



Lifestyle

AN ANTHOLOGY OF RETAIL,
RESTAURANT AND HOSPITALITY SPACES

Urban Idyll: Quincy
Sky Home: Silverkiss Lounge Sydney
Power Player: Audi Centre Singapore
Experiential Testbed: Salad Stop
Paradise Found: Eastern Red Spa Resort Harbin



ONG & ONG 360°
group solution



Lifestyle

AN ANTHOLOGY OF RETAIL,
RESTAURANT AND HOSPITALITY SPACES



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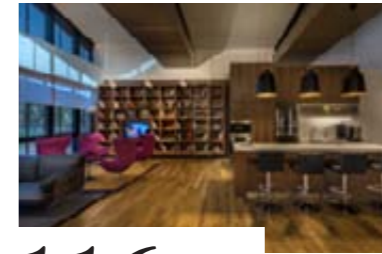


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SALAD STOP

INTEGRATED DIVERSIFICATION



ONG&ONG may have a track record of more than forty years in the industry, yet its mission remains a thoroughly modern one: to be the designer of our age.


In this lightning-paced era – when people speed across continents to grab new experiences – hotels need to be designed to feel more like homes, and commercial spaces need to excite and inspire the consumer. It’s no longer just about the shape of a building, the look of its interiors or the appeal of its logo. It’s about bringing all these elements together in a holistic and creative way to enhance our lives.

The first project to embrace ONG&ONG’s 360° Design Solution was the Quincy. Completed in 2008, the edgy business boutique hotel is instantly recognisable – defined by the signature grid-like pattern of its steel and glass façade. This motif has been cleverly incorporated into every aspect of the Quincy’s design, so one consistent visual language flows throughout the building, from the stone feature walls in the guestrooms right down to its stark right-angled logo.

Through these pages, you will see how the same integrated approach has marked out the firm’s other

developments. These include ONG&ONG’s specialty – one-of-a-kind boutique offerings like the contemporary Studio M, heritage chic Village Hotel Katong and neo-classic Galle Face Hotel, as well as large-scale undertakings including the Holiday Inn in Guangzhou and the Hyatt Regency Riyadh.

Beyond hospitality, ONG&ONG’s latest highlights span the worlds of banking to restaurants and entertainment. Of particular note are the first of Singapore Airlines’ new SilverKris Lounges in Sydney, a 100-foot luxury super yacht resembling a killer whale, Audi Singapore’s flagship showroom (at eight storeys high, it is the largest in Southeast Asia) and FRANK by OCBC. This is a swanky banking space filled with pop art and raw wooden walls aimed at the millennial consumer.

At the end of the day every project is rooted in the same philosophy. A passion for cutting edge design, a dedication to detail and a commitment to pooling together the best talent by tapping on our wide network of expertise comprising architects, interior designers and consultancy services for all aspects of project management. 



❁
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Nomadic Home



The art of traveling has evolved to become an attainable extravagance with the advancement of transport and technology.

Supporting industries including hotels, travel lounges and even entertainment yachts have been keeping up with the expectations of offering the comfort of home even when travelling. In varying degrees of luxury, the home away from home experience starts from the moment one checks in. Each establishment offers a unique experience that exceeds the basic need for being just a place to stay. A hotel stay can also become an

opportunity to embrace a whole new lifestyle – even if it is momentarily.

The projects on these pages span continents and countries, including Singapore; Medan, Indonesia; Harbin, China; Colombo, Sri Lanka as well as Sydney, Australia. The scale and design intent of these projects are varied. There is the trendy boutique hotel with more than 100 rooms for the weary business traveller, a chic business hotel, converted

from a commercial office building that managed to retrofit more than 300 rooms, and a restoration project that re-aligns the hotel's past to meet the current market demands and comforts. The original ambience of this last project is reinstated with a contemporary touch that revitalises its relevance for its next lease of life.

Unique opportunities offered by the sites are also embraced in many of these

projects. One of the projects sited next to a historical river has been designed as a trendy and memorable landmark with a distinctive building façade shaped like a boat sail and the elevated deck being likened to a cruise deck. Another project took the namesake waterfall of the city as inspiration. The result is a design that embodies the seamless transition between the outdoors and interior space. Where a historic agricultural

tapestry has taken precedence, an organic aesthetic is adopted to echo the landscape and blur built-up boundaries.

Ultimately, it is the guestrooms that drive the home away from home notion. One such project is conceptualised as a double volume space 'box within a box'. A diversity of room types are created in rooms of 15 square metres, with fully functional bathroom pods. These compact yet

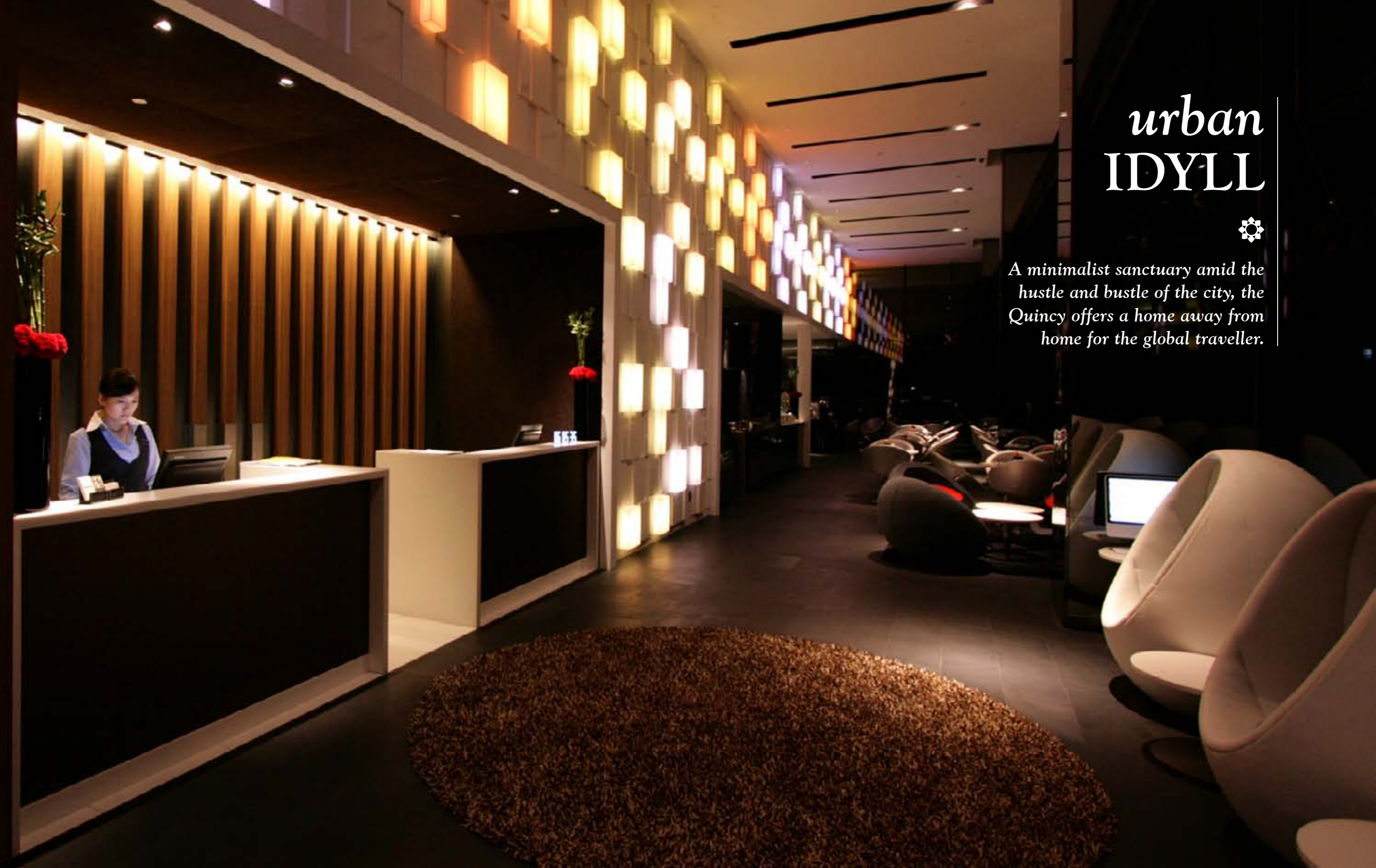
luxurious rooms cater to the live-work-play needs of urban travellers. In another project, long and narrow rooms with widths of no more than 2.5 metres and sizes between 10 to 20 square metres are outfitted with a king-sized bed, study desk, drawer safe, luggage rack, pantry and bathroom, complete for the business traveller. It boils down to the unique experiences that make the travel memorable. ✨



urban IDYLL



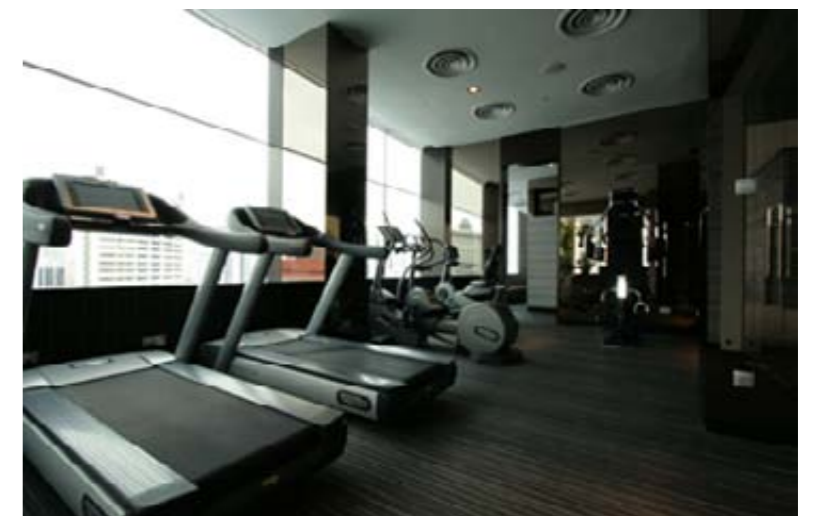
*A minimalist sanctuary amid the
hustle and bustle of the city, the
Quincy offers a home away from
home for the global traveller.*





A boutique business hotel needs to not only unite form and function; it also needs to have a distinct design identity. A sleek grey monolith nestled in a peaceful enclave off Orchard Road, the Quincy Hotel has a quiet elegance to it. Its graphic glass and steel façade, however, distinguish it from the surrounding office towers and high-rise apartments in the heart of Singapore's shopping district. The grid-like design – a play on clean lines and three-dimensional effects – lends the building both a quirky touch, and contemporary edge.

The first project in Singapore to embrace ONG&ONG's 360° Design Solution, one consistent visual language flows throughout the hotel. The stark pattern of its façade has been cleverly integrated into every aspect of its interior, echoing seamlessly from the stone feature walls in the guestrooms to the bold geometric carpets in the lobby. Even the Quincy's right-angled logo is a stylised interpretation of its rectangular forms.





Intended as a home away from home for the modern business traveller, a Zen calm permeates the space. Natural light streams through the lobby, while walls, floors and furnishings in soft, muted hues and organic materials like suede and timber soothe the senses.

A highlight is the tropical garden on the twelfth floor, an 'oasis-in-the-sky' with a panoramic view of Singapore's skyline. Amongst a landscape of lush greenery featuring bamboo, palm and frangipani trees, guests can take a dip in the L-shaped infinity pool or simply recline and relax on the plush day beds on the island deck.

The green philosophy extends beyond mere aesthetic. Sustainability was also a key consideration in the Quincy's design. The anodised aluminium cladding selected for the façade wears well in our tropical climate – a typical monsoon rain will leave the building clean, without the need for additional washing. The LED lights used for the lobby's centrepiece consume substantially

less energy than conventional bulbs, and bathrooms are fitted with custom made basins with shallow surfaces. This discourages guests from leaving water running since water overflows easily.

A modern-day classic, the Quincy is eco-friendly without compromising on style; understated yet luxurious and at once bold, discreet and cutting-edge in its design. ☀





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— QUINCY, SINGAPORE

DIRECTOR Ong Tze Boon, Architecture |
 MAIN CONTRACTOR Rich Construction
 Company Pte Ltd | MECHANICAL & ELECTRICAL
 AECOM Singapore Pte Ltd | CIVIL &
 STRUCTURAL Meinhardt (Singapore) Pte Ltd |
 QUANTITY SURVEYOR Langdon & Seah
 Singapore Pte Ltd | PHOTOGRAPHY Derek
 Swalwell



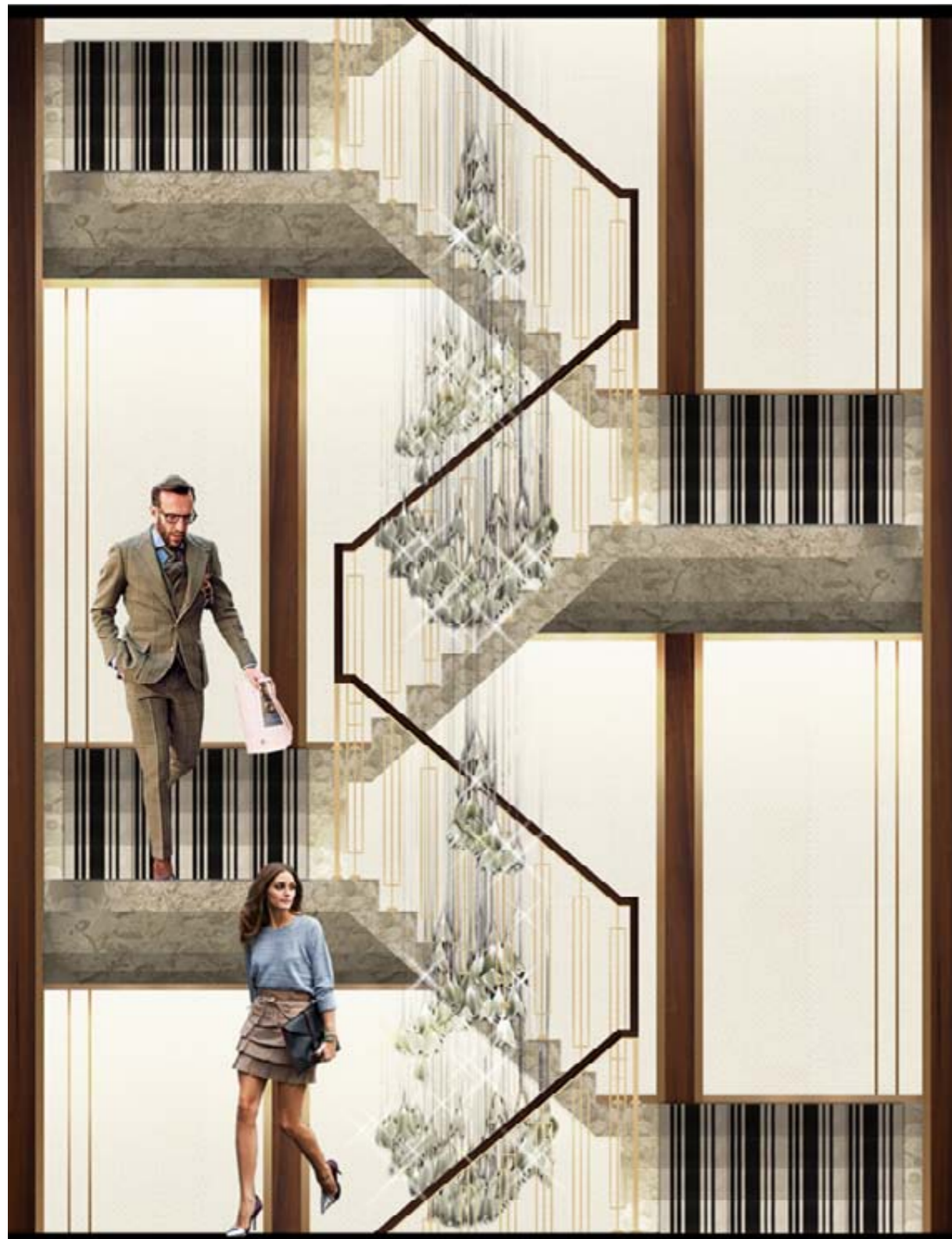


THE QEII



*A historical icon with a grand past
is now sailing into a luxurious future.*





Representing the epitome of cruise line luxury, the QEII is set to go up a notch with an extensive refurbishment. Addressing a level of user needs that few can compete with, and which place this historical icon ahead of the game, the QEII now offers a luxury cruise experience that takes passengers beyond physical space and into all round sensory experience.

The tried and trusted tradition whereby passengers are welcomed into a lobby to the accompaniment of music and sophisticated entertainment has been retained in the central area in which a grand piano stands. The history and heritage of the majestic liner is presented through carefully curated displays in delicate patina brass and glass cabinets arrayed around the circular wood panelled space. Open staircases are found throughout the ship, and have been designed to reflect the opulence of the grand staircase, and that of the surrounding common spaces.

The suite configurations throughout the ship vary considerably, and range from 60 square metres to 150 square metres, with different colour schemes and styles. All are designed to the highest standards, while referencing the elegance of a bygone era when technology was less intrusive; hence the old-style minibars, formal dining tables, and writing desks alluding to the past! Living spaces with luxuriously appointed furniture and accessories, with large connecting doors between spaces that allow maximum light to permeate the room, complete the setting.

Two large split level suites grace the QEII, with the Royal Suite – the Queen Elizabeth Suite – being located on the Signal Deck. A raised lounge looks over a formal dining area on one side, while a sun room extending on to an enclosed deck leads from the other. A spacious master bedroom leads off from the dining area. Marble portals and brass framed decorative doors, along with artworks and touches of QEII history create a truly luxurious setting and experience.

The Grand Lounge and Ballroom was designed to offer a very formal and yet grand experience for both passengers and outside visitors. The historical context of the double height space was captured by placing the existing portrait of Queen Elizabeth at the upper level. It creates a focal point, accentuating the room's height, and drawing the eye to the crystal chandeliers.

The QEII rightly deserves its place in the history of luxury ocean travel. With its proposed refurbishment, the designer will retain the nostalgia and memories of its elegant past, while introducing new and inspiring spaces that will take it into the future. ✨

— QEII, SINGAPORE

DIRECTOR Natalie Louey, Interior Design

GIGANTIC *small*



Converted from an office building, this chic business hotel features distinctively elongated rooms that are efficiently fitted out with well-appointed amenities and services.

Formerly a commercial office building, developers acquired the building and turned it into a chic business hotel called BIG Hotel. This was a true 360° Design project, involving ONG&ONG's architecture, interior design and engineering. Two storeys are set aside for the reception, lounge, F&B and retail outlets, whilst its 308 rooms are spread across 12 floors. There are also four car-parking levels. Given the limited land area of 1,340 square metres and a built-up GFA of 8,769 square metres, the 10 to 20-square-metre guestrooms were carefully designed to accommodate a king-sized bed, a study desk as well as a bathroom.

To maximise the space on each L-shaped floor plate, rooms were situated along the perimeter, resulting in long and narrow rooms. Each room's unmistakable column-like structure clearly demarcates the wet and dry zones formed by the bathroom and bedroom respectively. This also helped to maximise the space in order to fit additional necessities into the room. The column's curved nature makes it a more fluid and less obstructive element, given its position in the middle of the room. It seems almost incredible to think that the king-sized beds manage to fit snugly into the 2.5-metre-wide space, thus giving each guest everything they could possibly need for their stay.



Elsewhere, the ground level slab was partly removed to illuminate the otherwise dark basement, which is partially visible from street level. Sections of exposed ceiling create a unique texture whilst also allowing for the space to be opened up further. Cement floors and white wash walls are complemented with a rustic timber finish to create a neutral palette against furniture pieces that form visual accents.

BIG Hotel is a hotel that exudes practical elegance with its eclectic and space-efficient design. 🌟

— BIG HOTEL, SINGAPORE

DIRECTOR Yap Weng Seng, *Architecture* |
 MECHANICAL & ELECTRICAL Rankine&Hill (S)
 Pte Ltd | PHOTOGRAPHY Jaume Albert Marti |
 Kenerf Sim (Page 024)



⚙️
Each room's unmistakable column-like structure clearly demarcates the wet and dry zones formed by the bathroom and bedroom respectively. This also helped to maximise the space in order to fit additional necessities into the room.





SMOOTH SAILING



With a sleek façade that gently curves like a boat sail, the design of this modern, minimal hotel is a subtle nod to its prime spot just off the Singapore River.



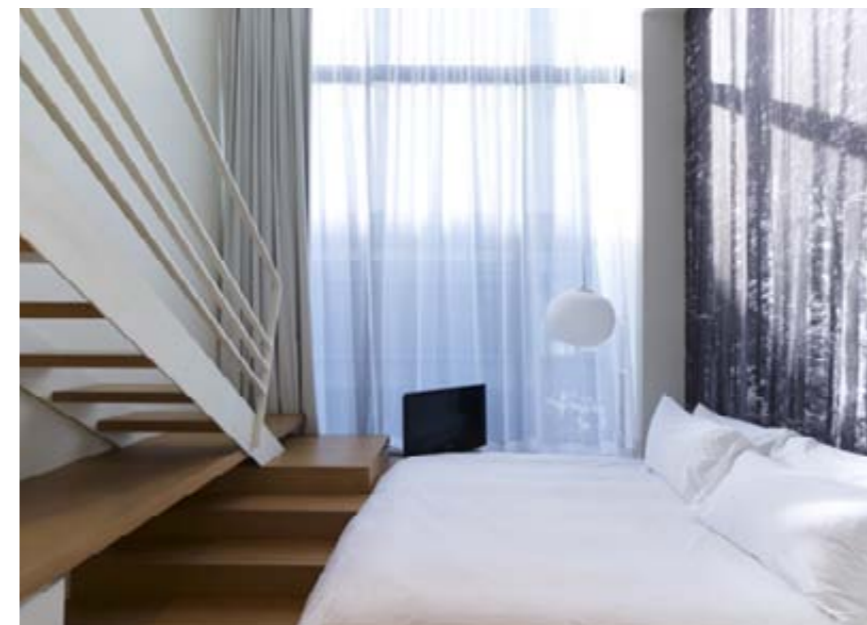
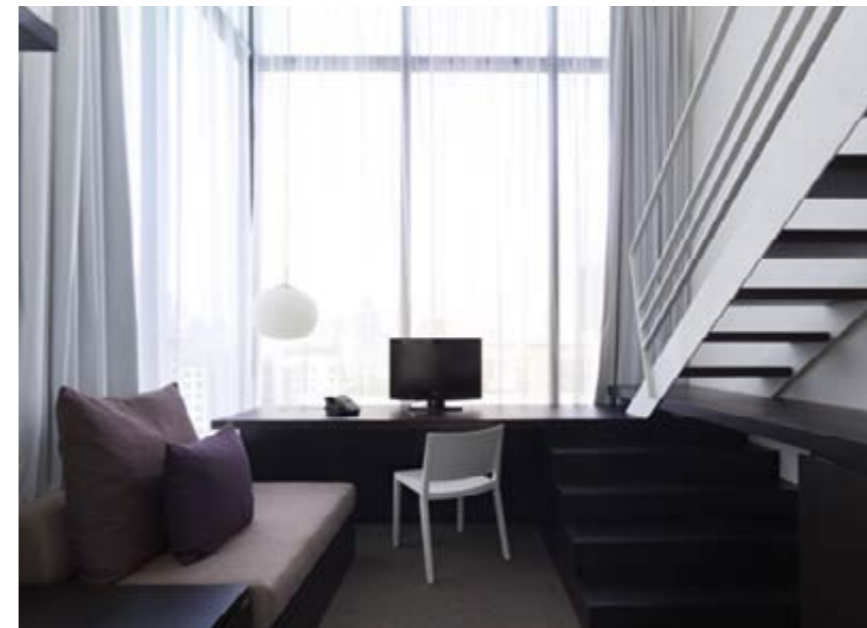


A mere stone's throw away from the Singapore River, Studio M Hotel lies in the heart of entertainment districts like Clarke Quay, Boat Quay and Robertson Quay.

Given its high visibility and the accompanying social vibrance of the site, the key idea was to design a trendy and memorable landmark worthy of gracing the historical river next to which it resides. The result is a building façade shaped like a boat sail, with the elevated deck being likened to a cruise deck. These features collectively paint an image of a ship moored by the riverside.



Rooms were designed as live-work-play spaces that cater to the needs of urban travellers. Conceptualised as a 'box within a box', each 15-square-metre room is compact yet luxurious, with double volume space for added depth and fully functional bathroom 'pods' that can be easily reconfigured to create a diversity of room types. A staircase leads up to the furniture deck that either houses a bed or workstation, giving business travellers the added convenience of computer facilities during their stay. 🌀



— STUDIO M HOTEL, SINGAPORE
 DIRECTORS Andrew Lee & Charles Lee,
Architecture | MAIN CONTRACTOR Wee Hur
 Construction Pte Ltd | MECHANICAL &
 ELECTRICAL AE & T Consultants | CIVIL &
 STRUCTURAL JS Tan & Associates | QUANTITY
 SURVEYOR Davis Langdon & Seah Singapore
 Pte Ltd | PHOTOGRAPHY Derek Swalwell

MORE THAN LUXURY



*A hotel that offers the highest standards
in comfort and convenience, embedded
in an Asian sensibility*

The hotel's logo, a stylized tree or floral emblem, is illuminated in yellow. Below it, the name "THE TRANS" is displayed in large, glowing blue letters on a dark background.

THE TRANS

The name "THE GRAND BALLROOM" is illuminated in glowing yellow letters on a dark background, positioned below the main hotel name.

THE GRAND BALLROOM



Set high in the mountains of West Java, amidst magnificent volcanoes, the city of Bandung has now acquired its first 6-Star hotel, The Trans Luxury Hotel. This world-class facility, developed by C T Corp, focuses on the demanding needs of today's business traveller. In keeping with the city's growing importance as a business destination, this hotel provides up-to-date MICE facilities, as well as pools, gyms and spas for the guests to unwind in. The Trans Luxury Hotel is the premier development that forms one component of a mix-development hub comprising two hotels - The Trans Luxury Hotel (or Trans for short) and Ibis - as well as the Trans Studio Mall (TSM), an interior themed park - the Trans Studio Bandung - and a Mega Bank. The hotel and development has already become a landmark destination, and has transformed the status of the Gatot Subroto area into a mid to upper market position.

As part of the project, Immortal was brought in as the branding consultant, and developed a signage system that drew its inspiration and visual cues from The Trans brand logo. This was derived from the elaborate ceremonial headdresses of the region, and took account of the physical environment of the building itself, so that a common



butterfly motif links The Trans Luxury Hotel to Trans Studio mall and Trans Studio Bandung. The butterfly was chosen to symbolise welcome and hospitality in Indonesia.

The hotel design is embedded in Asian sensibilities within a setting of unmatched luxury and opulence. Behind the hotel's gleaming bronze glass façade with its sky garden covered in a metallic lace canopy, luxury, space and lavishness are the key components of The Trans. Throughout the hotel are recurring motifs, pierced screens drawn from traditional woodcarvings and floral motifs from textiles, all reflecting the region's cultural heritage. Design consistency is followed through in the secondary graphics, font and colour that were carefully selected to establish a visual language using a palette that was applied throughout. Signage content is etched out and in-filled on solid brass so that it blends seamlessly with the opulent interior look.

The sense of opulence is conveyed throughout the hotel in the interior design that picks up the subtle gold tones applied in brushed metallic hues, and followed at touch points throughout the hotel to act as a way-finding and signage system. The hotel signature is apparent as soon as the guest enters, setting new standards of hotel luxury. At the same time, it recognises its locale and manages to capture the sense and style of its cultural surrounds without compromising the demands of international standards. 🌸

— THE TRANS LUXURY HOTEL,
BANDUNG, INDONESIA
DIRECTOR Saxone Woon, *Branding*





THE RIGHT *balance*



*An intimate chat with
Tan Kee Keat, Managing Director, Malaysia*

— AS SOMEONE WHOSE WORK IS TIED DIRECTLY TO CREATING A LIFESTYLE, HOW DO YOU SEE THE RELATIONSHIP BETWEEN LIVING AND LEISURE? IS THERE A BOUNDARY BETWEEN THE TWO FOR YOU?

KEE KEAT There shouldn't be a boundary. I believe your home should feel like a resort. After a hard day's work, it is important to return to a place where you can simply relax and unwind.

— WHAT IS YOUR OWN INTERPRETATION OF A LEISURE SPACE? WHERE WOULD YOU GO TO BE MOST AT EASE?

KEE KEAT I am a simple man. For me, a leisure space is anywhere I can go and not be disturbed. Where I can do nothing at all – just sit and unwind. My idea of a holiday is not complete without the beach. I love the smell and texture of the sand and the sea.

— WHAT ARE THE COMFORTS THAT ARE INDISPENSABLE IN THE MODERN LIFESTYLE? SHOULD WE HAVE MORE OR LESS OF THAT?

KEE KEAT The comforts that I find vital are actually gadgets and the networks that facilitate communication. In particular, I rely on the mobile phone because knowing that I am easily contactable relieves me from the stress of the unknown and allows me to relax. For example if my father were ill, I would normally be worried and stressed. Yet being just a phone call away, if anything happens, I will know immediately and that brings me great comfort.

I don't feel the need for more technology in my life. As long as I am contactable, I'm fine with the way things are.

— IS THERE A LIFESTYLE PROJECT THAT EPITOMISES THE SUCCESS OF INTEGRATION?

KEE KEAT I worked on a neighborhood mall that was part of a larger development. It comes to mind because it had four components with very distinct features, yet they all came together seamlessly. One cluster catered to basic needs so it had, for example, clinics. Another was dedicated to retail and yet another to well-being. It even had a boat club so residents could take a boat to the mall!

— WHAT IS YOUR FAVOURITE MEMORY OF A LEISURE SPACE?

KEE KEAT When I was studying in the United States, I loved walking home from school during winter. The sun would be streaming through the canopy of trees overhead but the weather would be freezing. Walking between the shadows of the trees cast by the sun then stepping out into the unsheltered spaces, I would feel warm then suddenly very cold. Though it was fleeting, the sensation of alternating temperatures was amazing and left a strong impact on me. It represents the balance in life. It's the philosophy behind *yin and yang*. Without difficulties, you will never truly understand what is leisure.

— DOES THAT MEMORY INFORM THE WAY YOU APPROACH YOUR WORK?

KEE KEAT Yes, because whether it is a residence or resort, I always try to create an area for relaxation in my projects. One of my favourite concepts is the pavilion – an area that whilst open, still feels secluded. The Eastern Red Spa Resort in Harbin is built on the site of a hot spring. A lot of times when we discover a hot spring, we house it inside an enclosed



area but for this spa, we decided to have a section that is open-air. This juxtaposes the cold climate with the hot spa and allows the two elements – extreme opposites – to merge. It is warm inside the water, which is amazing, but frigidly cold above the surface. The duality enhances the experience.

— WHAT DO YOU DO TO UNWIND? DO YOU HAVE ANY RELAXING RITUAL, WHETHER AROUND SIMPLE PLEASURES OR EXTRAVAGANT INDULGENCES?

KEE KEAT A couple of years back, I would have said simply sitting in front of the television with a cup of instant coffee. Today however, my idea of unwinding is spending time with my family, just doing simple things. Leaving behind the stress of work and getting away with them is one of my greatest pleasures. For me, that's the fastest and happiest way to de-stress.

— IF THERE WERE AN EIGHTH DAY IN THE WEEK, HOW WOULD YOU SPEND IT?

KEE KEAT To be quite honest I think I would end up using that extra day for work! You see, an extra day would give me more time to complete my tasks and that would free up my weekend. Those two precious days would be more meaningful because I wouldn't have to come back to the office! ⚙️



I am a simple man. For me, a leisure space is anywhere I can go and not be disturbed. Where I can do nothing at all – just sit and unwind. My idea of a holiday is not complete without the beach. I love the smell and texture of the sand and the sea.

TAN KEE KEAT



GRANDE LUXE



Located in the heart of Saudi Arabia's capital, this expansive business hotel impresses with state-of-the-art amenities and plush interiors.





Located in one of the busiest streets adjacent to the Kingdom Tower and a short distance away from the Park Hyatt, Hyatt Regency in Riyadh is a five star hotel comprising 257 rooms, a ballroom, an all-day dining restaurant, a specialty restaurant, a club lounge and a day spa.

The hotel's design concept is inspired by the patterns of the palm tree which, in its embellished form, allows the creation of a modern and highly decorative interior. The luxe atmosphere is further enhanced by the installation of crystal lights specially designed and made in Prague.

As a business hotel, the core of Hyatt Regency's business revolves around events and conferences. An entire floor of meeting rooms and boardrooms, supported by fully equipped kitchens, has therefore been created to support their business needs and ensure that the hotel is unrivalled in the region. Oxidised metals, polished plaster finishes and faceted ceiling designs come together to create a dynamic meeting area in the conference area. More subdued design touches are reserved for the smaller meeting rooms, where quieter work events may take place.



Keeping in mind that in the Middle East, public spaces are highly communal spaces where a wide range of social groups may converge, the lobby lounge and dining spaces are designed to accommodate this. Movable screens provide visual segregation and create semi-private corners that can accommodate small dining families or larger business meeting groups. In contrast to the public areas, the guest rooms are designed to be a place of respite.

There are 19 room types altogether, all furnished with a contemporary, dual function dining and study table with sofa seat. A floor lamp with adjustable height illuminates the dining surface. The main design feature of each guest room is the patterned leather panels. Embroidered with a contemporary interpretation of a Middle Eastern *mashrabiya* motif, they reflect the successful marriage of the traditional and modern that Hyatt Regency has achieved. 🌟





contemporary
OASIS



*This luxury retreat in the desert blends
exotic Arabian inspirations with sleek
modern architecture.*



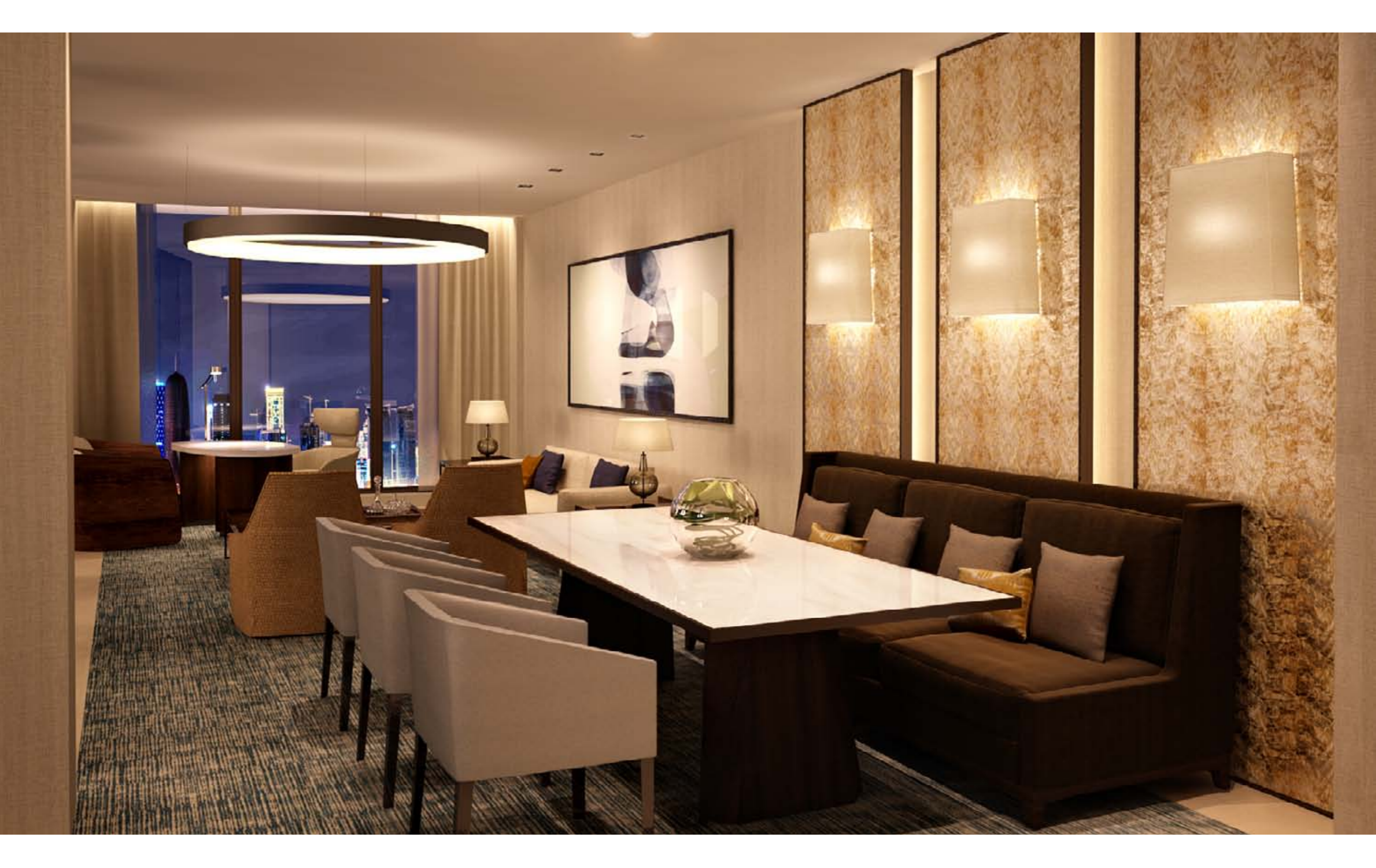
The design concept of the public spaces and guest rooms is derived from Qatari royal jewellery and traditional Qatari clothing respectively, with subtle embellishments added to enhance the sense of place conjured from Qatari cultural symbols.

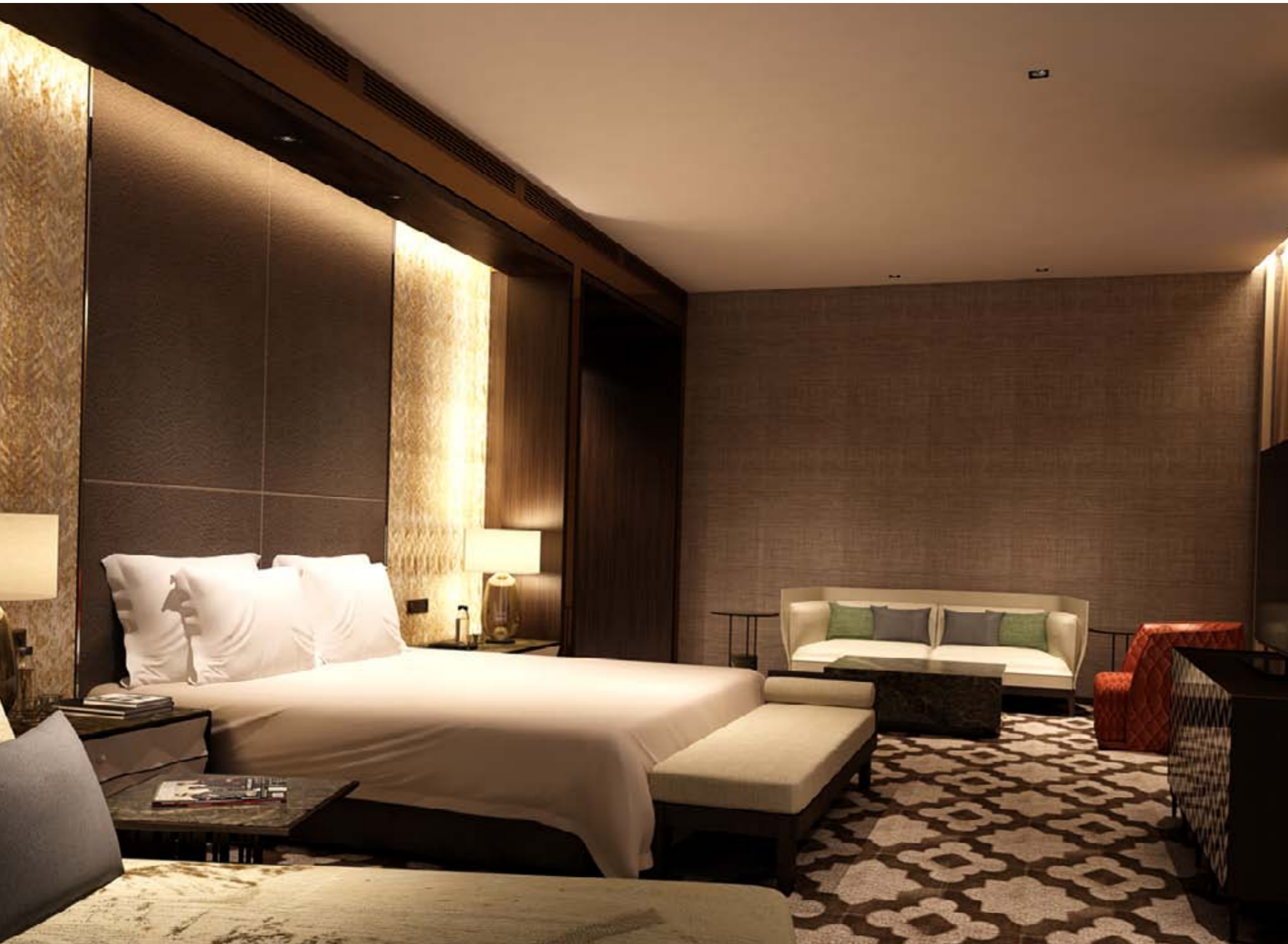


Comprising 184 rooms and due for completion in 2016, the Park Hyatt hotel in Doha Qatar aims to be one of the two five-star hotels in the one hundred buildings being developed in the 'old city' of Doha.

Park Hyatt hotel inherits the understated luxury that the Park Hyatt hotel brand is renowned for. The design concept of its public spaces and guest rooms is derived from Qatari royal jewellery and traditional Qatari clothing respectively, with subtle embellishments added to enhance the sense of place conjured from Qatari cultural symbols. To this end, colours and textures reflecting Qatar are also incorporated into the design. The selection of textures focuses on enhancing the tactility of wall surfaces and carpet designs and is a celebratory gesture towards nature's influence on Qatari architecture and landscape. The use of colour in the hotel interiors reflects Qatari preferences for brighter accent colours instead of muted tones.







The hotel's architecture is influenced by its geography; located in the desert, windows are designed to be deep, creating shadows for optimal cooling. Aligning with the architectural characteristics of the hotel, the hotel interiors focus similarly on the use of carvings and lighting effects for the creation of shadows. The various design components, when pieced together, successfully create an impressive new Park Hyatt hotel with its own unique Qatari language - an endeavour made possible through intensive collaboration and exchange with a Qatari designer, as well as an international team of consultants from New York, London and Singapore. 🌟

RETRO CHIC



Restored and revamped, this heritage hotel gives a stylish, modern spin to local Peranakan culture.





Village Hotel Katong is a revamp of an existing 12-storey hotel that was built in the 1970s. ONG&ONG was involved in the architecture and interior design works for this hotel, which also includes retail shops on its first three levels. The hotel has 229 rooms of which two are handicap-friendly with connecting rooms.

Structurally, the building has a bigger base and tapers towards the higher floors, so naturally rooms on the lower levels are larger with floor areas of 41 square metres or more. Most of the interior layout remains from the hotel's previous design, although a number of void areas were covered with slabs to maximise the amount of usable space. An existing spiral staircase was also removed in order to make the ballroom more spacious.

Because the former hotel had been a key landmark in the vicinity, the designers needed to maintain the structure's historical prominence while also giving it a new lease of life. Since Katong is home to much of Singapore's Peranakan culture, both the architecture as well as the interior design

have tried to incorporate many aspects of the culture by showcasing its unique blend of Chinese, Malay and European traits. As a result, vibrant colours and intricate patterns were often used to infuse Peranakan elements into the various spaces. Interestingly, Serpeggiante marble in the lobby's floors and walls were retained from the old hotel as the pieces were still in good condition. The furniture in the reception area are made from black timber and covered in neutrally-coloured cushions to provide contrast with the nearby lounge chairs' bright colours. Traditional porcelain wares on display also helped to add that Peranakan touch. Given the constraints set on the lobby's height, mirrors were placed on the ceiling to give the space an added visual depth. In addition, rooms are distinguished by colour: the lower floor club room's walls are turquoise; the deluxe rooms are in magenta and the superior rooms are in lime green or yellow. Each room's bathroom walls are covered in Peranakan tiles while the windows are shaded by ethnic lace curtains. As for the retail mall, there is a sense of continuity from the hotel portion with very similar design styles employed here.

One distinguishing feature is that the mall's ceiling is covered in perforated metal designed with intricate patterns as seen on Peranakan tiles. By melding the past with the future and embracing Katong's cultural roots, this hotel is a wonderfully modern take on the exquisite and vibrant nature of local Peranakan culture. 🌸

— VILLAGE HOTEL KATONG,
SINGAPORE
DIRECTOR Andy Goh, Architecture



❁
*By melding the past with the
 future and embracing Katong's
 cultural roots, this hotel is
 a wonderfully modern take on
 the exquisite and vibrant nature
 of local Peranakan culture*
 ❁



ON THE WATERFRONT



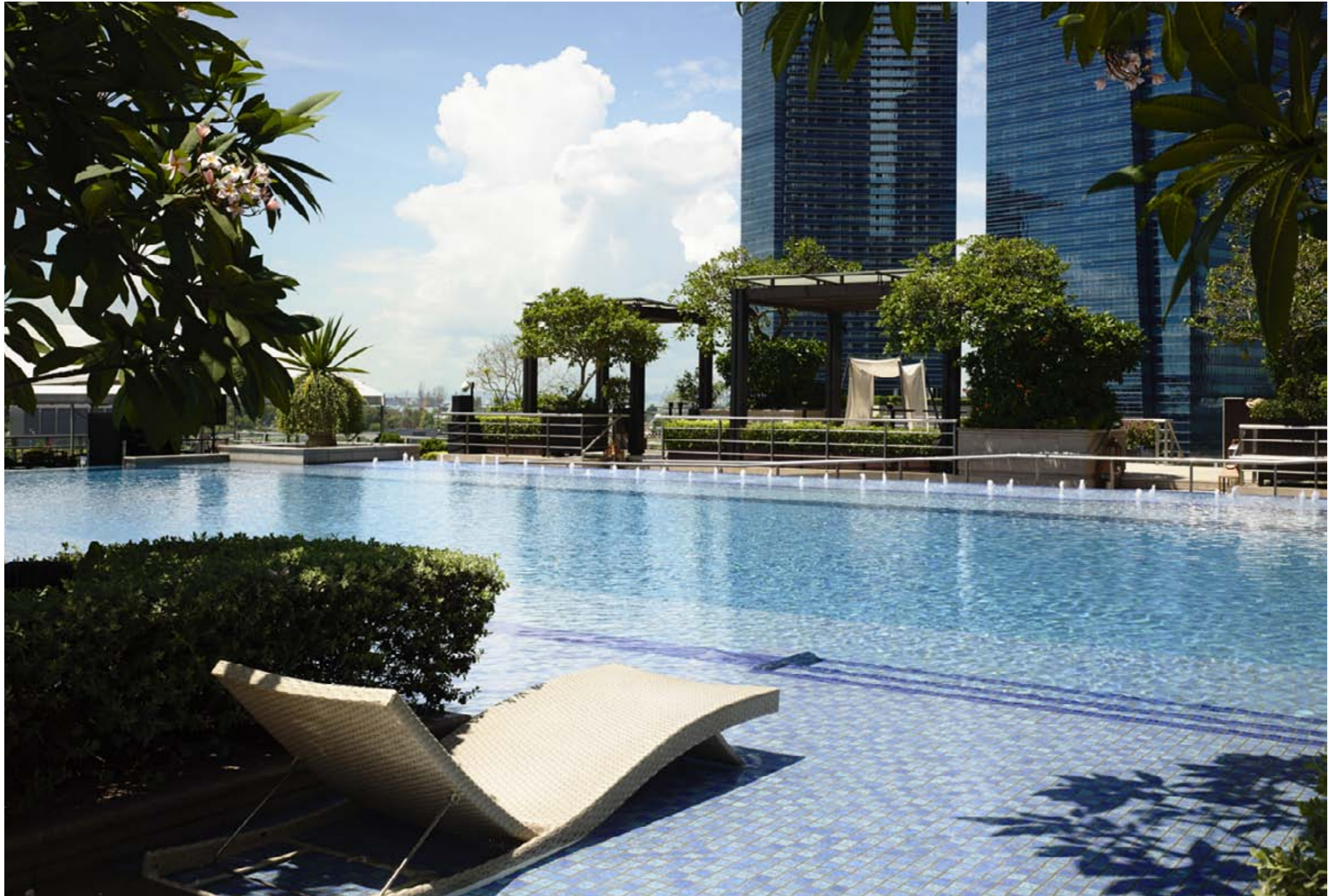
A thoughtfully curated landscape stretching from a dramatic water feature at Clifford Pier to a green feature wall at Customs House connects the promenade along Collyer Quay's historic waterfront.



Collyer Quay's prominent location teems with cultural and historical significance, forming the final link in a chain of attractions along the bay that are united by a common waterfront promenade.

Clifford Pier, which now serves as lobby to the Fullerton Bay Hotel, is a remnant from Singapore's early sea trade beginnings. A dramatic water feature set in the centre of the hotel driveway makes for a grand entrance with water jets forming delightful water dances in the midst of all that greenery. Topping the hotel's main building is a rooftop garden with an infinity edge pool that allows swimmers a magnificent panoramic view of the Marina Bay stretch.

Essentially, water is the principle element that binds the various designs as a collective whole to make this section of Collyer Quay an iconic landmark that embraces the nostalgia of the area whilst updating itself for the 21st century. 🌀



COLLYER QUAY DEVELOPMENT,
SINGAPORE

DIRECTOR Lena Quek, *Landscape Design* |
PHOTOGRAPHY Derek Swalwell

THE good life



*An intimate chat with
Kurjanto Slamet,
Managing Director, Indonesia*

— AS SOMEONE WHOSE WORK IS TIED DIRECTLY TO CREATING A LIFESTYLE, HOW DO YOU SEE THE RELATIONSHIP BETWEEN LIVING AND LEISURE? IS THERE A BOUNDARY BETWEEN THE TWO FOR YOU? In designing a space, there is a fine line between living and leisure. Living in itself can be a leisure. A living space should have the same qualities as a leisure space, but with a more personal narrative. The functional aspect is then derived from how the inhabitants use it.

— WHAT IS YOUR OWN INTERPRETATION OF A LEISURE SPACE? WHERE WOULD YOU GO TO BE MOST AT EASE? A leisure space is where one can be at peace with oneself, and the space should provide the perfect ambience for this.

— WHAT ARE THE COMFORTS THAT ARE INDISPENSABLE IN THE MODERN LIFESTYLE? SHOULD WE HAVE MORE OR LESS OF THAT? I would prefer less technology and going back to basics. In Bali, I feel more comfortable amongst the lush greenery of Ubud than the buzz of Seminyak. And I love places like the Alila Ubud, which only provides televisions upon request. Nothing is indispensable from the modern lifestyle for me.

— HOW DOES ENGAGING INTEGRATED SOLUTIONS ACROSS DISCIPLINES KEEP THE LIFESTYLE TYPOLOGY ON TRACK? Lifestyle is a response to all the five senses. It is therefore, important that design engages more than the visual, but also allows one to feel, smell, taste and hear. Working across disciplines strings these elements together.


— IS THERE A LIFESTYLE PROJECT WHICH EPITOMISES THE SUCCESS OF INTEGRATION? We have just completed a concept for DREAMland Bali that I feel fulfills and embraces all the senses!

— WHAT IS YOUR FAVOURITE MEMORY OF A LEISURE SPACE? DOES THAT MEMORY INFORM THE WAY YOU APPROACH YOUR WORK? Many places have inspired my current approach - which, as I mentioned earlier, is all about engaging the five senses. During my childhood, I used to camp in the mountains and bathe in waterfalls. I find the greatest pleasure in embracing the simplicity of life.

— WHAT EXPERIENCE DO YOU INTEND AND HOPE FOR USERS TO HAVE WHEN ENCOUNTERING THE SPACES YOU HAVE CREATED? I want them to experience that 'Kodak Moment' there - an ideal space that captures that one, precious moment.

— WHAT DO YOU DO TO UNWIND? DO YOU HAVE ANY RELAXING RITUAL, WHETHER AROUND SIMPLE PLEASURES OR EXTRAVAGANT INDULGENCES? Watching movies is one of my escapes, it allows me to get away from everything and just focus on the film. Indulging and staying in an award-winning hotel is another.

— IF THERE WERE AN EIGHTH DAY IN THE WEEK, HOW WOULD YOU SPEND IT? I would spend the time with my family, as I travel so much for work that I hardly get to see them.

— WHAT ARE YOUR MUST-HAVE TOOLS AT THE DRAWING BOARD? A paper and pen or pencil for sketching. 



Spotlight on Indonesia

A showcase of our hospitality projects



RENAISSANCE HOTELS AND RESORTS BY MARRIOTT, BALI
Architecture

— Located in the idyllic Nusa Dua, this resort consists of a 5-storey hotel as well as apartments and villas. The site's distinctive feature is its dramatically undulating terrain, which is an unparalleled vision of lush landscape. Drawing from the indigenous terrain, the site is terraced in a similar fashion to Bali's iconic rice fields. At the heart of the development is a 'super tree' that houses a spa and a restaurant in its crown, and offer panoramic views of Nusa Dua.



PARK HOTEL, MEDAN
Architecture/Interior Design/Environmental Branding

— Park Hotel Medan draws much inspiration from Medan's indigenous Toba Batak culture. Its sleek façade front takes its inspiration from Toba Batak houses, with multi-faceted windows that keep the interiors comfortably cool. The Medan culture resonates strongly with the patterned podium walls and windows that are reminiscent of Ulos, the traditional textiles, which are also used for the designs of the guestrooms. Furthermore, the interiors reflect the natural landscape of Medan, with a double-volume lobby evoking scenes of the majestic Sipisopiso waterfalls. With its chic and trendy designs, the hotel's 16 floors are dedicated to a lifestyle of uncompromising luxury.



PREMIER INN, MAKASSAR
Architecture/Interior Design

— A mixed-use development project located in Makassar, Sulawesi, Premier Inn comprises hospitality, retail and commercial components. The project involves the design of different typologies and is a testament to the team's diverse capabilities.



DREAMLAND, BALI
Architecture/Interior Design

— DREAMland is a resort hotel and villa located in Pecatu, Bali, comprising 200 sky villas and 22 ocean bungalows. The architectural design of DREAMland is inspired by the Mother Temple of Besakih in Bali and its monolithic triangular structure. The resort's pyramid-shaped structure makes for an impressive addition to Bali's skyline.



QUINCY, BALI
Architecture

— Quirky, unique, and stylish, Quincy Bali is the ultimate definition of a beachfront boutique hotel lifestyle. Overlooking Jimbaran Bay, this 228-room boutique beachfront hotel has an ideal sea view because of its quirky Y-shaped configuration. Its façade is clad in screens that exude Balinese Batik aesthetics with a touch of class reminiscent from the original Quincy in Singapore.



PARADISE FOUND



At this open-air spa resort surrounded by Harbin's breathtaking landscapes, ecology, luxury and avant-garde architecture go hand-in-hand.



Set against the backdrop of Harbin's mountainous landscape, the idea for Eastern Red Spa Resort took root when a hot spring was discovered in its location.

Today, a vast 1000-acre development spreads out across the plot. A modern-day Utopia, it features an architecturally stunning pyramid-shaped hotel, over 60 private villas overlooking a central lake and an open-air spa surrounded by rolling hills and rocks.



The hotel's unique shape and crystal-clear glass appearance is inspired by Harbin itself. Heralded as the "Ice City", it is famed for the exquisite ice sculptures that take centre stage during its annual Harbin Ice and Snow Festival.

The convergence of the hot spring, surrounding arctic climate and the resulting crystallisation of snow and water due to the play in temperate extremes form the basis of the design concept.



❁
*Set against the backdrop
 of Harbin's mountainous
 landscape, the idea for Eastern
 Red Spa Resort took root when
 a hot spring was discovered
 in its location.*





The material used for the hotel's exterior maximises light infiltration and promotes visual transparency. At the same time, it is lighter than glass yet does not compromise the structural soundness of the building. Six storeys high and 100-metres long, the hotel comprises three blocks connected by a greenhouse link. This both protects guests from the biting weather and also invites them to enjoy the picturesque views at leisure as they walk.

For those who prefer to travel more speedily, a canal behind the check-in counter provides an alternative yet equally scenic transportation route from point to point. Guests can experience the novel option of riding a gondola from the reception to the villas – in the open and at one with the breathtaking surroundings. 🌟

360° Snapshot

A showcase of our recent projects



BISHOPSGATE, SINGAPORE
Architecture/Interior Design

— ONG&ONG's architecture and interior design teams have been engaged to design a modern three-storey house in Bishopsgate Singapore. The client's brief is to create a residence that can cater for family and for entertainment and will provide a backdrop for his art collection.



ARRIVAL BRIDGE AT BINTAN LAGOON RESORT, BINTAN, INDONESIA
Architecture

— Embarking from the ferry at Bintan Lagoon Resort, visitors are greeted by a sweeping bridge linking the sea to the terminal. The bridge superstructure mimics the traditional roof styles of the Riau Islands and makes use of pre-existing concrete arches. To these were added a pitched roof in galvanised steel painted to emulate timber and with synthetic banana leaf roof tiles supported on exposed joists, to create authentic texture.

17 BLAIR ROAD, SINGAPORE
Architecture/Mechanical & Electrical

— Located within the Blair Plain Conservation area and previously used as an office space, the unit was restored to residential use through careful and extensive restoration work. The façade was restored to its former glory while historic elements were replaced in the interiors, such as the addition of timber beams to the ceilings. To brighten up the interiors, the roof was redone and a jack roof added, while the courtyard was recreated to bring in natural ventilation and sunlight. The courtyard's 3-storey high green wall and feature tree also bring nature right into the heart of this modern home. The final product is both a perfect home for the modern family as well as a fitting tribute to the shophouse's history.



BOULEVARD VUE
Architecture/Interior Design/Landscape Design/Mechanical & Electrical

— Reflections of light and movement are captured as one approaches Boulevard Vue. Still pools of water instill the sense of peace of mind at the water court and tropical grove as one waits to ascend into the residences. The sound of cascading waters leads one towards the recreation pools and Jacuzzi where other recreational activity areas are located.



SINGTEL 1688 CONTACT CENTRE, SINGAPORE
Interior Design

— From a common walkway connected to themed huddle areas for work and recreation to the showcase of the evolutionary history of communication technology, SingTel 1688 Contact Centre's design promises both quality customer service and staff welfare.



CT HUB, SINGAPORE
Architecture/Interior Design/Lighting Design/Environmental Branding

— CT Hub is an eleven-storey building with two levels of retail space and nine levels of light industrial offices and production facilities, totalling 34,000 square metres.

The building's massing is conceived as a 'jewel box' with forms and patterns embossed and carved out to create courtyards, gardens and terraces.



MIRO, SINGAPORE
Landscape Design

— Miro is a high-rise residential development located within close proximity to Singapore's bustling areas of Orchard Road and Little India. It maximises the site's limited land area through an effective use of space and uses lush landscaping to give these urban buildings a touch of nature.

THE ART OF LIVING



*An intimate chat with Natalie Louey,
Head of Interior Design*

— AS SOMEONE WHOSE WORK IS TIED DIRECTLY TO CREATING A LIFESTYLE, HOW DO YOU SEE THE RELATIONSHIP BETWEEN LIVING AND LEISURE? IS THERE A BOUNDARY BETWEEN THE TWO FOR YOU?

Lifestyle incorporates every aspect and decision that you make in your daily life from shopping for groceries, on choosing the latest shoes to match your outfit. Everyone is making deliberate choices that impact their lives. From an interior design point of view, we need to understand the individual's choices and provide a space that will enhance their ideals. Their relationship with their home is strongly related and I don't believe boundaries exist here. However, the connection between an individual and their work environment is more complex. They may be influenced by aspirations of how they want to be perceived, and these external factors can make the design process more challenging. At this point, we should start work on a methodology that is more about branding rather than just lifestyle interiors. I've always said that, there are no perfect interiors that are very

— WHAT IS YOUR OWN INTERPRETATION OF A LEISURE SPACE? WHERE WOULD YOU GO TO BE MOST AT EASE?

My own leisure space would provide the option of working or relaxing. A lifestyle that delves into a world of choices based on what I feel would be most fulfilling. At one moment it could be a yoga class,

the next an amazing meal or being able to sit quietly with a cup of tea and go through my magazines. In my mind, it's a resort style space that can cater to all of that, where I can still do my conference calls but have the ocean in the background.

— WHAT ARE THE COMFORTS THAT ARE INDISPENSABLE IN THE MODERN LIFESTYLE? SHOULD WE HAVE MORE OR LESS OF THAT?

I feel that technology is both the best and the worst thing that has happened to us in the last decade. So much information is transferred in one day that sometimes I sit back at night and realise I didn't do the first thing that was on my to-do list for the day! The modern lifestyle needs to have a balance. A lot of the work we do at ONG&ONG is international, so it is hard to stick to regular hours. It's a twenty-four-seven job! The solution? Flexible work time and spaces to be able to still communicate with your team and clients but also enjoy periods of downtime in between. Having a good balance is one of my life ambitions!

— HOW DOES ENGAGING INTEGRATED SOLUTIONS ACROSS DISCIPLINES KEEP THE LIFESTYLE TYPOLOGY ON TRACK?

An integrated solution means that you have access to expertise in other disciplines, and this can only make your work easier. Specialisation supports the design process and challenges the stereotype that external consultation is disruptive.



❁

Lifestyle incorporates every aspect and decision that you make in your daily life from shopping for groceries, on choosing the latest shoes to match your outfit. Everyone is making deliberate choices that impact their lives.

NATALIE LOUEY



Lifestyle projects – whether cafes, wellness centres or airport lounges – all require a closely knit network of expertise to ensure the final outcome is the best that it can be.

— **IS THERE A LIFESTYLE PROJECT THAT EPITOMISES THE SUCCESS OF INTEGRATION?**

I feel that redefining the Singapore Airlines lounge experience was a highly successful project. Two disciplines from ONG&ONG – interior design and experience design – worked together on this. Challenging the branding ideals of organisations that are ‘already successful’ can be sensitive. It requires a team of strategic leaders to be able to invite a client to engage in the design process through this methodology, and is often uncomfortable for the client at the start. Yet as we worked through the challenges, all parties were able to understand the ‘why’ of what we were doing and the outcome was a collaborative vision that addressed their customer aspirations and cemented the values that were important to Singapore Airlines.

— **WHAT IS YOUR FAVOURITE MEMORY OF A LEISURE SPACE? DOES THAT MEMORY INFORM THE WAY YOU APPROACH YOUR WORK?**

My favourite memory of a leisure space is discovering the Aman Resorts brand. Everything at their resorts, from the architecture right down to how they place open umbrellas next to reflection pools, is immediately engaging. It has the ability to melt away the stress of everyday hustle and bustle. My visit to Amankila in Bali changed the way

I approach my work. I realised from that moment on, I wanted to specialise in hotels.

— **WHAT EXPERIENCE DO YOU INTEND AND HOPE FOR USERS TO HAVE WHEN ENCOUNTERING THE SPACES (LIFESTYLE) YOU HAVE CREATED?**

I hope they will be engaged by the interiors and find themselves looking at, and taking in all the details that have been thoughtfully created for them.

— **WHAT DO YOU DO TO UNWIND? DO YOU HAVE ANY RELAXING RITUAL, WHETHER AROUND SIMPLE PLEASURES OR EXTRAVAGANT INDULGENCES?**

My biggest fetish is pouring through magazines and books for inspirational imagery and people. As a designer, you need to have passion – clients can immediately sense if you don’t. I feel that a designer also needs to constantly stay abreast of the latest developments, trends and places to see or know. With our varied clientele, it is important to be able to engage with them on all different levels. My ultimate indulgence is going to yoga and wiping the slate clean for at least an hour!

— **IF THERE WERE AN EIGHTH DAY IN THE WEEK, HOW WOULD YOU SPEND IT?**

I would lie in bed with tea and a huge stack of magazines.

— **WHAT ARE YOUR MUST-HAVE TOOLS AT THE DRAWING BOARD?**

Chamomile tea and my Macbook Pro. ❁



sky
HOME



This inaugural lounge is tailored to the basic and emotional needs of travellers in transit, conceptualised through dialogue and prototyping sessions with passengers and staff.



SILVERKRIS
LOUNGE

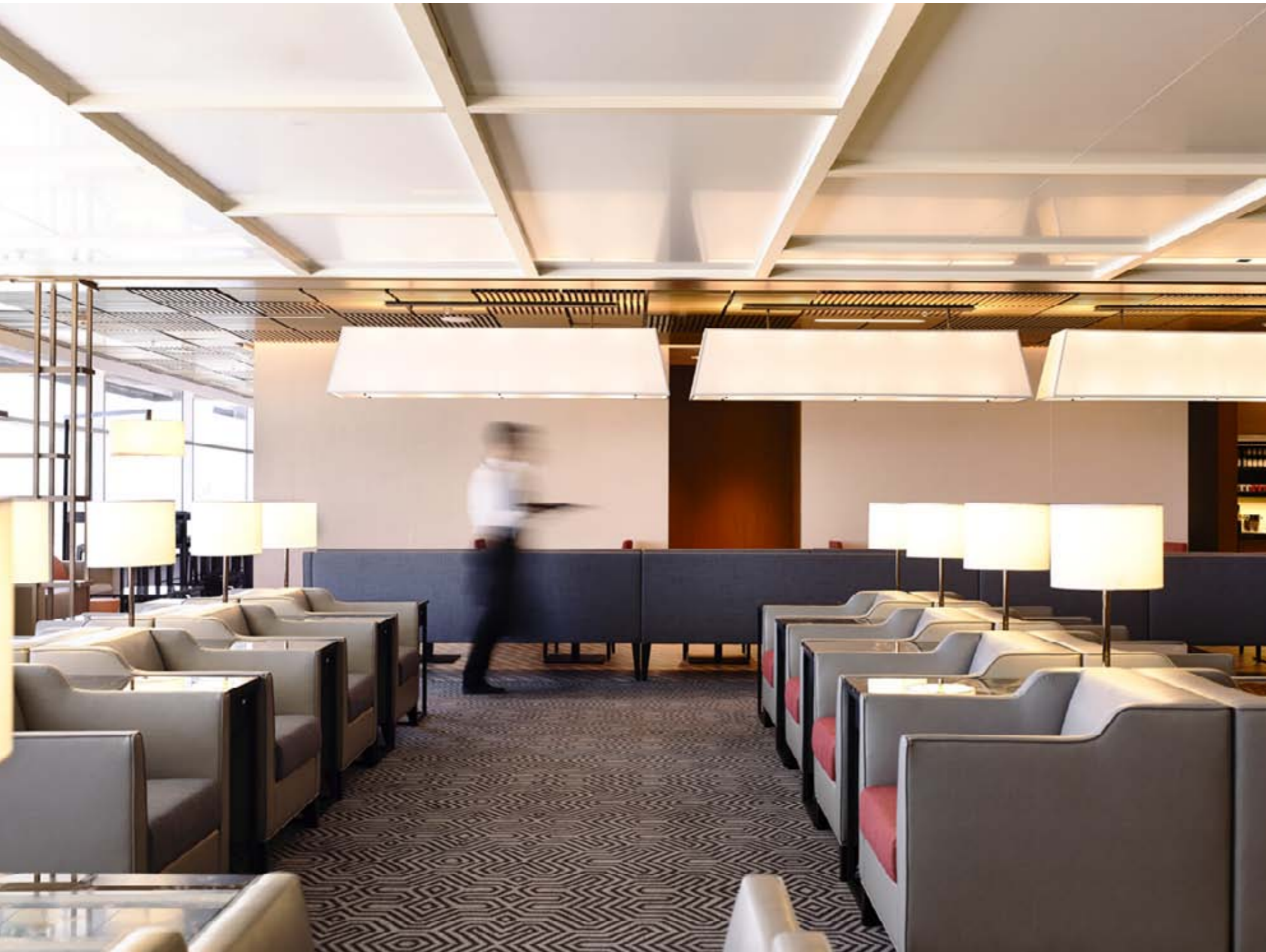
Singapore Airlines recently unveiled the first of its new SilverKris lounge collection in Sydney, Australia. Designed by ONG&ONG, the lounge is in equal parts a pilot example and a living, breathing prototype for the concept of 'Home'. The journey towards 'Home' was the culmination of a two-year-long endeavor which comprised workshops, interviews and prototyping sessions with passengers, thought leaders and senior staff from Singapore Airlines.

Pushing the boundaries of design, participants were taken out of their normal environment and placed, for example, in a workshop at one of Singapore's experimental food design labs. The result is a space tailored towards beautifully delivering the basic needs of a person in transit whilst enhancing the emotional nature of travel.



Pushing the boundaries of design, participants were taken out of their normal environment and placed, for example, in a workshop at one of Singapore's experimental food design labs.





With the design of the new concept for the lounges, it was felt that memorable furniture, art and architectural features should form the branding elements of this new lounge, as opposed to relying on just logos. It was thus important for these lounges to have elements that would be distinctly recognisable. The idea was to have an iconic screen at the entrance that would be instantly distinguished anywhere around the world. Eventually, the screen was made transparent with intricate patterns in gold so as to provide an open and inviting view into the lounge.





The interiors were given a comforting and inviting feel while signature elements, such as the productivity pods and gallery, were created and tested on passengers. Productivity pods appear in both the Business and First Class lounges and are essentially a response to the working and dining needs of patrons. Each pod allows for a conducive work environment, with provisions for a laptop, a comfortable leather seat and a meal to boot. There are also resting areas of plush wingback chairs upholstered in customised fabrics with Vanda 'Miss Joaquim' prints, in a nod to Singapore's national flower. Sitting in these chairs almost feels like being whisked away to yet another destination.

Art also formed a significant part of the overall design and display pieces were carefully selected to fit in with the lounge's aesthetic sensibilities whilst immersing guests in the local culture. With unparalleled comfort and bold aesthetics governing the overall design, these new lounges are set to give visitors an enjoyable journey with Singapore Airlines both on land as well as in the air. ✨

— SILVERKRIS LOUNGE SYDNEY,
AUSTRALIA

DIRECTORS Natalie Louey, *Interior Design* |
Mark Wee & Ken Yuktasevi, *Experience Design* |
PHOTOGRAPHY Derek Swalwell



IN QUEST OF THE IDEAL



*An intimate chat with
Teo Boon Kiat,
Director of Interior Design*





— AS SOMEONE WHOSE WORK IS TIED DIRECTLY TO CREATING A LIFESTYLE, HOW DO YOU SEE THE RELATIONSHIP BETWEEN LIVING AND LEISURE? IS THERE A BOUNDARY BETWEEN THE TWO FOR YOU? I see living and lifestyle as two distinct ideas. Living is more about being practical; it is about day-to-day activities. Lifestyle, on the other hand, is about creating an ideal. When it comes to hospitality projects, the goal is often to provide the perfect getaway. The location is key but a big part is also setting the scene by creating a beautiful space and an inspiring environment.

— WHAT IS YOUR OWN INTERPRETATION OF A LEISURE SPACE? WHERE WOULD YOU GO TO BE MOST AT EASE? A leisure space is somewhere that allows one to get away from work and recharge. For me, that is any place I can chill out and catch up with family and friends, be it over a nice meal and coffee or, better yet, over 18 holes of golf!

— WHAT ARE THE COMFORTS THAT ARE INDISPENSABLE IN THE MODERN LIFESTYLE? SHOULD WE HAVE MORE OR LESS OF THAT?

Technology, in particular being connected. These days, it is not even a question of whether we should have more or less of it – we don't have a choice. Technology has become a way of life. It is intrinsically interwoven into almost everything we do.



I see living and lifestyle as two distinct ideas. Living is more about being practical; it is about day-to-day activities. Lifestyle, on the other hand, is about creating an ideal. When it comes to hospitality projects, the goal is often to provide the perfect getaway. The location is key but a big part is also setting the scene by creating a beautiful space and an inspiring environment.

TEO BOON KIAT



— HOW DOES ENGAGING INTEGRATED SOLUTIONS ACROSS DISCIPLINES KEEP THE LIFESTYLE TYPOLOGY ON TRACK?

It brings all the practices together in one project. It's not just about providing solutions to one aspect of the design – be it architecture, graphic design or engineering – but promoting collaborations across all the fields. That synergy results in a more complete and well-balanced outcome.



It brings all the practices together in one project. It becomes not just about providing solutions to one aspect of the design – be it architecture, graphic design or engineering – but promoting cross thinking across all the fields. That synergy results in a more complete and well-balanced outcome.

TEO BOON KIAT



— WHAT IS YOUR FAVOURITE MEMORY OF A LEISURE SPACE? DOES THAT MEMORY INFORM THE WAY YOU APPROACH YOUR WORK?

A private villa in Lombok with lots of large sheltered spaces and generous overhanging eaves. I love how open it feels. There are very few walls between nature and yourself, yet you also have the comfort of shade and the pleasure of a light tropical breeze cross ventilating the villa. With a hammock, it is the perfect setting to simply doze off and dream.

There are so many elements that make up a space, but this is certainly one of the inspirations I come back to.

— WHAT EXPERIENCE DO YOU INTEND AND HOPE FOR USERS TO HAVE WHEN ENCOUNTERING THE SPACES YOU HAVE CREATED?

I would like each user to have a personal and individual experience. Having said that however, I hope that whatever

experience they have, the space leads them to imagine, dream and find comfort.

— WHAT DO YOU DO TO UNWIND? DO YOU HAVE ANY RELAXING RITUAL, WHETHER AROUND SIMPLE PLEASURES OR EXTRAVAGANT INDULGENCES?

Nothing beats a game of golf. I can't think of anything more relaxing and invigorating than teeing off in the early morning with the taste of fresh morning dew still crisp in the air.

— IF THERE WERE AN EIGHTH DAY IN THE WEEK, HOW WOULD YOU SPEND IT?

Going for another round of golf!

— WHAT ARE YOUR MUST-HAVE TOOLS AT THE DRAWING BOARD?

My iPad is the only tool I need. 



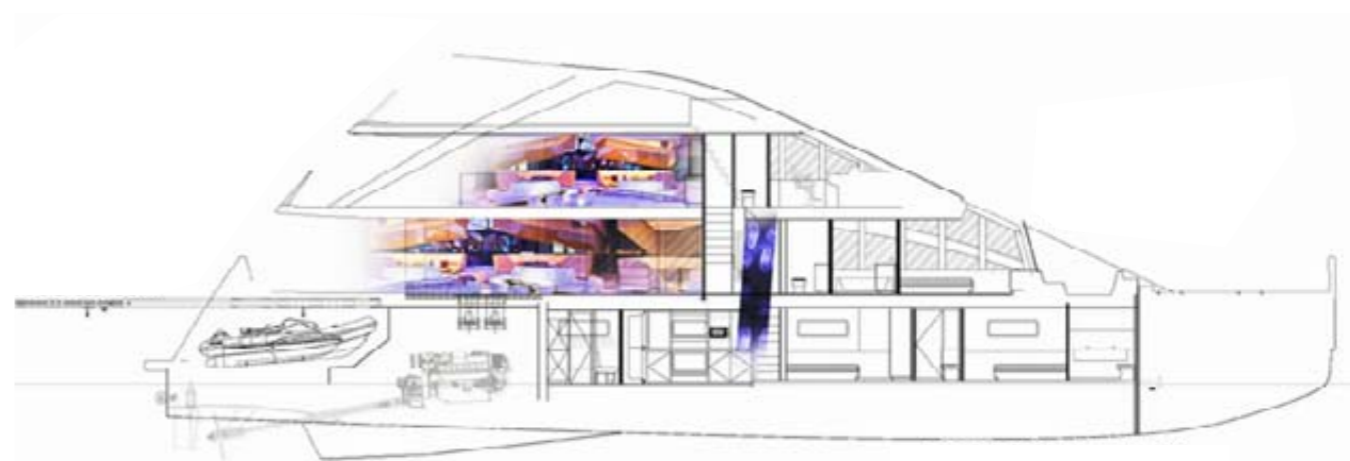
MARINE MACHINE



A luxury yacht that evokes the sleek form of the killer whale, the beauty of this lifestyle cruiser lies in its elegance as much as its ergonomic engineering.



- A Outdoor Dining
- B Aquarium Bar
- C Party Area
- D Jelly Fish Wine Cellar
- E Master Bedroom



- | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>BOTTOM DECK</p> <ul style="list-style-type: none"> Guest Bedroom Crew Bedroom Crew-Living Area | <p>MAIN DECK</p> <ul style="list-style-type: none"> Outdoor Dining Area Aquarium Bar Party Area Jelly Fish Wine Cellar Master Bedroom | <p>UPPER DECK</p> <ul style="list-style-type: none"> Barnacle Bar Entertainment Room Relaxation Area Indoor Bridge | <p>ROOF DECK</p> <ul style="list-style-type: none"> BBQ Area Outdoor Dining Area Relaxation Area Outdoor Bridge |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Sleek, handsome and imposing, ONG&ONG's first venture into the universe of luxury yachts is a commanding presence at sea. Instantly recognisable, the inspiration for this lifestyle entertainment cruiser was the killer whale. One of the world's most powerful predators, it is known for its stealth, speed and striking jet black and pristine white colour.

The yacht's marine theme carries through seamlessly from its elegant exterior to lush interiors. A hanging LED feature light on the upper deck evokes imagery of a school of fishes, while the sculptural high stools surrounding the bar have a coral-like quality. The custom-made tables adorning the lounge area are made of resin to give them the translucent feel of jellyfish, and the multi-faceted mirrored ceiling creates an effect similar to seeing the surface of the ocean from underwater.

Finding the balance between weight, speed, cost and aesthetics was a challenge. Moving beyond the standard glass enclosures, lightweight aluminum and honeycomb structures were used liberally for the interiors. This ensured minimal density without any compromise to its slick, contemporary look.

The strength of the design however lies not only in its form and artistic details but also in its functionality. 🌟



Therapeutic Spirit: Retail




With a constant onslaught of commercial visuals, it becomes imperative that retail spaces convey a certain spirit in order to stand out.

One of these featured projects is approached from a deliberate attempt to deviate. The outcome is a unique bank lounge with a loft that is inspired by the existing double volume space, high ceiling and brick walls.

A souvenir boutique draws inspiration from its green surrounding to become a room in the garden, complete with lighting and garden elements. An elegant, exciting and highly vibrant

retail centre offers a variety of entertainment components to cater the needs of visitors.

Materials and elements drawn from the surrounding help to enforce that spirit. Brick walls and concrete screed walls are incorporated in the rooms at the bank lounge. A library wall entertains clients and signature designer pieces enhance the overall cosy ambience. Recycled

materials create a sense of history and rootedness in the garden room. A park adjacent to the retail centre is integrated. A series of eco-spaces convey sustainability and conservation messages. Solar and water harvesting tools on the eco-roof contribute to a reduction of CO₂ emission by the building. Retail spaces can serve the bigger agenda of spreading environmental messages. 



CREATIVE commerce



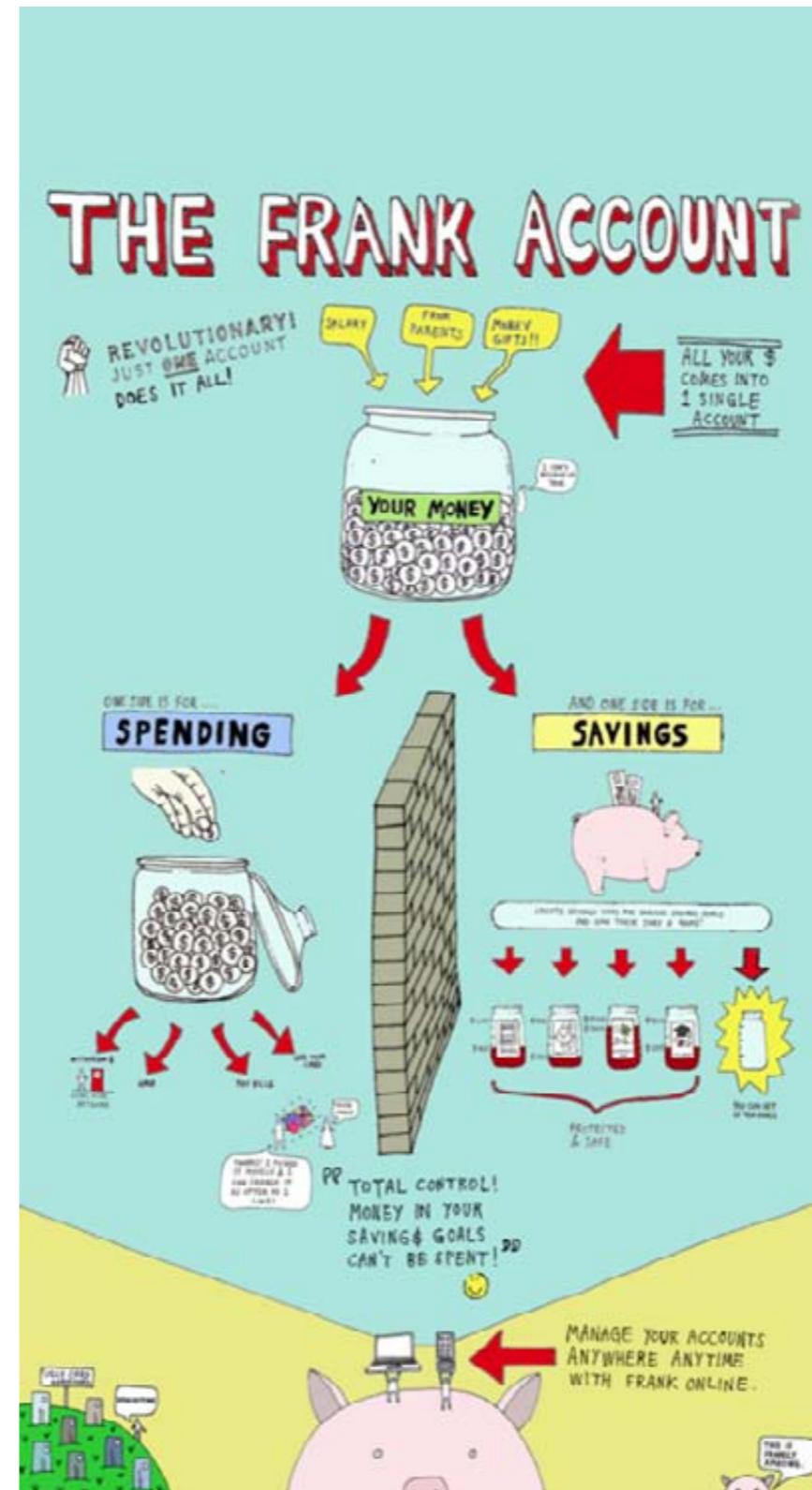
Aimed at the millennial generation, this innovative space – kitted out with pop art and box crates transformed into tables – turns the traditional notion of what a bank should look like on its head.



FRANK by OCBC was an exercise in creating a banking experience that would appeal to the Millennial Generation. The design challenge was to design a bank that the target audience could relate to and trust in.

Extensive user research revealed the general negative impression many young people held of banks, and their desire for greater levels of transparency and honesty. The research also highlighted three characteristics of Generation Y – the importance of community and peer opinion to them; an absence of a disciplined approach to tracking their personal finances; their need for personal expression and emphasis on individualism, which are expressed in their preference for products that allowed for personalisation.

In creating a banking experience that caters uniquely to the Generation Y crowd, innovative design solutions were employed. The new name, FRANK by OCBC, capitalises on its double meaning as a principle and a person's name, communicating a sense of honesty while making it more relatable as a brand. In addition, FRANK by OCBC deviates from the traditional appearance of a bank and instead, projects a look that is trendy, fun and relevant. Custom pop art hangs off the walls while box crates are transformed into tables around which customers can speak to FRANK bank ambassadors and enquire about FRANK's banking services.



Personalisation of the bankcard is also made available. Customers can choose from more than 100 card designs when they enter the bank. Each card has a name and a brief description of what the design symbolises, allowing customers to select the one that they feel describes them the best. FRANK's rewards point system further caters to the target audience's shopping habits with its tie-in with blog shops.

These series of innovative design solutions led to the creation of a unique banking experience that captured the Millennial Generation's attention. 🌟

MORE POWER TO YOU.

BE YOURSELF. **III FRANK**

CLEVER + QUIRKY

WEB + BLOG





LIBRARY of babel



*This double volume premier banking hall
is given a loft-style revamp to create a
lounge area complete with a library wall
to entertain customers.*

This was a conversion of a double volume space into a loft-like premier banking hall for OCBC. The design for this Thomson Road branch incorporates various aspects of a New York loft, such as a full height brick wall, raw-finished concrete, designer art pieces and an ultra-stylish library wall.

The chic ambience is emphasised by the lighting choices, such as the use of throw lights and cove lights to illuminate the feature walls in an intriguing manner. Several designer furniture pieces are scattered throughout and inject some quirkiness into each space as well as that added touch of sophistication. The meeting rooms are more subtly designed but retain similar elements, such as the brick wall and raw-finished concrete.

Here we have a refreshingly unique rendition of OCBC's premier banking branch design that beautifully captures the bank dedication towards its clients. 🌟

🌟

The chic ambience is emphasised by the lighting choices, such as the use of throw lights and cove lights to illuminate the feature walls in an intriguing manner.

🌟



— OCBC THOMSON ROAD, SINGAPORE
 DIRECTORS Wendy Tan, *Architecture* | Chester Goh, *Interior Design* | MAIN CONTRACTOR Yongway Contract & Construction Pte Ltd | MECHANICAL & ELECTRICAL iEngineers | CIVIL & STRUCTURAL Yr 2000 Engineering Consultants | QUANTITY SURVEYOR CCL Chartered Surveyors Pte Ltd | PHOTOGRAPHY CI & A Photography







GREEN REMIX



This shopping mall in the heart of Orchard road ingeniously weaves greenery into its architecture, with trees, shrubs, water plants and a two level sky garden.



High above Singapore's busiest shopping street, with views out over Orchard Road and beyond, is a sanctuary where frazzled shoppers can take a break among lush foliage and water features. Orchard Central boasts one of Singapore's most surprising gardens, a 'plantation' that reminds us of Orchard Road's origins, but brings the concept up-to-date in keeping with contemporary needs.

The garden makes extensive use of a variety of trees, shrubs and ground cover, as well as water plants for the pond system. These are all carefully woven together to provide a visually engaging nature experience within the urban setting – a city within a garden.

The main garden straddles the 11th and 12th floors, being both horizontally and vertically conceived. Further pockets of greenery are interwoven at different levels to create a corridor of greenery creeping through the structure like a vine. On the 11th storey, and stretching up to the 12th,

three green walls have been anchored to steel support beams to create 160 square metres of vertical garden. Two more, lower, walls on the 12th storey provide a further 45 square metres. These walls mimic the lush greenery of the tropical jungle, and act as a natural cooling system.

As well as the vertical gardens that change their hues throughout the year, there are footpaths meandering among other features that pull in the eye as though to a painting; bright green ground cover with dark green spikes thrusting their way up among them, and ending in a 'pop' of a brightly coloured bloom. And standing proud above everything are flowering trees lending shade on a hot day.

Water features also comprise part of this urban oasis. Broad footpaths straddle water bodies covered in lilies and hyacinths floating lazily on the water surface. A second pond is nestled beneath a rock wall with clumps of plants spilling from the crevices and cracks.

It comes as little surprise to learn that this garden won first prize for the SIA-NParks Skyrise Greenery Award. The garden complex is supported by an automated-irrigation and slow-release fertilizer system, as well as a sub-soil drainage system. 🌱

— ORCHARD CENTRAL SKY GARDEN,
SINGAPORE

DIRECTOR Lena Quek, *Landscape Design* |
PHOTOGRAPHY ONG&ONG Pte Ltd





BOTANICAL *beauty*



This series of shops is drawing visitors to the Botanic Gardens with its thoughtful play on Singapore's rich colonial history and lush tropical greenery.



Named Asia's top park for the second year running, the Singapore Botanic Gardens juggles a dual identity. To international globetrotters, it is one of the world's leading heritage hotspots. Yet to local citizens, it is a beloved landmark and sanctuary. Downtown Singapore's last expanse of green with swathes of virgin rainforest and over 1000 orchid species to explore, it is also rich in personal stories and memories.

When ONG&ONG was enlisted by the National Parks Board to develop a series of boutiques to enhance the Gardens as a cultural destination, it approached the project by first going back to its roots. Site studies and in-depth interviews with visitors from the tourist to the retiree revealed a dichotomy of interests and needs. Some wanted to buy meaningful and exotic gifts, while others were looking for consumables like tea in line with the natural surroundings. The common thread however was the desire for an intimate connection to the Gardens – be it the raw, original and untouched side of it, or its pockets of manicured and cultivated greenery.

The first of the shops, located near the historical Nassim Gates, has a rustic old world charm. Resembling an elegant conservatory, the design taps on Singapore's unique blend of colonial heritage and laid-back tropical style. One can imagine a garden party taking place amidst the beautiful lantern lighting and artfully arranged pots of flowers and plants. A key feature is the Tea Bar, where visitors can enjoy the pleasure of drinking tea in a garden setting.

The second shop can be found at the acclaimed National Orchid Garden. Feeling like an extension of a garden, the mood here is more luxurious and feminine. A black and white Orchid motif – a tasteful nod to Singapore's colonial past – decorates the walls. The intention of this space is to focus on the cultivation and craft of gardening, and the selection of carefully curated products including perfume and lotions displayed in jars gives it a horticultural ambience.

Recycled materials like timber shelving and cement floors figure prominently throughout the stores, along with subtle touches of nostalgia. These include a commissioned painting of the Nassim Gate on a wall, and a Heritage Wall that features in all three shops. This is filled with framed images that tell the 155-year history of the Botanic Gardens through vintage photographs and meaningful words. 🌿

— GARDEN SHOP, SINGAPORE
 DIRECTORS Mark Wee & Ken Yuktasevi,
Architecture, Experience Design | PHOTOGRAPHY
 Jaume Albert Marti



POWER PLAYER

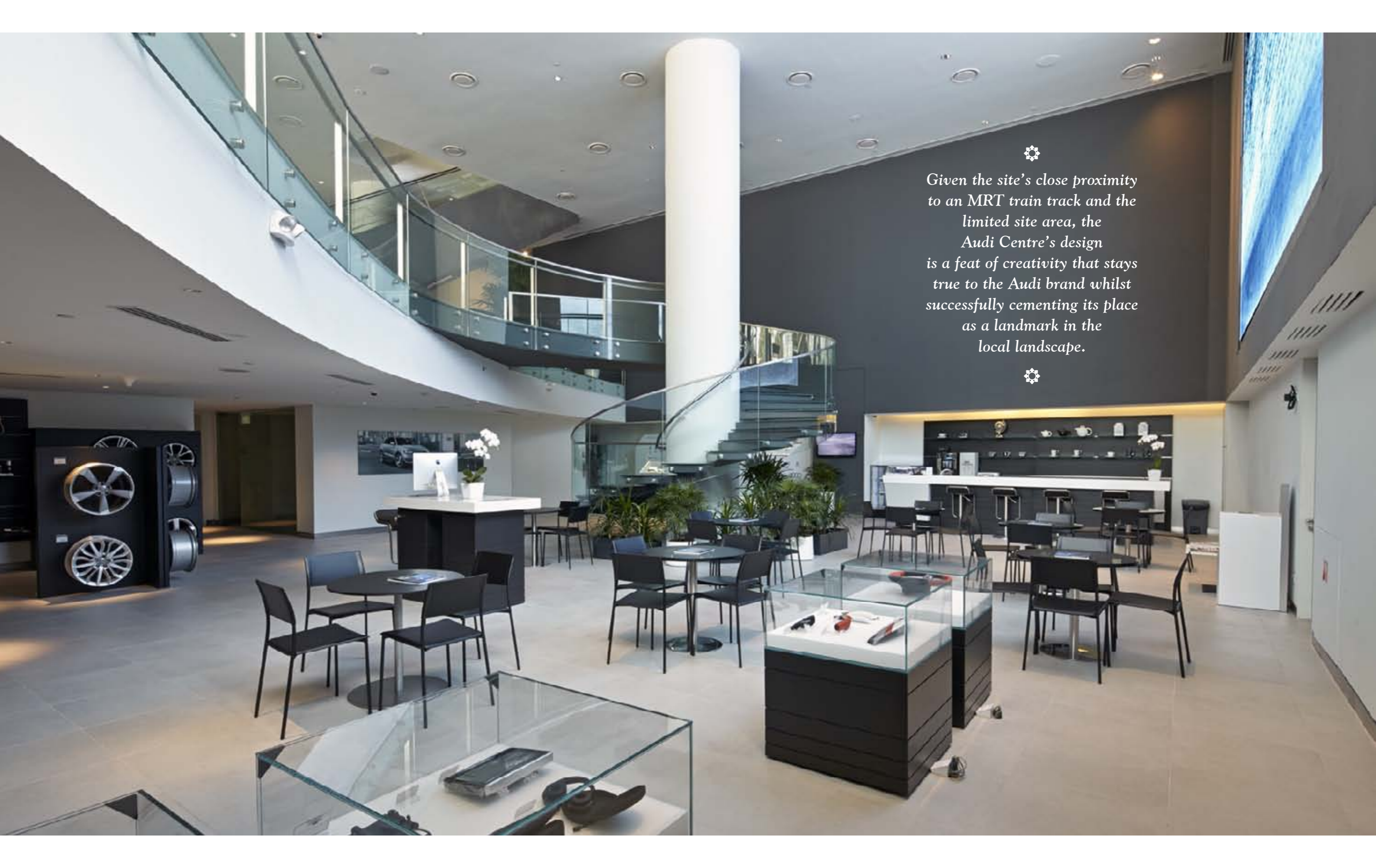


This sleek state-of-the-art showroom stands out for its pioneering design, from its unique semi-circular shape to curved walls that mirror Audi's signature branding.





Standing eight storeys high, Audi Singapore's newly unveiled flagship store is the first ever high-rise Audi Centre, and at 1,350 square metres per floor, is also the largest Audi showroom in Southeast Asia. This one-stop centre offers a variety of services in a single location, housing showrooms, workshops, offices and even a café and waiting lounge for visitors. As many as 35 of Audi's latest models are displayed in the showrooms on the 2nd and 4th floors. The cars are arranged in a 'power curve', making the formation seem as if they are zooming by on a race track. A specially designed lift carries cars to the servicing workshop that spans from the 5th to the 7th floor, while the offices take up the building's top level. Within the three basement floors are an Audi Cafe, quattro shop, customer waiting lounge, reception areas as well as a carpark. The design concept was to localise the international Audi Centre template to suit the site and local conditions, whilst ensuring a consistent corporate branding. Hence, although space constraints resulted in the building's uncharacteristic semi-circular shape, Audi's signature look is evident in elements such as the building's curved walls.



Given the site's close proximity to an MRT train track and the limited site area, the Audi Centre's design is a feat of creativity that stays true to the Audi brand whilst successfully cementing its place as a landmark in the local landscape.



The façade is clad in aluminium with hexagonal cut-outs forming a honeycomb pattern, while full-height glass windows for the lower floors make the building appear to float off the ground. Located at the junction of Leng Kee Road and Alexandra Road, the Audi Centre also had to contend with its close proximity to the MRT train track. As the Audi Centre's foundations are mere centimetres away from those of the train track columns, the columns were monitored during construction through the use of lasers. Given the site's close proximity to an MRT train track and the limited site area, the Audi Centre's design is a feat of creativity that stays true to the Audi brand whilst successfully cementing its place as a landmark in the local landscape. 🌟



AUDI CENTRE, SINGAPORE

DIRECTOR Ong Tze Boon, *Architecture* |
 MAIN CONTRACTOR Lum Chang Building
 Contractors Pte Ltd | MECHANICAL &
 ELECTRICAL Rankine&Hill (S) Pte Ltd | CIVIL &
 STRUCTURAL J S Tan & Associates | QUANTITY
 SURVEYOR Rodney Chng & Associates Pte Ltd |
 PHOTOGRAPHY Aaron Pocock



RAW POLISH

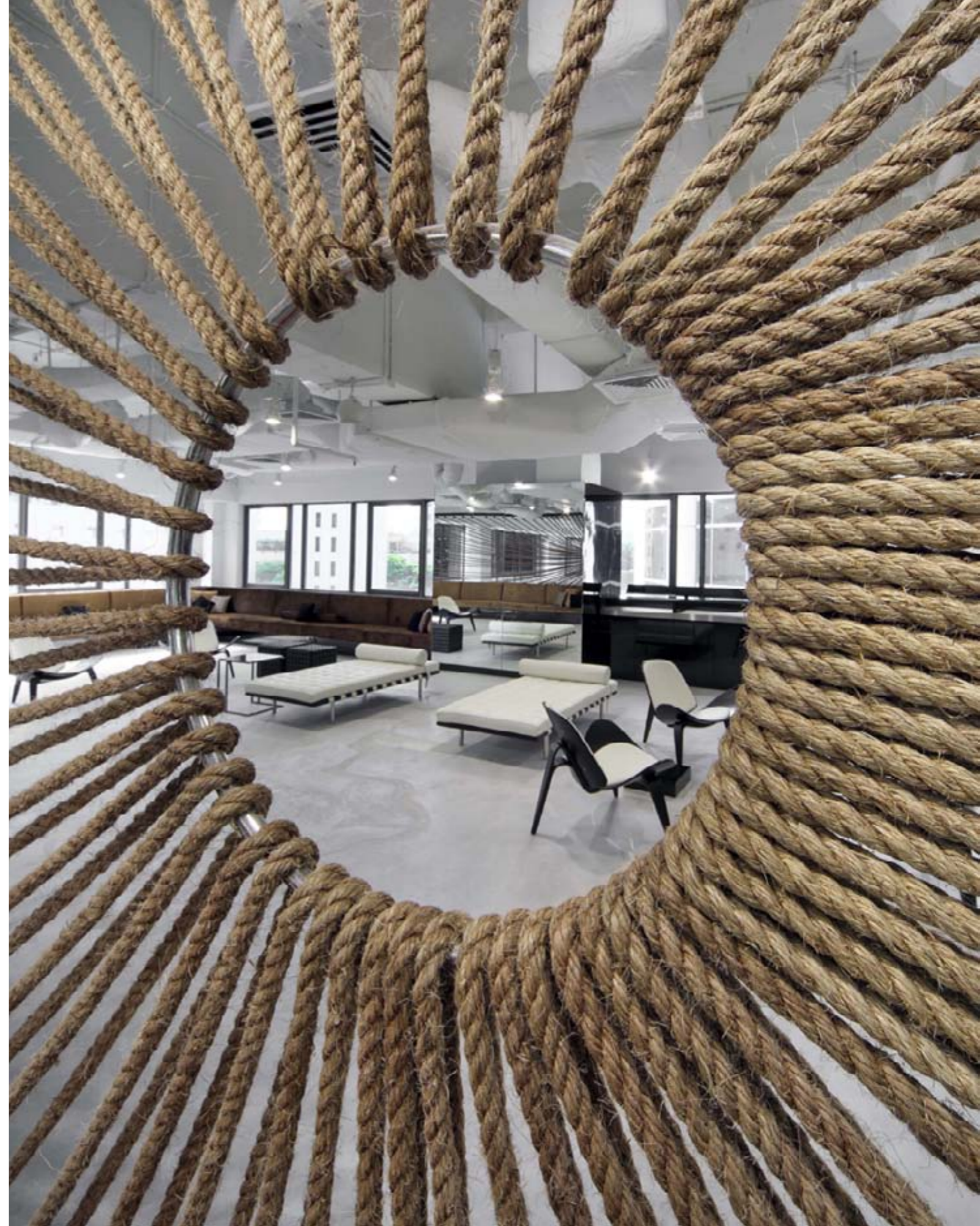
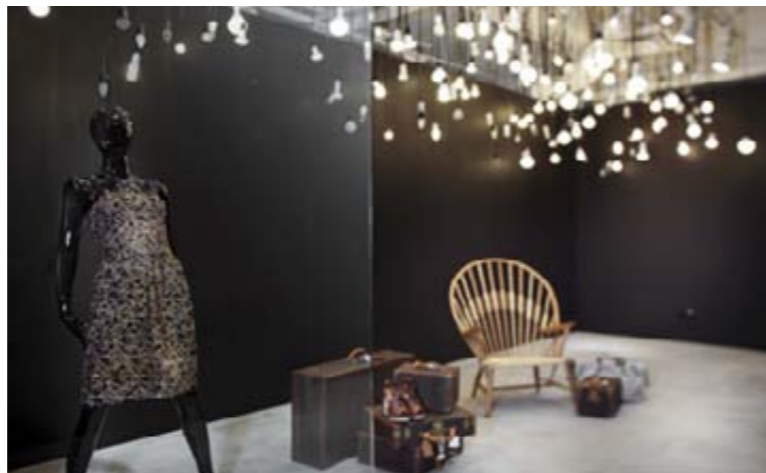


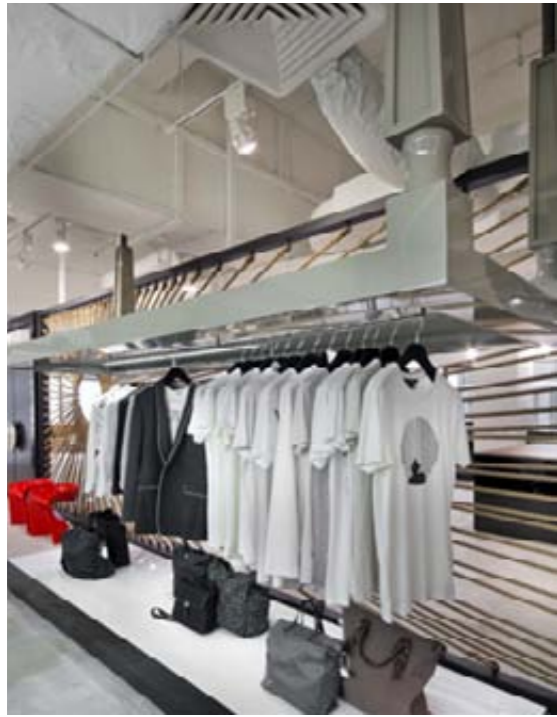
This flagship store contrasts raw materials and glossy finishes to create a luxurious yet edgy retail environment.

This flagship store is a gallery for Reebonz, a high-end luxury goods and fashion retailer. A minimalist colour palette neutralises the setting and gives emphasis to the products.

Raw material, such as concrete and rope, strongly contrasts the glossy finishes of the mobile display fixtures. Mobility allows for experimentation with the space to create a variety of shopping experiences. Modularity permits flexibility and customisation depending on the items to be displayed. An illuminated staircase forms the focal point of the design, whilst a platform acts as a stage adding dimension to the design.

With an array of unique elements to delight customers, the interior design of Reebonz is truly inspired by the dynamic and transient nature of the fashion world. ✨





— REEBONZ, SINGAPORE
 DIRECTOR Natalie Louey, Interior Design |
 PHOTOGRAPHY See Chee Keong



ENGINEERED SOLUTIONS *for hotels, retail and restaurants*



When we think of engineered solutions to buildings, we tend, perhaps, to think of the mechanical and electrical components such as air-conditioning, lighting and other services, the elements that help bring the spaces to life. But behind the chic stylishness and carefully considered ambience of the hotels, restaurants and retail spaces that identify our lived experiences, a whole 'armoury' of hidden technology is increasingly being brought into play. We may be unaware of its presence, but as we become increasingly accustomed to quality service and efficiency, we would soon become all too aware of its absence. Its implementation, moreover, serves not only the client and customer, but also makes the lives of management and service staff less complicated.

What is perhaps surprising is that much of this technology has been around for a long time. But with the growing challenges of labour shortages, and efficiency drives saving energy and time, much of this

technology is being extended to new areas. Many people are already familiar with restaurants that use tablets for ordering food and drink; they may be fun, but they also cut down on waiting time and help you get out faster. More recently the complete E-table, an interactive ordering system that projects the menu directly onto the table, has become available.

Hotels, too, are implementing engineered solutions, not only to increase staff and service efficiency, but also to make the guest experience smoother and more pampered. The use of Radio Frequency Identification (RFID), which is commonplace in many fields is set to become more widely used in hotels, for example. The headaches and potential muddles endured when a huge party checks into a hotel with large quantities of luggage can now be quickly dealt with. As guests check in, a barcode linked to their room key is issued and attached to their bags. The bell hop simply scans the bar code and luggage is delivered to the room;

the guest can go out knowing that their bags will be waiting when they get back.

The room card has become a multi-functional tool in other ways. When the key is activated at check-in, an automatic signal may be sent to the room to turn on the air-conditioning, side lights and TV menu – an automatic welcome. Similarly when the guest goes out and removes the key from the card holder, the system turns everything off, thus saving energy when the room is empty. Hotels are also increasingly making use of automated minibars. Everything inside is bar coded so that upon removal items are immediately charged to the room, saving the annoying wait at check-out as the chambermaid checks the bar.

Hotels have challenges beyond serving the guest better; similar engineering technology is being applied to something as basic as managing the mountains of laundry generated by a hotel every day. Many hotels are now outsourcing this mammoth task. A hotel chain may have a centralised laundry off-site that handles everything. What the guest may not realise is that every towel, table-cloth, sheet and pillowcase has to be checked and sorted, and a hotel needs to ensure that the same number sent out for laundering is returned. RFID is now being implemented here. The system should speed up the process, cut down on labour costs and make for greater efficiency.

Retail has already benefitted from RFID implementation. Every item scanned at the pay point is relayed to a centralised system so that a replacement may be automatically re-ordered. In the case of supermarkets, for example, deliveries can be made on a daily – or even twice daily – basis so that shelves are stocked

with what is needed and without storage space having to be allocated ‘behind the scenes’. In fashion retail, similar systems enable stores to quickly restock popular items, and inform the manufacturing end – which may be on the other side of the world – when to slow down or even stop production of an item.

Fashion is benefitting from technology in ways that will make buying a new outfit faster and more fun. Imagine stepping into a virtual changing room with a 3D mirror and instead of trying on fifteen outfits one after the other to see which looks best, a computer does it all for you. A photograph is taken of you and may be digitally dressed in outfit after outfit until you find the one you like. It cuts down on the time spent struggling in and out of clothing, and enables you to try on many options in less time.

Smart phones have also been brought into the retail experience. Among the plethora of apps available are those that tell you where you are and keep you informed up-to-the-minute about deals, offers, great restaurants and even where to go to avoid a crowd if that's what you want. Shops and restaurants will soon be able to identify you when you enter their space, and if you are a returning customer, their database will have a record of your preferences, styles and tastes and be able to make suggestions that will save you time.

For travellers, shoppers and diners, this could be a better time to enjoy all these amenities and experiences. Technology is being constantly tweaked and developed so that it can be applied to almost every aspect of our lives. It is now only a matter of time until beautifully conceived and thoughtfully engineered technology is brought into play to enrich all our experiences. ☀





Tantalising Experience: F&B



Food and beverage outlets are the heart and soul of many entertainment venues.

TOMO IZAKAYA RESTAURANT, ESPLANADE

The approach to the projects featured here aims to create a unique dining experience that will tantalise experientially and engage customers visually. The design intent of some of these establishments is traditional with a modern twist, to successfully fuse cultural elements with contemporary conveniences. Some projects create intimate indoor dining areas that are tastefully

complemented with charming alfresco areas. There are also those that are inspired by the colour of ingredients and food making processes, to create a stylish and relaxing environment that is infused with an atmosphere of authenticity.

Little gestures turn otherwise ubiquitous fixtures into distinctive features in these establishments.

Traditional musical instruments are adapted as unique light fittings, adding cultural flavour. A wall of traditional pots are stacked to form an interesting entrance screen. A feature wall doubles as magazine rack and glowing dining tables, making delightful interactive features. Retaining original architectural structure and exposed crisscrossing pipelines add a post-industrialist

feel to the space. An intricate box suspended in mid-air linked to the main common area via a connecting bridge adds an interesting and quirky aspect to the entire design while creating a more private meeting area for customers.

Materials are carefully planned into the designs to enforce concepts, experiences and atmospheres. Tiled

ceilings, walls lined with red bricks and hardwood-floored pavilion, evoke an ambience that is reminiscent of Singapore's colonial past and add a retro feel. Softer finishing such as fabric panels line doors and walls, coupled with plush furniture, to create a dignified yet inviting atmosphere. The unique qualities of natural materials, such as solid wooden flooring, original wooden

tables and chairs, help infuse a space with an atmosphere of warmth. Movable dividers evoke memories of traditional screens and are used flexibly to expand the space. ✿



EAST meets
WEST



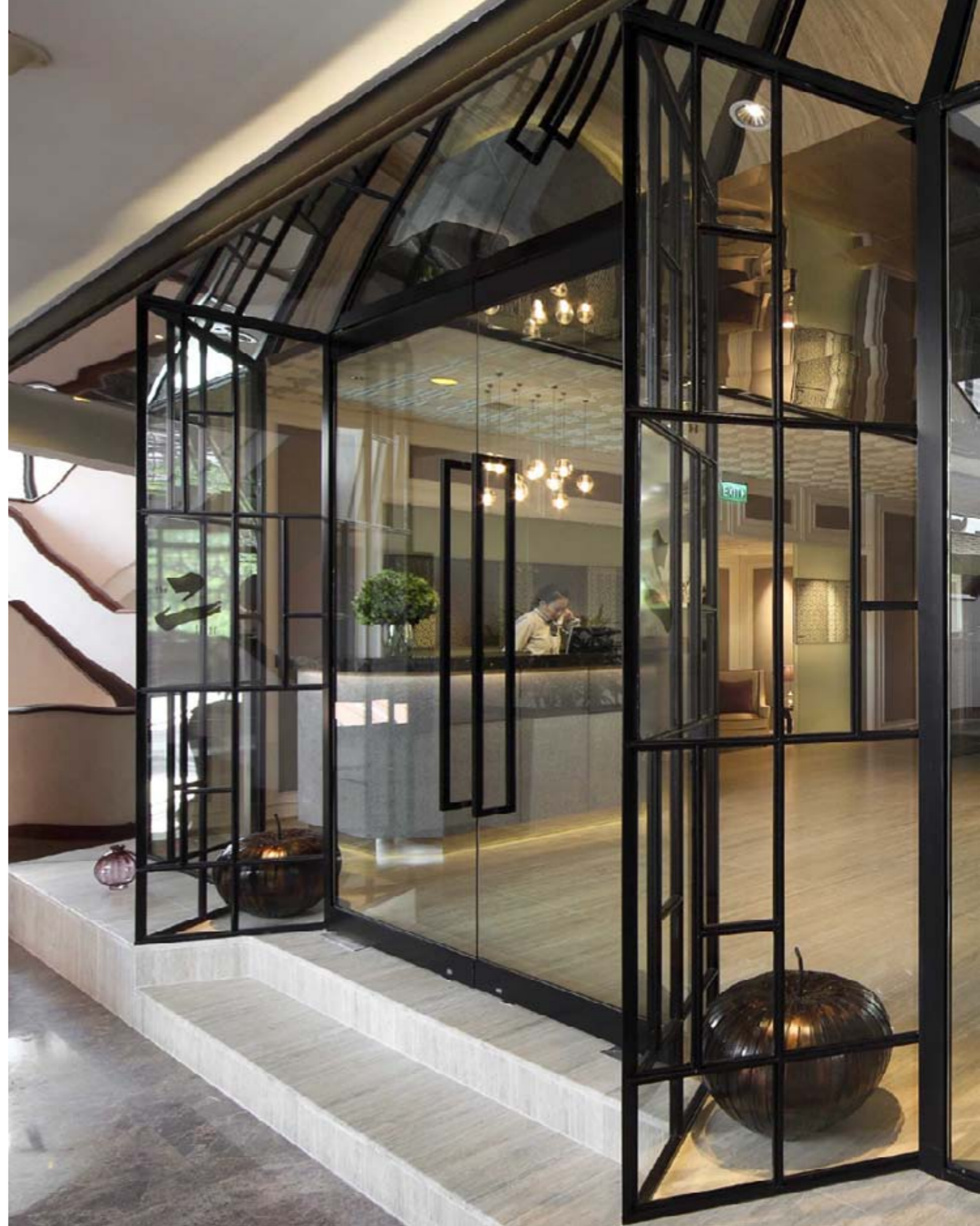
This new restaurant reminisces Singapore's colonial past, through vintage elements and earthy materials. Movable dividers give its layout a flexible twist.



The 2nd Floor restaurant in the American Club was designed with the intention of fusing Eastern and Western influences. It features tiled ceilings, a brick wall behind the bar, and a hardwood-floored pavilion, evoking an ambience that is reminiscent of Singapore's colonial past.

Eastern influences come into play through the use of movable dividers, bringing to mind traditional Chinese screens. By clever manipulation, these screens can be used to expand the bar area.

Shades of sapphire, emerald, and amethyst dominate the interior, casting a muted and sophisticated atmosphere upon the restaurant. These neutral shades, combined with glass dividers that reach from the floor to the ceiling, exude a taste of refinement that characterises The 2nd Floor. ✨





EAT WIDE AWAKE



FIVE-STEP PROCESS OF EXPERIENCE DESIGN



A case study on Salad Stop

1. SALAD STOP STRATEGY SHOULD NOT ONLY NOURISH THE BODY, BUT FEED THE MIND AND SOUL.

What will this food do to my body?

– LOCAL | MALE | 20s

I want to eat healthy but I don't know how.

– LOCAL | MALE | 20s

Once I understand, I can change my beliefs.

– LOCAL | MALE | 40s

Eating the right food can be spiritual, transformational.

– LOCAL | FEMALE | 30s

Information & education would be really helpful.

– LOCAL | MALE | 50s

Once people explained how they handmade the cheeses in a farmer's market. Then I understood the value of the food. Otherwise it was so alien.

– LOCAL | MALE | 20s

I know what healthy food should look like. I don't buy anything that looks waxy and too perfect.

– LOCAL | FEMALE | 30s

Organic food isn't all shiny and perfect.

– LOCAL | FEMALE | 30s

2. PEOPLE WANT SALAD STOP TO ENGAGE AND RELATE TO THEM IN AN AUTHENTIC AND UN-ENGINEERED WAY.

The place doesn't make me happy. The mood in there doesn't make me want to eat.

– LOCAL | MALE | 30s

Salad Stop? It's completely soul-less.

– LOCAL | FEMALE | 30s

It's really noisy but I come because these are the best salads in Singapore.

– LOCAL | FEMALE | 30s

3. SALAD STOP'S ENVIRONMENT SHOULD DIRECTLY REFLECT THE QUALITY AND ORIGINS OF ITS PRODUCT OFFERING.

4. SALAD STOP NEEDS TO IMPACT A YOUNGER GENERATION OF CUSTOMERS AND EMPLOYEES WITH POWERFUL MEMORIES OF GOOD EATING.

I eat healthy because of the way I was brought up.

– LOCAL | FEMALE | 20s

Comfort food is what you ate as a child. For me that's Indonesian food. It doesn't have anything to do with being healthy.

– LOCAL | FEMALE | 30s

There was no-one to guide me while I was growing up.

– LOCAL | MALE | 20s

I think, if my grandparents are still healthy I should be fine too, why should I watch what I eat?

– LOCAL | MALE | 30s

It's convenient and easy. – CUSTOMER

There are so many salad shops in Singapore. If they had a cause or a story, I might support them.

– LOCAL | MALE | 30s

I don't know what their vision is. – STAFF

5. STAFF AND CUSTOMERS LOYALTY TO SALAD STOP IS NOT BASED ON ITS VISION BUT BECAUSE OF CONVENIENCE, NECESSITY AND SERVICE.



DISCOVER



'Discover' is when we conduct strategic user interviews to understand underlying needs, motivations and desires through the art of story telling. We seek to understand what drives users behind the project and what would make a compelling, unforgettable experience.

DESIGN SHOULD NOT BE AFRAID TO COMBINE INTELLIGENCE WITH IDEALS.



INTELLIGENCE

IDEALS

INFORMATION ABOUT SALAD STOP SHOULD COME BOLDLY AND UNINTENTIONALLY.



WALL ART WITH SALAD STOP VALUES AND ONE LINERS.

DRAWN ON LABELING ON GROCERY BOXES

EVOLVING DISPLAY STAND

IMPERFECTION = PERFECTION
LESS = MORE



ACCEPTING OF A YOUNGER AUDIENCE
MEMORY GENERATING



WALL ART COMMUNITY WALL

VISION TAKES CENTRE STAGE
ALL DESIGN POINTS TO VISION



SYNTHESISE



'Synthesize' is where we sit down and share our findings, our discoveries. Here is where we drive at initial findings, have a deeper understanding of customer needs and come up with key insights that will drive our design.

3

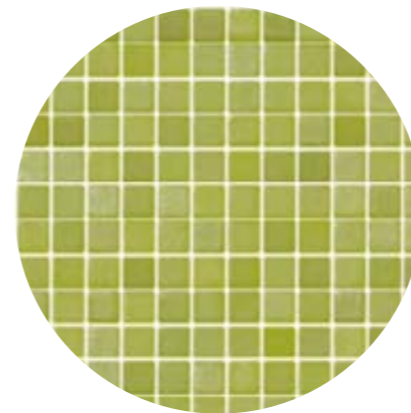
IDEATE



'Ideate' is the stage for research and drawing inspiration from a wide range of sources to help identify new opportunities. Guided by the 'Dream' and grounded on 'Discover', we design new environments, communications, processes and products that become the touchpoints of new experience journeys.



HANGING INFO RAIL



LIME GREEN COUNTER TILE



DARK GREEN BLACK BOARD PAINT



VINYL WOOD FLOOR AT COUNTER AREA ONLY



ECO-FRIENDLY PACKAGING



TILE CARPET AT ENTRANCE ONLY



WALL ART



WALL DISPLAY BOXES



WALL ART



FRESH INGREDIENTS



WRITING ON WALLS



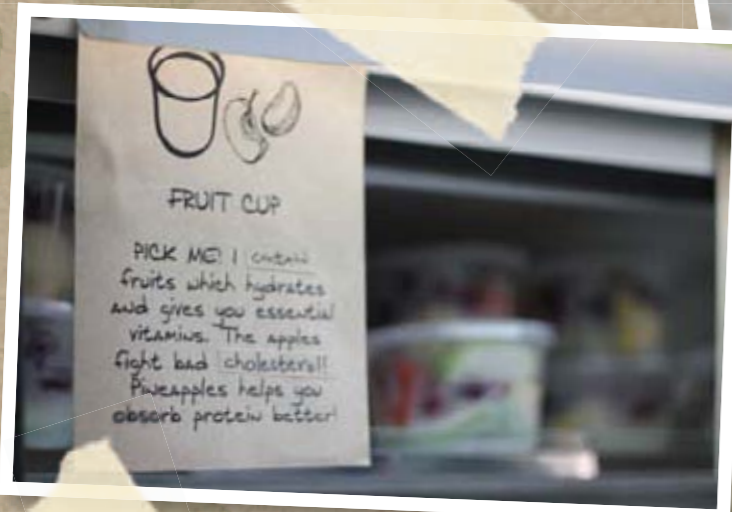
CASHIER COUNTER

4

PROTOTYPE



'Prototype' is the testing stage for new ideas in a live laboratory where we mock-up the new experience with basic, everyday materials. We bring users to this lab, listen to their feedback then tweak, discard, reinvent and refine the design until we arrive at a better solution.

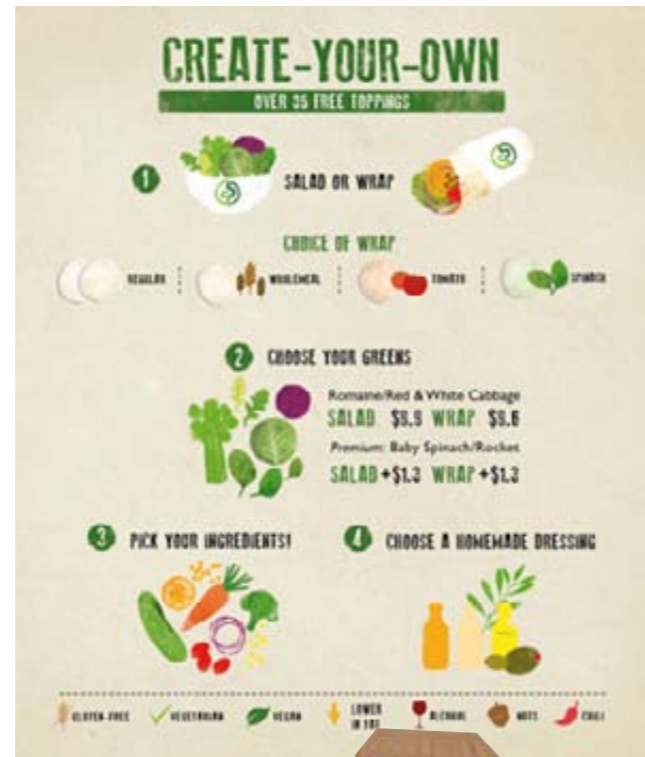


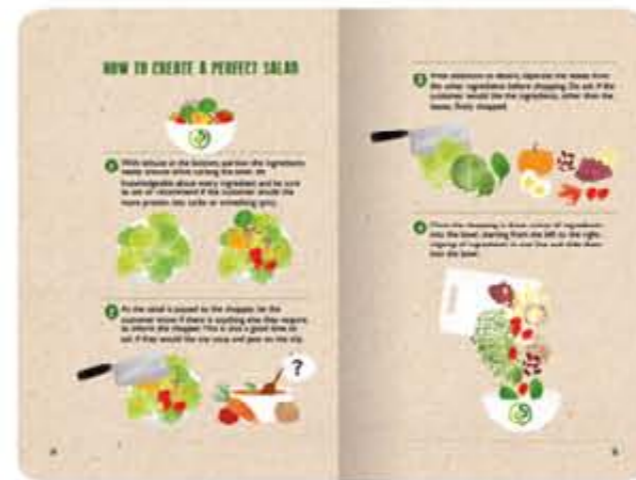


DESIGN



The new design is being worked out, the new experience is being carefully described and drawn. Every step is documented into a set of guidelines for implementation.







EATING WIDE AWAKE YOU ARE HERE

"The bowl in front of you is central to the Eat Wide Awake movement. Every bowl of salad is the result and catalyst of a positive cycle of change."



...s to find
...ners who supply
...t ingredients.

It takes less than 17 hours from earth to your bowl. We source as close to us as possible so our greens don't suffer from any jetlag.

Our jobs of how produce gets to your bowl through its adventure with earth, moisture energy and tactile uterine.

A FAMILY DREAM

...day jobs and
...red dream -
...eating that

PRIDE IN THE PROCESS

Every idea, strategy and investment is backed with passion and care. All success stories are celebrations. The team wants to get the most out of every green.

WAVES OF AWAKENING

This creates awareness, new products that will enlighten the MIND. We want to wake everyone up.

WAVES OF AWAKENING

In addition to eating with purpose, every new experience we and our customers share in connects, expands and connects the world around us.

SOUTHERN GOODNESS

Go beyond the Bowl. Your passion and involvement fuels our growth. Talk to us on Facebook.

experiential TESTBED



The revamped restaurant chain introduces an educative experience of the benefits of greens – an outcome of interviews and observational studies of customers, staff and suppliers.



YOUR FAVOURITE SALADS & WRAPS!

- TUNA DAN
- DE CARI DAN
- HATI ENCIK
- SIKIL "NY" NYA
- GO GATOK
- ONGSA 3 DARI

OUR STORES



THE WAY NOT A FOOD CHAIN WE ARE A WEALTH IT IS A BASIC HUMAN RIGHT TO

The Experience Design team and the Environmental Branding studio recently revamped the Salad Stop chain of restaurants. Their approach was to create a unique dining experience that would thoroughly engage customers.

Through interviews and observational studies, the Experience Design team spent a considerable amount of time gathering the habits and behaviours of not just Salad Stop's customers, but also those of their managerial staff, service staff, suppliers and farmers to gain a more holistic understanding of how the salad chain functioned as a whole. After processing the research material, the team developed the 'Eating Wide Awake' concept, which focuses on immersing customers in an educative experience as they learn about the benefits of eating certain vegetables.





The Environmental Branding team helped to shape these concepts and ideas into beautiful graphics that were employed for the shopfront, menus and wall decoration. With bright colours and playful artwork, the new Salad Stop restaurants are sure to put the fun back into eating vegetables. 🌱

— SALAD STOP, SINGAPORE
DIRECTORS Mark Wee & Ken Yuktasevi, Experience Design | Joanne Tan, Environmental Branding | PHOTOGRAPHY Kenerf Sim



⚙

Through interviews and observational studies, the team spent a considerable amount of time gathering the habits and behaviours of not just Salad Stop's customers, but also those of their managerial staff, service staff, suppliers and farmers to gain a more holistic understanding of how the salad chain functioned as a whole.

⚙



MODERN TRADITION



This restaurant serves Indian cuisine in a traditional setting with a modern twist. Its dramatic entrance screen features a stacked wall of traditional bronze pots.



Nestled in the luxurious Resorts World Sentosa, Rang Mahal Pavilion serves up authentic Indian cuisine in a traditional setting, albeit with a modern twist. The restaurant comprises of a main dining and banquet area, two private function rooms, a kitchen and a restroom.

Musical instruments like sitars and flutes make for unique light fittings, adding cultural flavour to these otherwise ubiquitous fixtures. A wall of bronze traditional pots are stacked together at the entrance, forming an interesting entrance screen. Beyond the screen, diners are welcomed by the statue of Lord Ganesh, the Indian elephant deity, perched over a reflective pond. Fabric panels line the restaurant's doors and sections of wall and, together with the plush furniture, projects a dignified yet inviting atmosphere for a meal.

Inspired by the vibrant colours and traditions of India, the restaurant's décor reflects a celebration of Indian cuisine. Rang Mahal Pavilion is testament to the successful fusion of traditional and contemporary design – a result befitting a fine dining establishment such as this. 🌀



*Rang Mahal Pavilion
is testament to the successful
fusion of traditional and
contemporary design –
a result befitting a fine dining
establishment such as this.*



— RANG MAHAL PAVILION, SINGAPORE
DIRECTOR Teo Boon Kiat, *Interior Design* |
PHOTOGRAPHY See Chee Keong

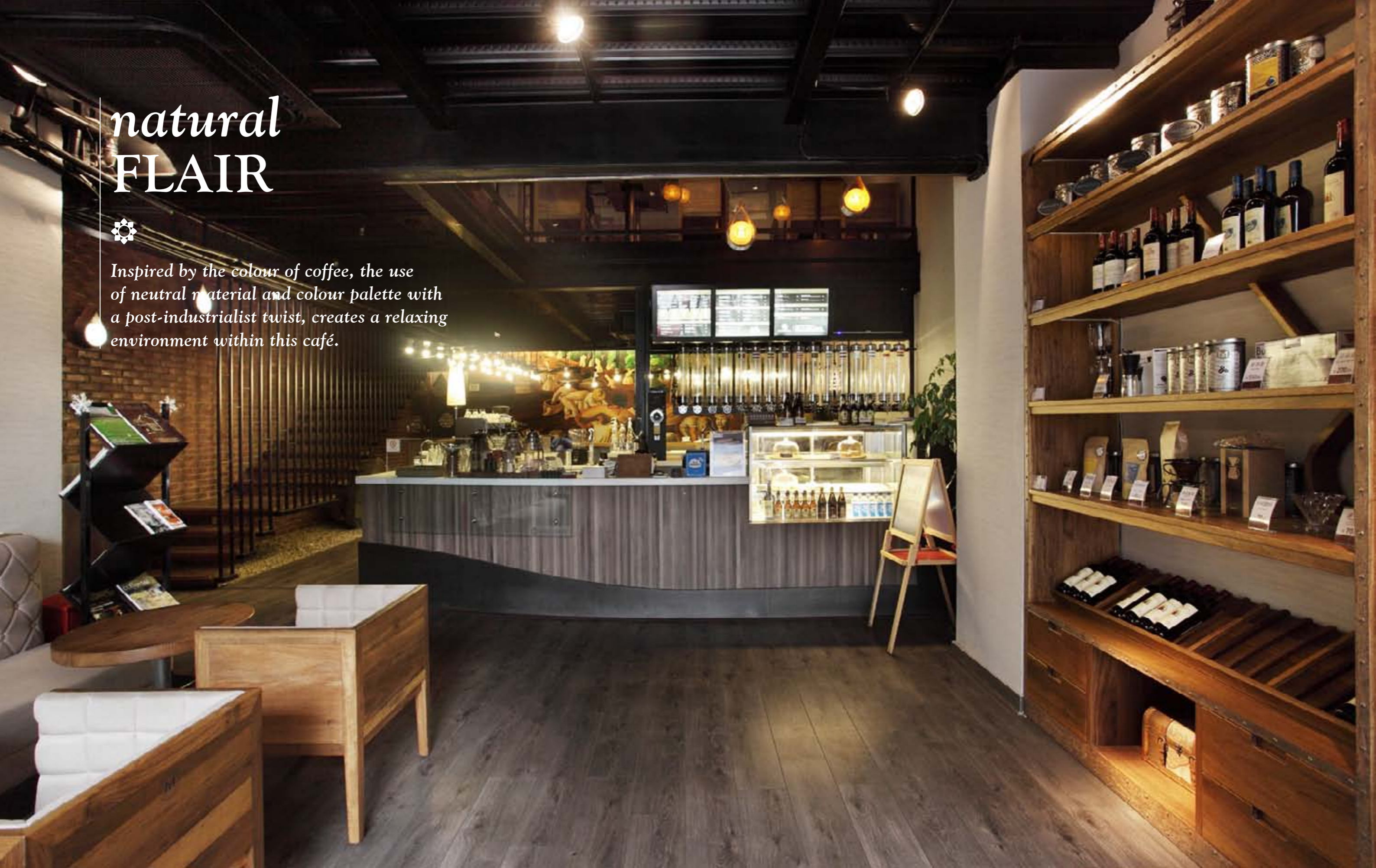




natural FLAIR



Inspired by the colour of coffee, the use of neutral material and colour palette with a post-industrialist twist, creates a relaxing environment within this café.





The design concept for the Mocoway cafe was derived from the colour of coffee and the handmade process of brewing coffee, with the intention of creating a stylish, relaxing environment that is infused with an atmosphere of authenticity and nature.

For the ceiling, the designer retained the original architectural structure; crisscrossing pipelines remain exposed, adding a post-industrialist feel to the space while invoking a sense of natural simplicity. The walls, on the other hand, which are lined entirely with red bricks, add a retro feel to the café.

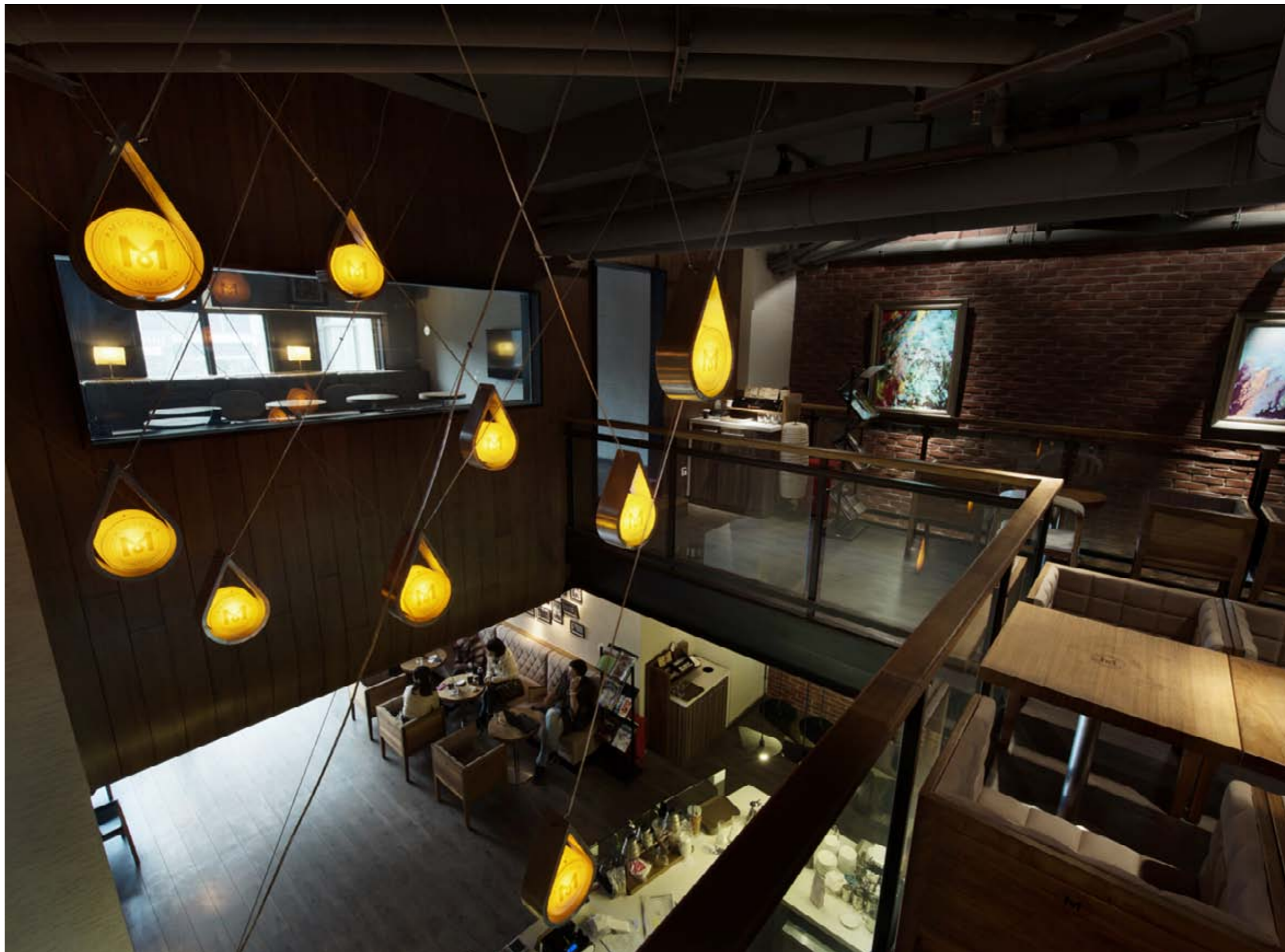
Suspended in mid-air like an intricate box is the meeting area. The space is linked to the main common area on the second floor via a connecting bridge. The layout adds an interesting and quirky aspect to the entire design of the café while creating a more private meeting area for customers. The interior design of the meeting area is meant to invoke warmth and comfort; the hanging wall clock, television, couch and bookshelves lined with books and decorative items all culminate to create a warm and almost domestic setting.





For the ceiling, the designer retained the original architectural structure; crisscrossing pipelines remain exposed, adding a post-industrialist feel to the space while invoking a sense of natural simplicity.





Great care was given in utilising the unique qualities of natural materials. The solid wooden flooring, original wooden tables and chairs, vintage photos on the brick wall – all were deliberately chosen to infuse the space with an atmosphere of warmth. Bright, orange lights in the shape of water drops hang suspended in the air, creating a layer of visual interaction with a dash of modernity and visual dynamism.

The staircase heading towards the second floor deviates from the traditional design of staircases. Wooden steps are suspended in mid-air with the use of cables. The space below the steps is paved with white beach pebbles. The overall effect is a light-hearted and relaxing space that allows the customer to enjoy a cup of authentic coffee while being immersed in nature and quiet. ☀

— MOCOWAY COFFEE HOUSE @ POLY CENTRE, CHENGDU, CHINA
 DIRECTORS David Huang & Kenny Liu,
 Architecture | PHOTOGRAPHY Langsa
 Cinematography Design Studio



IN *perfect* HARMONY



*An intimate chat with
Kenny Liu & David Huang,
Directors of Architecture, China*

— AS SOMEONE WHOSE WORK IS TIED DIRECTLY TO CREATING A LIFESTYLE, HOW DO YOU SEE THE RELATIONSHIP BETWEEN LIVING AND LEISURE? IS THERE A BOUNDARY BETWEEN THE TWO FOR YOU?

KENNY We believe leisure is an integral part of a balanced lifestyle, so we always try to research and understand lifestyle trends so we can embrace them in our architecture. We also recognise that trends can result from bringing seemingly unrelated leisure elements together. For example, our Hangzhou Airport Mixed-Use Complex combines a hotel, shopping mall, office space, airport facilities, museum, and dormitories under one roof. This creates an exciting opportunity for individuals spanning different walks of life and operating at different times of the day, to interact in new social conditions, particularly in interactive spaces like Wi-Fi zones and performance plazas.

DAVID The boundaries between the two blur for us because while we want our work to artistically delight and meet client needs, our ultimate goal is to simply leave people happy.

— WHAT IS YOUR OWN INTERPRETATION OF A LEISURE SPACE? WHERE WOULD YOU GO TO BE MOST AT EASE?

DAVID A leisure place is where I can go to feel free and choose to do whatever my heart desires, even if that means doing nothing at all. I can feel at ease in all sorts of situations – at a big family dinner, on a plane with a book, even ascending a rollercoaster – so when we plan spaces we try to make them as flexible as possible. We believe that for a user, leisure and choice go hand-in-hand.

— WHAT ARE THE COMFORTS THAT ARE INDISPENSABLE IN THE MODERN LIFESTYLE? SHOULD WE HAVE MORE OR LESS OF THAT?

KENNY Connectivity has to be the ultimate must-have for modern living. The feeling of being able to be connected with friends and loved ones, over the web or online anytime, is like having them on-the-go with you. Whether you're waiting for a doctor's appointment or trekking through the Amazon rainforest, a reliable mobile network makes the experience special.

DAVID Having said that, being constantly 'on-call' comes with its fair share of headaches. Attention deficiency due to the constant bombardment of choices is a very real problem that future generations will face. Like most things in life, good or bad, finding a suitable balance is the key. We believe an adaptable and forward-thinking strategy for adopting technology into our daily lives is imperative to good lifestyle design today.

Connectivity has to be the ultimate must-have for modern living. The feeling of being able to be connected with friends and loved ones, over the web or online anytime, is like having them on-the-go with you.

KENNY LIU

— HOW DOES ENGAGING INTEGRATED SOLUTIONS ACROSS DISCIPLINES KEEP THE LIFESTYLE TYPOLOGY ON TRACK? IS THERE A LIFESTYLE PROJECT THAT EPITOMISES THE SUCCESS OF INTEGRATION?

DAVID Integrated solutions allow for the exchange of interesting and specialised ideas across typologies and disciplines. An individual's definition of leisure is so personalised that spaces need to be adaptable to all lifestyle needs. For our residential project in Mongolia, we engaged interior designers, architects and landscape designers under our 360° Solution team, because we realised the power of having a design-led methodology across all these disciplines. It produced a complete lifestyle solution.

KENNY An illuminating example would be the seamless flow from its interiors to exterior. The beautifully lit lounge spaces in the sky garden, sheltered under a sleek glass canopy, drew on the expertise of lighting to landscape designers and architects. The design was culturally sensitive, practical, and had a balanced material palette.

— WHAT IS YOUR FAVOURITE MEMORY OF A LEISURE SPACE? DOES THAT MEMORY INFORM THE WAY YOU APPROACH YOUR WORK?

KENNY I remember being nine years old and walking into Disney World in Florida for the first time, and being totally transported. Everything about the place was new and wondrous. To a kid, it was a fairy-tale land oozing love and dedication to detail from the perfectly manicured greens to the delicate pavement patterns. When I start the design process for a new project, I try to capture that nostalgic and spiritual energy in all aspects of the architecture, large and small. As responsible designers, we create memories and experiences as much as spaces.

— WHAT EXPERIENCE DO YOU INTEND AND HOPE FOR USERS TO HAVE WHEN ENCOUNTERING THE SPACES (LIFESTYLE) YOU HAVE CREATED?

DAVID I hope that they will be struck not only by the space's exterior beauty, but also the careful thought that has gone into creating an enjoyable user experience. We want the elegance of our projects to be underlined by sophisticated pragmatism. In our design for the Greenland Mixed-Use Complex in Chengdu, we analysed the circulation patterns of pedestrians to create pleasurable catchment areas as well as shady green spaces for refuge and relaxation. To attract consumers to our lifestyle mall in the competitive Chengdu market, our philosophy was to create spaces that were more akin to a five-star resort and amusement park than a standard retail environment.

— WHAT DO YOU DO TO UNWIND? DO YOU HAVE ANY RELAXING RITUAL, WHETHER AROUND SIMPLE PLEASURES OR EXTRAVAGANT INDULGENCES?

DAVID There is a long list. (*laughs)

KENNY I like to unwind with a nice massage, hot shower, baggy clothes and a good book. As an annual indulgence, my wife and I make a point of going somewhere we have never visited before to discover new cultures, sights, and sounds. This past year we travelled to Peru and Argentina. Learning about Inca culture and the incredible buildings in Machu Picchu city was especially fascinating. I began to draw many parallels between the Inca's devotion to mother nature, and where our society is today. It made me realise the need to revert to eco-sensitive, sustainable solutions that respect the earth and return it to its original state.

— IF THERE WERE AN EIGHTH DAY IN THE WEEK, HOW WOULD YOU SPEND IT?

KENNY I would probably spend that eighth day doing just what I'm doing today! I'm passionate about this profession and its potential impact on society. Cities and cultures have come to be defined by interesting and provocative architecture. Even one well-designed building can make a big difference. I mean, where would souvenir fridge magnets of Paris be without the Eiffel Tower? I would balance the day by spending additional time with friends and family, but I think if you're an architect and feel differently, I would challenge your reasons for walking this career path. When you're in the crosshairs of a project, it's easy to forget the significance of your work and an eighth day might give us more time to reflect on our core values.

— WHAT ARE YOUR MUST-HAVE TOOLS AT THE DRAWING BOARD?

DAVID These days it's my 3G capable iPad, Sketchbook App, and tablet pen. As a designer on the road, being flexible and sketching at coffee shops, in client meetings, and on planes is a must. We have talented teams in Chengdu and Shanghai to execute and challenge our designs, but it's a real treat to have a drawing board on-the-go in a tablet I can carry anywhere.

Integrated solutions allow for the exchange of interesting and specialised ideas across typologies and disciplines. An individual's definition of leisure is so personalised that spaces need to be adaptable to all lifestyle needs.

DAVID HUANG

TRAVEL BUG



This one-stop travel agency café fulfils the globe-trotter's coffee and travel fix. Playful and vibrant colours reflect a beach theme that drives the travel message through.



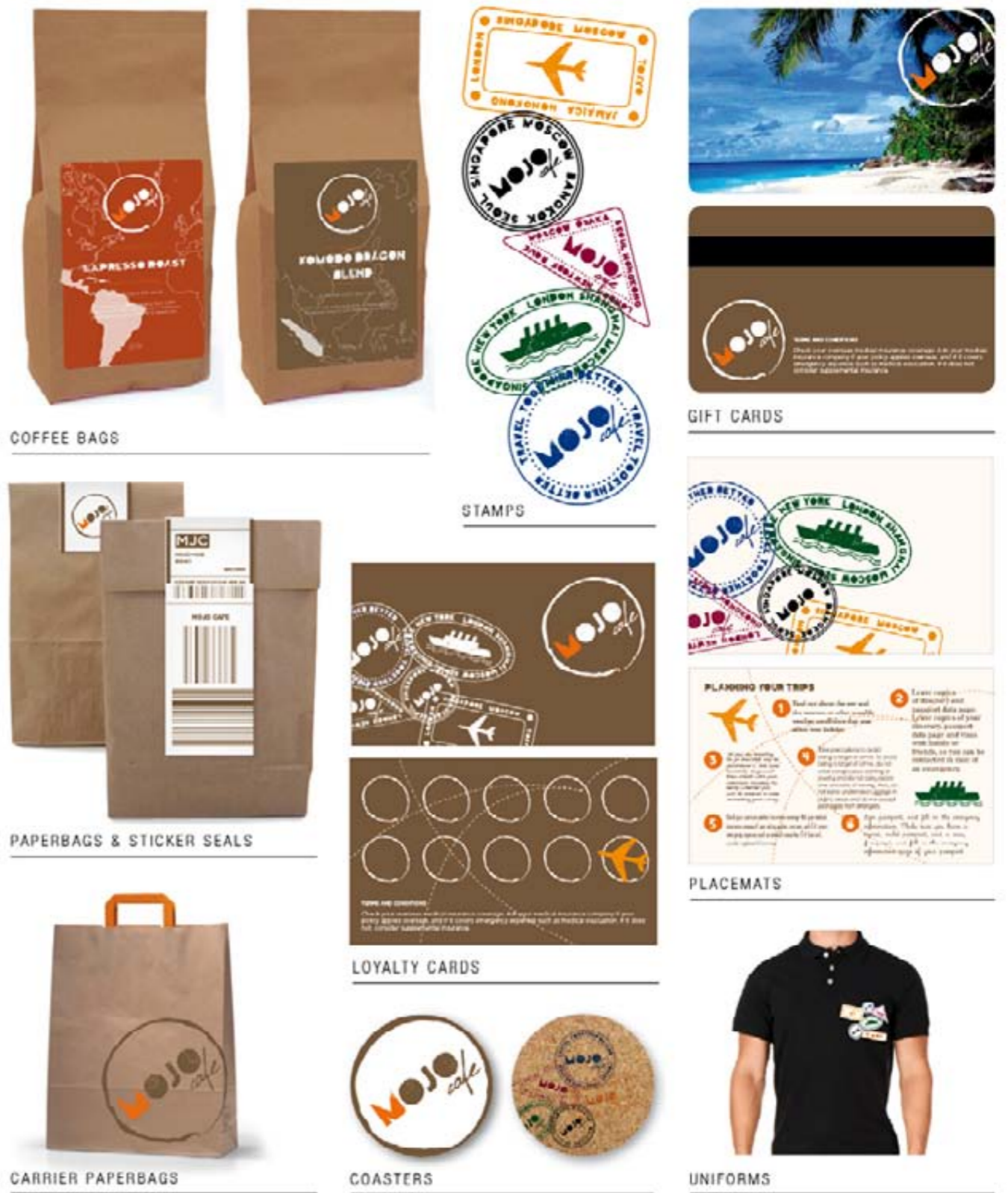


The design and branding of Mojo Café serves as a prototype for future stores in the proposed coffee chain.

Owned by an online travel agency, the idea behind Mojo Café is to create a travel-themed setting incorporating good food, coffee and a sales area where a globe-trotter can interact with a travel agent. Booking a flight, tour or hotel room online is usually a simple enough exercise, however, when planning a more elaborate trip or if one has special needs, it is easier to be able to talk to a person who will be able to answer your needs on the spot. Bookings can also be made there and then.

Taking inspiration from its travel-theme, we designed secondary graphics that hark back to old passport stamps. The romance of travel in an earlier era was also applied to the wall murals, furniture, mugs, merchandise etc.

— MOJO CAFE, BINTAN, INDONESIA
 DIRECTORS Teo Boon Kiat, Interior Design |
 Joanne Tan, Environmental Branding |
 PHOTOGRAPHY Jaume Albert Marti



COFFEE BAGS

PAPERBAGS & STICKER SEALS

CARRIER PAPERBAGS

STAMPS

LOYALTY CARDS

COASTERS

GIFT CARDS

PLACEMATS

UNIFORMS



HICKEN RICE
雞飯

Regular 中 \$ 6.00
Large 大 \$10.00
Regular 中 \$ 7.00
Large 大 \$13.00

KEDAI
MAKANAN
HOON KEE
SLAYPOT
CHICKEN
RICE
滷記

KLANG
BAK KUT

巴生肉骨茶

KLANG BAK KUT TEH
巴生肉骨茶

DOWN MEMORY LANE



Take a nostalgic gastronomic trip by savouring old school delights at Malaysian Food Street on Sentosa Island, Singapore.





Situated in the midst of Resorts World Sentosa, the 26,000-square-foot Malaysia Food Street serves up an authentic line-up of Malaysian street food.

This recreation of a traditional Malaysian food street comprises 20 brightly coloured town house façades decorated with Peranakan items to create a nostalgic setting infused with the conveniences of modern-day food courts.

The skylight lets sunlight in and mimics the outdoor ambience of the original streets, whilst old kopitiam furniture, trishaws, letter boxes and road signs add weight to the historic theme. This is the ideal dining spot for both good food as well as a trip down memory lane. ☀



— MALAYSIAN FOOD STREET,
SINGAPORE

PHOTOGRAPHY See Chee Keong



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