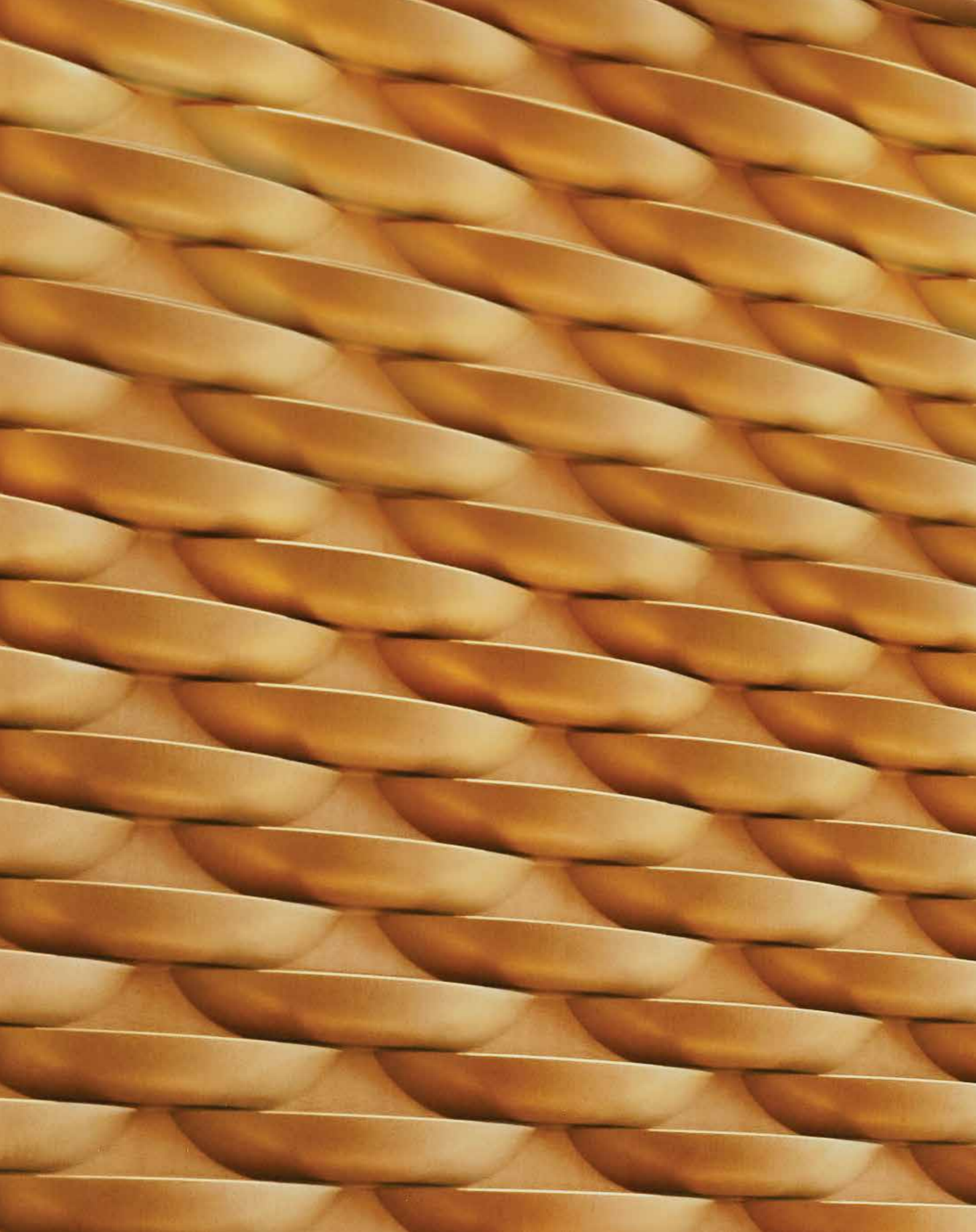
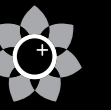


Lifestyle III





An Anthology of
Best in Class Spaces



Lifestyle III



Exceptional Moments,
Enriching Experiences.

Let's discover **LIFESTYLE.**

“ The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.” - Eleanor Roosevelt

Many believe that true joy and excitement are rare finds, but do you know that with a little time and effort, you could experience life to its fullest in your own backyard? When travel and many social activities came to an enforced halt, we altered our priorities and perspectives in life. We turned inwards and to our surroundings for the life experiences that can be gained through our everyday life, and this brought joy to many. As a result, we have become more mindful and focused on the present.

The term work-life balance has often been bandied about, but it is only of late that many urbanites are practicing it and focusing on quality urban living. Many metropolitans are looking to strike that balance between work performance and enjoying life, where they can enjoy the benefits and comfort without having to forego the convenience of modern living. Our future is intertwined to the fate of our cities, therefore cities and metropolises are finding the need to be more efficient and responsive in supporting growing urban communities.

Through this edition, we are augmenting lifestyles, so they combine the sweet spot of location, amenities, and an exceptional quality of life.

A new generation demands comfort and connectivity in equal measure for convenient urban living.

Design & Experiences Intertwined

The feeling of affinity is important, and cities and places should be designed in a way that places connectivity at their fore. In the contemporary sense, connectivity also refers to how future-ready the built environment is in the face of digitization. With context, people will feel a sense of belonging and future architects and developers should find new ways of linking people and places. Connectivity is about how various spaces can be inclusive and flexible or agile.

Connectivity is a holistic engagement.



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 MARRIOTT

Hospitality

Architecture

Batam Marriott Hotel Harbour Bay



Whether it's a family vacation, special occasion, or business trip, this 5-star hotel meets all your needs, while offering you an exceptional getaway in Indonesia.

Another addition to the island of Batam in Indonesia is the Marriott Hotel Harbour Bay. Offering an exciting and dynamic venue for both tourists and locals alike, the hotel is located on the island's laid-back waterfront hub of Harbour Bay, near its Ferry Terminal. With its refined spaces and the brand's signature gracious hospitality, the new Batam Marriott Harbour Bay promises to elevate visitors' experience of the island.

Thoughtfully designed to let guests have the space to work, play, and be inspired, the Batam

Marriott Hotel Harbour Bay is an amalgamation of sophistication and warmth.

The architects designed the hotel's façade to be elegant and contemporary, with the main hotel lobby and lounge areas offering a majestic grand ramp approach framed by a sea-front view. While the grand reception area welcomes guests, the open concept, all-day dining hall provides respite in between partaking of the many exciting activities on the island.





Comprising 216 standard and deluxe rooms with club rooms on the two highest floors, the hotel's Grand Ballroom and its pre-function area are built over the ferry terminal for easy access. Numerous multi-functional meeting rooms make the property a preferred

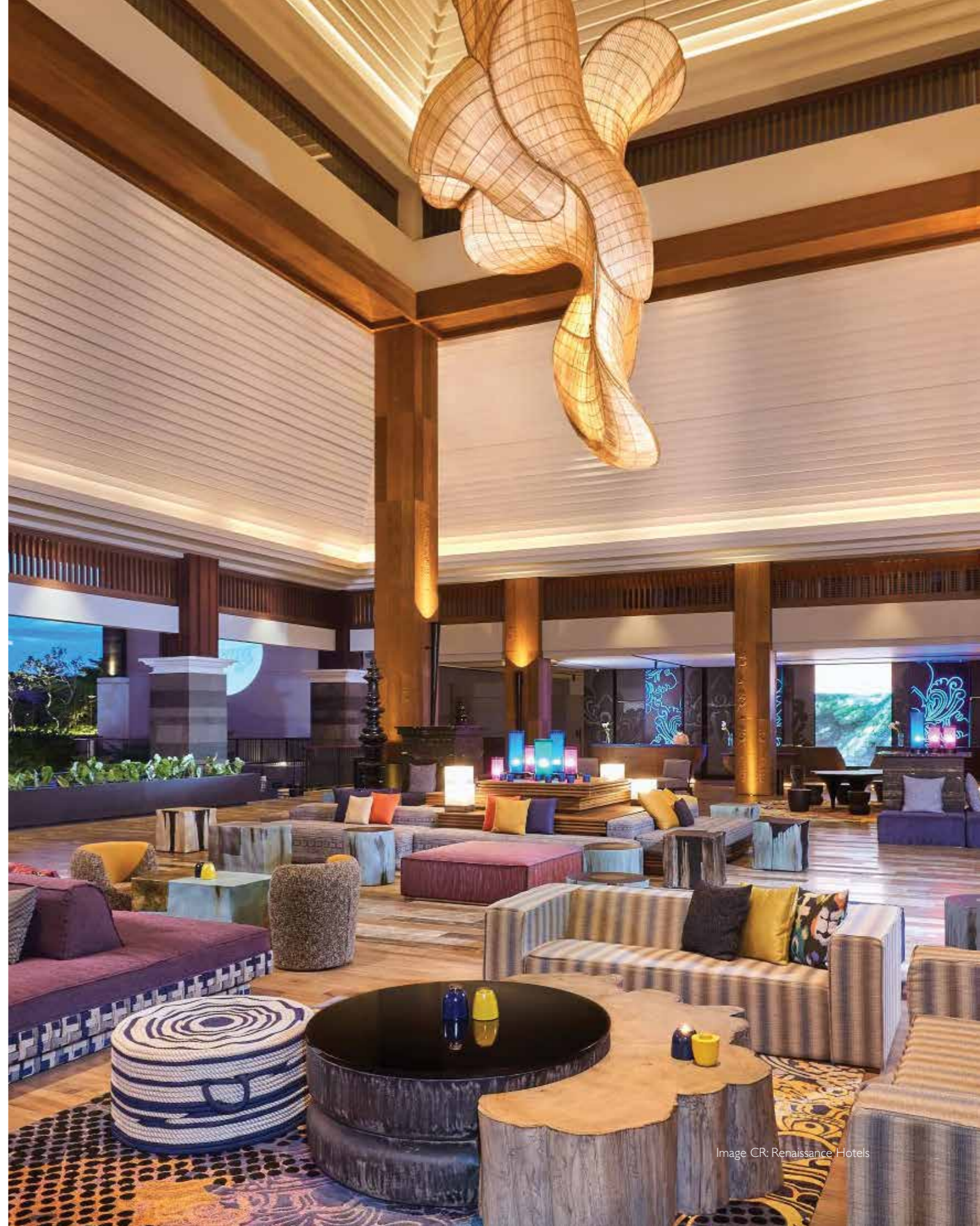
convention and event destination. An infinity pool and fitness centre on the fifth floor offers panoramic views of the skyline with Singapore on the horizon. For a more expansive view, there is also a private rooftop bar and lounge.

Masterplanning & Architecture

Renaissance Bali Nusa Dua Resort



Drawing inspiration from its culturally-rich surroundings, Renaissance Bali takes guests on a cultural journey that reflects the spirit of the neighbourhood.



Perched in the hilly area of the Southern Bali Peninsular, Renaissance Nusa Dua in Bali is surrounded by natural beauty, culture, and history. Adopting the Tri Angga concept for the design process, the complex is a journey of the different hierarchies of the realms: *kelod*, *madya*, and *kaja*. Harmony and balance are maintained throughout the three parts. Paying homage to the local culture, building

placements are modelled after traditional Balinese village settings where there are courtyards and clustered spaces in between buildings. There are 388 keys, an avant-garde Grand Ballroom that can fit up to 800 persons, a spa for relaxation and plenty of F&B options. Courtyards designed as Balinese secret gardens are set within close proximity of guest rooms so one can enjoy the view. These courtyards create an ambience that is private and sacred.

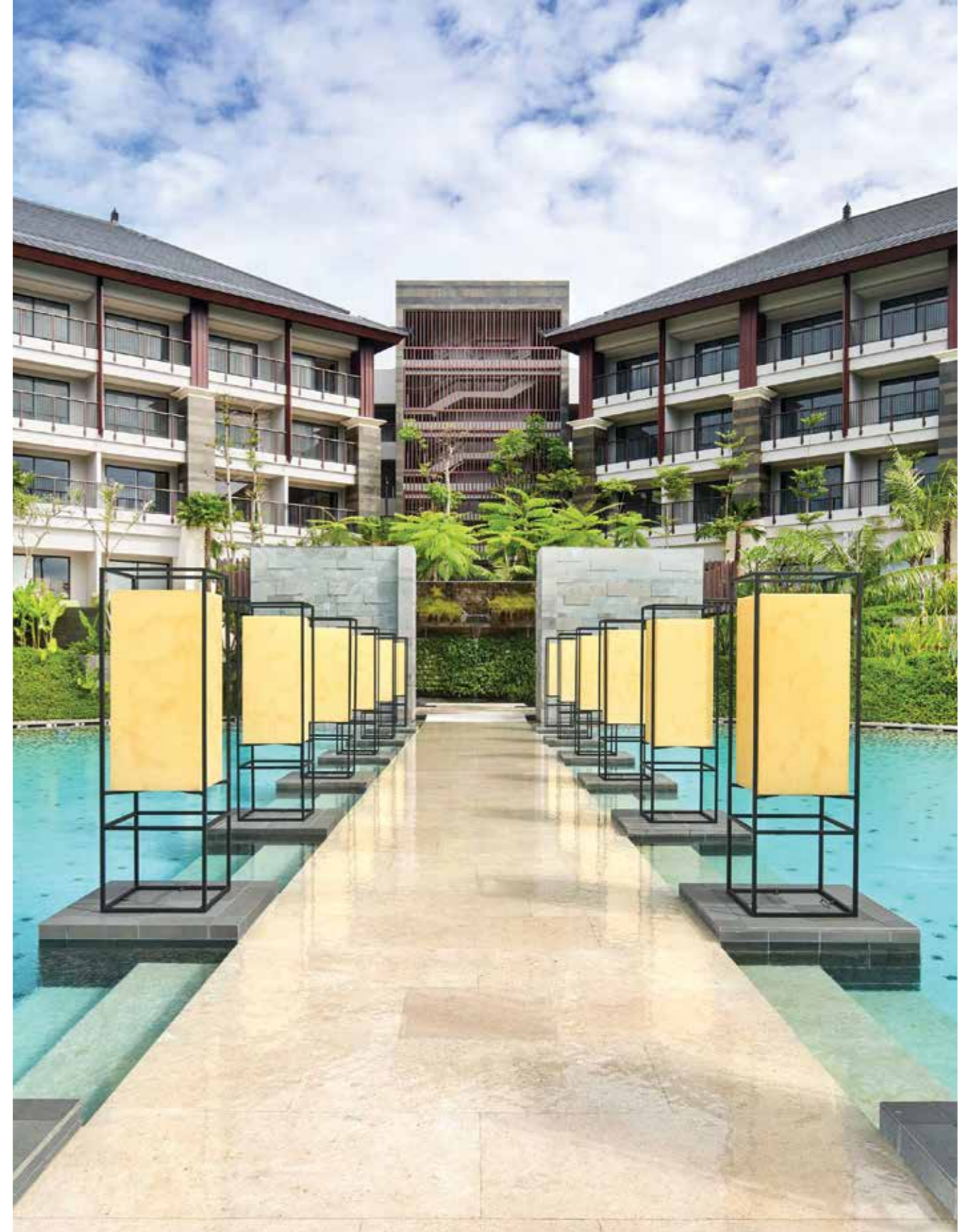




No matter if this is your first visit to the island or you are returning after a hiatus, a stay at the Renaissance Nusa Dua will evoke the essence of Bali, its culture, and the principles of living and help you make new unforgettable memories. Big on giving its guests a sense of arrival, its meandering driveway sets the mood for a dramatic entrance.

The resort's hipped and gabled roof with ornamentation, the lush courtyards, and the drop-off lounge overlooking a floating platform, where performances happen every evening, transports guests into a mystical Balinese realm.

Minimalist but chic, Renaissance Bali Nusa Dua is set to make every stay extraordinary.



Interior Design

Oakwood Apartments PIK Jakarta

A serviced apartment that afford guests the luxury of space and convenience.



Just steps away from the hugely popular Pantai Indah Kapuk area, Oakwood Apartments PIK Jakarta is perfect for either a leisure or business stay. Featuring 151 fully-furnished serviced apartments with mesmerising city and ocean views, guests at the Oakwood Apartments PIK Jakarta enjoy easy access to the Central Business District and Soekarno-Hatta International Airport.

The property is designed in a modern style and decorated with soft colour tones to create a warm and pleasant atmosphere.

The accommodation is aesthetically pleasing in its furnishings. All the rooms are spacious and combine hotel-like amenities and the comforts of home in an elegant environment. These serviced apartments appeal to the growing segment of independent travellers for chic and functional accommodation, appointed with mod-cons. Indoor and outdoor swimming pools, a children's pool and fitness centre are sited within the compound, with vistas of sea, city or garden to engage and rejuvenate guests.



Interior Design

Oakwood Residence Hanoi

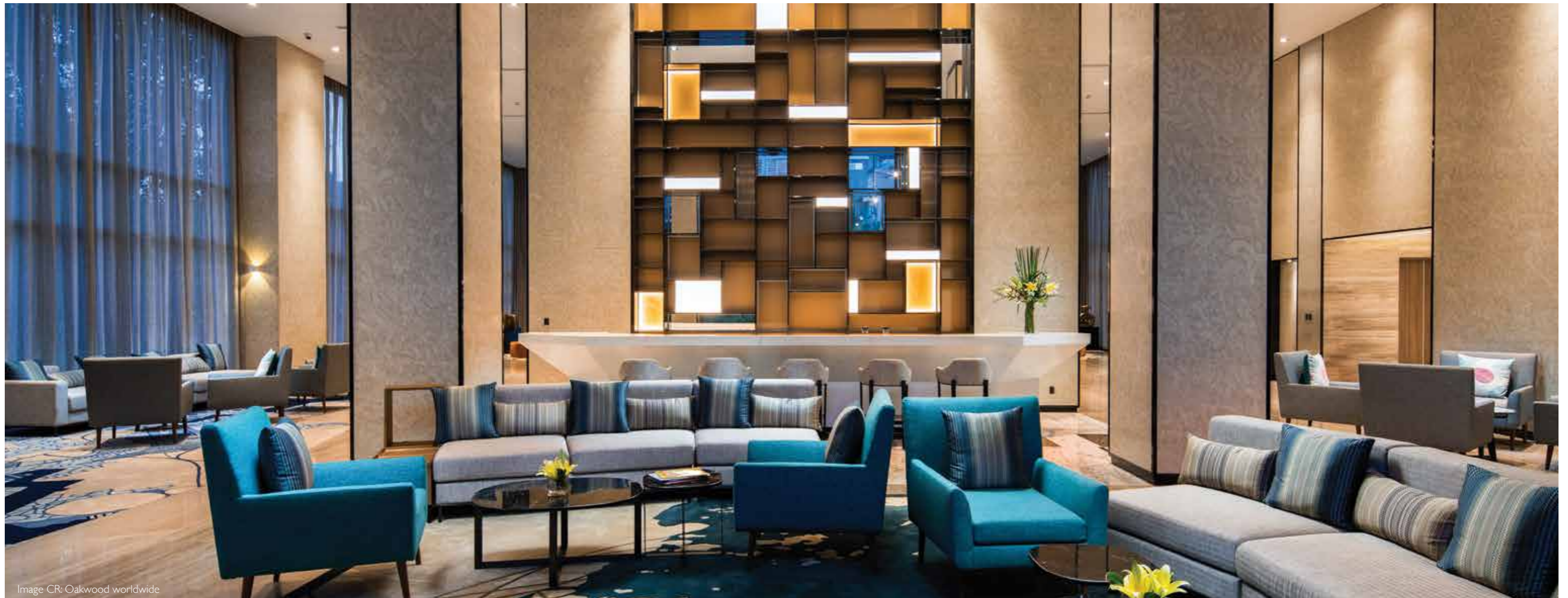


Image CR: Oakwood worldwide

Vietnamese elements captured in its glory and elegance make Oakwood Residence Hanoi the ideal venue for families and individuals seeking both short and longer stays.



Oakwood Residence Hanoi, sited alongside the picturesque Hồ Tây, the largest lake in Hanoi, offers a serene haven for families that desire an upscale residential area, as well as leisure and business travellers.

Underscored by the history of French occupation, the streets teem with colours and vibrancy, reminiscent of a kaleidoscope, which is juxtaposed with the calm scenery of the lake. Both these elements are synergised in the elevated design language of the development.



The public areas, such as the lobby and restaurant, sport tasteful interpretations of Vietnamese motifs, with metal screens enhancing the overall spatial quality. Woven patterns create a display of millwork details, a neat counterpoint to the modern material palette. The guestrooms are refined and contemporary, hinting at Hanoi's artistic traditions. But unlike the public areas, the Vietnamese elements

and colours used in the guest rooms are more hushed and softer. There are three room types – The Studio, The Suite and the VIP Penthouse.

An attention to detail permeates the ambience and reflects a sensitivity to Vietnamese culture and this makes Oakwood Residence Hanoi the perfect place to appreciate culture, arts, and heritage.



Architecture

Alma Resort



At Alma Resort, there is a sense that time slows down, allowing one to relax, rejuvenate and connect with the surroundings.

Located in Nha Trang, a coastal resort town in southern Vietnam known for its beaches, diving sites and offshore islands, is Alma Resort. With a mountainous backdrop to the west, and the outskirts of an archipelago lining the seascape to the east, Alma commands some 30 hectares of inspiring ground, where its design capitalizes on Cam Ranh Bay's tropical splendour.

Alma Resort is designed to look like an intimate vision of a secluded village, connected by cobbled paths and wide-open spaces that invite guests to wander and explore the property. The development's contemporary clean lines and geometry lend visual order to the environment,

making navigating the resort easy and intuitive.

The resort has a unique architecture where the suites and pavilions are accorded stunning sea views. While the resort dominates with taller buildings on one side, the other is untouched with pristine, epic 180-degree views of the beach and mountains. In between the pavilions and the main road is a terraced green which is reminiscent of rice terraces. The terraced concept is consistently carried out from the main road up to the pavilion area and then down towards the beach front. This innovative concept embraces the harmony between man and nature to deliver the best experience for a five-star vacation.





The pathway – which is the main road – leading to the two tower blocks has been elevated approximately 5m to the hotel's drop off to create a sense of arrival. And towards the beach front, the site cascades down by about 8 metres to give its guests the perfect beach-view vacation. Amidst the cascading slopes of the villa terraces sits Le Spa, Alma Resort's beachfront spa which is the perfect place to unwind and rejuvenate. Careful attention to weather and seaside condition inform every element of the architecture with resilient design principles that have been conscientiously applied.

The rooms are all impressively spacious with modern finishes. With extended patios and balconies, huge sofas and daybeds, and private pools overlooking the ocean, Alma exudes a homey vibe on a grander scale without compromising comfort and warmth. The design sets a contemporary tone with a neutral palette of whites, earthy colours, and soft blues, accentuated with modern yet minimalist decor. Floor-to-roof glass panels usher in an abundance of natural light and allow views of Long Beach.





Interior Design

Navana Nature Escape





Navana Nature Escape is the perfect spot if you are looking for zen without compromising on creature comforts.

Located by the ocean and surrounded by beautiful greenery and a traditional fisherman's village in the north of Pattaya, Navana Nature Escape offers a peaceful hidden sanctuary for guests. A portmanteau of two words, Nava (boat) + Nirvana (serenity), Navana represents "a peaceful coast with a view of boats".

Conceptualised from the ground up, Navana Nature Escape, Phuket, was envisaged as a premium hotel where guests revel in artistry while enjoying the comforts of home. As a proud collector of art pieces, the owner wanted guests to escape the frenzy of city life into a more peaceful setting replete with evocative artworks.



Set within 3.7 acres, the concept is to integrate and reflect the existing natural environment to fit within the local context. The master plan is designed to detach guests from Pattaya's frenetic pace and preserve calmness and nature within. The trees onsite were all retained in line with the emphasis to protect a vast majority of the green spaces. The resort offers 3 buildings hosting 60 rooms and 11 private villa experiences. By keeping the number of guest rooms small, the hotel is able to achieve a good balance of nature and architecture.

A key challenge was to build the resort without cutting down the trees. The solution entailed designing the layout to harmoniously exist within its lush environment. As such, some parts of the resort are built facing the sea, and other low-rise buildings enclose a large existing Pho tree. All areas including the walkway, swimming pool and kids pool at the central area are designed to be free form, creating the illusion of meandering amongst a natural environment.

The soothing colour palette as well as materials used for the resort make Navana a tranquil and unique space.



Interior Design

BANN at Oak Knoll Napa

BANN at Oak Knoll is an oasis of colourful calm and an ideal spot at which to unwind between au-fait wine tastings

A passion for the culinary arts is reflected in the design of BANN at Oak Knoll Napa, which is the brainchild of Chef Lalita Souksamlane, who is also the owner of no less than five famous restaurants in San Francisco. Merging Eastern and Western cultures, the word "Baan" means Home in Thai and it was the owner's vision to build a homely hotel at Napa Valley, California, with Thai influences,

making it the perfect location for weddings and private events.

BANN at Oak Knoll Napa is a luxurious resort-style Bed and Breakfast. The owner also wanted it to reflect the best of East and West, where between Silverado Trail and Big Ranch Road, there would be a bed and breakfast that reflects the life of the Thai people across the four different regions of the country.



BANN's seamless design presents guests with a "feeling of home vibe" and this ambience is further enhanced when one realises that there are only five rooms and all. Borrowing heavily from Thai culture and heritage, the colour tones, handicrafts, and arts encapsulate the old-world glamour of King Rama V.

BANN at Oak Knoll NAPA is a serene reflection of its country of inspiration. Emphasis is placed on fresh air and natural sunlight and

furthering the 'outdoor living' theme is the resort's pool, deck, and hot tub, featuring unobstructed views of vineyard and mountains. The property brims with art and artifacts collection, such as pottery vessels, flowing fountains, and elephant carvings.

While the stay experience may not be a substitute for a trip to Thailand, it does give every guest a personal, authentic, and culturally rich experience.



Landscape & Lighting

Farrer Square

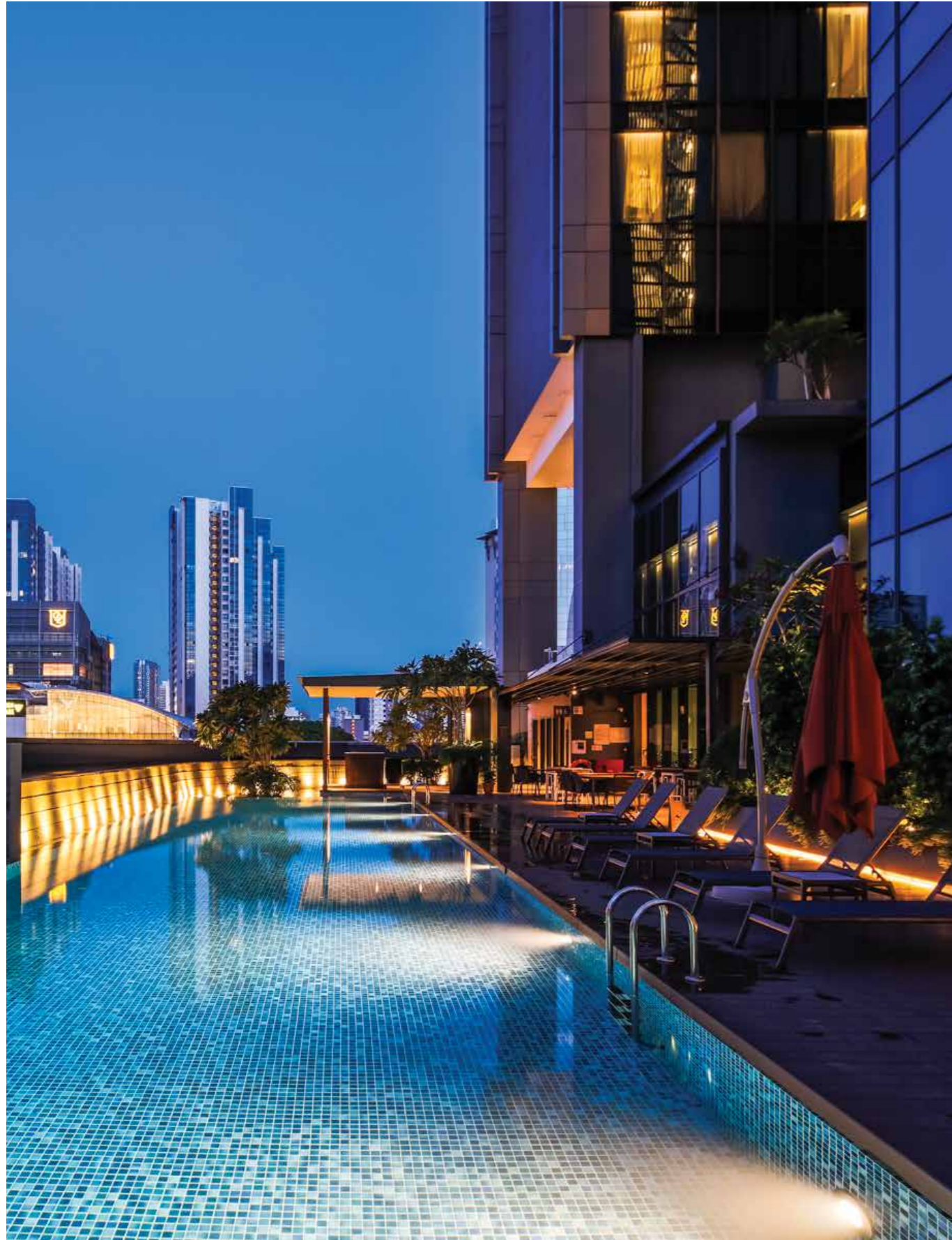
Blending tastefully into the bustling neighbourhood, Farrer Square is set to bring comfort to one of Singapore's most vibrant cultural enclaves.



Located in the heart of Little India, well placed above the Farrer Park MRT station and a bus stop along Rangoon Road, sits a secret gem - Farrer Square. This 20-storey mixed development comprises a block with a 12-storey hotel tower operated by Park Hotel group and another eight floors of offices (specifically for medical suites) – both sitting on a podium of shops and a multi-storey car park.

Located on an island site along the bustling thoroughfare, landscaping played a huge role in helping guests escape into a tranquil space from the streetscape through the creation of a luxuriant and verdant venue. To create a sense of arrival, the surrounding public planting building strip has been lushly landscaped and the green theme is extended throughout every storey at the building's corners with planters on the 20th floor.





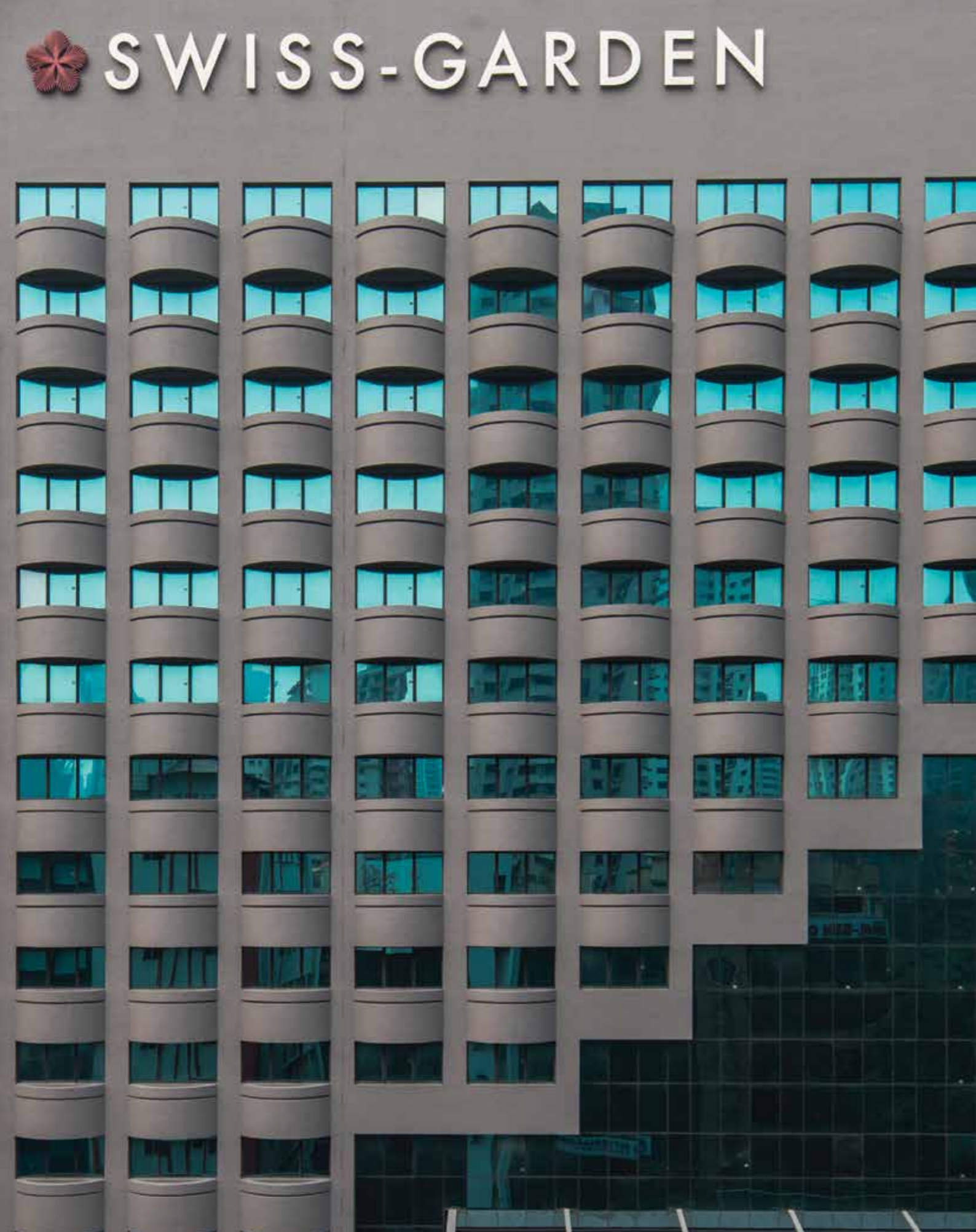
The biophilic theme creates a calming space that is also easy on the eyes. The recreational facilities located on the 5th floor is where hotel guests can invigorate themselves with an aqua therapy massage in either the spa seats or spa beds, or simply swim laps in the pool.

A 1.8m high curved waterwall forms a backdrop that screens off views of the unattractive

adjacent buildings while also providing white noise to dampen the cacophony of traffic. There is also a sky terrace on Rangoon Road - where guests can dine amidst the greenery.

An additional green lung on the 13th storey is an L-shaped sky terrace, offering another chillout venue option for hotel guests to enjoy a nightcap overlooking the city skyline.





Interior Design & Project Management

Swiss Garden Hotel Bukit Bintang



Located in the heart of Kuala Lumpur, the Swiss Garden Bukit Bintang that defines the cosmopolitan skyline, is a mixture of modern brilliance and innovative design.

In order for thorough refurbishing works to be completed, the management team at Swiss Garden Hotel Bukit Bintang decided to take the bold step of shutting down the hotel for no less than four months.

Swiss Garden Hotel Bukit Bintang is strategically located in the heart of bustling Kuala Lumpur between the entertainment hub of Bukit Bintang and colourful Chinatown. The quarter-century-old hotel was slated for a refurbishment exercise and upon appointing the project teams, the client wanted the full completion

of the refurbishment within four months. With very little time to get everything just right, it was pivotal for all teams to pull their weight to meet the deadline.

The challenges for these Additions and Alterations project were demanding but not insurmountable. They included a full rejuvenation of the Swiss Garden Hotel's rooms, six meeting rooms, a sparkling new swimming pool and a porte-cochere. The hotel refurbishment was completed within the timeframe set by the client, and the workmanship exceeded expectations.



The hotel, upon its unveiling, was described as a breath of fresh air. Adding stylish enhancements that are simple and elegant, the 325 upgraded rooms ranging across Deluxe, Premier, Executive, Family and Executive Suite were given a completely new look with a warm colour palette and contemporary design.

The lobby was also transformed into a contemporary and sophisticated space.

The Swiss Garden Hotel Bukit Bintang continues to provide travellers on both business and leisure with an international standard of accommodation: its modern yet cosy rooms equipped with state-of-the-art amenities provide the ultimate contemporary ambience.



Interior Design

Hotel Fition



Offering breathtaking views of the Arabian Sea, this hotel has been designed with a modern approach presenting a playful and artistic interpretation of the city's character.

Located in one of the poshest areas in Mumbai, this is a five-star boutique hotel that embodies Mumbai's adventurous spirit and fully embraces the energy of the bustling city to deliver memorable, shareworthy experiences for every guest.

Comprising guestrooms and suites, a banquet hall, day spa and multiple F&B destinations, Hotel Fition aspires to be a lifestyle rather than merely a business or a leisure accommodation. From afar, even before one arrives at the drop-off zone, the dazzling rows of lights cues one into the experience that

lies within. Once inside, the unique central fluid space with multi-zones overlapping each other blurs the boundaries between the different zones within the lobby to become your personal jigsaw puzzle.

The hotel's interior design concept makes a star out of the multi-coloured architectural glass façade. With a central focal point, the rest of the interior is furnished in muted tones to create a sense of balance. Contrasting spaces of black and white play with the lighting scheme to create a seamless design.



A spiralling and dramatic art installation at the centre of the lobby area creates a demarcation of space, where beyond it lies the snack bar, café lounge and dining cum meeting space. An interactive video wall at the staircase adds drama and movement to the otherwise static space. Beyond the reception area lies a cocktail bar, which extends to an alfresco area.

The bar counter and banquet seating are tucked away at either end of the space to bring attention to the atrium with a suspended floral art installation. Carefully selected lighting gives the space a playful yet edgy vibe. Art forms a significant part of the overall design, with video installations, sculptures, graphics and paintings carefully selected to fit into the hotel's aesthetic.

The guestrooms are designed by using duality of colour and contrast to play on the coloured façade windows. Since each window in the guestroom is of a different colour, a darker colour contrast will not only highlight the colourful feature but unite the entire guestroom. The guestroom is also sub-divided into different activity zones to create a varied experience, testing the conventions of a typical guestroom.

The bathroom vanity counters opens up to the bedroom with a clear glass window to expose the light contrasting pattern inside. The vanity mirror slides to provide an unobstructed view in and out of the bathroom when needed.

Art also forms a significant part of the overall design, with video installations, sculptures, graphics and paintings carefully selected to fit into the hotel's aesthetic.



M&E Engineering

The Outpost Hotel Sentosa

Located along Artillery Avenue, across from the Sentosa Merlion and Imbiah monorail station, the Outpost Hotel, Village Hotel, and Barracks Hotel offer tailored experiences for guests.

Set against Sentosa's storied backdrop of maritime intrigue, The Barracks Hotel Sentosa was once a British artillery outpost, during the colonial period. Briefly abandoned in 1970s before housing the Sentosa Tourism Academy, at present it is one of three new properties by Far East Hospitality on Singapore's hallmark island resort, Sentosa and shares facilities with the adjacent The Outpost Hotel and Village Hotel.

Now lovingly restored, a sense of history is poignantly felt not only in this boutique hotel's beautifully restored architecture; its storied past is also celebrated with artefacts such as the original doorknobs and exploratory tools framed and showcased along the corridors.

Designed by ARC Studio Architecture + Urbanism,

the Village Hotel holds 606 guestrooms and offers an experiential stay for families and business travellers alike, while the Outpost Hotel with 193 guestrooms caters to more discerning types, with stylish interpretations of colonial black-and-white design. It has a dedicated rooftop pool and bar to afford travellers a more upscale ambience.

The 40-guestroom Barracks Hotel is housed in a series of conserved colonial buildings, meticulously decorated to reflect sophistication and elegance. A sense of history is poignantly felt not only in this boutique hotel's beautifully restored architecture; its storied past is also celebrated. What makes The Barracks Hotel Sentosa beautiful is its transformation from a facility for war into a sanctuary of peace.

According to the director of Arc Studio Architecture + Urbanism, each of the unique architectural features like arches and keystone, column capital and base, balustrade, window and door were authentically restored and conditioned to refresh its appearance. Some of the retained architectural elements include columns decorated with mouldings, the timber louvred windows and the moulded timber doors.

New features added were designed to boost the historic look of the property; these include the timber beams on the ceiling and the timber sliding doors that separate the bedroom from the bathroom area. The hotel is ideal for mid-scale events and has both retail and F&B components.





NEW TECH PARK

Lifestyle & Retail Spaces

360 Solution

NTP+ New Tech Park



A new brand positioning and retail concept adds value and refreshes a 1980s commercial development while providing a new and exciting urban node for the primarily residential neighbourhood.





New Tech Park, located at Lorong Chuan has recently undergone a transformation. The ONG&ONG Group were appointed to conduct A&A works with the goal of urban intervention and rejuvenation. As part of this rejuvenation, a new bijou mall called NTP+ (read as "NTP Plus") was added to the development offering a combination of F&B, retail, and spaces to unwind.

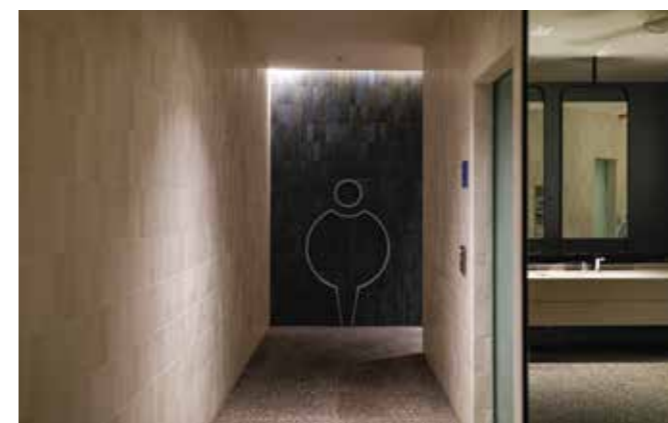
The design of NTP+ takes its cue from the verdant

greenery surrounding its location and is inspired by "Chuan" in Lorong Chuan which means water or springs. Thus, landscaped decks and lush foliage on the first and second floor were designed with a sense of fluidity, culminating in a dancing fountain water feature at the plaza area. The building's façade facing Lorong Chuan was enhanced with a roof trellis supported by distinctive slender vertical columns and a tiered landscaped deck.



Additionally, the branding for NTP+ was handled by IMMORTAL. Both the new name and logo were a result of the value enhancing strategy. The logo, in orange, blue and green, captures a sense of variety and vibrancy, whereas the name New Tech Park was retained in

a dark blue font for familiarity and continuity with the existing commercial tenants. Using the NTP+ acronym brings with it a contemporary feel while the plus icon reflects the value the mall adds to the surrounding community.





Interior & Environmental Wayfinding

Marina One B2



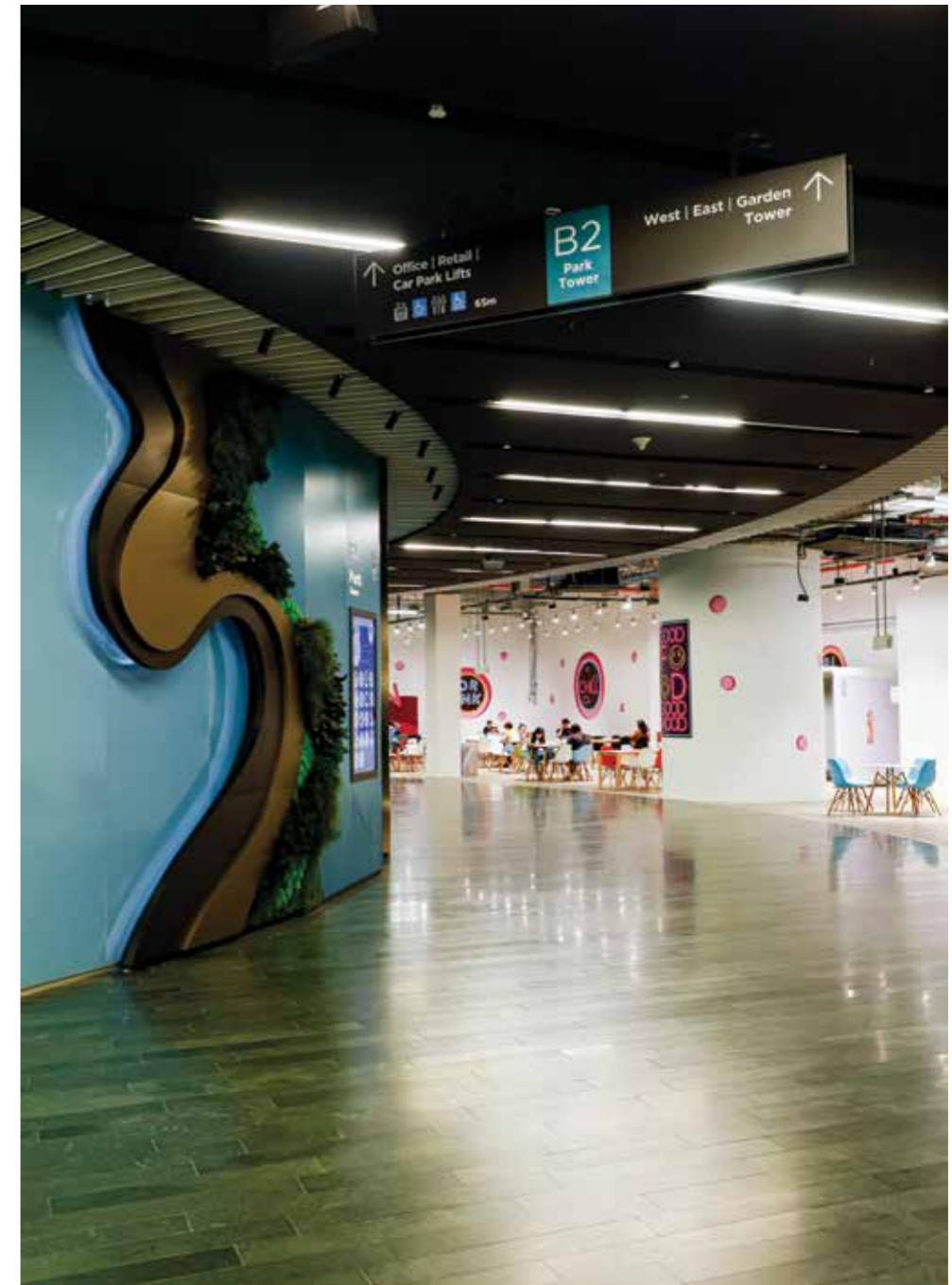
Did you know that this location is so unique that scenes from the international sci-fi TV Series, *Westworld*, were filmed here?



Marina One is an award-winning integrated development located in the centre of the Marina Bay Financial District. The high-density mixed-use complex extends over 400,000sqm and, with its cluster of four high-rise buildings, defines the “Green Heart”—a public space extending over several stories. This multi-level green oasis reflects the diversity of tropical flora.

Marking the entrance of The Heart, visitors

emerge into a large wall of nature with preserved moss and foliage as an extension of the surroundings. This band of greenery disperses along the nodes allowing a seamless integration of nature further into the space. Layers of organic copper elements frame the wall feature perfectly; a design element extracted from the terraces of the building facade which were applied in all the nodes.





The wayfinding exercise was especially important to help users navigate through the urban jungle. The zones each have their own colour scheme and nature-inspired motifs. This allows visitors to immediately associate these elements with their relative location in Marina One.

A series of wall treatments were introduced as placemaking features while aluminium panels bearing the logos of the retail outlets lets visitors view all the options available within the retail podium. The wayfinding system helps visitors navigate with signage placed at all escalators to draw visitors into The Heart.



Interior Design

Seoul Club

Combining heritage with modernity, the Seoul Club is both elegant and stylish.



Located along a precipice, Seoul Club, established in 1904 by Emperor Kojong to foster cross cultural understanding and friendship, has undergone a complete revamp - a first since its relocation from Chongkundang Building to Jangchung-dong in 1985.

Since its founding, the Seoul Club has evolved into and remains the only multi-national private membership club in Korea-providing family, business, social and recreational opportunities to both expatriate and Korean communities. With foreigners having a strong standing in the club, the design reflects a contemporary and timeless sensibility.



Its setting, in a green belt preserve adjacent to the base of Namsan Mountain and close to the Seoul Tower, allows members to experience a tranquil oasis in the midst of a major metropolitan capital city. The makeover addresses modern updates including improved automation, circulation, and enhanced space allocation. Previously with two entrances, guests now enter via a single lobby, integrating the user experience. Utilitarian planning combines spaces for efficient maintenance, such as unifying both the all-day dining bar and western dining areas on the second level.

Initially, the bar was set apart due to stringent Korean alcohol laws, and this inadvertently caused the space to be underutilised during the day. The new flexible design of the bar allows it to be used for the dining crowd in the day, while continuing to be a bar in the evenings.

The bakery kitchen, previously located on the second level, was brought to the ground floor to enable an all-day breakfast experience overlooking the swimming pool. These changes have simplified circulation across the main spaces. Pockets of space that were previously underutilised have been repurposed, while an overhaul is in the works for other existing facilities.



Interior Design

Uniqlo Vietnam

Uniqlo Dong Khoi bridges modern living and traditional Vietnamese culture through its design language.



Vietnam's first Uniqlo flagship officially opened its doors in Parkson Dong Khoi. Spanning three floors and over 3,000 sqm, the store is currently one of largest Uniqlo outlets in Southeast Asia. The appeal of this Japanese company, a household name across the world, has always been in simplicity and functionality, be it their apparel or store design.

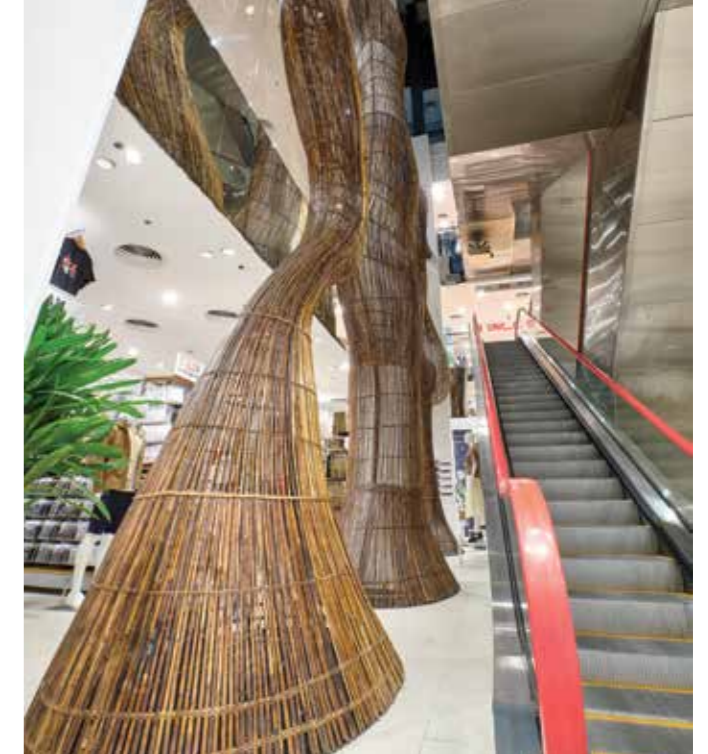
Like other Uniqlo stores globally, Uniqlo Dong Khoi has a design aesthetic that is both structured and cheerful. Simple and modular; the store's design language is consistent without being constricting. The wow-factor of this flagship store is the bird nest installation by VTN architects.

Reflecting the brand's philosophy of comfort and sustainable materials and offering a welcoming atmosphere

across each level of the retail interior, the installation's smooth, curved surfaces are adjusted carefully to keep customers' views on the shopping area; but they view the installation to full effect while traveling on the escalator.

Another Uniqlo store is the Vincom Pham Ngoc Thach which measures almost 2,500 sqm and reflects the unique character and long history of the capital. The store features collaborations with local artists and innovators, delivering a magnetic shopping experience for both the locals and tourists.

The entire experience — both graphic and spatial — combines form and function eloquently, allowing it to feel fresh and familiar at once. This formulaic approach to fashion and branding has made it one of Japan's biggest success stories.



Interior Design

Royal Orchid Lounge

Combining impeccable service and warm hospitality, the Royal Orchid Lounge Phuket aims to make every guest feel right at home.

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

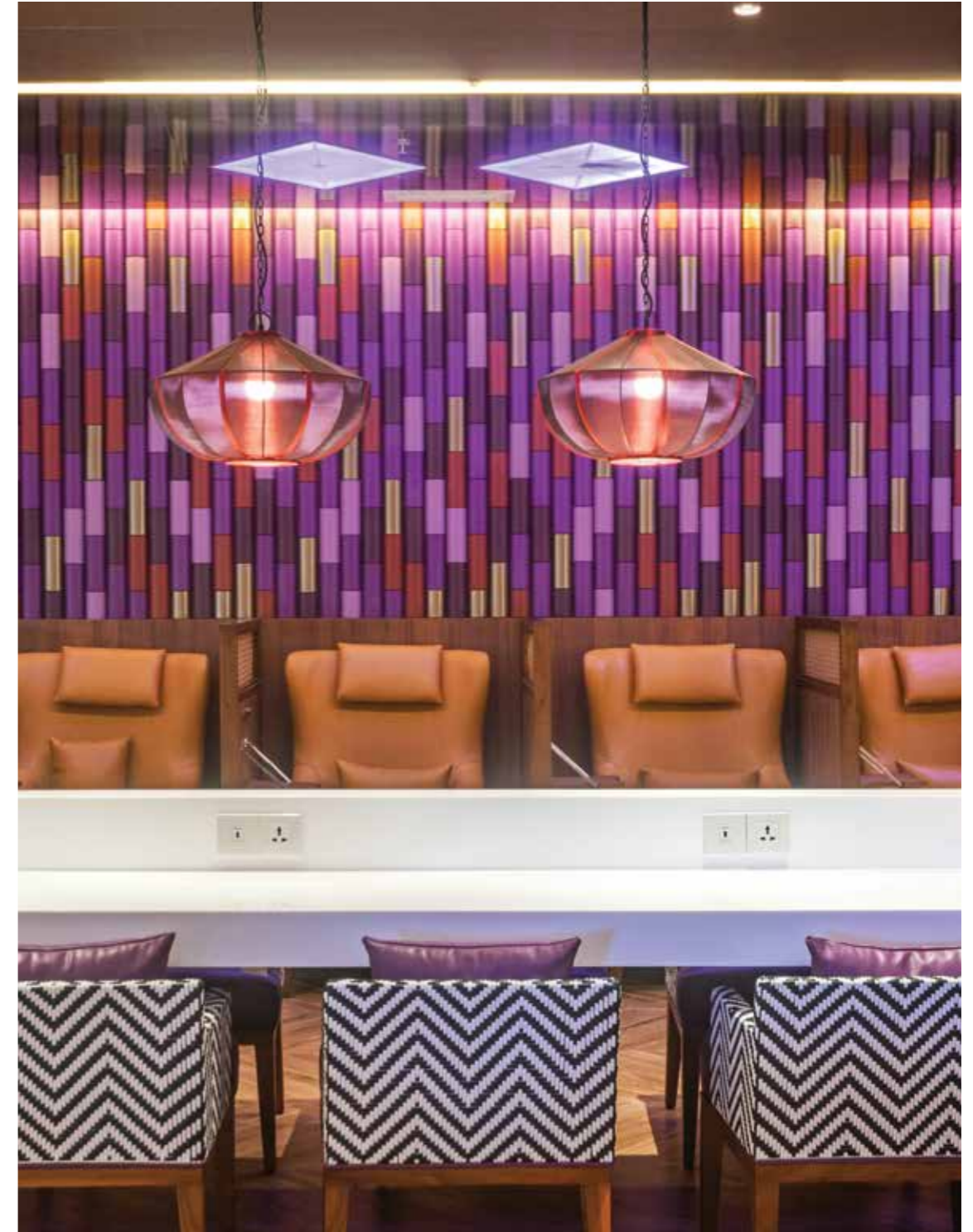
Phuket owes its popularity to its tropical beaches, hidden temples, local markets, and a pulsating club scene. Also known as the Andaman

Pearl, the destination attracts those who both worship the sun and thrive at night. Upon landing at the Phuket airport, an unmissable sight is the Royal Orchid Lounge. The Lounge combines local and Sino-Portuguese appeal with the essence of the Thai Airways' signature orchid purple, pampering passengers with premium services. The check-in area and the food kiosk mimic Phuket's familiar street food lifestyle.



Mirroring Thai Airways' corporate concept, the Orchid Royal Lounge is named for valuable silks that sway softly and gently from the leading royal households. Gold and silver threads that are neatly woven symbolise the beauty and elegance of Thai Airways' service. The interiors are abundant with carefully selected furniture that resonates with Phuket's local craftwork.

The VIP section caters to the traveling epicurean, furnished with Sino-Portuguese patterns with a hint of Chinese motifs, representing their interwoven history. All appliances within are energy-saving and environmentally friendly. Aiming to please the most demanding of customers, the design of Thai Airways' lounge hopes to impart the Phuket sensorial experience through premium customer service with its suite of facilities.



C&S Engineering

Apple Store Jewel Changi Airport

Featuring a clean, sleek, and salubrious appearance, the Apple store in Jewel Changi Airport is a textbook example of minimalism done right.

The Jewel Changi Airport is described as a space that “weaves together an experience of nature and the marketplace”, dramatically asserting the idea of the airport as an uplifting and vibrant urban centre. Within this space resides Apple’s second retail store in Singapore.

Spread across two levels, the store offers a unique layout and a stunning ultra-wide curved façade where double-height glass panes wrap the entire storefront, save for polished stone panels cut with a backlit Apple logo. A key challenge of this store design was to adhere to Apple’s headroom requirements as their stores have extremely high ceiling heights. To achieve the same effect, the C&S team adopted an innovative slim slab system to provide maximized store headroom.

Aesthetically and architecturally, you know you’re in for an experiential treat when the store – designed by Woods & Bagot – mirrors the same ethos in which their phones are designed. The curved frontage is reminiscent of the curved edges of an iPhone while the interior features a minimalist design with clean lines, a user-friendly layout. Spatial balance is the central striking feature, along with the exacting material combination of timber, metal, and stone.

The store boasts a sinuous Castina stone stairway, which is inspired by the Apple Park in Cupertino. Ascend the sleek staircase to the second floor and a green wall is the only splash of colour that cuts through the neutral environment. Visually arresting, the contrasting deep green adds a layer of depth and texture to the space.



Lotte Duty Free Changi

Spanning more than 8,000 sqm of retail space, a high-tech tasting bar and immersive experience zones are key features of the new stores at Lotte Duty Free.



Lotte Duty Free opened Korea's first general duty-free store in 1980 and its arrival changed the course of the duty-free industry's history with its luxury boutique offerings. Not content with being the top duty-free store in the Korean market, it entered the global market with the intent of solidifying its position and it has done well. At present, Lotte Duty Free branches can be found in Japan, Vietnam, Australia, New Zealand, Singapore, as well as in Guam in the United States.

At Changi Airport, Lotte Duty Free has replaced the DFS Group as the Liquor and Tobacco concessionaire, marking the first time a new operator has helmed this position since 1981. With this changing of the guards, the duty-free outlets have undergone a re-design

to align themselves with Lotte's design philosophy.

A re-design and revamp exercise is never an easy task, and to aid Lotte in this process, Lotte Travel Retail Singapore sought out Project Innovations to manage this project.

The project management scope includes 20 stores in Changi Airport, particularly in Terminals 1, 2, 3, and 4 with a total retail space of 8,522 sqm.

As part of the first stage of deliverables, three major stores are on track to be completed. These include the Terminal 3 Arrival South and Departure stores, and the Terminal 1 Departure East store. Currently, more stores have been completed and are open for business.



Project Management

OSTERIA BBR by Alain Ducasse

The restaurant writes a new chapter while retaining its original name, striking architecture, iconic floor tiles, and its reputation as a fine-dining icon.



With heritage being a treasured quality in Singapore, the newly-restored Raffles Hotel, encapsulating Old World appeal, required knowledgeable project managers that could breathe charm while preserving the acclaimed landmark. The restored icon includes BBR by Alain Ducasse, a new Mediterranean grill restaurant.

First established in 1896, the historic Bar & Billiard Room (BBR) has evolved with a new chapter by acclaimed Chef Alain Ducasse. The obvious challenge was to bring the Mediterranean to Singapore via its design that was conceptualised by the Jouin Manku agency. That was hardly the only daunting matter. There were structural strengthening needs and other limitations not apparent during the design concept. One notable drawback was the maximum allowable weight which was 8 tonnes; this would have hindered the majestic 'donut' structure that was to be installed.

The solution was to reduce the demands of the design by way of careful material selection. The foundational structure was made of light carbon fibre to address the weight constraint. The inner diameter was then formed with copper, in a reference to the French affinity for copper pots and pans. The façade was then given a metallic blue finish, to emphasize ocean roots. Comprehensive planning was also required to install the piece. Shipped from Japan, it was packaged in parts, and assembled on site. With custom lighting giving a finishing touch, the envisioned dining ambience was achieved. The contemporary setting which is sympathetic to the colonial architecture evokes the sea, bringing to life the tastes and fragrance of the Mediterranean.





Wayfinding & Brand Engagement
Rochester Commons

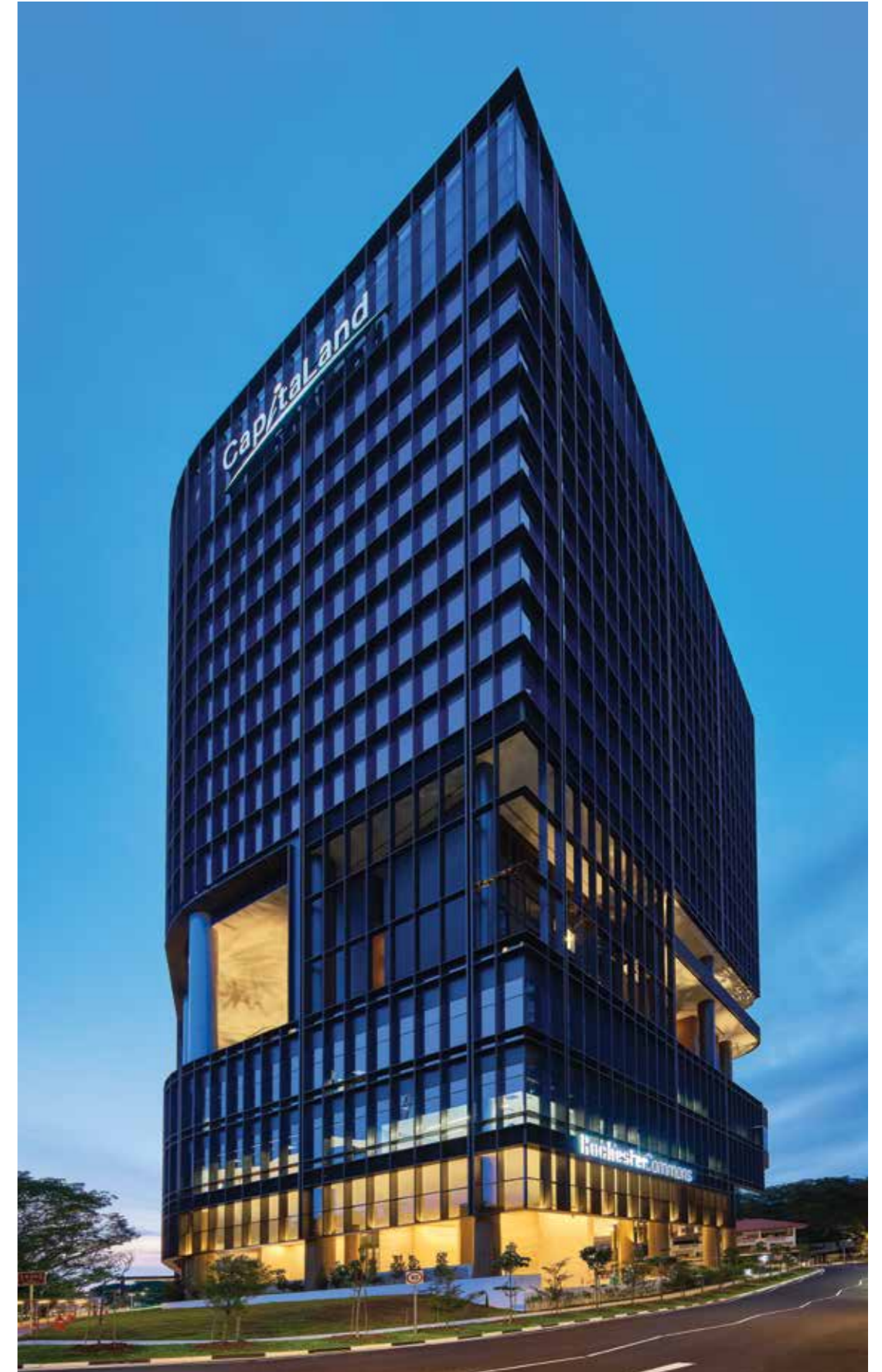


Environmental wayfinding plays a pivotal role at Rochester Commons, which is a new campus - style development that promises to reshape the future of office spaces.

Rochester Commons in Singapore's One-North is set to become a unique integrated campus-style development set on 2.4 hectares of lushly landscaped grounds. Located between two business hubs, the development is home to a hotel, 12 black-and-white heritage bungalows, a Grade 'A' office tower, and Catapult, Southeast Asia's first shared executive learning centre designed to train future leaders.

The IMMORTAL team was engaged to devise a wayfinding and signage strategy for Rochester Commons to create seamless connectivity between buildings and amenities.

The brief called for a system that is bold, clear, fresh, and creative. A challenge was to find a way to connect the pre-existing heritage bungalows with the new office tower melding them with the same brand identity.





The IMMORTAL team developed designs that are distinct to each zone yet mindful of the overall intention of Rochester Commons. In addition, the team also assisted with other signage design to ensure a cohesive community experience across the development. The wayfinding solution employs a unified brand colour palette and iconography, to direct users around the vicinity.

Designed by Gensler + DCA Architects, the expansive grounds feature multiple zoned levels, with new streetscape and landscaped zones, in addition to a new knowledge trail that features viewing decks, pavilions and meeting pods, and the retention of the conserved bungalows and

original roads and pathways. To give it a distinguishable quality and as a sharp architectural contrast from the towering building, the entrance to the huddle of black-and-white bungalows is marked by a landmark pylon that is eye-catching and creates an exciting fusion of new and old. The individual bungalows have their own numbering style designed by the team while the tower has façade signage for ease of identification.

Rochester Commons captures the imagination with its bespoke opportunities for new and expanding businesses, exciting amenities for tenants and communities, and fresh experiences for anyone excited about the future.



Interior Design

MAM Concept

A passion to bring the “MAM” flavour to the world birthed the concept of this restaurant located in Ho Chi Minh City.

A heavenly concoction of sweet, salty, and spicy flavours, Mam embodies the soulfulness that Vietnamese cuisine has to offer. The country's varied coastal areas interpret the taste of Mam differently and in this instance, the designers have reflected the varying tastes through the three-storey interior.

The story of Vietnam's historic villages starts at the front façade with breeze block wall motifs and fish sauce vases, a hint to more narratives within. The ground floor welcomes guests with the theme of “spiciness”, symbolising the arduous lifestyle of the past through textured walls and tiled floorings. The second floor portrays “saltiness” – a testament to the taste of perspiration shed while producing the specialty sauce through strenuous labour.

The adage “the cream rises to the top” was incorporated into the idea, taking the preceding two themes and transforming the third floor into a culminating masterpiece of delightful sweetness. The third floor exemplifies the warmth of love in a family gathering area, with an indoor garden emulating the style of old Vietnamese houses where the family gathers after a meal.

Earth-grey tones echo the concept of the restaurant, with a familiar local culture felt through the intriguing selection of paraphernalia such as ceramic pots, decorative plates, rice paper partitions and fishing nets. The décor is furnished with vintage village and family photos, elaborating the family nucleus. All these personify the different spices and tastes, fusing them into an unforgettable experience of Mam.





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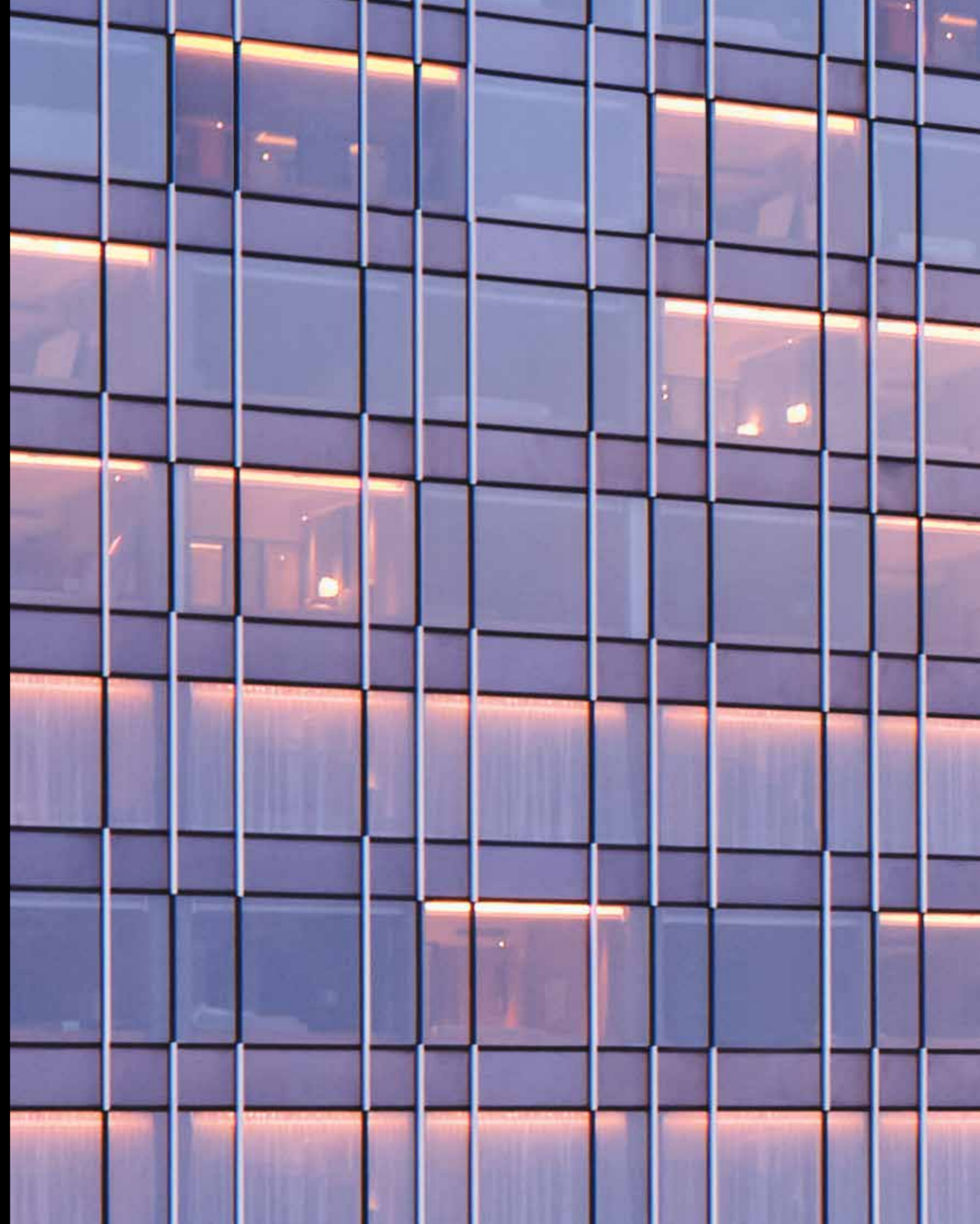


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The background of the entire image is a wall of purple tiles. Each tile is square and features a circular sunburst or fan-like pattern in the center, with lines radiating from the center to the edge of the circle. The tiles are arranged in a grid, and the overall color is a deep, muted purple.

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