



Commerce II

AN ANTHOLOGY OF BEST IN CLASS
OFFICES, MIXED-USE DEVELOPMENTS
& MASTERPLANNING



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EXPERIENCE
BEYOND.



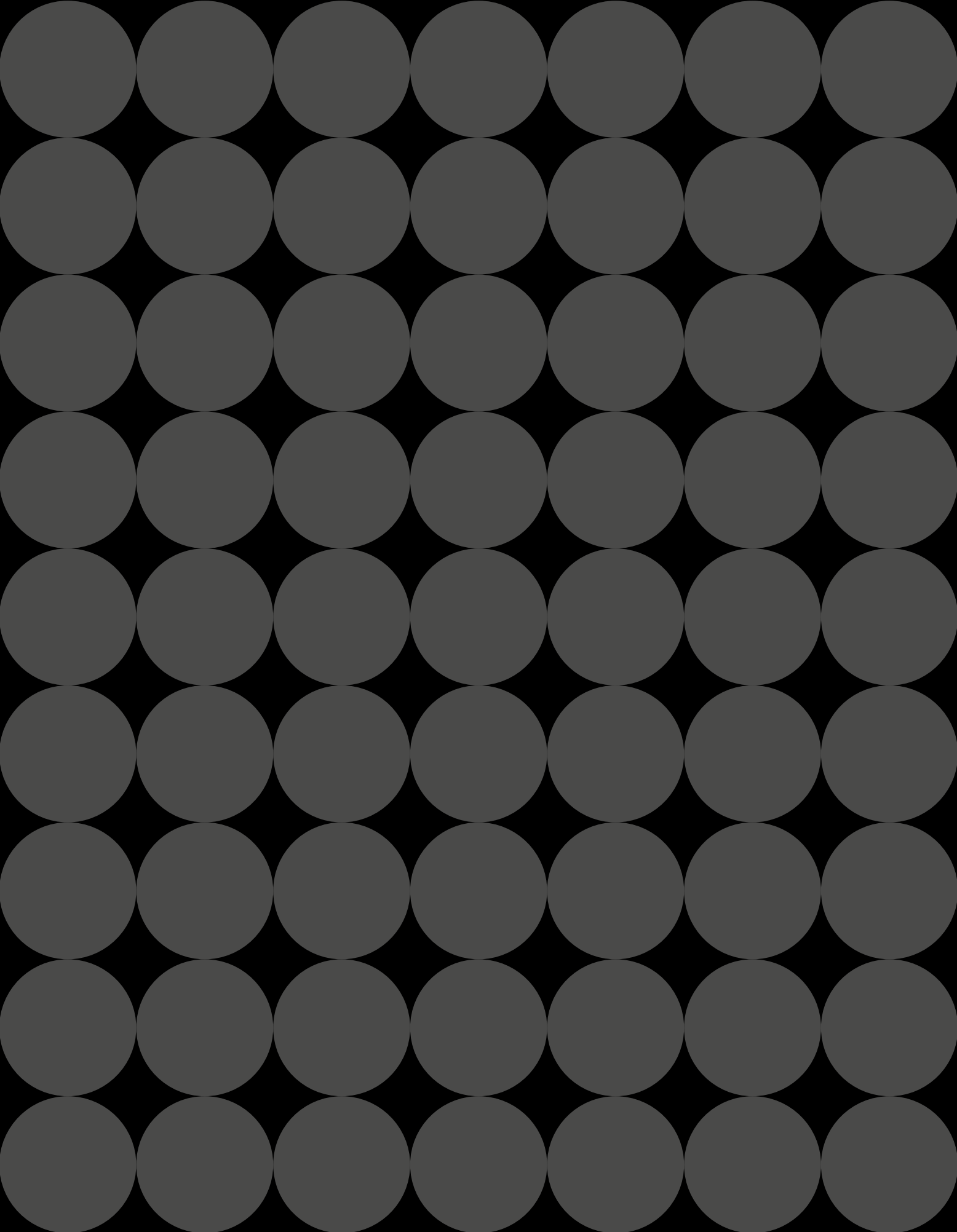
Commerce II

AN ANTHOLOGY OF BEST IN CLASS COMMERCIAL
AND MIXED-USE DEVELOPMENTS, OFFICES AND
MASTERPLANNING



ONG & ONG
group

EXPERIENCE
BEYOND.



Masterplanning creates impressive metropolitan cities, plans that make the very place you are in catered and accessible. Commercial and Mixed-Use developments are indispensable to a society, and should resonate with the community, enabling all users to **EXPERIENCE BEYOND.**

Intrinsically, offices are the backbone of every economy; all at once spaces of collaboration, a sanctuary for colleagues, and an arena for closing multi-million dollar deals.

From commercial developments to smart-tech offices, this is **COMMERCE.**

Worldly Entrepreneurs
Modern Magnates
Ethos Consultants

From friends to investor partners, Brent and Aries* are a perfect duo, taking calculated risks to realise returns from commercial spaces.

Their critiques on design bring COMMERCE to the next level, unveiling informed insights on sterling office spaces and growth spikes around Asia.

* Names have been changed to protect the privacy of individuals.



BEST IN CLASS

Join Brent and Aries as they scour Southeast Asia for premium commercial spaces and offices.

COMMERCIAL AND MIXED-USE



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SINGAPORE



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COMMERCIAL AND MIXED-USE

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A black and white photograph of a man in a suit standing by a large window, looking out at a city skyline. The man is positioned on the right side of the frame, with his back to the camera. The window is a large, curved structure that frames the city view. The city skyline is visible in the background, with several tall buildings. The overall mood is contemplative and professional.

Brent

A legend renowned for his spot-on guesstimates in the world of REIT Trading, his quiet demeanour is not to be underestimated.

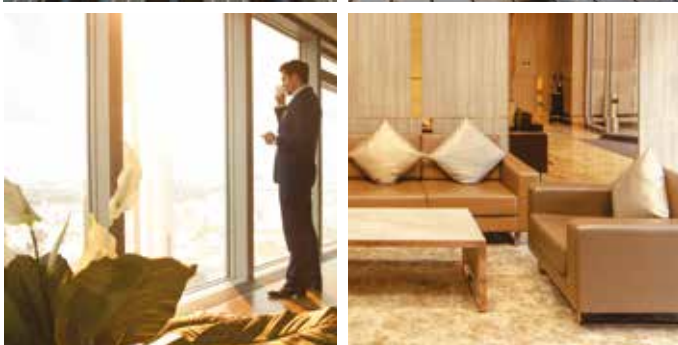
Brent unravels unique workspaces and commercial opportunities to ride Asia's continuous growth spurts.

Brent



Brent's Best in Class Picks

- Tekka Place
- Manpo Plaza
- Frasers Tower
- Marvell City
- Wisma Geylang Serai
- V on Shenton
- Crown@Robinson
- Jurong Central Plaza
- Guoco Tower
- River Gate Residence
- Zhonghang Office Tower
- Royal Orchid Lounge



commercial & mixed-use



tekka
place

citadines

tekka
place

Singapore

Tekka Place

Architecture



Singapore's Little India houses streets chock full of diverse cultures and are visited by local shoppers and tourists alike. With Tekka Place located at the tip of Serangoon Road, it was vital for the architecture to capture the soul of the precinct. The development comprises a 10-storey main block, a seven-storey annex block with a rooftop deck, Citadines Rochor's serviced residences and five levels of parking.

Previously known as The Verge Mall, this integrated development is envisaged to deliver an illuminating retail experience, underscored by its positioning as the gateway to Little India. Experienced as a REIT sponsor, Brent was already curious about the area back in 2011, and felt it was intrinsic to the district's rejuvenation.

Cultural references such as the lotus petal (a prevalent motif in Indian culture) are utilised as motifs on the façade screens, in a rhythmic pattern to represent Little India's shophouses with open and closed louvred windows.

The spatial experience continues within the building, extending the vibrant and bustling streetscape into the commercial podium. An internal street bisects the podium, connecting Serangoon Road to Clive Street through Tekka Place. To further embrace the area's rich culture, dedicated spaces will host relevant arts events.

The mall spans 70,000 sq ft of retail space encompassing 80 units spread across the basement and first two floors of the main block. F&B choices with exclusive views of the city will be perched on the outdoor rooftop area.

Occupying the upper floors of the main block is Citadines Rochor, a 320-unit serviced residence with studio and one-bedroom units. Facilities include a lounge, gymnasium, launderette and swimming pool. Designed as a vertical neighbourhood, the block is split into two smaller massings, with verdant greenery softening the form, in parallel with the streets below.



Shanghai, China

Manpo Plaza

Interior Design, Landscape



Manpo Plaza is located on Yan'an Road within Shanghai's bustling Xuhui district. Seeking to revitalise the building by introducing a new entrance plaza and lobby, the design team worked to harmonise and unify the space – accentuating grandness and scale.

Designers elected to use a simple, light-toned palette to amplify the spacious, welcoming feel. The effect was further bolstered by the introduction of reflective surfaces, which allowed more light to be distributed throughout the space. An information desk was placed in the lobby, its clean lines and smooth texture giving it a contemporary look that helps soften the area's overall feel.

Brass wall panelling was interspersed throughout, providing subtle contrast to the rest of the space, while also helping to accentuate the lift lobby and the striking ceiling design above. An accented wall, constructed from the same material as the lift box cladding, gives the space continuity and a hint of warmth. Here, the design team's intention was to tastefully blend luxurious touches into a functional space. Elegant lighting was used to harmonise the architectural elements, adding to the overall cohesiveness, tying the space together.

Manpo Plaza's landscape concept was redefined, shifting and reducing excessive greenery, and balancing natural touches within the built environment. An elegant water feature was installed, becoming the centrepiece of the entrance plaza. Finally, additional parking spaces and five Tesla charging stations were added to the revamped section, ensuring Manpo Plaza is suitably updated to meet contemporary needs.



Singapore

Fraser's Tower

Landscape

An alluring green haven makes for an ideal urban retreat.



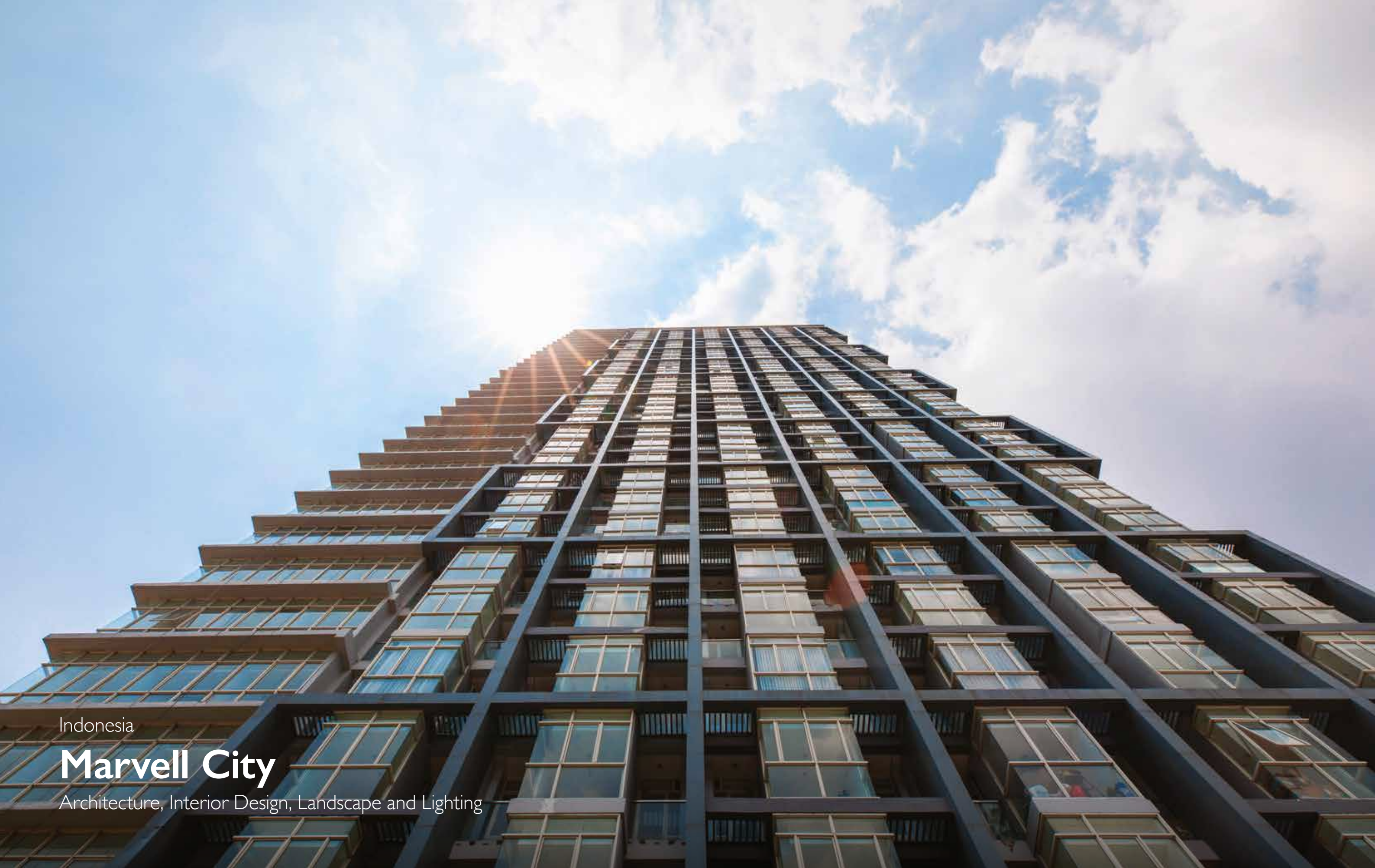
Flanked by the Gotham-like cityscape of Telok Ayer and Cecil Streets, Frasers Tower, a design by DP Architects; resides on a trapezoidal site that forms a visual gateway into the heart of Singapore's Central Business District. Set amidst tall trees and lush shrubs, the ground level plaza has a central water fountain with a tree-lined promenade, replete with cosy niches, forming an urban park and a place of respite.

The landscape design is based on two approaches – biophilia and topophilia. Biophilia, being the innate bond of human beings with nature targets the psychological wellbeing and productivity of the workforce while topophilia is the strong love of or emotional connection with a place or physical environment.

To emphasise the grand proportions of the area, tall conical trees were planted along the driveway

to provide an inviting shade for visitors. A canopy of flowering trees allows dappled sunlight to stream through, giving respite from the heat and beauty in the blooms.

The cascading terraces at the second and third storeys provide spill-out spaces for the F&B outlets, with a palette of broad-leaved foliage. However, on the fourth storey where the outdoor space transits to a sheltered area under the footprint of the tower, is a more shade tolerant plant palette. Comprising a dense mixture of broad and fine-leaved trees with interesting shrubs have been planted to create biophilic spaces for the office tenants.



Indonesia

Marvell City

Architecture, Interior Design, Landscape and Lighting



Marvell City, located along Surabaya's major thoroughfare Jalan Ngagel, is predicated as a catalyst for the city's forthcoming progress. Inspired by the idea of an idyllic walk in the woods, this urban sanctuary is multi-layered, depicting the complex layers of a forest. The masterplan comprises four floors of lifestyle retail, four 30-storey residential towers, a 16-storey hotel as well as a 12-storey school tower.

Intended as a self-sufficient development with an interwoven circulation that links all four areas seamlessly, Marvell City is an amalgamation of two separate plots totalling 2.5 hectares. An access road between each plot will allow communal events such as a festival street, a focal point of the development.

This layout grants maximum exposure to the retail and hospitality sections, while in contrast, provides privacy

for the residential areas. The occupants of the 384-unit towers will enjoy a complete range of recreational facilities, including lushly landscaped gardens, swimming pools as well as other water features. All this while spoilt for choice from the shopping and dining establishments at the retail tower.





Singapore

Wisma Geylang Serai

M&E Engineering



Wisma Geylang Serai (WGS), nestled in the eastern region of the red dot, is Singapore's first-ever cultural heritage integrated hub, manifesting the government's intention to make the area more culturally distinctive and vibrant.

DEG Architects led the architecture, and Rankine&Hill was tasked to provide comprehensive MEP services, creating a platform to seamlessly integrate the project's architecture and landscape designs.

Key features at WGS are geared towards reduced energy consumption, including a chiller plant system (air conditioning) and lighting. The objective was to integrate the architectural façade into the M&E design in order to provide the end-user with a forward-looking civic centre that is stylish and sophisticated on the inside, yet contemporary on the outside.

Engineers worked to carefully integrate the cooling towers and the chiller plant, concealing them from view to reduce obtrusiveness, with screening designed to improve the aesthetics of the building. It reflects a well-conceived M&E system that is not only effective, but that also took the overall objective of the project into consideration.



Singapore

V on Shenton

Lighting

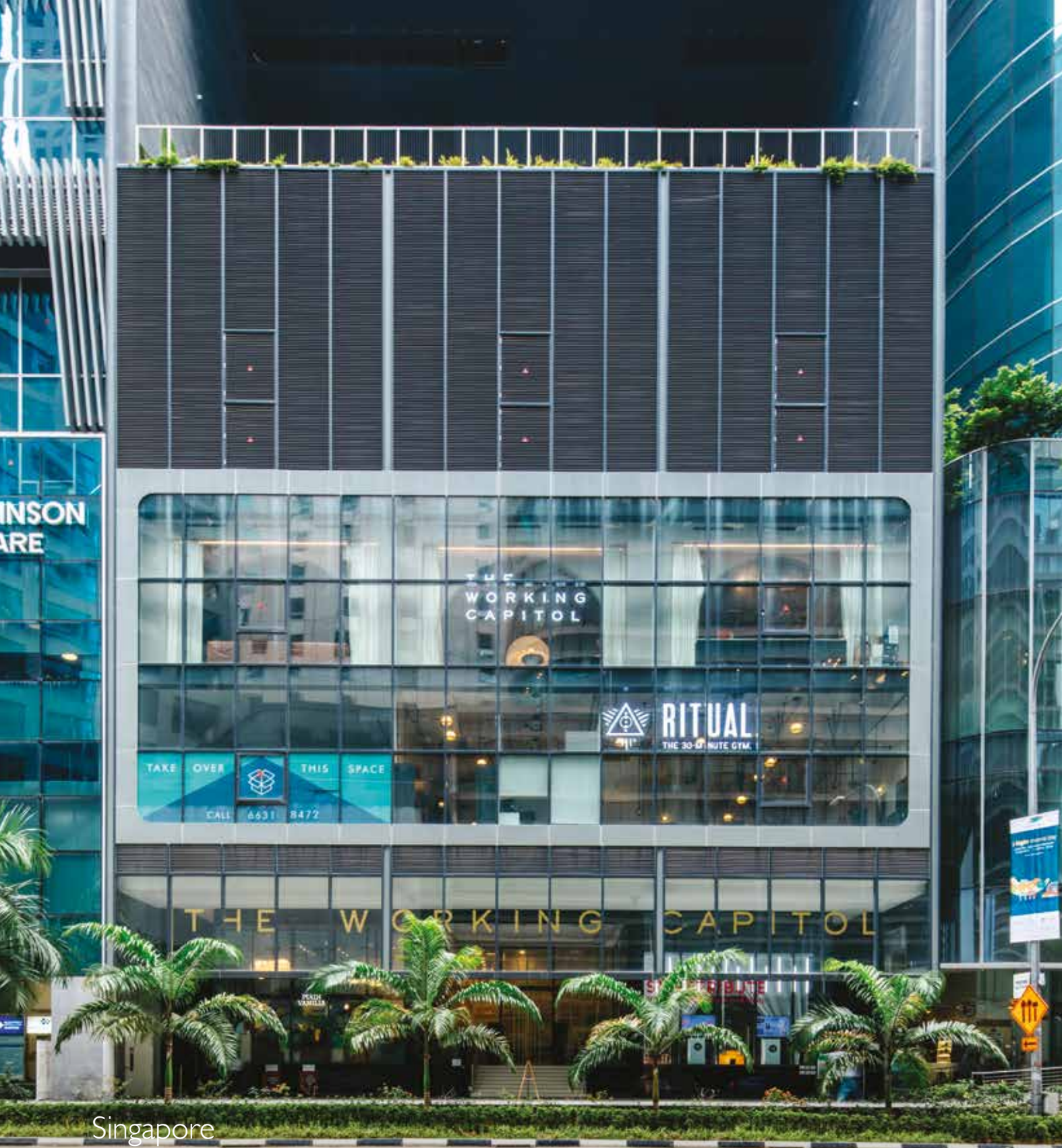


Lighting the way for this outstanding city-centre condominium.

Playing a hand in creating an iconic development in the heart of the city, ONG&ONG's lighting team created a lighting design that dovetails seamlessly with V on Shenton's architectural features done by Architect 6I and UN Studio. Accentuating the unique geometrical patterns that encompass the building façade, the lighting design harmonises spatial planning throughout the interior and exterior spaces.

Characterised by its signature hexagon shapes and structures, architecture, lighting and landscaping converge to form a unified composition. Sustainability and energy efficiency were also key considerations for the project. The designers worked to incorporate a smart lighting control system into the façade, allowing for reduced energy consumption and long-term cost savings. Variations were also worked into the scheme, with shifting scenes and levels to match with the different times of the day.





Singapore

Crown @ Robinson

Architecture, Interior Design, Lighting



Formerly known as Chow House, this elegant mixed retail and office building consists of four levels of shops and 86 premium grade offices, in various suite layouts. It is located at the epicentre of the Central Business District in Singapore next to numerous amenities.

The lobby presents a hotel-like ambience, differentiating the visitor experience from neighbouring business premises. The retail floors feature a sky gallery above, while levels 9-19 are modern office spaces, topped by a terrace for a one-of-a-kind business conferences and functions.

The facade reflects style and exclusivity, and most appealing of all for us investors: the office space is freehold.



Singapore

Jurong Central Plaza

Architecture, M&E and C&S Engineering

A vital point in design is conceptualising to the needs of users, in this case, the elderly.



Replacing the Jurong West market after a fire razed it in 2016, the new Jurong Central Plaza has been designed as an Active Ageing Hub (AAH), providing day rehabilitation services for seniors. This sort of design can actually plant interest for REIT Investors, due to their long-term contributions to the matured community in Singapore.

Part of the revitalisation of Jurong Central Neighbourhood Centre, it consolidates the open spaces with the introduction of a green terrace accessible to the public, public amenities at strategic nodes and greening of the landscape. The complex features a spacious market and coffee shop on the first floor, with senior services on the second.

Architecture

The complex is built with a louvred pitch roof and columns, taking reference from surrounding blocks for inspiration, and adopts a "canopy of trees" aesthetic. In this way, Jurong Central Plaza reduces its impact as a new building in a developed neighbourhood, embracing the area's vernacular.

The building mass was stepped down to mitigate obstructing the views of the nearby blocks, while pedestrian walkways connect to the blocks within the vicinity.

The facade panel modules and materials are made of float glass, precast concrete panels with form liners and aluminium louvred casement windows, to encourage natural light usage, while maintaining low heat retention.

Design Improvements

Various improvements were made, with wider aisles in the wet market, improved ventilation through high-volume low-speed (HVLS) fans, a drop-off porch and service bays.

Due to the ageing population, the surrounding blocks enjoy improved connectivity, with added landscaping to soften the urban hardscape.

Elder-Friendly Features

The plaza is designed for the elderly with brightly lit corridors, non-slip tiles, and handicap and ambulant toilets. The lifts are centralised to reduce travelling distance. Access corridors and the wet market were retained in the same locations to assist those with memory deterioration.



GUOCO TOWER

GUOCO TOWER

Singapore

Guoco Tower

Environmental Wayfinding





Wayfinding signage caters to its users, but from a developer's standpoint, the needs changes reactively to suit the demands, which was where IMMORTAL specialists were brought in to provide the then Tanjong Pagar Centre and its nearby elements a facelift, to be branded as Guoco Tower.



A comprehensive wayfinding strategy was optimised for the mixed development, comprising its retail, commercial and residential spaces. The existing wayfinding signs were given a facelift. Signage to MRT train stations and other places of accessibility were updated, while some were given a refreshed lighting and relocated.





Carpark signage was also improved with clear demarcations of the season parking, loading bays and public parking to aid visitors for a distinct, easier navigation throughout the basement.





Ho Chi Minh, Vietnam

River Gate Residence

Architecture, Landscape



This impressive mixed-use complex boasts two towers, overlooking the Ben Nghe River. The luxurious commercial development is sited at the epicentre of District 4, and features a shopping centre, café and restaurants.

Its accessibility is unparalleled, surrounded by other commercial centres, offices and food outlets. It is a mere 30-minute drive to Tan Son Nhat International Airport.

Greenery surrounds its perimeter, softening the edges of the urban landscape and providing a welcoming serenity to the retail attractions within. Officetels and service apartments with one-, two- and three-bedroom layouts are located above eight floors of shops. Amenities include a kids' zone, swimming pool and gym.

Commendable architecture is one that understands the needs and expectations of the locality, and Rivergate does not disappoint.





Shanghai, China

Zhonghang Office Tower

Interior Design, Workplace Interiors



This new office tower's architectural language is a bold riff on the fluid aerodynamic shapes that form the core of the AVIC's business and the airline industry. In creating the distinctive silhouette, designers dived into a thorough study of aerodynamics, parsing the subtle differences in different airfoils. The fluidity of the patterns of flow provided the team with valuable insight into the forces that shape airplanes and sailing ships. Not surprisingly, the designers found that the lightest and fastest of these vessels are beautifully elegant and graceful celebrations of movement.

The strong horizontal lines of the building's floors resonate with the most dominant building in the vicinity – the China Pavilion. In a very subtle way, they also reference, or echo, the local setting to achieve a contextual harmony that might otherwise have been missed.



Thailand

Royal Orchid Lounge

Interior Design



With a history of nearly 60 years, Thai Airways is a trusted airline amongst frequent flyers. Authentic Thai culture paired with impeccable service has been a hallmark of the brand. A key destination for the airline is Phuket, famous with tourists as an evergreen Asia holiday destination.



Phuket, rich in culture and breathtaking sea views.

Phuket is a historic city with old houses bearing the Sino-Portuguese architectural style, merging designs with Eastern and Western influences. Also known as the Andaman pearl, the city is globally renowned for amazing beaches and crystal-clear waters, alongside a concentration of high-end resorts.

The Royal Orchid Lounge combines local and Sino-Portuguese appeal with the essence of the Thai Airways's signature orchid purple, pampering passengers with premium services. The check-in area and the food kiosk mimics Phuket's familiar street food lifestyle.

The interiors are abundant with carefully selected furniture that resonates with Phuket local craftwork. The VIP section design caters to the traveling epicurean, furnished with Sino-Portuguese patterns with a hint of Chinese patterns, representing their connected history together.

All appliances within are energy-saving and environmentally friendly. Aiming to please the most demanding of customers, the design of Thai Airways's lounge hopes to impart the Phuket sensorial experience through premium customer service within a suite of facilities.





Aries

Aries sees economic swings as an opportunity for investing rather than a cause for concern.

He joins Brent in uncovering commercial spaces and ventures into salient Architectural projects.



Aries' Best in Class Picks

- ONG&ONG Singapore
- ONG&ONG Vietnam
- Agoda
- Aviva Digital Garage
- Crocs
- DBS Asia X
- Evonik
- Knight Frank
- Manulife
- Taipei Fubon Bank
- Digital Content Studio
- Singapore Post
- StarHub Innovation Centre
- Future Electronics
- FTI Consulting
- Western Digital
- Pensees





Singapore

ONG&ONG

Environmental Wayfinding, Workplace Interiors



To realise greater agility in sync with the latest technologies, this new office melds all disciplines, promoting seamless work processes. This, in turn, improves the functionality of the workspaces, fostering greater collaboration with long shared tables for hot-desking.



The resulting open workspace eschews traditional concepts of an office you probably are familiar with, reflecting instead the interconnectedness of an ecosystem. A series of meeting rooms allows some privacy for discussions, and there are dedicated Building Information Modelling (BIM) areas on levels 10 and 11.

An hotelier's take on a lifestyle-infused office, the names of the levels reflect the different interests on each floor — Bar9 to represent a bar concept and for event space, 10dem for the wordplay of 'tandem' and for leisure activities, while District 11 positions itself as a luxurious hotel lobby to receive guests; complete with a Living Room and Front Desk. Punctuated wayfinding graphics communicate the thematic designs of the floors, such as the 'HELLO' on level 9.





Textured walls line the staircase connecting all three floors, and washrooms sport thematic wall panels that enliven the high traffic area. Overhead, the ceiling services' exoskeleton is left exposed for a non-claustrophobic feel, while suspended LED luminaires and downward pendants supply general illumination.

The office's warm but modern style called for black and white furnishings complemented by splashes of the company's corporate orange. Along the perimeter, a continuous line of windows offers a panoramic hilltop view, allowing natural light to permeate the interior.



Vietnam

ONG&ONG

Workplace Interiors





All eyes firmly on the future as ONG&ONG stays ahead of the competition by expanding operations.



Making headway in one of the region's most exciting markets called for the marshalling of resources and talent. ONG&ONG's operations in Ho Chi Minh City have grown at a steady rate, expanding year by year in tandem with the blossoming Vietnamese market.

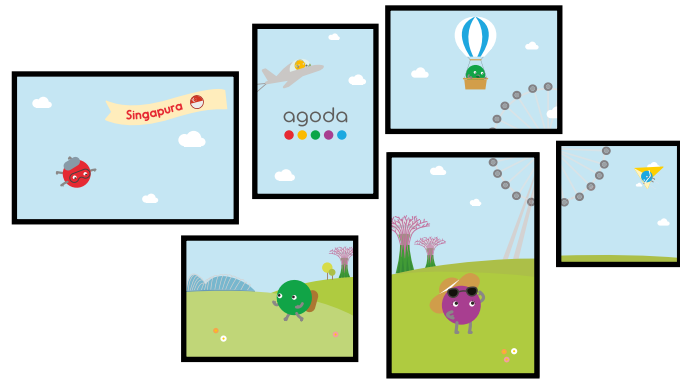
The firm's new premises is a well-appointed space that complements the values of excellence and dedication that have garnered it much success.



Singapore

AGODA

Workplace Interiors



Making the workplace fun again.



Agoda's Singapore headquarters serve as the company's base of operations in Southeast Asia. Therefore, it was imperative that the office successfully capture Agoda's identity as a leading digital travel platform.

With that in mind, the fun and lively working environment incorporated elements of local culture. Spanning more than 27,000 sqft at Guoco Tower, the revamped office has been envisioned as Agoda's home in Singapore. The space is configured as an activity-based work environment — able to suit any working style at both a group and individual level.





The layout is highly predicated on comfort and adaptability, where an increase in staff strength can be easily accommodated through a variety of flexible workspaces. The new office also features fun and leisure spaces including a relaxation and games room, which together with a café, will encourage staff to collaborate and socialise; building camaraderie and team spirit.

Front office engagement with Agoda's clients and partners was another key consideration for the new office. Different brand touch points have been strategically woven throughout the office, each working to showcase Agoda's spirit and values. The company's five brand colours – red, yellow, green, purple and blue – were incorporated in numerous iterations throughout the space, subtly reinforcing the company's ethos and culture.



Singapore

Aviva Digital Garage

Workplace Interiors



Getting the creative juices flowing.

Housed within a classic 1930s art-deco shophouse in the heart of Singapore's eclectic Arts and Heritage precinct, Aviva Digital Garage draws inspiration from the area's rich history and culture. The Garage features a raw industrial design concept infused with soft touches of local flavour, as the design team created an open and connected innovation centre perfect for creativity and collaboration.

The Aviva Digital Garage features a variety of spaces that cater to team collaboration including Hijackable Areas, Scrum Spaces, and Super Tables, which are all plug and play ready. The centrepiece of the office is The Loft, a multi-function entertainment hub geared towards sparking communication and buzz amongst Aviva's Digital Partners, visiting clients and in-house consultants alike.





crocs

our future is
longer than our past

Singapore

Crocs

Workplace Interiors



Located at Metropolis, the new Crocs offices embody the identity of a fun, high-energy brand. It was conceptualised as an inspiring professional environment that not only had a cool, contemporary feel, but would also work to invigorate staff and visitors alike.





The space was designed with a vintage feel, where fittings on the walls and floors, as well as lighting and furniture were all carefully selected to create a retro-inspired look. Contemporary touches of glass and concrete highlighted by accents of bright corporate colours were also introduced, with tones of oak and walnut providing the space with a touch of warmth. The office also contains cosy breakout spaces to relax and unwind, especially through comfy seating and green hanging plants that were placed along windows to give the office a laidback vibe.





Singapore

DBS Asia X

Workplace Interiors



The new DBS Innovation Centre, aptly named DBS Asia X or simply DAX for short, represents a modern, tech-driven approach to digital banking. Located at the Sandcrawler Building in the Fusionopolis tech-haven, DAX represents a radical take on the modern banking experience.

Innovation and interaction lie at the heart of the project. DBS tasked SCA Design to create a collaborative environment that would bring bank employees closer to clients.

The theme of technology and life intertwined was the main inspiration behind the design. DAX uses a vibrant colour palette filled with orange, and of course the signature DBS red. The space also features a range of carefully selected materials, stylised slogans, and tech-themed artwork all working to energise the space.



DAX contains a number of key design features, where inverted gardens and secret portals are combined with co-working spaces in the form of co-creation labs and project pods, to give the office the feel of a tech start-up. The highlight of the DAX facility is at the heart of the space: a 40-seat auditorium, dubbed the Theatre of Reimagination, reflecting the synergistic atmosphere that DBS hopes will encourage collaboration and innovation.





Singapore

Evonik

Workplace Interiors



Imagining a new lab concept for a chemical industry leader.

A reflection of its position as one of the leaders in the specialty chemicals industry, Evonik moved away from a conventional lab setting to leverage on a collaborative, open-space concept that inspires creativity.

To help create Evonik's new workplace, the spaces were customized to include communal work areas that enable cross-pollination of ideas and co-creativity among the scientists and researchers.

The new space successfully revolutionises the traditional lab setting, where collaboration, exploration of possibilities and ideas creation begin.





Singapore

Knight Frank

Workplace Interiors



Knight Frank's new office in Singapore needed to reflect the firm's status as a global real estate consultancy. The firm's vision was for the workspace to embody its history and values, while also fulfilling the need for an agile new working environment that energised and inspired staff. Working in tandem with Kemp & Associates, SCA Design relied on Workplace Strategy insights to produce a new work environment that is modern professionalism personified – bright and energetic, comfortable and warm, with a hint of playfulness.





Occupying almost 14,000 sq ft in Ocean Financial Centre, the dynamic office is designed with productivity in mind. Open and accessible, the space was conceptualised for Agile Activity Based Working arrangements. This allowed designers to integrate a variety of spaces to suit different working styles for both individuals and groups. As client engagement encompasses another chief function, the space also needed to leave a lasting, positive impression.

With a view overlooking the bustling Singapore CBD, the office features a bold entrance reception area defined by natural stone with accent highlights of gold-brushed stainless steel. It features a material palette of natural timber herringbone; warm, cosy echo panel wall cladding, and acoustic ceiling details of local Peranakan patterns.

The Knight Frank brand is reinforced through a History Wall that conveys the firm's rich heritage. Hints of the company's corporate colours help to invigorate the work environment, while a touch greenery in the form of hanging plants have been placed in breakout zones to enhance performance and promote staff and client wellness.



 **Manulife**

THE
ANDES

THE
ALPS

Singapore

Manulife

Environmental Wayfinding, Workplace Interiors



SCA Design has once again been tasked to design Manulife's newly-acquired building, Manulife Tower. They were appointed to realise Manulife's workspace and upgrade the building for a fresh approach, and were complemented by IMMORTAL's environmental wayfinding solutions.

Manulife envisioned an office that would allow employees to feel that they are "living the brand" and to achieve this, focus group workshops and online surveys were conducted to translate their vision. This process empowered employees to decide on their preferred working environment.

The new Manulife office, spanning over 100,000 sqft, illustrates the allocation of spatial usage to improve collaboration between employees, expressing transparency with clients while embracing the evolving future strategy of the brand.



Upon entering the office, visitors will be greeted by a warm and inviting reception, featuring a harmony of marble and timber, while a nearby green wall inserts a natural touch to the area. The greenery subtly leads on to a corridor, hinting at a unified design language throughout the office.

The open concept layout encompasses dedicated zones for workstations, communal spaces, work cafés and meeting rooms on all levels. Each zone is strategically planned to strike a balance between collaboration zones and quiet spaces for individuals. A unique feature was the phone booth area's red/green light indicator on the ceilings to signify availability. To enhance the user experience, the indicator is visible throughout the floor plate.



To suit the various demands of meetings and social activities in the communal areas and work cafés, the furniture was carefully selected to sport a bold interplay of vibrant colours, evoking a living room-like setting, distinguishing itself from the work areas.

The interiors are completed with IMMORTAL's Environmental Wayfinding solutions, designing distinctive signage to bolster navigation and familiarity, and cleverly applying the secondary corporate colours of the company to demarcate the quadrants of the offices on all floor plates.



Enhancing the firm's ethos of interacting with people, a customer-centric experience was conceptualised in the public-facing customer service area. The customer service team welcomes visitors, followed by consultants tending to customers. If needed, customers are chaperoned to a more private seating area, screened behind a refined combination of warm copper undertones and cool stainless steel along with a trim of gold accents.

Much thought was put into the plush waiting area. The seating can be configured to form individual seats with a cocktail table, enabling the area to be repurposed as an event space.



An LG colour transparent LED screen faces the busy intersection outside, displaying engaging and vivid content. It blends into the glass walls, teasing passers-by with interactive and appealing contents to the financial solutions offered within.

The lobby on level one was refreshed for an updated look with a colour palette that complements the finishes with a hint of greenery, together with wayfinding elements that harmoniously enhance the functionality and aesthetic of the space.





Singapore, Indonesia, Vietnam

Taipei Fubon Bank

Workplace Interiors



The office combines formal and informal meeting areas, creating a hive for creativity amidst the working environment. Engaging breakout areas were introduced at the front of the house, followed by a lounge space that can be repurposed as a learning area.

State-of-the-art technology augments the Treasury Trading room and the rest of the office, creating a modern and flexible workspace.



Singapore

For the office, it is always pivotal if the design includes an element of the firm's corporate culture. This creates a sense of focus and identity amongst colleagues.

The pioneering project that kicked off all the offices' transformations, the Singapore office inspires a sense of progressiveness. The interiors were designed to capture the connections between colleagues, breaking down barriers to allow the team to tackle challenges cohesively.



Uniquely Asian,
and totally Fubon.



Indonesia

Set within a prime building in Jakarta, Indonesia, Taipei Fubon Bank premises comprise modern collaborative spaces, with an open workstation and a stylish conference room. The fresh perspective allows for multiple configurations, from talks and sharing events, to in-depth presentation meetings. The design language is a clear homage to Batik, including the glass partitions, wall graphics and upholstery, making the space distinctly Indonesian. Uniquely Asian, and totally Fubon.





Vietnam

The inspiration for this office was predicated on the corporate culture and carving a sense of belonging among colleagues. Cohesion is the aim for the new premises, with plenty of space for social interfacing. The suspended lampshades resemble straw hats, a reference to local culture.



A welcoming and intriguing breakout area was introduced at the front of the office, followed by a lounge space. With open plan workstations and an updated treasury trading room, the interiors revitalise the office in Ho Chi Minh City, replete with the latest modern installations.





Singapore

Digital Content Studio

Workplace Interiors



This project is Singapore's first dedicated facility for digital content creators and game developers. The initiative was developed to nurture a new generation of local storytellers by providing them with access to digital tools and a framework of support to pursue their ambitions.

Boasting shared production facilities and innovative training programmes, the facilities will support a vibrant eco-system – providing content creators the means to turn ideas into commercially viable concepts and enterprises.

The studio occupies one level and features three main sections: the Office, Training and Meeting Area; the Production Area; and the Collaboration Area. In addition, there will be shared production facilities including green screens, editing suites and studios, as well as themed areas that include a bar, a kopitiam and even a vintage 50s diner that all double as film sets and collaboration areas.

The second level of the facility will house a one-stop resource centre for Singapore-based SMEs to develop and prototype games. Serving as a game incubation centre for the budding local industry, it will contain flexible spaces in the form of reconfigurable game development studios. Able to accommodate groups as small as 5, or as large as 20, these versatile spaces boast gaming touch points as decoration – an ideal setting that encourages game developers to connect and collaborate.



Tiong Bahru

Singapore
POST

Singapore

Singapore Post

Workplace Interiors



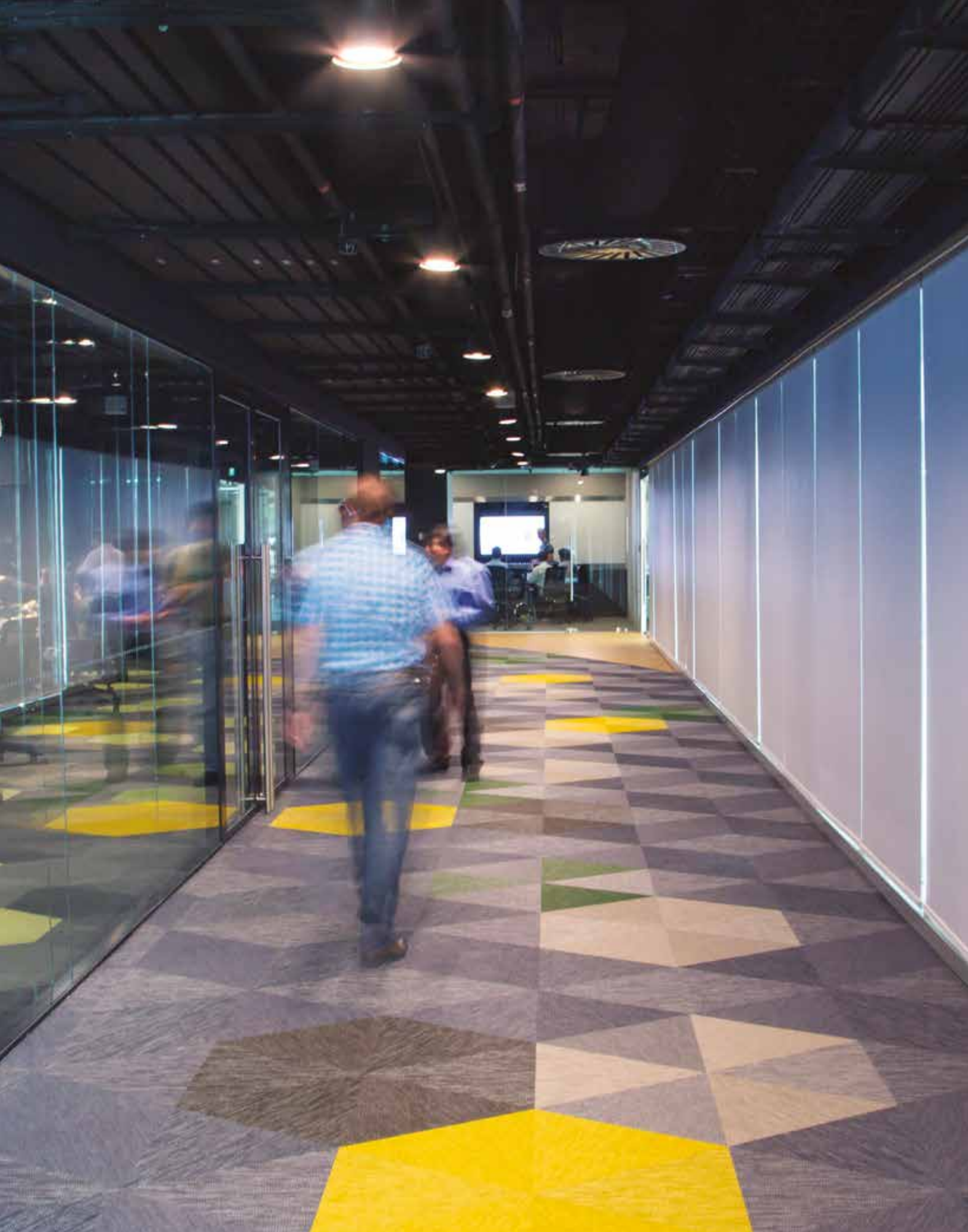
The new Singpost offices focused on environmental sustainability within an updated corporate setting. To encourage collaboration an activity-based layout was introduced, where the open plan concept not only provides greater flexibility, but also gives the office a modern, open feel. A centralised café and sub-pantry were also included, where the idea was to encourage staff member to socialise in an informal setting. The colours and patterns utilised reflect Singpost's identity, echoing the company's role as an efficient, world-class postal service.



Singapore

StarHub Innovation Centre

Workplace Interiors



Adding innovative style to StarHub's cutting-edge facility

The new StarHub Innovation Centre is spread over 28,000 square feet within Mediapolis. One of Singapore's leading telecommunication companies, StarHub will utilise the space to introduce the latest technological applications. Using the interconnectedness of modern living and technology as inspiration, SCA Design implemented the concept of an indoor garden.

The StarHub Innovation Centre includes a variety of audio suites and offices, with the master control room serving as the backbone of the space — elevating the user experience through the cutting-edge innovations. The space also features customized woven vinyl flooring finish, acoustic panels in the ceiling, and laser-cut timber strips arranged in intricate shapes to provide a touch of natural warmth.





Singapore

Future Electronics

Workplace Interiors



An Additions and Alterations project, the design embraces an engaging, collaborative and conducive working environment. The space is divided into four distinct zones demarcated by various identifiable colour schemes. It unveils informal high-table areas for quick activity, open discussion areas, formal meeting rooms and hot-desking areas.



Adopting an angular, sleek and minimalist design, the office begins with a warm reception area in signature green and contrasting white.

The pantry area features a bar space, with overtones of laminated wood, modern furniture and a foosball table if one fancies a match.

The blue colour scheme is apparent in the open office workspace, decorated with the green accents of the brand. A yellow scheme catered for the second portion of the office.

Social spaces were designed to be warm and comfy, with small collaboration nooks to encourage staff to interact and socialise. A perfect scheme to bring out the best of employees.



Singapore

FTI Consulting

Workplace Interiors



To reflect the broad spectrum of services provided by this leading business advisory firm, the office was revamped, improving overall communication, efficiency and workflows.

FTI Consulting operates much like a seaport, providing solutions to businesses. Connecting this with the status of Singapore's reputable world-class port, the office design reflects the location's heritage and its efficiency.

The posh reception area is decorated with fine materials, from the grey-faced marble counter to gold finishes. Modern swivel full-length glass doors allow areas to be combined in multiple configurations.

Symbolism is a thread across this office interior, with glass frosting on the see-through panels that depicts the waves of market conditions, timber desks that recall the heritage of ships and merchants, and strong vertical lines that represent the strength and growth of the company.

Lined windows allow employees to enjoy the panoramic cityscape from shared desks. The desks include built-in cable management to ameliorate clutter. Bar counter-style tables impart a more approachable feel in the breakout areas, with acoustic considerations throughout the office to create an appropriate ambience.



Singapore

Western Digital

Workplace Interiors

Creating an integrated approach for the office, the brand required a stylish mood board, with textured black and grey colours beginning from the reception. It accentuates the premium quality of the products.

An in-depth zoning plan was implemented for Western Digital, with adequate meeting rooms for both private and open meetings. Equipped with modern tech, it revives communication and fosters improved collaborations.

The casual hangout spot is located at the heart of the workstation. The high bar table induces a lifestyle approach to the space with stylised lamps and curvy chairs that build on that feel.





Singapore

Pensees

Workplace Interiors



Within the realm of Artificial Intelligence research, one might think of the Pensees offices as cold, solitary and barren. But that couldn't be farther from the truth, as this Asian company required breakout areas, townhall areas and modern open concept spaces to encourage collaboration and visual connectivity.

Visitors are welcomed at the entrance, setting the mood of the office with a chic selection of materials. A four-panel screen gives the news of the day, while leading to the meeting rooms and office areas.

A range of seating arrangements offer a diversity of working spaces, from booth-styled seats to a lifestyle-inspired lounge space. Breaking out of the stereotyped mould, it was exactly what the doctor ordered.



Master Planning

Masterplanning is driven by the vision and needs of the community. In its most sophisticated form are smart cities with integrated technologies, space efficient planning and eco-friendly parks. Where tourism is a consideration, the plan must be dynamic enough to cater to the demands of travellers, while embracing the culture of the city.



Ho Chi Minh City features mixes of commerce and culture, where classic Gallic landmarks mingle with towering skyscrapers. This integrated commercial and residential township offers a unique assortment of housing options, from luxurious condominiums to extravagant villas, all inspired by the surrounding nature and panoramic views of the Saigon River. Masterplanning foresight has enabled these areas to be investment-worthy.

Ho Chi Minh City, Vietnam

Sala City

Masterplanning , Architecture, Interior Design, M&E and C&S Engineering



... in a natural setting,
with all the perks of
refined living.

Sarina

Within the massive Sala New Urban development lies Sarina condominium, a three-block residence comprising three floors of retail and seven floors with 233 apartments. Potential for growth is essentially based on trends and feasibility, both of which are apparent in this development.

The two- and three-bedroom units feature full-height glass windows, capitalising on their linear layout for a better view of the surrounding scenery. While this allows natural light to flood the living space, including the kitchen, the glass balconies further maximise the panorama.

The fourth-floor deck features modern amenities including a clubhouse, gym, lap pool and children's pool, further bolstering the quality of life for residents.

Inspiration for the landscape was drawn from the nearby park, establishing Sarina as an extension of the greenery. This places residents in a natural setting, along with the perks of refined living.





Keeping residents close to nature while keeping pace with modern living.

Sadora

Sadora is envisaged as an exclusive modern residence, consisting four 22- and 25- storey blocks and three floors of retail. Residents of the 605 units will be able to revel in carefully curated interiors that encourage family cohesion.

Situated above the retail floors is a deck of shared facilities which connects all four blocks including a swimming pool, an equipped gym, a spa and a playground. Along with a barbeque area, the extensive landscaping provides a relaxing setting for the surrounding blocks overlooking the communal space. Sadora offers convenient urban living, keeping residents close to nature while keeping pace with modern living.





Creating warm and tasteful homes that fully embrace the wonders of nature.



Sarica

Sarica boasts a total of 368 residential units within four 8-storey blocks. The development can be found at a 15,638 square metre site along a river, putting it in the heart of nature. This new residential development promises a luxurious lifestyle. A deck at the 4th floor is available to residents, offering uninterrupted river views and modern amenities like a swimming pool, gym and a sky lounge with landscaped greenery.

The layout of this project is designed with attention to detail, maximising the number of units, but also ensuring great living space for residents. Each unit comprises bedrooms, living room, kitchen and dining space, bathrooms, and laundry yard arranged logically.

Floor-to-ceiling windows are used to optimise usage of natural daylight and reduce energy consumption while giving a spacious feel. The interiors possess a timeless quality which complements the building's architectural features to create warm and tasteful homes that fully embrace the wonders of nature.

Sarimi

Boasting 368 units within 12-storey blocks, Sarimi is sited beside a river, from where it draws its nature-inspired concept.

The premium-styled residence offers modern facilities including a pool and gym, a landscaped sky lounge and a deck on the 4th storey touting a sweeping view of the pristine river.

The design intent was to maximise the number of units, while paying keen attention to the details. The floor-to-ceiling windows allows ample daylight to flood all rooms, reducing energy consumption while making the interiors feel more spacious.

The contemporary fittings complement the building's dynamic architectural features to create a warm and pleasant home that embraces the outdoors.

The contemporary fittings complement the building's dynamic architectural features.



Sofic

Branding was also provided for the office space. Keeping to the same brand naming format with "SO" in its name, the second syllable "FIC" is derived from the word offices, directly referencing the tower's purpose.

The last letter, "C" in Sofic represents a 360-scan, not unlike a radar or wide helicopter view that modern businesses should adopt. Coupled with silver and grey tones that represent its sophistication and clean aesthetic, Sofic encapsulates modern working spaces and dynamic style.

sofic



Malaysia

Eco Sanctuary

Masterplanning



Mapping out all essential requirements of a particular city, masterplanning needs to preserve or enhance the potential of the habitat. It will allow society to behave and thrive, focusing on key interests and needs. This was the intention underscoring Eco Sanctuary's masterplanning, ensuring a flourishing city that inhabitants can call home, amidst a verdant haven.

With 308 acres of undulating land in the Klang Valley, the area in question is part of a larger masterplan called Canal City. Predicated by its lush surroundings, the challenge was adhering to its land use, as Malaysia has a particular ratio for commercial/high rise or residential/land use. Another obstacle was the preservation of previously approved areas.

Taking into account the city's vehicular usage, the masterplan called for a relocation of the important parcels next to the external canal, resulting in more land parcels that could be utilised.

The individual parcels focused on density, depending on their housing types. This is essential, as varying parcels have differing needs. A linear park encourages young families to enjoy a green environment, eliminating the need to cross a road.



Malaysia

Sanctuary Mall

Architecture



Pampered to the letter, the masterplanning of Malaysia's major township of Eco Sanctuary City necessitated a modern holistic venue. Sanctuary Mall was the answer envisaged as an appealing strip mall concept, utilising impressive interiors to generate interest and bolster lifestyle retail.

Surrounded by over 150 lifestyle shops cum offices in the vicinity, the mall houses 50 retailers and service tenants of F&B offerings, convenience services and lifestyle products. A modern interpretation of retro suburban strip malls originating from California in the 1920s, Sanctuary Mall rejuvenates the consumer experience through a curated mix of retail outlets and eateries.

To improve the consumer experience, the design utilises an outstanding interplay of materials, art installations and landscaping. A deep façade sporting aluminium-lined louvres wraps the side elevation and visually screens the mechanical services behind, for a clean aesthetic.

The mall's centrepiece is an extensive angular roof. Supported by high steel columns, its passive design provides shade to the semi-outdoor roof garden, as well as the patio on the northern facade of the mall.

A centralised pedestrian walkway echoes the strip mall concept, defining the crowd traffic flow. The central atrium encourages connectivity through the different floors, allowing customers to get an overview of the mall's offerings.



Indonesia

Pamenang Highlands

Masterplanning

Masterplanning

Pamenang Highlands is nestled an hour's drive away from Surabaya and Juanda Airport. The location features a cool microclimate, being in close proximity to other highland features. Surrounded by nature, the plot is generally sheer, with a low population density.

An Agri-tourism Hub

The masterplan envisions a day and night family integrated resort of 146 ha, owing to the precinct's rich Singosari and Majapahit history and cultures. In fact, the Surya Emblem, commonly found in the ruins around the site from the ancient Majapahit kingdom, is one of the main guiding principles behind the symbolic mandala. The concentric mandala features four tiers of influence, with purity at the centre.

The proposal features a 5-star hotel and villas to house visitors to two full-scale waterparks for families. With other venues such as an amphitheatre, cultural parks, a sunflower garden and agri-tourism farms, Pamenang Highlands is slated to become an irresistible attraction for family entertainment.

The masterplan is interconnected with 3.7 kilometres of cable car ropeway with expansive views, with cable car stations on each of the four landmarks.

The four stations were designed with distinct concepts and programmes – A hilltop restaurant with a panoramic view, a treehouse, a horse-riding area connected to a garden and an observation tower overlooking the development.

Aside from daytime entertainment, the masterplan will feature nine hectares of art, heritage and a mesmerising lighted park, around a pedestrian and cycling trail. This will open doors to collaboration with artists both local and global.

However, steep slopes covering 80% of the site indicate erosion-prone areas, which will impede development. The masterplan embraces the landscape, turning the stipulated catchment lake into a waterfront residential area.

This entertainment and leisure masterplan proves that developing for the future does not mean supplanting invaluable culture. All elements can thrive in harmony.



North Sulawesi, Indonesia

Manado Skyline

Masterplanning



This project brings us to the mountainous regions near the capital city of the Indonesian province, North Sulawesi, Manado. The region's ambitious vision for 2025 is to become the next tourist destination – the new Bali or Lake Toba.

Asian tourists have already taken a keen interest to what this city has to offer, with snorkelling for lovers of the sea and other adventurous activities. The masterplan has identified these trends and will be focussing on the tourism/hospitality sector with a Tourism Triangle.

As the masterplan is focussed outside of the city centre, it positions the development to be an integrated resort – a key destination of quality resorts and picturesque villas, boosting the tourism sector tremendously with various dining options and recreational facilities like farm-to-table experiences, spice gardens and more. This will generate local employment, boosting self-sufficiency.

Taking advantage of the panoramic seaview from the 139 ha site, the masterplan will encompass hotels and villas with unobstructed views, away from the bustling city, with a myriad of on-site resort amenities.



Ho Chi Minh City, Vietnam

Swancity

Masterplanning



8-hole Jeongsan golf course and international schools. The enclave epitomises exclusivity and grandeur; its massive scale is rendered possible through a well thought out masterplan. This is modern high-end living to the letter – serene views of the landscape or a panorama of the surrounding river, optimal air quality standards and well-planned landscape integration for future use.

The homes and accompanying facilities all feature a tasteful French style of architecture. With the first phase offering

396 units varying in two- or three-level layouts, including the Grand Riverside, Riverfront, Garden, and duplex villas and townhouses. The second phase features 66 units of duplex and independent villas, while the third phase features 546 units of duplex, standard and riverside villas.

Swancity in Ho Chi Minh City – a multi-component development realised through the deft skill of masterplanners.

Swancity in Vietnam comprises Swanpark, the Garden Town and Swanbay, the Marina Villas. All areas feature their own unique landscape, appealing to a variety of demographics.

Swanpark

Envision a smart city where no expense has been spared on luscious greenery at every turn, with ample road accessibility and pathways, all connected by bridges across a flowing, meandering river. The largest green urban area in East Saigon is located in close proximity to the Long Thanh International Airport and highways, and only half an hour’s journey to the centre of Ho Chi Minh City.

The 945.1 ha development consists of an impressive 190 ha of trees and water, 28.3 ha of trade and services, 75.2 ha of public utilities, 197.7 ha of transport infrastructure, 85.3 ha of various community complexes and 364 ha of housing.

The masterplan appeals to the urban sophisticate, with a wide variety of appealing home designs. For example, sector 1B, a subdivision of 28.3 ha, offers 360 modernist

villas to keep on trend with affluent lifestyles. The villas differ slightly in layout, allowing buyers several configuration options.

The other amenities are truly extensive, with a hospital-grade healthcare service, 16 international standard schools covering the gamut of educational levels, a financial street, cinemas, restaurants, hotels and utility complexes matching international standards.

Swanbay

Northwest of Swanpark, along the Song Soai Rap (Saigon River) of Vietnam lies the islet township of Swanbay. Nested on Dai Phuoc Island (Mr. Con Island), the “Pearl of the East of Saigon” spread across 464 hectares of the drop-shaped ait, providing geographical privacy and unique premium resort living. It is the only remaining island in Ho Chi Minh City, boosting the development’s exclusivity.

Swanbay Urban Area boasts a 17% building density. Within that percentage is a riverside landscape park, a trade centre, a hospital, 5-star restaurants, sports centre, an





Myanmar

285 Acres

Masterplanning



Myanmar is slated for strong economic growth, with Yangon flourishing as an industrial and transportation hub. In the next 10 years, the nation will see a paradigm shift from agriculture to value-added manufacturing and services.

Consistent improvement of infrastructure links along the north-south axis will be beneficial to the expected population shift to urban areas around Yangon, and in turn, ameliorate accessibility.

This developing economy will see a rising of the middle-class in Myanmar, who will demand more services and recreation, eventually leading to better quality healthcare, a rise in the tourism sector and potential for MICE.

The city will grow outwardly and intensifying existing infrastructure. By 2040, improved accessibility will see Hlegu as a potential to gateway into Yangon from Naypyidaw and Mandalay. The changes could begin in the middle term (2020 to 2030) as eastern areas of the city develop with the increase in largescale residential projects at the northern and eastern boundaries of the city.

The town of Hlegu is bound for densification of the city to the north-east. While the city has kept its industrial area intact, a potential green and recreational link could develop from the Hlwaga protected area to the site.

Its low propensity to flood compared to other areas provides opportunity for Hlegu to be utilised as a recreational area. In addition, public transportation networks currently under development from Hlegu and Yangon will strengthen this linkage and encourage growth across the YCDC's boundaries.



Hlegu's close proximity to the new international airport could make it attractive as a transit hub between Yangon and the rest of Myanmar.

Diligent masterplanning has retained hills to reduce earthwork, while aligning similar natural elevations to minimise slope runs and ensure soil stabilisation. Slopes were utilised to their own effect – a total of nine kilometres of linear embankments have been repurposed for marathon/ nature trails.

This could be divided into segments with community gardens as a counterpoint to the surrounding urban environment, with up to 3000 families nurturing their own piece of land.

In time, Yangon's need for R&D and educational spaces will be critical to its next stage of development, leading to clusters of innovation-driven businesses, hospitality, and green living.

Vis-à-vis United Nation's habitat recommendation ratio of 12 sqm per capita, the masterplan boasts an impressive 40 sqm per capita. This study resulted in an influx of ideas, including Hill Villas and a Discovery Zone for education. This includes proposing a hilltop community park, nature reserves, boardwalks, edible gardens and bioswale.





ong-ong.com



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proj-innovations.com



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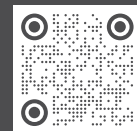
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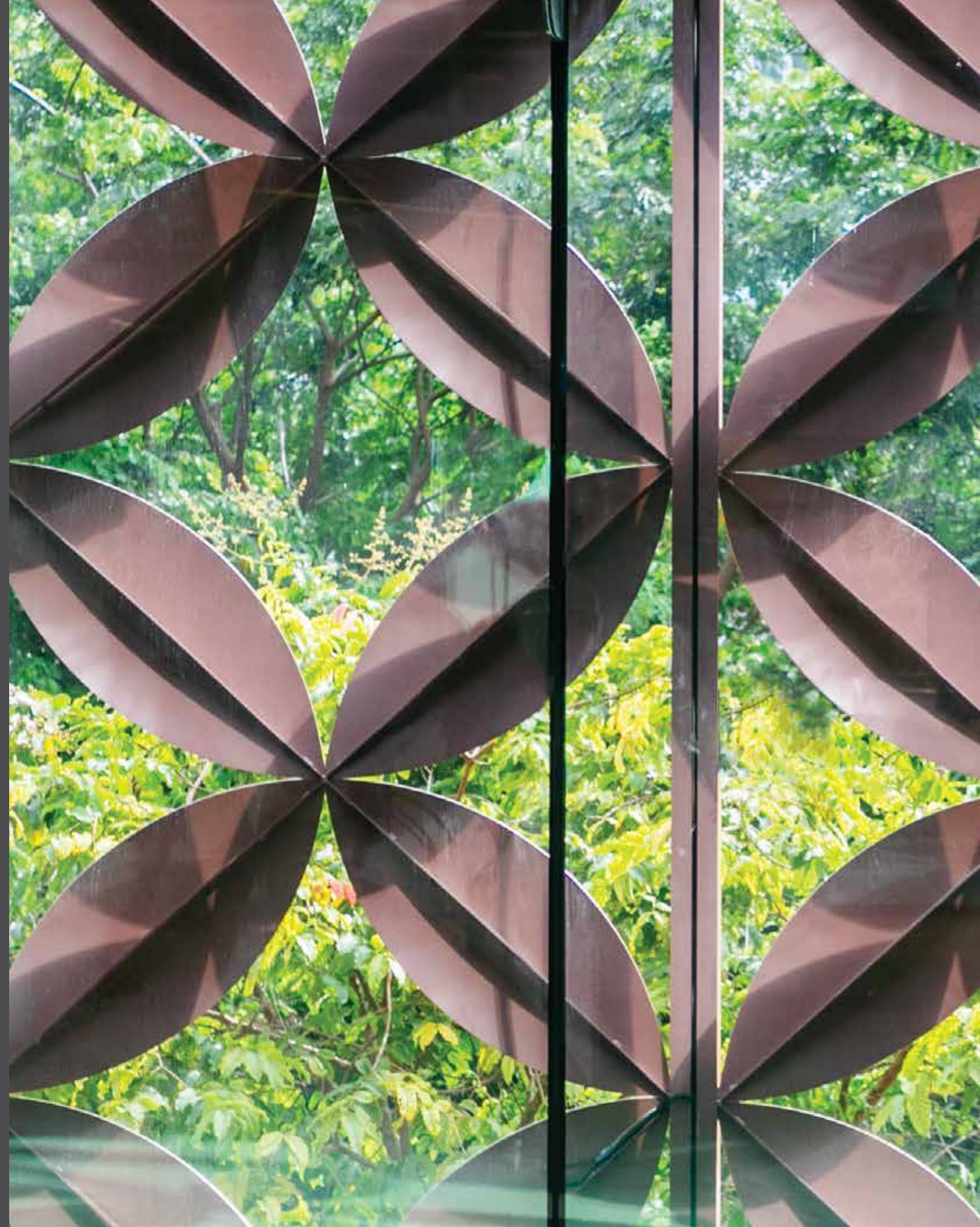
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