule, so too does Booking.com's indoor city. Leaving the central workspace, a path leads past a

shophouse façade and into any one of a number of city spaces, accessed simply by stepping off the path. There's a billiard and pool space for those who crave a little competition. Vertical garden pillars emulate Gardens by the Bay's iconic giant tree structures while green carpets reflect the city's many parks and gardens – oases in a busy urban setting that are scattered casually with picnic benches and chair swings, providing a space for staff to relax between shifts.



SCA design has conceived of the building as a city by creating a city within a city – an interior landscape that helps define the activities of the inhabitants while providing multiple opportunities for gathering and meeting one another.

The numerous eating places of a city where people gather to discuss ideas over coffee or lunch are incorporated into the design. A traditional coffee shop with tiled floors; sandwich bars with high counters and stools, as well as simple dining or work tables all offer components that may be utilised for work and relaxation.

SCA design has conceived of the building as a city by creating a city within a city – an interior landscape that helps define the activities of the inhabitants while providing multiple opportunities for gathering and meeting one another. Booking.com's concept reflects an intelligent workspace where different hubs are easily accessible, while maintaining flexibility for future use and providing natural light and city views that everyone can enjoy.

BOOKING.COM, SINGAPORE
 DIRECTORS Chrisandra Heng & Brandon Liu,
 Interior Design | PHOTOGRAPHY Jaime Albert
 Marti



CISCO.

WORKING DEMANDS



*A connected, flexible workspace
propelling the future.*



When Cisco Australia asked for a new office design, ONG&ONG's interior design arm, SCA came up with a future space to address the emerging needs of 21st century work methods. As well as providing a connected workspace, the new office also had to provide conducive and versatile work areas, combined with informal spaces for more relaxed work sessions and where staff can switch off and unwind. Throughout, a bold colour palette has been applied to provide strong accents; graphics are playful and clean.

The office is entered through a bright lobby with clear, bold signages that lead towards the reception. Here the space is designed so that the visitor is drawn in, with the elongated reception counter and Barrisol ceiling feature propelling the eye forward. Graphic wall features are placed behind the counter and the blue glass walls opposite partially conceal further spaces while a seating area provides a comfortable waiting area.

One such semi-concealed space, designed for multi-purpose uses, including training and seminars, lies behind one of the blue glass walls. Strong colour accents prevent the functional from becoming boring, while furniture has been selected to be easily folded and moved to enable multiple and efficient space use. All walls have white boards and operable panels to further maximise the potential use of the space.

The office spaces, while recognising the necessity of certain conventional features, are also designed to maximise use and efficiency. The hot desking spaces are open and bright for people who may spend extended periods away from their desks. All workstations have been designed so that laptops may be docked to a full screen for more comfortable working, and instead of localised drawers and storage, all staff have personal lockers placed in nearby locations along corridors and within easy reach of their workstations.



The office spaces, while recognising the necessity of certain conventional features, are also designed to maximise use and efficiency. The hot desking spaces are open and bright for people who may spend extended periods away from their desks.



Recognising that modern work methods have evolved, the designers have incorporated a series of open collaborative areas, each with a different theme. Project rooms for other kinds of teamwork are also provided; these have flexible table and seating systems as well as magnetic and whiteboard walls. Even the corridors are designed to encourage interaction. Photocopiers, printers, cubby holes and community walls have been placed in what are usually underused spaces.

Two e-café's have been designed, each reflecting the personalities and interests of the people using them, offering a little visual and social fun for the users. As well as being equipped as more informal work spaces, the e-café's also encourage staff to consider the more recreational aspects of life – a giant photo wall of a wide sandy beach; a work space in the middle of indoor park; and even a football-themed space for soccer lovers. Should one need to chill out during the working day, pinball machines and dart boards have been supplied. For those who need to switch off and drop out, there's even a nap room with a reclining chair and an evening image on the wall to complete the sensory scene.

With the rapid changes that are propelling work methods forward, the Cisco office design provides an ideal model for the office of the future. 🌱

— CISCO, SYDNEY, AUSTRALIA

DIRECTORS Chrisandra Heng & Brandon Liu,
Interior Design



A GEM *of a building*



*A new office complex that aims
to sparkle.*

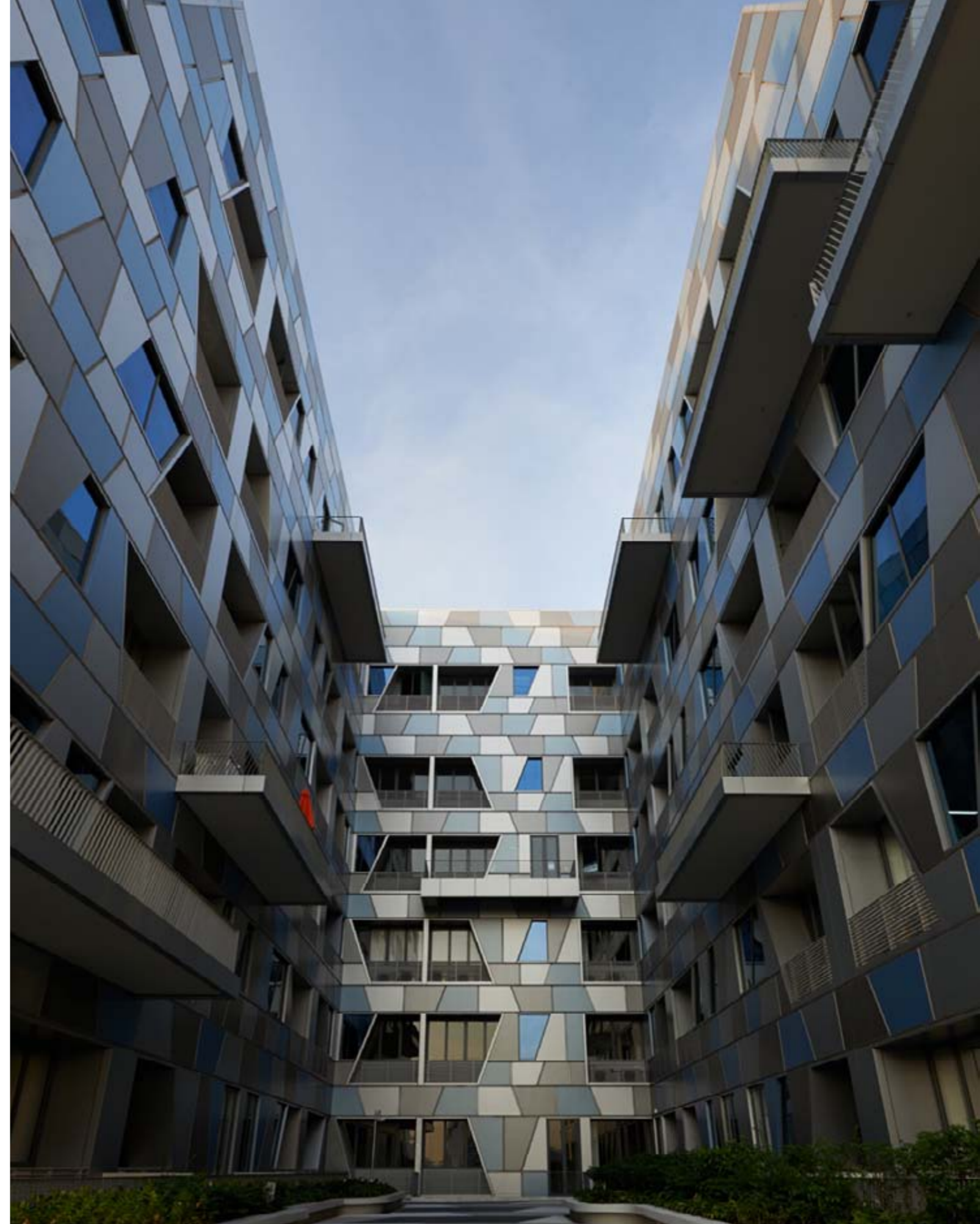




Rising like a carefully arranged stack of crystals catching the light, CT Hub at Kallang is the first strata-titled industrial project in Singapore that incorporates a retail component. Behind a gleaming façade, which continues to glow softly at night, lie two floors designed for high-end retail and nine higher floors providing light industrial office space and production facilities.

The building, which was conceived as a jewel-box, has a full glass façade of different toned panes cut into interlocking rhomboids, parallelograms and trapezoids. These form a jigsaw-like pattern, each surface reflecting the light at different intensities to create an eye-catching surface of shimmering light.

At night, the building appears to come alive with a different kind of light. As the sun recedes and darkness falls, carefully placed LED lighting inserted into the façade's lattice in straight and slanting lines – like a strange ancient script – bring out soft, dusky-toned hues on the building's surface. The LED patterns on the outer surface are repeated in the ceilings of the spacious, airy inner corridors.

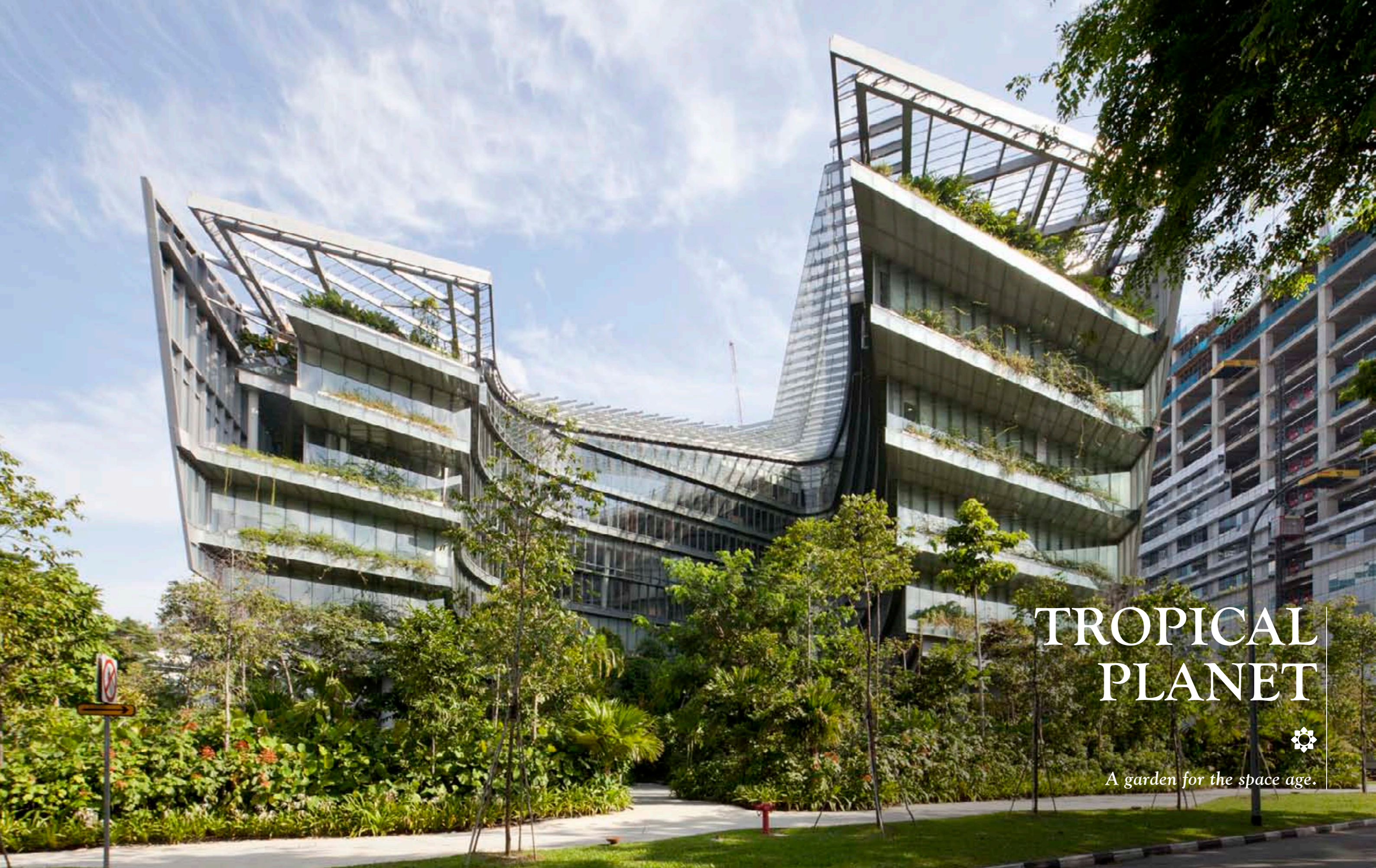




Behind this ultra-sleek façade are recessed balconies, courtyards and terraces slotted into the main volume and complementing the surface pattern. The paved areas mirror the façade panels in soft grey and blue stone slabs, as though part of the façade had been cut out and pushed back at a 90-degree angle. The terraces, offering havens of respite on a busy day for tenants and visitors alike, are fringed with tropical foliage that cascade over the edges of the terraces. The internal corridors are also bordered by planters so that the outside melds seamlessly with the interior. 🌿

CT HUB, SINGAPORE

DIRECTORS Ong Tze Boon, *Architecture* | Ong Swee Hong, *Lighting Design* |
 MAIN CONTRACTOR Chiu Teng Enterprises Pte Ltd | MECHANICAL &
 ELECTRICAL KTP International Pte Ltd | CIVIL & STRUCTURAL KTP
 Consultants Pte Ltd | QUANTITY SURVEYOR Langdon & Seah Singapore
 Pte Ltd | PHOTOGRAPHY Kenerf Sim



TROPICAL PLANET



A garden for the space age.



Anyone familiar with the Star Wars films may be surprised to learn that one of the vehicles used by Lucas Films, the iconic Sandcrawler, has managed to crawl all the way to Fusionopolis in Singapore. True, the shiny glass façade of this building is a far cry from the rusted, sand blasted version of the films, but this is a garden city, and this sandcrawler has come to rest in a garden rather than the desert.

In designing the garden for this unusual building, the landscape architects conceptualised an interplay of landscape forms within the structural layout of the building that reinforces the notion of a lush, natural tropical rainforest set in the middle of a man-made built environment. The designers used the model of the Bukit Timah Nature Reserve, which sits in the centre of Singapore’s built surroundings.



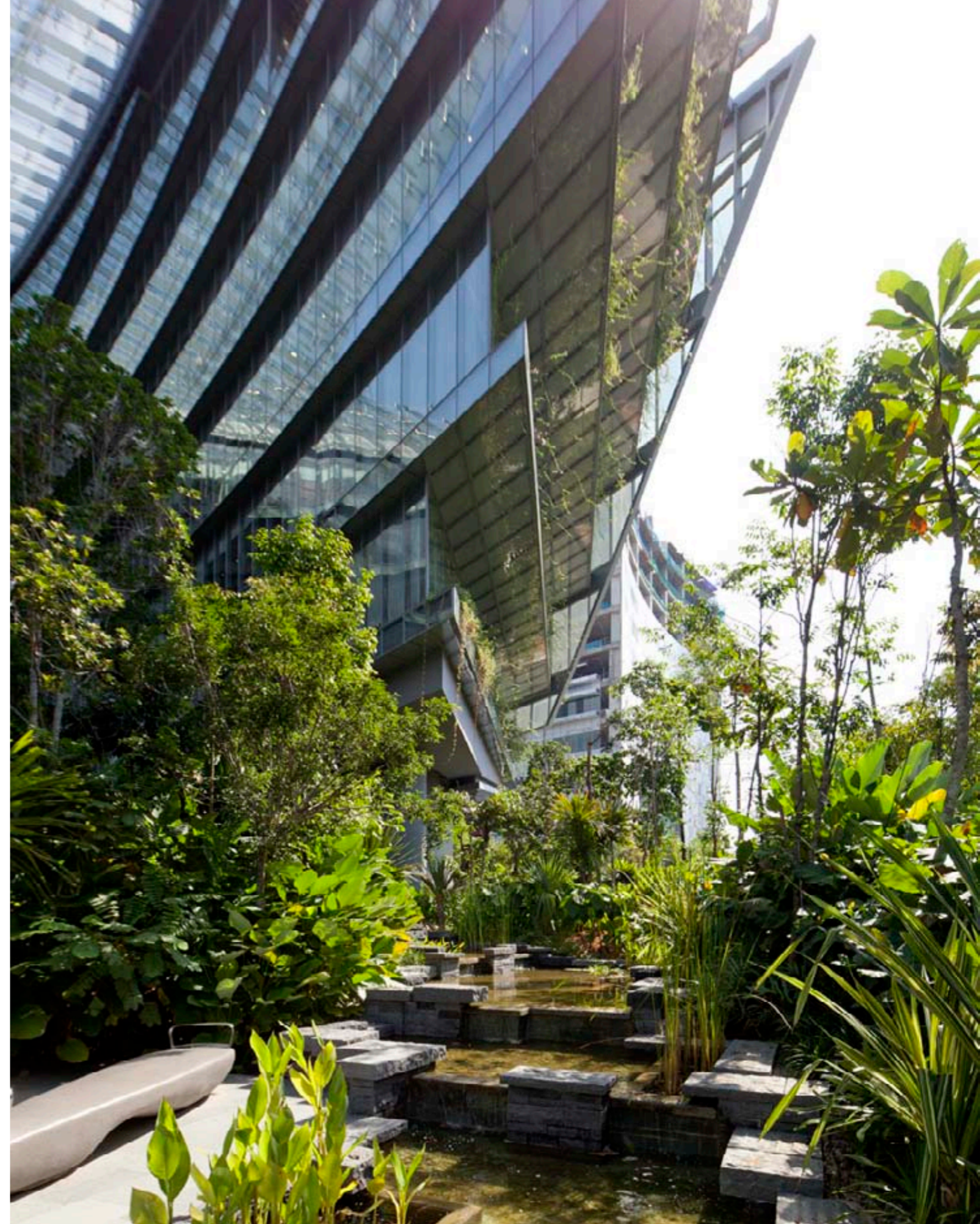


Water has been used in the design, not only for its calming effect, but also as a cooling and acoustic feature that provides a soothing quality as it flows through the space. Nestled right in the centre, in the middle of a pool, sits a bronze sculpture of Yoda contemplating the garden. For the humans who venture into this unexpected landscape, there are winding paths and seating areas, as well as landscaped decks where they can enjoy respite in the working day.

The landscape architects sought to maximise green cover throughout as a means of reinforcing the values of living and working within a green and healthy environment. Some 186 species of trees, palms, shrubs,

ground cover, bamboo and aquatic plants have been included in a 5,000 square metre area, mixing colour, texture and movement in a collage of foliage. It is designed – as though in reference to the sandcrawler’s original environment – as an oasis for urban birds and butterflies. 🌿

— SANDCRAWLER, SINGAPORE
 CONCEPT LANDSCAPE ARCHITECT Adrian L. Norman Limited | DIRECTOR Lena Quek, *Local Landscape Collaborator* | PHOTOGRAPHY Jaume Albert Marti | Bai Jiwen (Pages 110-111)



FUTURE VISION

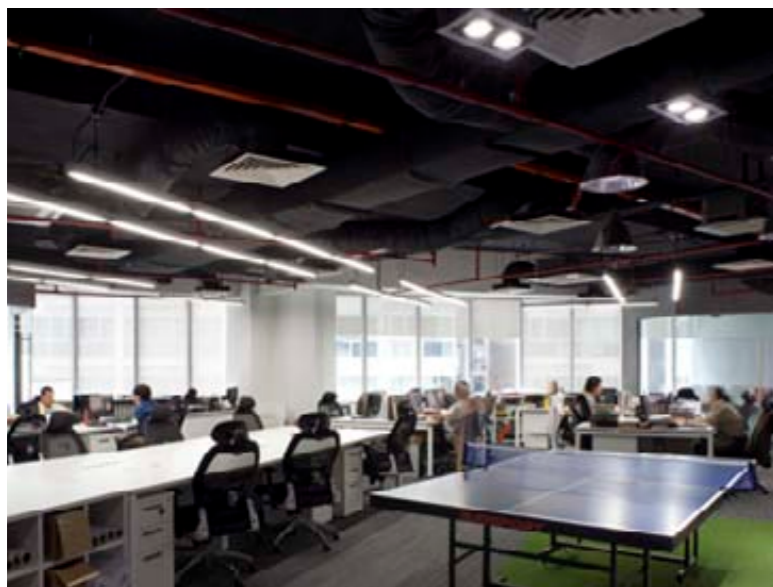
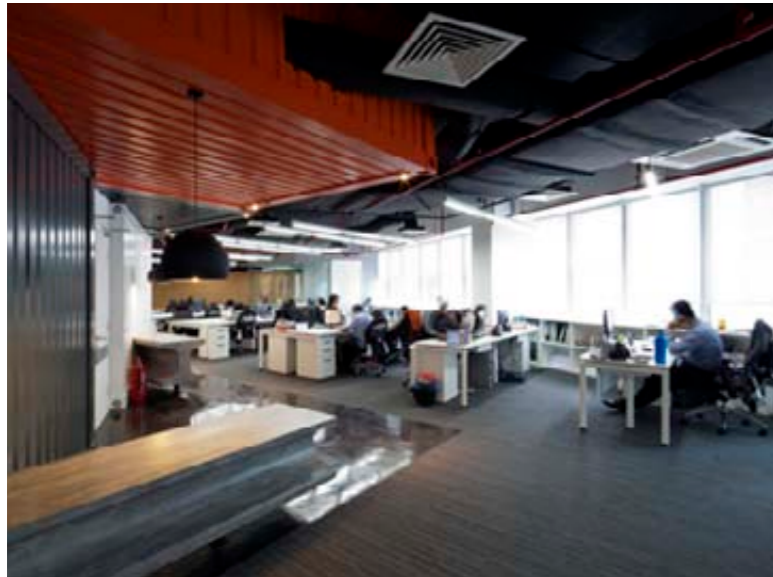


*ONG&ONG's Kuala Lumpur
office breaks new design boundaries.*



When ONG&ONG's Kuala Lumpur office was slated for a brand new makeover, it was decided that the revamp would set the tone for all future international bases. Because ONG&ONG's corporate vision is 'to be the designers of our age', the office had to encapsulate this concept. The design team therefore set about creating a set of spaces where creativity and innovation could be freely expressed.

Rejecting any overt reference to a conventional office space, a sense of quirkiness in terms of scale, form and materials was applied to inject a sense of fun – but always as a reminder of what the firm represents. The aim was to create a distinctive and unique office that encouraged brainstorming and the generation of a stream of ideas. The large open working spaces with broad connecting walkways, engineered effects and shapes remind one of a sleek machine where all the parts are connected.





In places, the sense of a construction site is evoked, reminding of the process of building and creation: glass girders instead of iron support a glass wall, faux marble I-beams jut out of walls and form a counter running the length of an enclosed space leading to the offices. A curved wall suggests walking through a huge rolled steel tube about to be installed in a structure.



The main communal office spaces are quietly functional and subtly understated, but with a table tennis table in the middle to remind staff to take a break and relax now and then. A conference room is crisp and starkly white, offering no distraction, while semi-enclosed spaces are provided for meeting clients and conversing with colleagues.

Here and there are bursts of colour: orange walls, green carpets and wall carpeting, as well as red overhead pipes that are criss-crossed by LED lighting and interrupt the more underplayed tones of the office. Everywhere one turns, there is a reminder of the materials and textures, the components and contents of the designers' tool-kit: brick, wood, steel, and the lighting that helps set the mood.

The new Kuala Lumpur office for ONG&ONG caters to the working and relaxation needs of a creative team by offering them an inspirational space where their ideas may be nurtured, and where staff are empowered to provide the best there is to offer to clients. 🌀

360° Snapshot

A showcase of our recent projects



ESTE VILLA, SINGAPORE
Landscape Design/Mechanical & Electrical Engineering

— This cluster of chic, residential villas is located near enough to major roads to be convenient, yet secluded enough to provide privacy and exclusivity. Flame of the Forest trees lining the road, creative water features, and carefully landscaped elements such as flower trails, hedge walks and buccia groves coalesce into a unified, organic whole to represent the four elements of nature and provide a holistic living experience.



66MRN-HOUSE, SINGAPORE
Architecture/Mechanical & Electrical Engineering

— This Zen-inspired dwelling explores stark architectural lines and shapes to create a minimalist modern family home. Its two main volumes are distinguished by their respective granite and fair-faced concrete textures. When all doors on the ground floor are opened, the individual spaces merge into a cohesive whole around a reflective pool that straddles the main volumes, forming a visual and spatial centre for the three-storey house.

THE SANCTUARY @ GEYLANG, SINGAPORE
*Architecture/Mechanical & Electrical Engineering/
Civil & Structural Engineering/Project Management*

— The Sanctuary @ Geylang is an eight-storey, 21-unit boutique condominium located within easy distance to food centres and transportation lines, and minutes away from the city. Residents enjoy the convenience of a mechanised car parking system and automated security measures, as well as the luxury of a quaint garden entrance and a generously sized balcony. Encircled in steel metal mesh, the balcony gives the façade a touch of sophistication, which is tempered by the natural earthy tones of the timber deck. Elegance and simplicity converge to create a tranquil, comfortable dwelling at this urban sanctuary.



BETTR BARISTA COFFEE ACADEMY, SINGAPORE
Experience Design

— The new Bettr Barista Coffee Academy is a safe zone where underprivileged women learn the art of coffee making as well as how to manage their lives holistically. A material palette of wood textures brings a simple, authentic comfort to the space. Extensive reuse of furniture and other items expresses Bettr Barista's commitment to sustainability and its vision of bringing a new lease of life to all.



TRINITY@PAYA LEBAR, SINGAPORE
Lighting Design

— Light, in its many manifestations, has been used as a metaphor connecting this church with the community and as a medium of quiet contemplation. The dynamic use of changing colours and forms has been inspired by nature, evoking the deserts and canyons of the Holy Land and the expansiveness of heaven. A central courtyard that harks back to the cloisters of old church architecture, is landscaped with water features, providing a tranquil oasis.



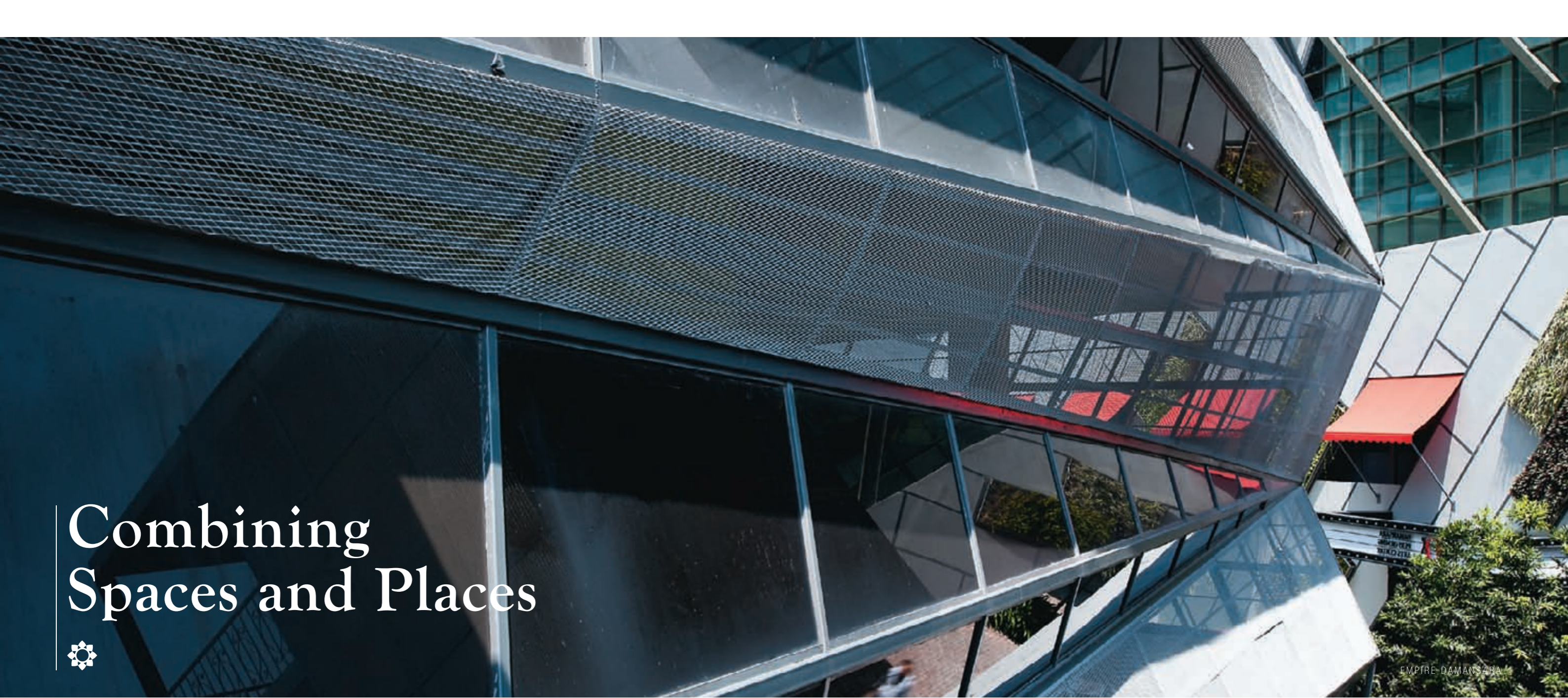
THE GALE, SINGAPORE
Architecture/Landscape Design

— The Gale is a mid-rise condominium designed to maximise use of natural light and air circulation. The development presents a variety of garden landscapes, pool views and lush greenery. The building envelope is arranged in a north-south orientation to minimise heat gain and reduce energy consumption. Meanwhile, the living areas and bedrooms have unobstructed views of the central pool, waterscape and lush gardens. The Gale's beautiful scenery and nature-inspired design makes it an oasis amidst the modern cityscape.



TELOK AYER MRT STATION, SINGAPORE
Architecture

— The chic new Telok Ayer MRT Station has been conceptualised as a work of simple, modern and seamless architecture. Its design addresses building form and materials, as well as urbanism, such that the project supports and enhances its surroundings while accommodating passenger accessibility and connectivity.



Combining Spaces and Places




EMPIRE DAMANSARA

Mixed-use developments consisting of living, retail, working as well as recreational and entertainment facilities are increasingly being embraced as the answer to 21st century cosmopolitan lifestyles.

In Asia especially, as urbanisation continues at a rapid pace, with cities bursting at the seams, practical solutions for housing and work have to be found, and mixed-use developments have proved one of the more popular ones available. Such developments have been around throughout much of the 20th century in the West, but in Asia they are being taken to greater levels in terms of the size and scope

of amenities offered. Just as early mixed-use developments in America, for example, emerged at intersections and transit stops, so too are the large-scale Asian projects being master planned with transport and accessibility in mind. The most successful developments are built near transport networks – roads and train stations – giving fast and efficient access to city centres.

At the same time, mixed-use communities offer numerous other advantages, especially as land scarce cities have to accommodate expanding populations and widening expectations. Land use density may be increased without compromising quality of life. The diversity of land use activates urban areas on a 24/7 basis, with night life kicking in as daytime activities wind down. Mixed-

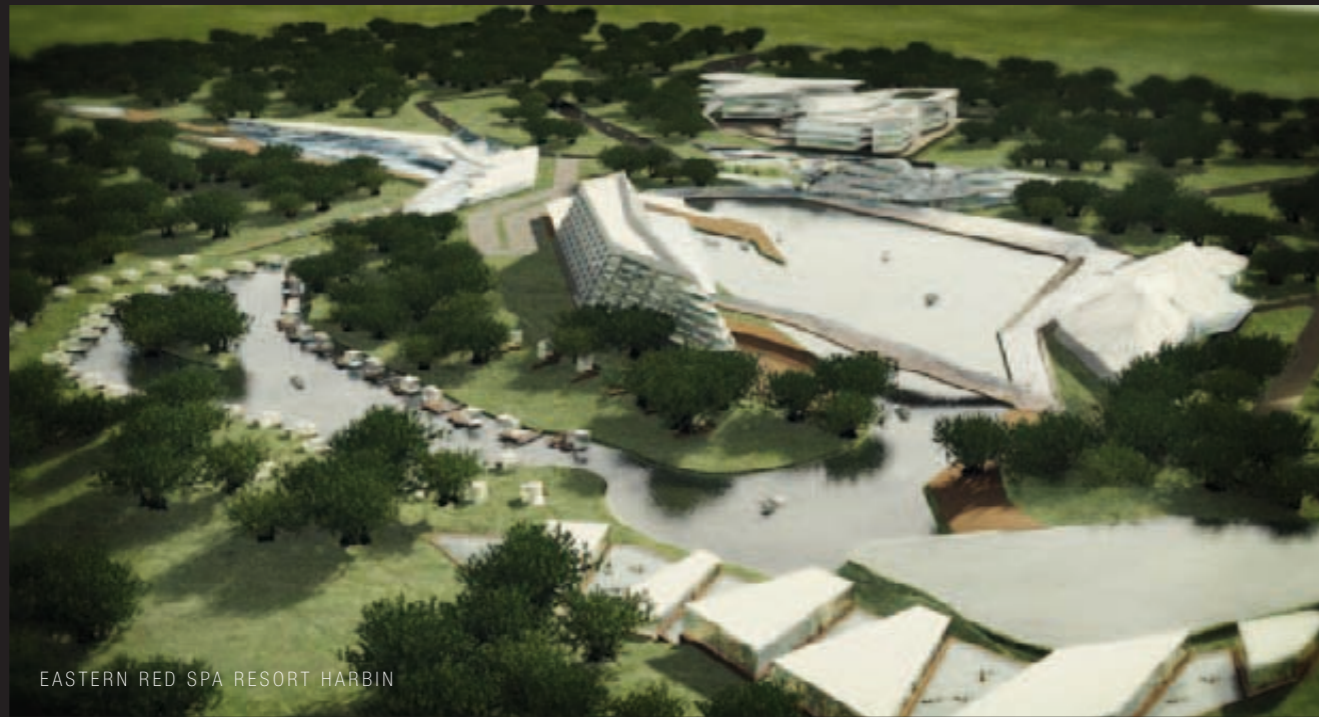
use developments, moreover, are increasingly being accepted as key components in neighbourhoods, creating a local sense of place – a community – with everything within walking distance, thus reducing dependence on cars. A range of housing options for diverse household types may be offered, creating a balanced community of all age groups and income levels. 

MIXED REACTIONS



ONG&ONG's KL team, Tan Kee Keat, Chuck Yeoh and Lau Jak Shen, talk about the latest trends in mixed-use and offices

FROM LEFT: TAN KEE KEAT, CHUCK YEOH AND LAU JAK SHEN



EASTERN RED SPA RESORT HARBIN

— WHEN AND WHY DID THE TREND FOR MIXED-USE SPACES EMERGE, AND WHAT PROMPTED THIS DEVELOPMENT?

KEE KEAT It's something that has been happening for some time now, especially as city planners become more aware and concerned about sustainability. It may be seen as part of a general trend that goes hand in hand with the increasing urbanisation of cities: a need to develop mix and integrated sustainable solutions.

— HOW HAS THE ARCHITECTURE OF MIXED-USE SPACES AFFECTED/CHANGED THE WAY PEOPLE LIVE?

CHUCK For generations, people have been used to living in one part of a city and commuting to another part of the city to work; they were used to sometimes travelling distances to go shopping. Now they're becoming more used to the idea of working and living in a community complex where facilities are just at your doorstep with minimal commuting.

— WHAT IS THE LIKELIHOOD OF THEM MORPHING INTO DEVELOPMENTS THAT INCORPORATE SCHOOLS, CLINICS, APARTMENTS, ETC.?

KEE KEAT The trend has already started.

— HOW HAS THE DESIGN AND CONCEPTUALISATION OF OFFICE SPACES EVOLVED OVER THE LAST DECADE?

JAK SHEN Office spaces are no longer monotonous point block typology. They have increasingly become hybrid and communal spaces that are treasured for breaking out of the typological monotony, and which engage with the outdoor elements as much as possible.

— HOW WOULD YOU LIKE USERS TO EXPERIENCE THEIR WORK SPACES?

CHUCK Today, there is increasing demand for offices to be interactive; gone are the days of four walls and a cubicle.



We try to engage with the user groups as much as possible in our design process, find out what they want and write carefully-considered briefs for our clients. Ultimately, it's about challenging the norm and exploring ways we can improve it – make it better!

TAN KEE KEAT



— HOW ARE ARCHITECTS RETHINKING AND REDESIGNING THE SHOPPING EXPERIENCE THROUGH THE EMERGING GENERATION OF MALLS? HOW DO YOU KEEP THE MALL NOVEL AND FRESH RATHER THAN CREATING YET ANOTHER SHOPPING SPACE?

JAK SHEN It generally depends on their location and positioning. There are different kinds of malls depending on these factors. I would say that the general trend, though, is towards a greener, more pedestrian-friendly neighbourhood typology.



Now they're becoming more used to the idea of working and living in a community complex where facilities are just at your doorstep with minimal commuting.

CHUCK YEOH



— WHAT ROLE HAVE ONG&ONG DESIGNERS PLAYED IN SPEARHEADING AND LEADING THESE FIELDS OF DESIGN? AND WHAT ARE THE RULES YOU HAVE TO ADHERE TO WHEN DESIGNING THESE DIFFERENT SPACES?

KEE KEAT We try to engage with the user groups as much as possible in our design process, find out what they want and write carefully-considered briefs for our clients. Ultimately, it's about challenging the norm and exploring ways we can improve it – make it better!

— WHAT ARE THE BIGGEST CHALLENGES YOU FACE WHEN CONFRONTED WITH PROJECTS OF THIS NATURE?

KEE KEAT Marketing is undoubtedly one of our greatest hurdles. People always think of the hits without necessarily understanding the substance of the product.

— HOW DO YOU SEE THESE KINDS OF PROJECTS DEVELOPING IN THE FUTURE?

CHUCK It really is something that developers have to come to terms with. They can no longer offer bland products because they're coming up against other more forward thinking developers who are increasingly prepared to push the design experience. ⚙️

EMPIRE LIVING



*A brand new city in Malaysia's
golden triangle.*





With so many new developments springing up all over the Southeast Asian region and beyond, architects strive for originality and functionality as they carefully craft new spaces to meet the growing needs of a population. When ONG&ONG set out to create Empire Damansara, set in the middle of the so-called Golden Triangle of Petaling Jaya, they conceived one of the most attention grabbing developments in the area. It differentiates itself not only in its mixed programmes, but also by its eclectic use of futuristic 'high-tech' looking towers that are linked by a low-rise heritage-inspired village. The

complex is one of the few catering to current business and lifestyle needs.

Comprising seven buildings with five towers, Empire Damansara boasts a hotel, two SOHO blocks, residences as well as office and retail space. Perhaps surprisingly, the entrance at the carpark podium, sitting at the heart of the complex, is a landmark in its own right. The pedestrian entrance on the podium is framed with inter-piercing, angled triangles of mesh. This feature was deliberately recessed away from the street so that it is easily accessible from all sides of the development.



The towers are differentiated by their almost startling façades, each strikingly different from the other. The architects deliberately chose a mixture of façades and treatments that nevertheless work as a unified whole.

The 271-room hotel - Qliq Damansara - is a 24-storey glass-clad building. Any threat of monotony, however, is alleviated by copper-coloured strips falling vertically down the side and catching the light. Each of the two SOHO towers also has a separate architectural identity. One is noteworthy for the perforated mesh panels that are spaced like a checker board over the façade, but angled to deflect the light. Yet another of the towers appears to sit within a huge red frame, and has metal spirals snaking their way up the sides to create an illusion of the building 'twisting' slightly.





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The different towers are connected by a lifestyle village in a central courtyard. Using the aesthetic of old warehouses, the architects shipped in recycled bricks from China, and created shopping and dining streets with an old world atmosphere using architecture that contrasts with that surrounding. The pedestrian streets in the village are partially open to the sky, and with tongue-in-cheek reference to Malaysia's weather, a canopy of colourful umbrellas are suspended above the pedestrians' heads. ⚙️



— EMPIRE DAMANSARA, MALAYSIA
 DIRECTORS Tan Kee Keat, Chuck Yeoh & Lau
 Jak Shen, Architecture | PHOTOGRAPHY Airulazli,
 Rupajiwa Studio



An architectural rendering of a modern building complex at dusk. The main building has a facade of interlocking, faceted panels that reflect the ambient light. A large, curved section of the building features a colorful, multi-faceted facade. The ground floor is landscaped with greenery, trees, and a fountain. A large digital screen displays a woman in a red dress. In the background, other buildings and fireworks are visible against a twilight sky. A road with cars is in the foreground on the right.

landscaped VISTA



*Creating a living and shopping
experience within a garden in the
centre of a city.*

Icon City is located in Petaling Jaya, at the strategic intersection of two major highways linking Petaling Jaya and Kuala Lumpur. Set against the city skyline with a landscape podium that houses 600,000 square feet of retail units as foreground, the design of Icon City aims to create a shopping and living experience that provides glimpses of landscaped vistas to interrupt as well as provide physical and visual breaks. A series of towers containing serviced residences, SOHO apartments, boutique offices as well as a hotel have been designed with simple, elegant façade of both clear and fritted glass, interspersed with aluminium panels. ☀

— ICON CITY, PETALING JAYA,
MALAYSIA

DIRECTORS Tai Lee Siang & Richard Soo,
Architecture | Isabelle Armstrong & Niven
Greenaway, Interior Design | Lena Quek,
Landscape Design





FUTURE SOLUTIONS



*Kurjanto Slamet, Director of Architecture,
explains why mixed-use development may
be an answer to city living*



COURTYARD RETAIL AT CITY MARK, MAKASSAR

— WHEN AND WHY DID THE TREND FOR MIXED-USE SPACES EMERGE, AND WHAT PROMPTED THIS DEVELOPMENT?

Increasingly, we're seeing large cities with large populations getting bigger. They're burdened by traffic jams, and some system of self-sustainable living development is needed. Therefore, the mixed-use communities must offer a place to live, work and play.

— WHAT IS THE LIKELIHOOD OF THEM MORPHING INTO DEVELOPMENTS THAT INCORPORATE SCHOOLS, CLINICS, APARTMENTS, ETC.?

Lippo is already doing this. In their mixed-use planning, often hospitals and schools are incorporated into the scheme. Our current projects with Agung Sedayu also have clinics and a sports centre as part of their programme within their sixteen-hectare masterplan.

— HOW HAS THE DESIGN AND CONCEPTUALISATION OF OFFICE SPACES EVOLVED OVER THE LAST DECADE?

As architects, the efficiency of the core is of utmost importance when designing office towers. However, when it comes to the workspaces inside, more and more firms prefer an open plan with lots of breakout spaces. The mindset of the top-down approach has shifted to that of brainstorming and teamwork.

— HOW WOULD YOU LIKE USERS TO EXPERIENCE THEIR WORK SPACES?

Workspaces should be designed with flexibility in mind. In planning office towers, we must be able to cater for anything from 100 to 6,000 square metres over several storeys. Users should not feel regimented but rather experience a sense of freedom – freedom to think, to speak as well as to act. I would like to think that everyone would be able to look forward to waking up and going to work.



AERIAL VIEW OF SATORIA TOWER COMPRISING GRADE A OFFICE ON TOP AND HOTEL BELOW

— HOW ARE ARCHITECTS RETHINKING AND REDESIGNING THE SHOPPING EXPERIENCE THROUGH THE EMERGING GENERATION OF MALLS? HOW DO YOU KEEP NOVEL AND FRESH RATHER THAN CREATING YET ANOTHER SHOPPING SPACE?

Retail design is always about visibility and also taking account of how people move between necessity and impulse buying. There are basic principles of retail that need to be adhered to. I would not say that we need to reinvent what we do in retail design, but rather that we need to be more engaging in our design and thinking of the end users. We don't design shopping centres; rather, we are place-makers. In place-making, locality is given a narrative and the narrative has to be able to give the users a sense of place. If that provides a good experience, they will come back again.

— WHAT ROLE HAVE ONG&ONG DESIGNERS PLAYED IN SPEARHEADING AND LEADING THESE FIELDS OF DESIGN?

ONG&ONG's 360° approach equips us to spearhead a complex network of programmes. We can work across disciplines, something that is crucial today as retail may be merged with landscape, architecture, interior and branding.

— ARE THERE ANY RULES THAT YOU HAVE TO ADHERE TO WHEN DESIGNING THESE DIFFERENT SPACES? WHAT ARE THEY?

How the end users use the space comes first. It is them that we need to understand most. Not the client or developers. Understanding shoppers makes you understand how you need to place the tenanted space strategically and economically. When you achieve that, the clients tend to agree with your idea.

— WHAT ARE THE BIGGEST CHALLENGES YOU FACE WHEN CONFRONTED WITH PROJECTS OF THIS NATURE?

Undoubtedly it's the everchanging behaviour of the consumer. That's the reason why most shopping malls are renovated every five years. You need to re-invent the shopping experience all the time.

— HOW DO YOU SEE THESE KINDS OF PROJECTS DEVELOPING IN THE FUTURE?

Consumerism is here to stay. Like it or not, we live in a material world. Mixed-use projects will continue to be the trend in large cities. In 100 years' time, who knows? Maybe we'll be building on the seas because land has become so scarce! ☀



SEDAYU CITY MALL ANCHORING SEDAYU CITY



Users should not feel regimented but rather experience a sense of freedom – freedom to think, to speak as well as to act. I would like to think that everyone would be able to look forward to waking up and going to work.

KURJANTO SLAMET



AERIAL VIEW OF CITY MARK IN MAKASSAR – A MIXED-USE DEVELOPMENT COMPRISING PREMIER INN HOTEL, RETAIL, FOOD COURT AND SHOPHOUSES



INTO THE WOODS



*An urban sanctuary that
mimics a forest.*

Citadines

Citadines

MARVEL CITY



As Indonesia's second largest city, Surabaya has been undergoing substantial development, which includes redeveloping former sites that have become outdated and tired-looking. When confronted with such a site, ONG&ONG decided to re-use as much of the old site as possible, conserving what they could, and transforming the 'old' to blend with the 'new', thereby conserving raw materials and minimising the use of new resources.

Marvell City will utilise two plots of land in Surabaya's centre that will be connected by a formerly underused link road. This will be turned into a festive street that will act as the main spine of the development. On either side will be residential blocks, a hotel, learning tower, and e-deck. The project, which draws on ONG&ONG's expertise in architecture, landscaping, interior design, lighting design and engineering, has been conceptualised as a 'walk in the woods', with multiple layers like a forest canopy arranged around the trunk-like buildings.





The project, which draws on ONG&ONG's expertise in architecture, landscaping, interior design, lighting design and engineering, has been conceptualised as a 'walk in the woods', with multiple layers like a forest canopy arranged around the trunk-like buildings.




The layers of this urban sanctuary will include a four-storey lifestyle and retail podium, a 16-storey condotel (the Citadines Apart Hotel), a 12-storey office tower, as well as a 32-storey residential tower, the Linden with 384 units, plus three additional residential towers with a further 1,560 units. The circulation of the site has been carefully masterplanned so that while exposure to the retail and hospitality sections are maximised, the residential areas are afforded seclusion and privacy. The design is such that these residences will still enjoy easy access to an array of recreational facilities that include landscaped gardens, swimming pool and water features.

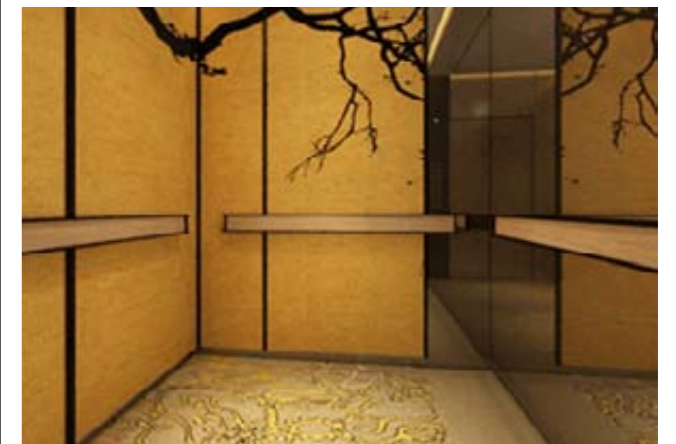
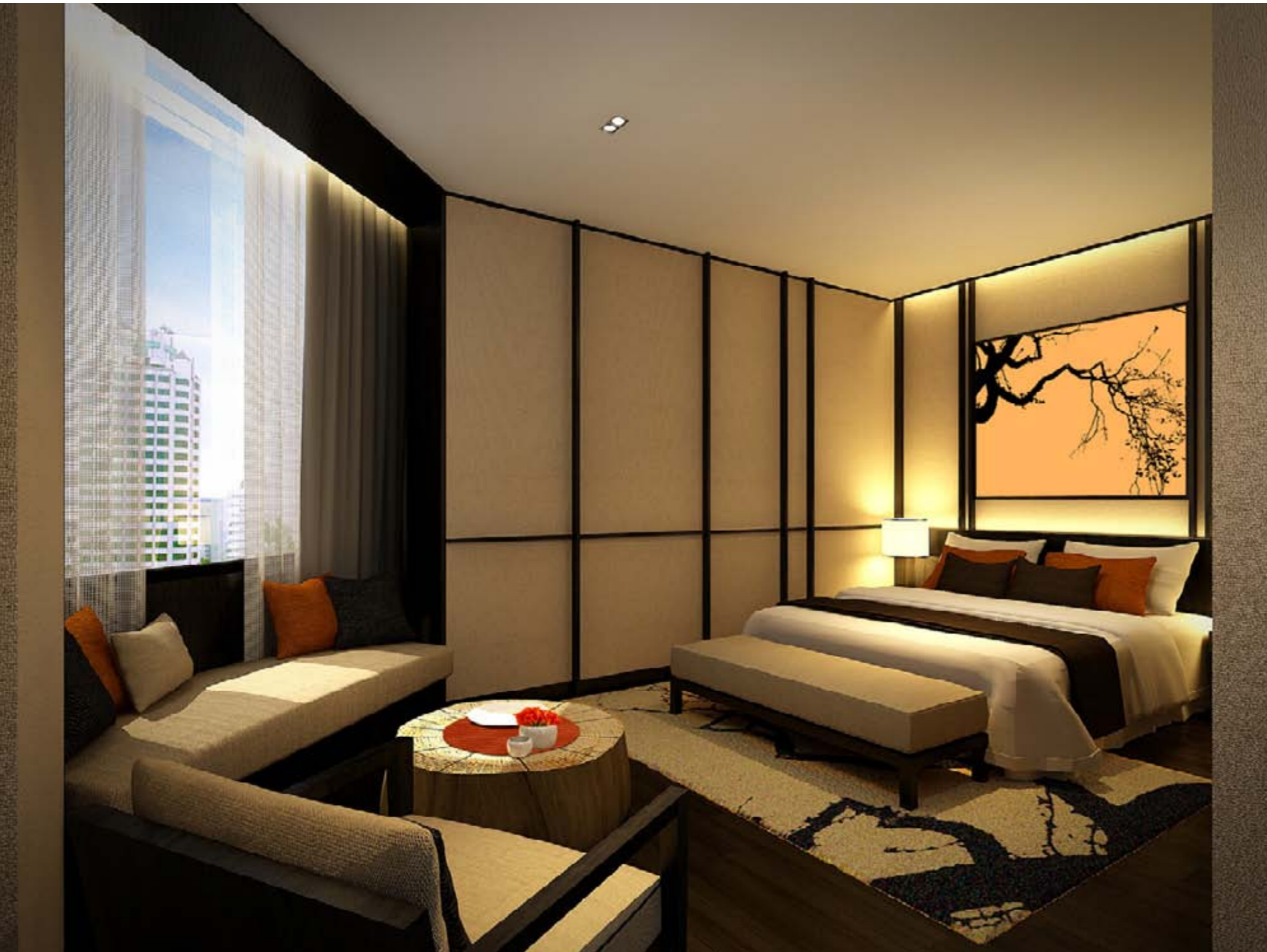
The Linden stands slightly apart from the other residential blocks on the commercial podium of Marvell City, and is elevated so as to provide the apartments with a spectacular view of the city. This block has been deliberately located closer to the bustle of the development, providing a more urban lifestyle for those who love the beat of a busy city, through easy access to dining and retail outlets, as well as quick access to the city highway. By orienting the block on a north-south axis, effective climate control is achieved. Linden residents also have access to their own 25-metre lap pool,

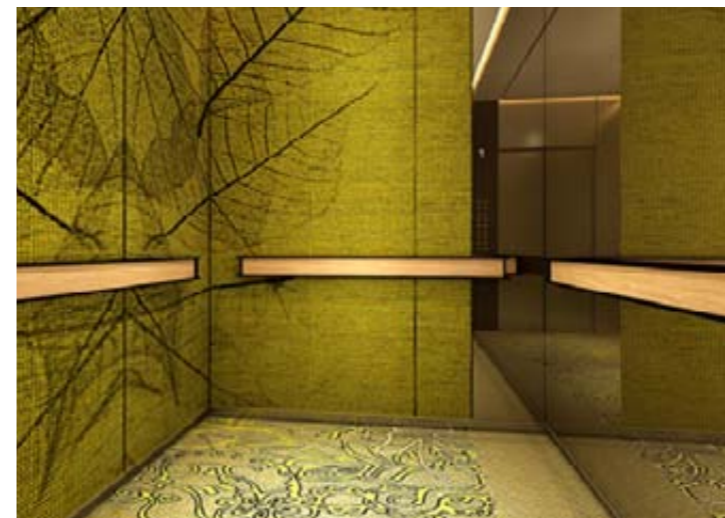
gymnasium, children's play area, BBQ facilities and podium level multi-functional rooms.

The 288-room Citadines Apart Hotel further enhances the development's attractions through its strategic location at two major junctions. Conceived for the urban traveller, the rooms are designed as live-work-play spaces; the accessible podium accommodates both public and service areas. In keeping with the analogy of the forest, the hotel's façade takes its visual cue from a tree and is expressed through vertical light slits that introduce texture to the elegant glass façade. The service apartments also incorporate nature, pulling the outdoors into the interior, with natural elements, such as wood, leaves and flowers, being brought right into the rooms and facilities.

Other features that distinguish this development from others include a retail tower with a wide range of shopping and dining opportunities. It further incorporates a wedding chapel and a 2,200 square-metre ballroom that accommodates over 100 people. The development is further enhanced by the incorporation of advanced security systems for common spaces and apartment units. 







PAGES 152-155
 INTERIOR OF
 CITADINES AT
 MARVELL CITY
 INSPIRED BY NATURE
 OF WOOD, LEAVES
 AND PETALS

**MARVELL CITY, SURABAYA,
 INDONESIA**
 DIRECTORS Kurjanto Slamet, *Architecture* |
 Teo Boon Kiat, *Interior Design* | Lena Quek,
Landscape Design | Ong Swee Hong, *Lighting
 Design*

ECO ISLE



*Mansions among the mangroves
on an island paradise.*

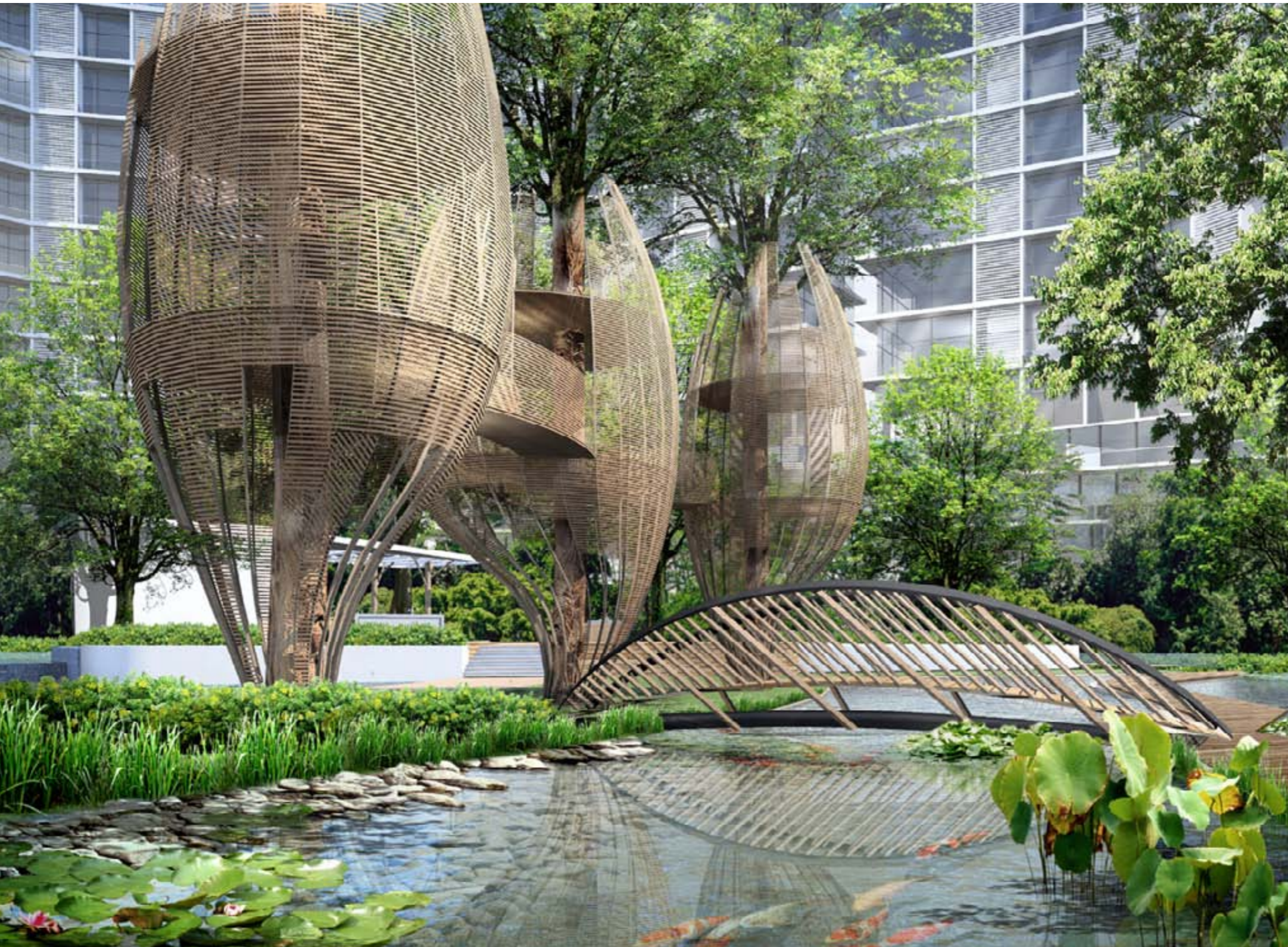






Rapidly evolving lifestyles in Indonesia are calling for innovative, imaginative and creative design ideas that are in keeping with a traditional culture that seeks to modernise. When confronted with this challenge, ONG&ONG used the backdrop of a mature mangrove reserve to create the Gold Coast Seaview Apartments and Offices development. As a nation made of islands, the design concept was driven by the idea of a series of ecological islands – or ECO ISLE – with different components connected by water, landscape and facilities.





The residential towers have been designed as a Y-shaped structure in order to optimise the number of sea-facing units with views over the Java Sea. The towers are arranged in a huge C-shape that encircles a vast communal space with gardens and water features, ecological ponds, a swimming pool and sun decks, exercise area and tree houses, all carefully landscaped to create different experiences. A further 48 terrace units line the podium front, and have been carefully integrated into the structure so that the roofs become gardens and seating areas. Retail spaces are placed at the ground floor to facilitate sustainable development while the office tower developments have been placed discreetly to the side of the residential and recreational spaces.

The Gold Coast has been conceived as a lifestyle development that combines contemporary and waterfront living with a view of the mangrove forest, blurring the boundaries between nature and architecture. This illusion is further strengthened by garden and water features of the development, creating an ecologically enriching experience for the residents. ✪

— GOLD COAST, JAKARTA, INDONESIA

DIRECTORS Kurjanto Slamet, *Architecture* | Teo Boon Kiat, *Interior Design* | Lena Quek, *Landscape Design*



The Gold Coast has been conceived as a lifestyle development that combines contemporary and waterfront living with a view of the mangrove forest, blurring the boundaries between nature and architecture.



GOING WITH *the flow*



*Semarang's newest mall follows
the river with its interior concept.*





Srondol Mall, with its façade that follows the meandering flow of the Semarang river, needed an exciting, enticing interior to match its uptown prime location. ONG&ONG's design team took their cue from the river and created a fluid LED curtain at the entrance leading from the outside canopy into the interior space of the mall. The idea was to create a sensation of being swept in as though by the flow of the river, and this sense is reinforced by the floor patterns that mirror the ceiling lighting and pull shoppers into the mall.

The retail outlets are spread over four levels, plus a basement hypermarket. As shoppers enter the mall, they first encounter a small atrium, like a bubble in the river, from which escalators carry them up to higher levels. Standing in the atrium, visitors will enjoy the simulated sensation of standing beneath the surface of a flowing river and looking up through the water at a starry sky. As they move further into the space, guided by the 'river's flow' a second, bigger atrium comes into view.



Here, the main feature ceiling can be fully appreciated. Shoppers can enjoy an extensive view of the various retail outlet fronts on the higher levels on the chamfered floor slabs fringing the atrium. Suspended from the ceiling are transparent bubble features that complete and enrich the riverine allusion. ☀



The idea was to create a sensation of being swept in as though by the flow of the river, and this sense is reinforced by the floor patterns that mirror the ceiling lighting and pull shoppers into the mall.



MIXED ENGINEERING



*In conversation with Shahrom
Bin Mohamed Ariff, Associate, from
Rankine&Hill Singapore*

Today's mixed-use developments demand efficiency and sustainability above everything. With space at a premium, every square foot counts and cost savings are at the back of every mind: the landlord's, the tenant's, and the customer's. Engineering technology has recognised these challenges, and a whole range of solutions are now becoming commonplace.

One of the greatest expenses in any development is air conditioning, especially in the tropical climate of Southeast Asia, and ways of bringing down these costs is uppermost in any engineering design. It is not unusual to find parks and gardens nestling among high-rise towers and retail podiums. Designed for relaxation and play, and sometimes to create eco-awareness, they also provide an insulating cover for the spaces beneath. Canopies

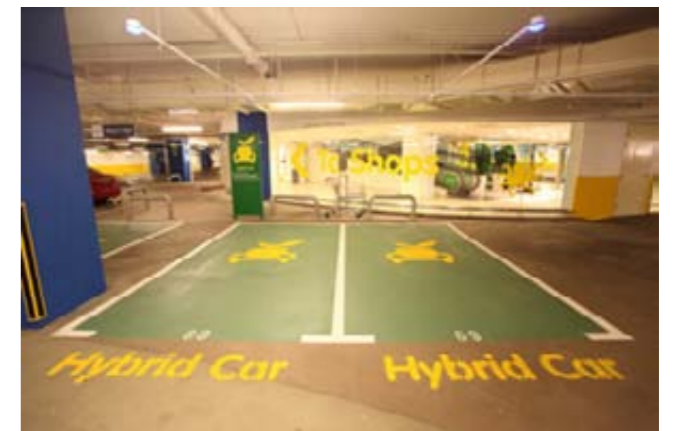
are also being used in the same way, being planted with groundcover to reduce temperatures below. Certain of ONG&ONG's projects have already been applying these eco-engineering solutions, City Square Mall being the most high profile.

Solar panels have been available for a long time now, and although not used as often as could be – the cloud cover of many Asian cities sometimes makes this impractical – they are gradually appearing in many mixed-use developments to power internal cooling systems. Glass technology, including the use of tinted glass with fritting that minimalises solar heat, is becoming more popular. A variety of engineering designs may also be applied to increase cross ventilation.



Water recycling systems that involve rainwater harvesting can enable developments to collect and store rainwater that can then be used for irrigation and cleaning. A single mixed-use development can now harvest enough water to fill two Olympic-sized swimming pools every year. Flexible water piping within the buildings for sprinkling systems are now available, and can be easily connected and reconnected to nearby water sources. Waste recycling systems are also becoming more common, offering not only acceptable eco-friendly and sustainable solutions but also cost savings.





Noise can also be an important consideration in developments that host a wide range of activities, and engineering involves devising systems to reduce sound pollution. Many systems of soundproofing and insulation have been around for a long time. Spring isolators that dampen noise are being brought into use in developments where swimming pools and sports halls are placed at the tops of buildings.

All these engineering developments are increasingly being applied. With every inch and every cent counting, compact systems, cost-saving measures and effective sustainable systems have become the engineer's watchword. ☀

A photograph of three people sitting at a wooden table in an office or meeting room. On the left is a man with glasses and a goatee, wearing a blue and white striped shirt. In the center is a woman with dark hair pulled back, wearing a black blazer over a black top and a dark necklace. On the right is a man with short dark hair, wearing a dark blue button-down shirt. They are all looking towards the camera. The background shows office shelves with stacks of papers and framed photos.

STYLING CHINA



*A chat with the China team
on mixed-use trends in China*

FROM LEFT: DAVID HUANG, CONYEE CHAN AND KENNY LIU

— WHEN AND WHY DID THE TREND FOR MIXED-USE SPACES EMERGE IN CHINA, AND WHAT PROMPTED THIS DEVELOPMENT?

DAVID Mixed-use developments have been around in China for at least ten years, so it's not new. What is different now is that the mix has changed. Now we are finding more developments with office, retail, hotel and SOHO, whereas previously the focus was on the residential component. In the last three years, with the oversupply of residential units, the focus has shifted towards commercial property.

— HOW HAS THE ARCHITECTURE OF MIXED-USE SPACES AFFECTED/CHANGED THE WAY PEOPLE LIVE?

KENNY It really depends on which part of China you are talking about. In most of the developing cities, mixed-use projects are less common. These cities tend to have more land and therefore density isn't really an issue. In a place like Shanghai, on the other hand, mixed-use projects are essential because of density, infrastructure cost and connectivity.

— WHAT IS THE LIKELIHOOD OF THEM MORPHING INTO DEVELOPMENTS THAT INCORPORATE SCHOOLS, CLINICS, APARTMENTS, ETC.?

KENNY It isn't likely to happen any time soon. These kinds of developments are more important for townships rather than city blocks.

— HOW HAS THE DESIGN AND CONCEPTUALISATION OF OFFICE SPACES EVOLVED OVER THE LAST DECADE?

CONYEE We're increasingly exploring new ideas, and towers are appearing more and more as places where people work. But we're also looking at how offices can be made so that they're less traditional, so that they can be used as transitional places with more flexibility. Creative offices are also more in demand as more start-ups and creative businesses appear. These kinds of tenants want to erase the separation between work and play; they want fitness and relaxation rooms, as well as food and beverage nearby.



MIXED-USE DEVELOPMENT, KUNMING, MILE

— HOW WOULD YOU LIKE USERS TO EXPERIENCE THEIR OFFICE SPACES?

DAVID As places where the boundaries between work, play and relaxation are blurred, and where spaces are flexible so that people can work anywhere.

— HOW ARE ARCHITECTS RETHINKING AND REDESIGNING THE SHOPPING EXPERIENCE THROUGH THE EMERGING GENERATION OF MALLS? HOW DO YOU KEEP NOVEL AND FRESH RATHER THAN CREATING YET ANOTHER SHOPPING SPACE?

CONYEE One of the biggest challenges is the competition that retailers face from online shopping. Malls have to be designed so that they are spaces people choose to come to in order to enjoy an experience rather than simply to shop. Hence food and beverage has become a main attraction. Many malls are also starting to have themes such as music and entertainment; many malls in China now incorporate ice skating rinks, which have proved a great attraction.



YONGJIN SHUANGNAN MIXED-USE DEVELOPMENT, CHENGDU

— WHAT ARE THE BIGGEST CHALLENGES YOU FACE WHEN CONFRONTED WITH PROJECTS OF THIS NATURE?

Experience design is becoming increasingly to the fore and designers and architects are trying to find ways to further improve their concepts through workshops and seminars.

DAVID HUANG

— HOW DO DESIGNERS BEGIN CONCEPTUALISING AND DEVELOPING THESE SPACES?

DAVID Experience design is becoming increasingly to the fore and designers and architects are trying to find ways to further improve their concepts through workshops and seminars.

— WHAT ARE THE BIGGEST CHALLENGES YOU FACE WHEN CONFRONTED WITH PROJECTS OF THIS NATURE?

KENNY I think one of the biggest challenges that the China office is faced with is the fast track demands of many developments. The Guocoland development, for example, is already being piled when the designs are still on the table.

— HOW DO YOU SEE THESE KINDS OF PROJECTS DEVELOPING IN THE FUTURE?

CONYEE Mixed-use developments are here to stay, and if anything they will become even denser, and will be compelled to provide greater value in terms of convenience. They will become more vibrant and provide more usable space. ⚙️



REBOOTING *the city*



Adding new life to development.



When ONG&ONG's China office undertook the development of a plot that was already 80 percent complete, the architects and designers were confronted with a set of interesting challenges. The site already had a mall, hotel and SOHO units, plus two office blocks that had gone up over the past 10 years. A new train station was being planned and would be linked, underground, to the mall, which extended two storeys below ground. Opposite the development is a large park; a major highway passes in front of the space, with two trunk roads leading off at either side. This was the framework within the empty plot that had to be designed.

ONG&ONG was tasked to 'reboot' the development so that it could eventually take on the status of a central business district. The architects therefore sought to inject gravitas and serious quality through the design concept. Taking the cue from orthogonals that would contrast with and complement the curved nature of the site, the architects devised a series of interlocking 'jewel' boxes fronting a half kilometre street front. To create visual and textual interest, variations of scale and material were introduced: glass, stone, metal cladding and even terracotta have been inserted to break any danger of monotony, each material representing a jewel.



Taking the cue from orthogonals that would contrast with and complement the curved nature of the site, the architects devised a series of interlocking 'jewel' boxes fronting a half kilometre street front.



On the northern corner of the development, another collection of boxes have been assembled, this time in a circular arrangement, creating a food and beverage village. Surrounding a circular reflecting pool, it will offer an intimate outdoor experience. 🌀

— GUOCOLAND, SHANGHAI, CHINA
DIRECTORS David Huang, Kenny Liu & Conyee Chan, *Architecture*

MIRROR OF THE MOON



A green city among forested hills.





The rapidly expanding cities of China need innovative and imaginative design solutions to keep up with demands, trends and aspirations of the population inhabiting them. The Greenland Centre has been designed by the ONG&ONG team as a gateway to the northern central business district development of Chengdu. Located along a prominent north-south axis road that allows easy access to the city of Chengdu, the area is expected to attract a large population, and is slated to become a mega mixed-use development serving as a new satellite centre to the north of Chengdu.





The beautiful surrounding vistas of forested hills, streams and rivers, valleys and the atmospheric quality of the landscape inspired the designers to create a poetic interplay between nature and the city. The development has been conceived as an arrangement of architectural elements around a central, sunken plaza, the Sun Plaza. All the structures around it – SOHO units, hotel and creative offices – will orbit the plaza like planets around the sun. The plaza has been conceived to be used for multiple purposes such as concerts, promotional activities, or simply as an urban oasis.

The concept for the creative office is that spaces should grow organically, one from the other. The offices grow out of the shopping mall but intermesh with the atrium of the mall to create an intersection that blurs the boundaries between work, play, and eating. Creativity is further stimulated by integrating workspaces and recreational areas, with basketball courts, ice skating rinks, running tracks and swimming pools all woven between the office spaces.



The development has been conceived as an arrangement of architectural elements around a central, sunken plaza, the Sun Plaza. All the structures around it – SOHO units, hotel and creative offices – will orbit the plaza like planets around the sun.





The visual centre of the Greenland complex stands a little aloof, like the moon whose mysterious quality in the locale has often been commented on. The super high-rise office, which will soar 206 metres into the sky as though trying to touch the moon, is designed solely as a series of workspaces. The tower, with its sleek silver façade that seems to optically change with the waxing and waning of the moon in the distance, has been set apart from the other structures and stands in a sunken void to further express distance. ☼

— GREENLAND CENTRE, CHENGDU, CHINA

DIRECTORS David Huang, Kenny Liu & Daniel Silver, *Architecture*





CHINA
style



*Luxury and convenience
in a single site.*



ONG&ONG's proposal for a mixed-use development in Wuxi for Keppel Land China provided a unique opportunity for a 360° design approach. The elevated site offers high accessibility from the nearby highway and train line, and the traditional residential area around it provides a good catchment area for business. In keeping with demands for sustainable approaches to design, a range of measures has been factored in. These will include south-facing rooms for the residential units, a green roof with public accessibility, and energy efficient HVAC (heating, ventilation and air conditioning) systems. Other measures that may be incorporated include charging stations for electrical bicycles and a green education corner.

ONG&ONG is proposing to adopt an Art Deco style for the residential units; a combination of new and classical styles is also under consideration. The development's commercial component will blend with and match the residential one to create a seamless whole. Both components will use natural materials such as stone; painted surfaces will emulate the natural as far as possible.

The development is envisioned as including a substantial landscape component that will incorporate the architectural style of the residences and provide full facilities. A series of outdoor spaces, including a courtyard, relaxation area, pavilion, playground, gym, water features, as well as a range of sports areas, has

been proposed. The landscape designers aspire to replicate and mimic nature in order to achieve a unity between the landscape and architecture. Landscaping will also be extended to the commercial component of the development. ☼

— WUXI BEITANG, WUXI, CHINA
 DIRECTORS Tai Lee Siang, David Huang & Kenny Liu, Architecture

☼

In keeping with demands for sustainable approaches to design, a range of measures has been factored in. These will include south-facing rooms for the residential units, a green roof with public accessibility, and energy efficient HVAC (heating, ventilation and air conditioning) systems.

☼

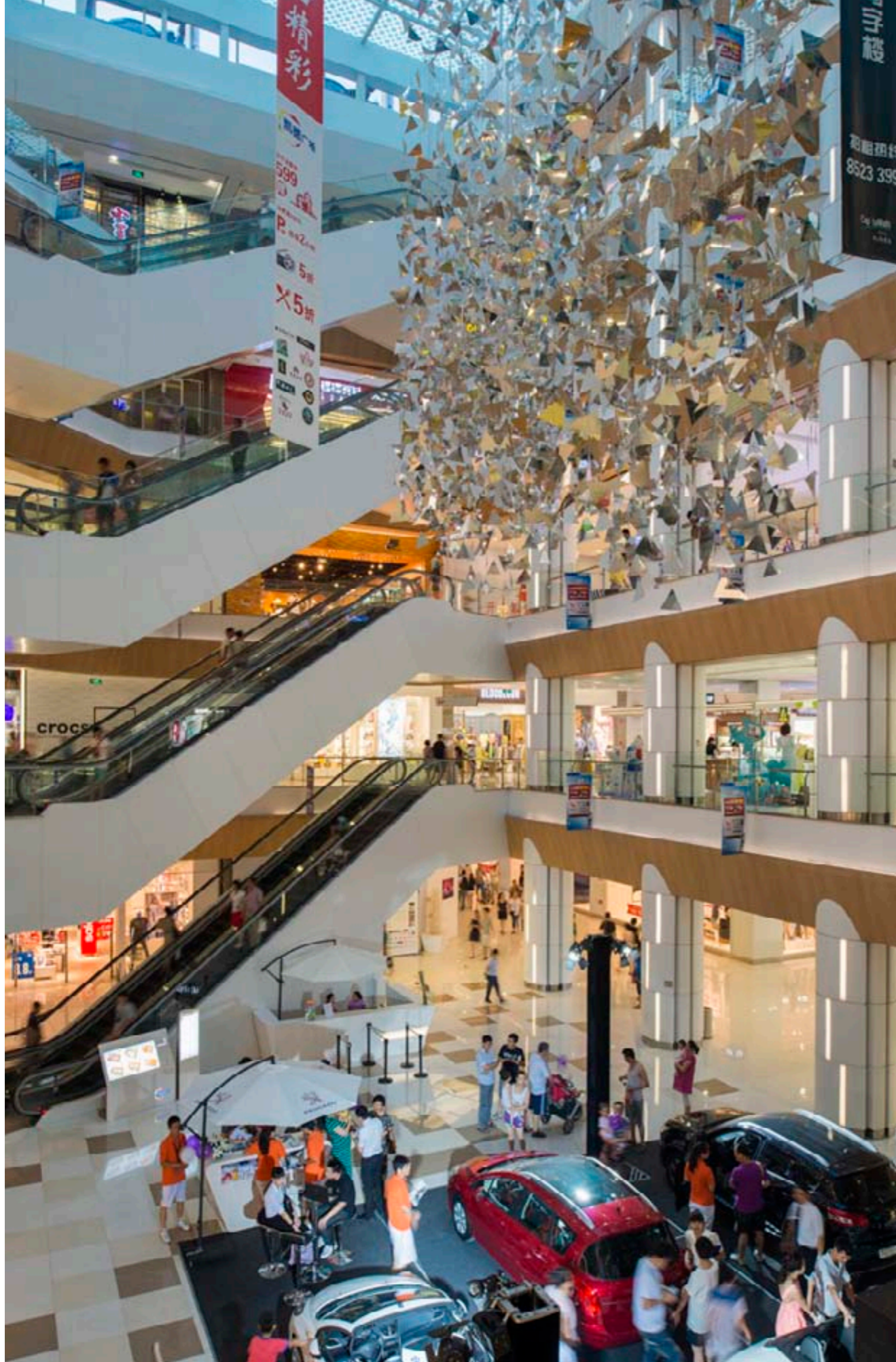


WHERE *past and present* MEET



*China's ancient capital re-emerges
as a modern city.*





This development is situated in Xi'an City, South Second Ring Road. This mixed-use development comprises two basement parking areas, a six-storey shopping complex (from basement one to storey five) and a grade A office tower (from storey six to twenty two).

Xi'an was one of the four great capitals of ancient China, steeped in history and culture. It has since re-emerged economically and culturally as a modern hub. This may be seen in the numerous developments springing out everywhere. However, Xi'an retains its timeworn charm of yesteryear, making it an emblem of the convergence of old and new. This is especially evident in the architecture – where period buildings meet modern developments such as the Xi'an Mixed-Use development. The building itself personifies this integration of old and new with the integration of the glass curtain facade, representing the former, and a textured wall, echoing the latter.

The idea of a 'modern historic city' was extended to the Xi'an West Plot where the addition of a luxury hotel makes for a unique guest experience. Whilst enjoying all the conveniences of modern living, one can imbibe the past grandeur of ancient Xi'an. 🌟

— XI'AN MIXED-USE DEVELOPMENT, XI'AN, CHINA

DIRECTORS Tai Lee Siang, *Architecture* | Chester Goh, *Interior Design*

A man with short grey hair and glasses, wearing a dark blue button-down shirt, stands in an office with his arms crossed. He is looking slightly to the right of the camera. The background shows a blurred office environment with a bookshelf and a window looking out onto a green landscape.

ENGAGING *customers*



*Saxone Woon discusses the challenges
of branding for today's developments*

I M M O R T A L

— AS A BRAND ENGAGEMENT SPECIALIST, WHAT ARE YOUR GOALS WHEN A CLIENT APPROACHES YOU WITH A MIXED-USE DEVELOPMENT?

Determining their objectives for their development is critical; for example, do they want to showcase this development for their own property portfolio? Is it a destination branding? Do they want to develop brand equity for this development? We have to consider all these things! Only then can we propose a strategy for the branding exercise. Many clients do not look beyond the one property that they are developing

— ARE THERE SPECIFIC CHALLENGES WHEN CONFRONTED WITH PROJECTS OF THIS NATURE?

Yes, there are. Usually mixed-use developments comprise a hotel, retail, offices and residences. Each of these components will pose a different challenge depending on their positioning approach. There will be a need to deal with the sales and leasing team, as well as the hotel operators, each having specific requirements for their own use. Sometimes, it's hard to align the development to their brand and architectural language when the architecture design has been proposed without any branding objectives.

— ARE THERE ANY RULES THAT YOU HAVE TO ADHERE TO WHEN DESIGNING THESE DIFFERENT SPACES? WHAT ARE THEY?

I am assuming that we are referring to 'designing spaces' in the context of environmental graphics design and branding. The fundamentals would be functionality and meeting objectives for the spaces designed. These days, depending on where the development is located, you will be required to localise a strategy that works in context.

— HOW HAS THE BRAND ENGAGEMENT DISCIPLINE VIS-A-VIS MIXED-USED DEVELOPMENT EVOLVED OVER THE LAST DECADE?

Mixed-use developments are generally quite new for the region. Previously there weren't so many components for one development: you were dealing with a retail mall that might be linked to a hotel. These days, stakeholders are maximising their development with residences, offices, hotel and retail with F&B outlets. That means the

branding for such properties has to work much harder in both building the brand and addressing functionality at the same time.

— HOW WOULD YOU LIKE USERS TO EXPERIENCE THE SPACES YOU DESIGN?

Again, we do not design spaces but rather enhance the user experience with environmental graphics which includes directional and way-finding signage, place-making and interpretation. Signage deals with orientating people to a location and helping them navigate. Interpretation tells a story about a location or site, while place-making creates a distinctive image for the location.

— WHAT ARE THE UPCOMING AND CURRENT BRAND ENGAGEMENT/WAY-FINDING TRENDS IN PROJECTS OF THIS NATURE?

We need to be 'relevant'. Integrating brand engagement and way-finding into the design language of the architecture and interior is now becoming apparent. Digital engagement has also now become part of any branding exercise, with digital applications fast becoming a standard that we include into our programmes. This is a very interesting process that we are starting to work with our clients on. ⚙️



The fundamentals would be functionality and meeting objectives for the spaces designed. These days, depending on where the development is located, you will be required to localise a strategy that works in context.

SAXONE WOON



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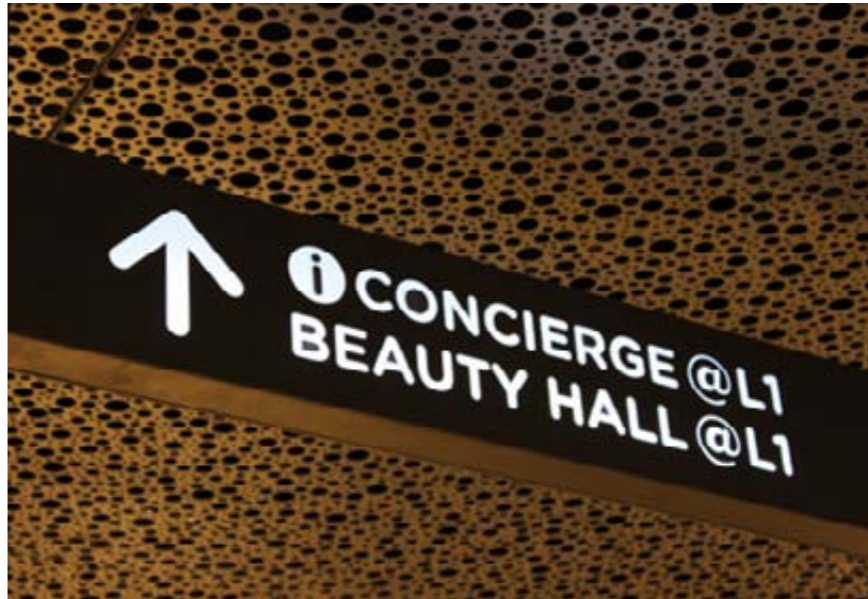
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ORCHARD

LOUIS VUITTON

KEY DIRECTIONS



Finding the way.



For one of Singapore’s most prestigious shopping malls, with 66,000 square metres of retail space spread over eight levels, a way-finding system had to be devised that would help the many thousands of weekly visitors navigate ION Orchard easily and effectively. ONG&ONG’s brand and digital engagement arm, Immortal The Design Station, came up with entry and directional signage for all key amenities, including confluence points within the mall, art gallery, car park, lift lobbies and washrooms. Using elegant, yet minimalist signage that clearly indicate direction and location, the entire system is complemented by interactive directories at convenient locations throughout the building. 🌟



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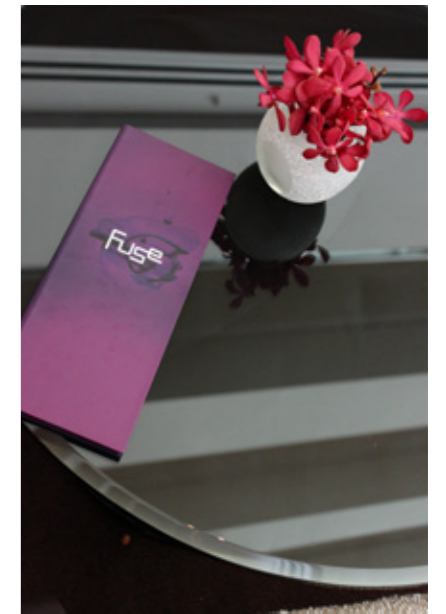
- L4 ION ART
- L2 ① CONCIERGE/SISTIC
- L2 ① CONCIERGE
- TAXI STAND/DROP OFF
- L1 ION²
- BEAUTY HALL
- ① CONCIERGE
- SINGAPORE VISITOR CENTRE
- B1 ATM/BANK
- B2 MRT
- B3 ① CONCIERGE
- B4 ION STATION
- ION FOOD HALL

IDENTITY ICONS



*Sophisticated branding for
an iconic landmark.*





As one of Asia's most prestigious and iconic developments, Marina Bay Sands exudes an air of luxury and exclusiveness. In developing the branding, Immortal The Design Station had to address this image in their design while creating a series of sophisticated brand identities for different food and beverage outlets, including Waku Ghin, Rise, SweetSpot, Fuse and the Tong Dim Noodle Bar. Each has its own individual look and feel, yet each identity has been carefully crafted to create a seamless look and experience. For the prestigious high roller's Plaza Club, a classy, sleek identity for signage and collaterals, such as folders and cards, has been evolved. 🌟



MARINA BAY SANDS, SINGAPORE
 DIRECTOR Saxone Woon, Brand Engagement |
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