State in Ascent: Nation-Building by Design

An efficient transportation system can transform a Nation
ANDY GOH, CEO Emerging Markets

Discusses Making The Right Moves

How can the firm gear up and prepare for the pivot towards Indochina? What should the focus be to best position the firm in terms of capitalizing on opportunities?

Andy GoH: We are always on the lookout for willing candidates to go overseas. Everyone needs to realise the opportunities and the market are in the region, not in Singapore. And once they start to see the potential and opportunities in the region, and start viewing the region not as individual countries and territories, but as one geographical area, then the picture becomes clearer. That’s when we discern the true size of the market, the overall potential of the region, and the abundant opportunities that are available to us.

ONG&ONG is a people-centric firm with a focus on talent development. What’s your assessment on the talent level in the regions you cover, how can ONG&ONG help in nurturing and developing regional talent?

Andy GoH: I think Thailand is a great epicentre, especially at this point in time, as a platform for the rest of South East Asia. The talent pool is deep; all they need is to be guided in the right direction. We feel that they have great aptitude, but that they still need the exposure to more international projects, getting familiar with the expectations and standards for that level of project.

Right now, we have two hotel projects around Bangkok that are gearing up, so it’s a great opportunity for our Thai staff to handle these types of hospitality projects. I think all they need is to learn a little, and be exposed to the finer points of these types of projects. But I think where we are right now, the things we are doing, all feel like the right moves.

New Directors Q+A

Getting Acquainted

RYAN HUYNH NGOC NGHIA

VIE

Do you have a leadership style? What do you bring to the table and how do you feel you can impact and influence your team?

RHN: Yes, and I have a quote that sums up my belief:

“To be nobody but yourself in a world which is doing its best, night and day, to make you everybody else, means to fight the hardest battle which any human being can fight; and never stop fighting.”

HUYNH THI QUOC HUONG

VIE

Do you have a style or philosophy in terms of design? What motivates and inspires you as a designer?

HTQH: To keep in the spirit of nature, and to design with as much nature’s touch as possible. Ever since I was a kid the natural world has always been a source of inspiration, and I hope my designs reflect that same wonderment at the world around us.

DANG HOANG TUNG

VIE

Congrats on the new appointment, what do you hope to achieve in your new role as director?

DHT: As a player in Vietnam since 2005 with an enviable track record, Rankine&Hill has not really capitalized on its position. I also feel that I have a responsibility to lead my engineers and draftsmen, so we can all work toward ensuring a brighter future. And I hope that our studio will become more than a team but a second family to one another. Lastly, being Vietnamese, I feel it is my duty to contribute to our society. In my new position as Director, I will have opportunities to meet other talented people who are likeminded, or even share a vision similar to mine. When people can work together towards a common goal, for the greater good, only then can society advance and improve.

Win Win Situation

Our Latest Awards

Winning does not come easy, as they always say. That is certainly true, but in our case it requires the creative energy and determination of an entire team, more so than one individual.

It’s always a blessing and a bonus to receive recognition of any kind for the fruits of your labour. What follows is a roundup of our latest awards and accolades, made possible by the collective passion and talent of ONG&ONG’s best and brightest.
Orchard Central, part of Discovery Walk on Orchard
IBACO World Prix d’Excellence Awards, Gold
Director: Lena Quek  Landscape

Waterfront collection, comprising of Waterfront Gold, Waterfront Key, Waterfront Isle and Waterfront Waves
IBACO World Prix D’Excellence Awards, Silver
Director: Lena Quek  Landscape

The Creek @ Bukit
South East Asia Property Awards, Best High-End Condo Development, Highly commended
Directors: Raymond Tan  Architecture
Lena Quek  Landscape
Team Members: Lucas Chen, Nataporn Alamsaentorn, Ochak Su Jin, Mohamed Shahrin Bin Mohamed Shahabdeen, Khwli Bin Mohamed Yassef & Zhou Yiting  Architecture

HDB Hub, Customer Service Spaces
HDB Quality Partners Awards
Team Members: Joshua Tan, Anthony Chung  Experience Design
Chester Goh, Lang Pei Fen  Interior

Aspire
Asia Pacific Property Awards, Residential High-Rise Architecture, Myanmar Award Winner
Director: Andy Goh  Architecture

Siem Reap Botanic Residences and Lifestyle Mall
Asia Pacific Property Awards, Architecture, Multiple Residence Cambodia Award Winner
Director: Andy Goh  Architecture

Layan Beach Resort
Asia Pacific Property Awards, Hotel Architecture Thailand Award Winner
Director: Andy Goh  Architecture

Taroko Pacific Hotel and Service Apartment
Asia Pacific Property Awards, Best Hotel Architecture Taiwan, 5 Star Award Winner
Asia Pacific Property Awards, Hotel Architecture Taiwan, Award Winner
Asia Pacific Property Awards, Hotel Architecture Asia Pacific, Nominee
Director: Andy Goh  Architecture
Team Members: Tan Ying Eng, Puttajun Tippasut & Rafflesia Tan Boa  Architecture

Marriott Bintan
Asia Pacific Property Awards, Hotel Architecture Indonesia Award Winner
Director: Andy Goh  Architecture
Team Members: Ong Qi Rong, Tan Ying Eng & Puttajun Tippasut  Architecture

ONG&ONG Pte Ltd
BICA Built Environment Leadership Award, Gold Class

Heartbeat @ Bedok
BICA Universal Design Award, Gold™
Directors: Ahmadnur Karladi  Architecture
Lena Quek  Landscape
Shahrin Bin Mohamed Arif  M&E
Team Leader: Robert Brosch  Architecture
Team Members: Magi Rose Michelle Guzman, Christina Sumangs, Jakemn Wilson Tulun, Loo Biu Tan & Kenny Melta  Architecture
Kalendara Nara Mohamed Hamizah, Chng Wei Xiang & Lam Sew Ping

Singapore Sustainability Academy (SSA)
BICA Green Mark Award, Platinum
Director: Steven Low  Architecture
Team Member: Ong Hwee Jin  Architecture

Wisma Gayang Serai
BICA Green Mark Award, Platinum
Director: Tan Peck Khoon  M&E
Team Members: Lee Chee Shih, Lam Sew Ping, Brandon Li Xin Xiang & Teh Ying Hui

Matilda Portico
BICA Green Mark Award, Gold™
Director: Steven Low  Architecture
Team Members: I Gaste Biantara & Jason Gan  Architecture

Greyform ICPH
BICA Green Mark Award, Gold™
Directors: Ong Tan Boon  Architecture
Shahrin Bin Mohamed Arif  M&E
Team Members: Moe Ang Zi  Architecture
Teh Yong Hui, Lam Sew Ping & Teh Yong Hui  M&E
Elton Ng Soon Kuan  Fire Safety

Whampoa Dew
BICA Green Mark Award, Gold
Director: Wendy Tan Kuan Kuan  Architecture

Heartbeat @ Bedok
BICA Green Mark Award, Gold
Director: Wendy Tan Kuan Kuan  Architecture
Team Members: Tay Chee Sin, Addi Verma Yegesak, Elmer Jay Caperros Miani & Lim Hui Xiang  Architecture

Toa Payoh Apex
BICA Green Mark Award, Gold
Director: Steven Low  Architecture
Team Members: Ong Hwee Jin & Jason Gan  Architecture

Loyang Point A&A
BICA Green Mark Award, Gold
Director: Ong Hwee Jin & Jason Gan  Architecture

Yishun Greenwalk
BICA Construction Excellence Award
Directors: Raymond Tan Eng Teik  Architecture
Team Members: Nataporn Alamsaentorn & Sally Tan  Architecture

Rivervale Delta
BICA Construction Excellence Award
Directors: Dr Koh Ching Chia  Architecture
Tan Peck Khoon & Richard Tan Kow Kin  M&E
Lim Tan Ping  C&E
Team Members: Shie Kamaladee Ramadhaifer  Architecture
Siew Zin Htun & Chan Juyan  M&E
Slamat Gunawan  C&E

Housing & Development Board
BCA Built Environment Leadership Award, Gold Class

The Scotts Tower
BCA Design and Engineering Safety Excellence Award
Director: Raymond Tan Eng Teik  Architecture
Team Members: Nataporn Alamsaentorn & Sally Tan  Architecture

The Scotts Tower

Orchard Central

Waterfront Collection

Orchard Central

Toa Payoh Apex

Waterfront Collection
ONG&ONG Group's Autodesk Authorized Training Centre facility has been upgraded to allow integrated BIM project application across different ONG&ONG Group offices.

The Design Technology department has now evolved into the Design Technology and will continue to develop the firm’s disciplinary BIM projects that have already been deployed in regional offices in Singapore, Malaysia, Indonesia and Vietnam, with an eye for expansion to all ONG&ONG Group offices in the near future. The Singapore facility has been upgraded to allow for the implementation of new processes such as VDC (Virtual Design & Construction) to facilitate ICE (Integrated Concurrent Engineering) sessions. All of this will be supplemented by use of cloud services to enhance collaboration globally.

Visual Programming augmented reality (AR), virtual reality (VR) and real-time rendering technology such as BIM server. The Design Technology department has been deepened in regional offices to serve the firm in a number of ways. Not only will staff have easy access to cutting edge digital platforms and tools, but they will also be able to attend and complete certification courses with greater ease and convenience – complementing the advantages of ONG&ONG Group’s unique in-house 360U career enhancement initiative.

This will suit the rest of the firm’s offices in different cities around the world. The authorized training centre within the ONG&ONG Group office will serve to benefit the firm in a number of ways. Not only will staff have easy access to cutting edge facilities and technology, but they will also be able to attend and complete certification courses with greater ease and convenience – complementing the advantages of ONG&ONG Group's unique in-house 360U career enhancement initiative. So far, this has translated into productivity improvements in Singapore. This will suit the rest of the firm’s offices in different cities around the world. The authorized training centre within the ONG&ONG Group office will serve to benefit the firm in a number of ways. Not only will staff have easy access to cutting edge facilities and technology, but they will also be able to attend and complete certification courses with greater ease and convenience – complementing the advantages of ONG&ONG Group's unique in-house 360U career enhancement initiative. So far, this has translated into productivity improvements in Singapore.
An efficient transportation system can transform a Nation

Developing suitable infrastructure is a priority for any country. The advantages of an efficient transportation system, the support of reliable utilities, redeveloped civic institutions, available healthcare facilities, are essential to national progress. Yet, these remain mere components of nation-building. So much more is needed for a country to truly rise.

ONG&ONG's track record has been founded in large part by the role we have played in getting Singapore to the position she enjoys today. From the everyday bus shelters that have been used around the island for more than 20 years, to civic and healthcare projects for the National Heart Centre, Mount Elizabeth Hospital and the Singapore Red Cross, our designs have contributed to shaping Singapore's future.

Our efforts extend further. With projects that have included fire stations for the Civil Defence, the Housing Development Board’s Toa Payoh Hub and Atrium, as well as the Heartbeat@Bedok, a ground-breaking new integrated community centre.

The firm has had the distinction of earning Singapore’s brand beyond our shores. Creating the exquisite look of Singapore Airlines’ first class Silverkris Lounges in cities such as Auckland, Bangkok, Manila and Sydney.

ONG&ONG played a major part in building the MRT (Mass Rapid Transit) system, greatly contributing to the development of Singapore’s national transportation network. Which is exactly what we will delve into over the pages that follow.

Connecting people and places with ease and purpose, our skill set lies beyond just building train stations and rail networks, because our expertise lies in creating spaces that impact the movement of an entire nation, influencing how a society functions and interacts.

Our business is about the experience of travel. Connecting people to the places they need to be. Ultimately, having a hand in transforming a promising country into a flourishing nation.

It is our goal to turn countries into flourishing nations, connecting people to the places they need to be, so they can get to where they want to go.

State in Ascent: Nation-Building by Design

Go on... What's next?

It is our goal to turn countries into flourishing nations, connecting people to the places they need to be, so they can get to where they want to go.

Going Downtown

Singapore continues to expand her already enviable communications network by grafting new lines and stations onto the existing system. The newest section of the Downtown Line includes three stations completed by ONG&ONG: Tan Kah Kee (TKK), Sixth Avenue (SAV) and King Albert Park (KAP) stations all contain design elements that are both contemporary and sensitive to the environment.

For these projects, the proximity of the Botanic Gardens to the form of the Botanic Gardens, along with the Green Corridor and residential enclaves which encompass the Bukit Timah area, presented the design team with a unique challenge.

We sit down with leaders of the ONG&ONG team - Senior Director Steven Low, Director Andrew Lee, Director Wendy Tan and Associate Director Erick Suarez – as they presented the design team with a unique challenge.

It is our goal to turn countries into flourishing nations, connecting people to the places they need to be, so they can get to where they want to go.

ONG&ONG played a major part in building the MRT (Mass Rapid Transit) system, greatly contributing to the development of Singapore’s national transportation network. Which is exactly what we will delve into over the pages that follow.

Connecting people and places with ease and purpose, our skill set lies beyond just building train stations and rail networks, because our expertise lies in creating spaces that impact the movement of an entire nation, influencing how a society functions and interacts.

Our business is about the experience of travel. Connecting people to the places they need to be. Ultimately, having a hand in transforming a promising country into a flourishing nation.

It is our goal to turn countries into flourishing nations, connecting people to the places they need to be, so they can get to where they want to go.
Keeping on track: the process of creating a rail link network

As the Southeast Asian region develops, most of its countries have been busy investing in efficient infrastructure to ensure efficiency and competitiveness. Part of this upgrading process entails the construction of an efficient rail network linking communities, commercial centres, and new towns. For those who step into the new stations and on to the high-speed trains that whisk them to their destinations, all they see is the finished product. What most people don’t appreciate is the complex, carefully planned design process that goes into the final creation.

Each country has to plan according to its own needs, often determined by its size. Singapore, for example, may plan an average 10 stations on a line. Malaysia perhaps 20, whereas India may have to consider over 200. Then the route that the line will take has to be decided, and in some cases land may have to be acquired. Certain considerations about passing through residential areas means planning a site design that doesn’t cause trouble. The line structure may mean three different versions underground, ground level, and often also above ground as passing over roads for example.

This where track alignment engineering plays a role. The engineers have to determine the vertical alignment so that the gradient is efficient and working parameters. After all, no-one wants to travel down a steep incline into a station, or up onto a high platform! The different stations are placed along the line and have to be built at points where the track is completely level. The architects will work closely with the track alignment engineers, for they need to ensure the exact placing and heights of a platform during design. Who wants to take a step up or down on a train when boarding or disembarking?

This is the point when the architects and planners start to see the station to the centre. The architects usually have some laways as to the exact sitting of the station; being able to ride up or down the line by a certain margin. These kinds of considerations have to be made if a station is a shopping centre, for example, the planners will desire easy access from the station to the centre. The architects will also have to look at areas where the station is isolated in a tight corridor, where careful consideration has to go into the design as to where to place the ventilation building – an absolute necessity for underground stations. It may be that in a built-up area, the authorities will have to acquire a plot of land for this purpose. This phase of the planning process may take anywhere from six months to a year. At the end of this phase, having approved the proposal, most governments will hold a public exhibition allowing feedback, comment and questions from the community.

Many architects and designers may argue that the design of stations is the most rewarding, and it is the outcome of this effort that the public has most direct interest in. If the designers get it right they will love the stations. If they get it wrong the newspapers and compliant columnists will be debating it for months if the designers have the mandate to design from the beginning, the team will usually begin by developing a series of different typologies or prototypes for the stations. These will then determine where all the parts are placed, and the designs are then put forward for consideration. In some cases there may already be pre-decided and approved designs that are given to the architects and sub-contractors as design and build schemes. They may have to make adjustments depending on the site conditions.

Architects and designers much prefer to reveal their creative skills by designing from scratch. Even so, there are certain set considerations that have to be taken into account where do they place the entrance for handicapped travellers and designing points like the bus stops, taxi and pickup points. Many stations need overhead pedestrian links from one side of the road to the other taking passengers to the ticketing hall. Many designers today talk of adopting a classical approach to the overall design, arguing that if carefully considered and well designed, minimal signage will be needed as passengers will be able to find their way without them. The DONG&JönG architects prefer to remove engine and mechanical room from the ends of station platforms if they are elevated. This enables passengers to enjoy clear vistas up and down the track and clearly see when trains are approaching.

A recent design project that was presented to DONG&JönG entailed the design of a string of stations along a 50 – 60 kilometre stretch passing through built-up and rural areas. The design team looked first of all at the locations and surrounding identities of the sites. They then considered creating station designs in keeping with the identity of place. Cultural considerations are always important, and vernacular architecture may provide the first point of reference. A seminar track style, for instance, may be adopted and used as an initial inspiration, or if the station is near a forest canopy, an echo of that canopy may be incorporated into the design.

Some ideas may find their way onto the drawing board, where many are inevitably rejected. Eventually a selection will have survived the process and the team will then try out site drawings computer technologies are available here. The designs may be tested and tweaked.

The architects are usually looking very closely at the line and station identity. Even this may be pre-determined, with some lines requiring individualised stations, and others a uniform identity. In Singapore the stations on the MRT network near a certain identity; whereas on the Downtown Line stipulate that they should all have one kind of entrance. Once the commissioning body, usually a government department, has approved a design or designs, the architects will put the all the final touches in place. This will include running inevitable systems, mechanical and engineering strategies, system maintenance and lighting strategies.

It is now the turn of the builders, construction engineers, and all the other contractors to come in and make the ideas and plans real. Most of us take for granted the network of stations that make our lives more convenient, allowing us to get around easily. Perhaps when we realise just how much effort, planning and careful consideration goes into the process of creation, we will show greater appreciation.

Working in state land, we worked closely with the National Environment Agency (NEA), the Land Transport Authority (LTA) and even the National Parks Board,” said Mr. Tan. “We wanted everything to be satisfied, and comfortable, with what we planned to do.”

“It is now the turn of the builders, construction engineers, and all the other contractors to come in and make the ideas and plans real. Most of us take for granted the network of stations that make our lives more convenient, allowing us to get around easily. Perhaps when we realise just how much effort, planning and careful consideration goes into the process of creation, we will show greater appreciation.”

JAKARTA MRT STATIONS  
Bendungan Hilir Stations
Istora Station
Senayan Station
Setiabudi Station
First Singapore, then Jakarta and KL, our infrastructure projects are starting to bring people and places across Asia.
Siem Reap Botanic Residences & Lifestyle Mall

ONG&ONG elevates luxury lifestyle in the classic Khmer city. Cambodia

The WAF Experience

– Andy Goh, CEO ONG&ONG

Emerging Markets

After spearheading the team that created the ground-breaking Siem Reap Botanic Residences & Lifestyle Mall, Andy Goh (FORMA) was named next to the World Architecture Festival (WAF) in Berlin. Before a distinguished panel of judges made up of architectural heavy weights, and competing against other famous names of the design world, Andy presented the delightfully imaginative Cambodian Lifestyle project set in the heart of historic Siem Reap.

We sat down with Andy as he reminisces about the experience, giving his thoughts on challenging for honours at the second annual global architecture competition.

Congratulations on being shortlisted in the future projects category, what was the idea or inspiration behind the project?

Andy Goh (AG): The main idea was to create a lifestyle (both physical and cultural) centred with our product (service apartments and retail). We wanted to respond to these questions, “What would make it a product that would be there in a context?” and “What product would sit from the site context?”

What were the challenges of the Siem Reap project that made it standout?

AG: The amount of design rigor we put into the project was new. Beyond the glitz of the highly rendered perspectives is design depth. Not everyone has the same amount of design rigor we put into the project. The site context was high on quality, and it is not possible to make the design more on quality.

Can you give us a little insight about the experience of presenting to the judging panel?

AG: Berlin's WAF entries were slightly more Eurocentric, whereas the WAF in Singapore was a bit more Asia-centric. I feel the location of WAF has a bearing on the entries and judges, and so our presentation needs to cater accordingly.

Q: Anything from the experience in Berlin that you will use as a lesson or inspiration for the future?

AG: Berlin’s WAF entries were slightly more Eurocentric, whereas the WAF in Singapore was a bit more Asia-centric. I feel the location of WAF has a bearing on the entries and judges, and so our presentation needs to cater accordingly.

Q: Being shortlisted and presenting at the finals is an achievement in itself, what is your hopes going forward?

AG: Our presentation needs to cater accordingly. Berlin's WAF entries were slightly more Eurocentric, whereas the WAF in Singapore was a bit more Asia-centric. I feel the location of WAF has a bearing on the entries and judges, and so our presentation needs to cater accordingly.
At ONG&ONG, going green gets top priority. Singapore

Director: Ong Tze Boon & Raymond Tan Eng Teik
Team Members: Natapon Akomsoontorn & Sally Tan

The Singapore Sustainability Academy (SSA) is located at the roof terrace of City Square Mall (CSM), Singapore’s first eco-mall. An extension of the Sustainable Energy Association of Singapore (SEAS), a non-profit NGO that promotes renewable and sustainable energies, they tapped on ONG&ONG and Rankine&Hill to undertake design and engineering work for the new project.

The first People, Public and Private (3P) ground-up initiative, the SSA is a zero-carbon footprint building, intended to showcase sustainability in construction and everyday use. The modernist design features the simple geometry of an elevated box, complemented by a bold overhanging, curved roof.

The SSA was constructed using Cross-Laminated Timber (CLT) and Glulam. CLT is a material harvested from sustainably managed forests, and fabricated by bonding layers of timber together with structural adhesive. These components were pre-fabricated off-site, allowing for more accurate assembly, while also reducing pollution, manpower costs and construction time.

The SSA contains an exhibition gallery, two classrooms and an office. While the interior is designed to be air-conditioned, external spaces use aluminum sliding windows to allow for natural ventilation. With additional passive green strategies coming in the form of large roof overhangs to provide shade.

Active green strategies were integral to the SSA design. As a zero-energy building, the SSA will utilise extensive solar technology, with 3,230 sq ft of photovoltaic panels expected to generate an annual energy yield of over 60,000 kWh. It will also house monitors to track real-time energy generation and consumption, together with a building automation system that will adapt lighting and air conditioning to maximise energy savings while maintaining full comfort.

The hope for the SSA is to raise awareness for sustainable design, and to promote a low-carbon economy, resource efficiency, and sustainable practices among businesses and the community, in particular, the nation’s youth.

located at the corner of Scotts and Cairnhill Roads, The Scotts Tower (TST) sits in close proximity to the Orchard Road shopping district. Containing 231 residential units spread over 31 floors, TST was envisioned as an exclusive vertical city. This UNStudio design combines a contemporary Live. Work. Play. concept with spectacular views of the surrounding urban landscape.

Offering a range of residential units, homes within TST were conceptualised with customisability in mind. Four different unit types - City Loft, City View, Park View and the Sky Park Penthouse - are clustered and grouped at different intervals within the building, ensuring that TST can cater to a variety of lifestyle pursuits and needs.

The design team pictured TST as a neighbourhood in the sky. The new development features communal recreational facilities that are integrated seamlessly with tiered landscape features which gently rise from the ground-level deck to beckoning sky terraces on the 2nd and 25th floors. The underlying intention was to use innovative design to embody the spirit of community and home within a modern milieu.

Architects introduced Vertical Skyframes as an architectural motif, shaping TST to suit its surrounding urban context. Residential clusters are programmed into the Vertical Skyframe providing TST with added structural definition, which resulted in the creation of private balconies for each residential unit. This framework also works to accentuate the building’s facade, forming an arresting tapestry characterised by physical and spatial variations.

The interconnectivity of the landscape and living spaces reflects the manner in which architects worked to integrate TST into the surrounding urban fabric. Internally, the main objective was to provide versatile living spaces that are as flexible as they are luxurious – epitomising the finest in contemporary high-rise living.
Greenwood Mews is a 62-unit cluster housing development located in a leafy neighbourhood within the Bukit Timah suburb. Flanked by low-rise landed estates and semi-detached homes, with a backdrop of lush greenery and the sprawling shade of mature trees, Greenwood Mews features a collection of townhouses that blend seamlessly into their locale.

Named after the neighbourhood in which it is situated, Greenwood Mews was conceptualised with nature as its main theme. Prioritising sustainability and green design, architects were inspired to create a residential development that very much harmonised with its tranquil setting.

Swathes of cool, watery blues and verdant hues of green complement a palette of earthy tones and neutral greys, with touches of timber and wood adding warmth to the entire development. Styled to suit contemporary tastes, Greenwood Mews features generous living spaces with European-inspired design elements. As comfortable as they are stylish, all Greenwood Mews residential units will boast main living spaces that face large water pools shared by all residential units within the unique development.

Epitomising modern tropical living, Greenwood Mews places an equal emphasis on both form and function. Unique features include evaporative cooling, where the pool-facing main living spaces within each home are cooled by their proximity to water.

At Greenwood Mews, sustainability is further realised through meticulous site planning and contemporary green design. Where appropriate passive cooling strategies— including the building orientation, ventilation, evaporative cooling, and even convective air movement—are adopted in order to reduce overall reliance on mechanical cooling systems.
Katong Square

Katong Square is a landmark mixed-use development that sits along a vibrant section of East Coast Road. Containing commercial, hospitality, and retail spaces, including two hotels – the Hotel Indigo Katong and the Holiday Inn Express – together with a host of dining and entertainment options, the new development is certain to elevate the array of lifestyle choices available in one of the most historic parts of Singapore.

Architects applied sustainable regionalism as the main architectural response to a unique site. The project saw the conservation of the former Joo Chiat Police station, together with the addition of newer structures. Regionalism in the Katong Square project can be seen through elements of the neighbourhood’s rich Peranakan (or traditional Straits Chinese) culture that were imaginatively woven into the new property.

Traditional Peranakan patterns and motifs were interpreted through a contemporary lens – serving both aesthetic and functional purposes. This is particularly evident in the ‘fins’ that line the exterior of the Hotel Indigo guestrooms, which are reminiscent of traditional shophouse screens. Peranakan inspired motifs also adorn the perforated metal ceiling that lines the pedestrian canopy at the site’s main entrance. Here, sunlight is gently diffused into the high, ventilated space, allowing guests to soak in the buzz of the surrounding neighbourhood while shielded from the harsh tropical heat.

Awarded Green Mark Platinum status by the Singapore Building and Construction Authority (BCA), Katong Square boasts a host of features that prioritised sustainability. From the incorporation of abundant greening to mitigate the humid tropical climate, to the use of energy efficient fittings and sustainable construction materials, every aspect of the project adhered to full contemporary green design ideals.

ONG&ONG adds to eastern Singapore’s vibrant cultural tapestry. Singapore
The Parque Residences sit on 308 acres of undulating land in Kuala Lumpur’s Klang Valley. Elevating the mesmerising spirit of the Eco Sanctuary development, the Parque Residences represents a new standard of high-rise living, and embodies the finest in modern luxury.

Envisioned as a low-density enclave, the new development contains six residential towers built on a 27-acre plot. In keeping with the eco-spirited development, almost half the acreage within the Parque Residences’ grounds will be kept as natural parkland. Totalling 12-acres, the parkland allowed for the creation of a private rejuvenating living environment. Highlights of the Parque Residence’s resort-style setting include a clubhouse surrounded by a 6-acre man-made pond, gazebos, jogging tracks, a forest park and water-themed playground, and even a lagoon-pebbled beach.

Designed to cater to professionals and young families, the Parque Residences will feature a range of one, two and three-bedroom apartments. Configured on an 11ft gridline module, apartments were studied atop one another. Modules of the two and three-bedroom apartments were repeated, allowing for the implementation of double-volume living room spaces within the larger units. All units will offer unimpeded views of the sweeping green space, particularly from main spaces such as the living rooms, bedrooms and kitchens, with back of house areas kept towards the corridor spaces.

The three-bedroom apartments also feature generous 8ft long private balconies. Designed in a staggered formation, balconies feature soft touches of timber composite panels that wrap around the space - forming the box-feature façade that helps create the Parque Residences’ unique silhouette.

The distinctive design will see the inclusion of a 28ft wide courtyard at the centre of each tower in order to break away from conventional corridor areas. Viewing decks were also placed alternately at 5-floor intervals to further capitalize on the Parque Residences’ verdant parkland setting.
Setiabakti House

Sitting on a V-shaped lot which opens wide in front and narrows toward the rear, the Setiabakti House design was derived solely from the landform. Conceptually, the house is formed by two flanking blocks that intercept each other at the centre, with interaction space created in between.

The function of spaces, public vs. private, is oriented based on the sun’s angle. The East block is prioritised for public areas - living & dining, circulation and gallery – in order to allow the morning sun into the house. While the bedroom block is placed on the western side, but with windows placed on the north and south facing wall.

The two blocks were given different facade treatments for emphasis and visual contrast. Within the public area, living and gallery spaces feature a bare concrete finish. Conversely, the private area features a composite panel that creates a double skin effect, protecting bedroom walls from the western sun.

To maintain both security and transparency front fencing is minimised. By elevating the lawn level at the living area above the road level and offsetting the handrail towards, a layer of shrubs could act as another passive barrier. The house can be approached via a series of garden steps. Leading to the large main door, which opens to reveal the double volume space inside.

Vertical connection through the staircase and lift are placed at the centre of the East block, linking all spaces within the house. Designed to be the centrepiece of the house, the staircase appears to float, providing interesting shadow play in the morning.
This project is Singapore’s first dedicated facility for digital content creators and game developers. The initiative was developed as a means to nurture a new generation of local storytellers by providing them with access to digital tools and a framework of support to pursue their ambitions.

The new studio was constructed with support from the government, and will be operated by a local academic institute. Boasting shared production facilities and innovative training programmes, the facilities will support a vibrant eco-system – providing content creators the means to turn ideas into commercially viable concepts and enterprises.

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

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

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

Innovation and interaction lie at the heart of the project. DBS tasked SCA Design to create a collaborative environment that would bring bank employees closer to clients – a space that would position DBS at the forefront of the modern consumer banking experience.

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

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

SCA adds innovative style to Starhub’s cutting edge facility. Singapore

Associate Director: Kee Choon Yen · Team Member: James Loh

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

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

Aviva Digital Garage

SCA design gets creative juices flowing. Singapore

Associate Director: Kee Choon Yen · Team Member: James Loh

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

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

Crocs

SCA captures a company’s essence. Singapore

Associate Director: Kee Choon Yen · Team Member: James Loh

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

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

Synergy is one of our strengths. Many of our projects are the result of collaboration, realised by the collective creativity, knowledge and talent of a dedicated group.
The process is analytical, but also calls for imagination. Brand engagement is about crafting experiences that foster relationships between brands and consumers. After nearly three successful decades, IMMORTAL’s client list reads like a cross-industry who’s who. In every instance, each client had individuated concerns, requiring personalized strategies tailored to meet their specific needs.

Having worked with Tangs, Tangs Studio, Marina Square, Junction 8, the ION Orchard, and even Crystal Gallery in Shanghai, the team’s retail experience is substantial to say the least. IMMORTAL has led numerous name creations, from The Apple and Banana Baking to Kasara and WE Cinemas. And if you notice those illuminated light-box stacks that sit prominently in malls across Asia, know that those are an IMMORTAL point-of-sales innovation.

We can count Caltex, Citigroup, CMG, Kim Eng Holdings, Parkway Health and Prudential among our many corporate clients. From classic brand work with collaterals, to digital engagement that is a mainstay today, ensuring brand consistency across the corporate sphere is what we do.

Our love for lifestyle and hospitality brought the chance to work with The Four Seasons Bali, Montigo Resort in Bintan, Canareef Resort in the Maldives, and the likes of Raffles Town Club, Mandarin Oriental, Ritz Carlton, Marina Bay Sands, and JW Marriott South Beach at home in Singapore. We have worked with clients the world over, resulting in experience that spans a diverse array of markets and cultures.

Whether it is complete full-scale brand expression, from land tender to post-opening, like we did for Sentosa’s exclusive One°15 Marina yacht club or packaging work for the likes of ABC Sauces, Indo Cup Noodles, Kheng Guan, Kimberly Clark, Motorola and NTUC, know that we can help transform your brand.

After all, to give a brand true longevity and staying power necessitates creating a connection with the consumer. A brand needs a story, a narrative if you will, to give it identity. Because there is no permanence without reinvention, and no continuity without imagination, so go forth with IMMORTAL and EXPLORE. ENGAGE. ENDURE.
ON&ONG: Please give us a little background on BluPrint the magazine, and tell us about the collaboration and this visit to Singapore.

Judith Torres (JT): Editor: BluPrint is 17 years old and is considered the design source book in the Philippines. Our book ON&ONG is going to be featured in our second tome called Tropical Architecture for the 21st Century. It will be different from your typical coffee table book because we will be including diagrams about wind flow and cross ventilation - about all the passive cooling strategies that we need in the tropics.

And the reason we decided to do this book is because many architects say they do tropical design, but it’s really just too much lip service. People latch onto the idea of tropical design. They say it’s tropical because they use wood, or maybe, like in the Philippines, they put in indigenous materials like shells. There will be things that will remind you of the tropics but they really are just taking in surface material.

Angel Yulo (AY): Writer: Yes, there’s nothing about the structure itself, which is important.

JT: So this was really for our benefit, in our setting to challenge our architects and designers. We wanted to visit different countries, featuring homes from Singapore and Malaysia. We plan to explore the different strategies that people have used. A lot of it is based on indigenous knowledge, because we’ve all lived in the tropics for centuries, and a lot of it comes from the wisdom of ages ago. And we want to show how a lot of those principles can and should be used in a modern way.

AY: A lot of people say we use a lot of glass, or kind of ceramic frame to cool things down. But it shouldn’t always be about the choice of material. What we are after is how the structure can be designed to let wind flow through properly, how to let heat escape, or how to make the house convenient when it rains.

ON&ONG: What have you learned so far from the Singapore scenes, and which aspect do you think will be most applicable to the Philippines? Is there anything that you feel isn’t ON&ONG apropos?

JT: There are too many houses in the Philippines that rely on air-conditioning, but on a good day you still want to be able to enjoy nature. And that’s what I appreciate about the design at ON&ONG. I really enjoyed talking to the designers, and I know how the owners want a particular lifestyle, and your designers work to provide the option of allowing clients to really enjoy nature more, and live within the natural tropical setting.

AY: Not just that, it’s how passive-cooling techniques are integrated as well. It’s more natural and allows you to spend less on air-conditioning

ON&ONG: Environmental concerns are increasingly important here, is that becoming a bigger concern in the Philippines as well?

JT: It is a concern, but is not enough. Right now it feels like people only have a glancing appreciation of these concerns. We would like to see more thoughtfulness in design. There’s a lot of concern about aesthetics, a lot of concern for composition. Not enough for the practical matters like comfort and convenience.

AY: I guess it’s about finding that balance between aesthetics and utility, where do you think the Philippines is right now in terms of that?

JT: We’re at extremes (laughs). Our market is different, we have such a huge population, and it’s very different from the situation here. And families are larger. Plus the level of education and literacy. Singapore is more exposed to international cultures. The socio-economic makeup is much more varied and the range is much wider here. There are a lot of people who still aspire towards the western style of design, because that’s what they think that progress looks like.

AY: That just doesn’t work for our weather because structure, orientation of the house and ventilation, methods are different for the tropics.

ON&ONG: Any advice from a business perspective? As ON&ONG’s operations get going, are there any market segment or be optimistic about in terms of potential for growth? Any thoughts about the future?

JT: Maybe medium rises and high rises could quite well. But I think people are looking for spaces that are more humane, more inclusive. I find a lot of our vertical developments lack spaces that give people room to think and breathe, space for solitude. Some of the things here that work well include having a core of light, and walls of green, you guys design to conceal a lot of the ugly parts of development. We need to maybe improve on scale as well.

AY: I’m still very hopeful about our economy. That’s why we created the first book, BluPrint for 2050. It’s a visionary exercise for our country, and how the built environment will be in 33 years. Projections for our economy, which forecasted that if we continued growing at the rate we do, we’d be a top-20 country by 2050. So that’s something we presented to designers and architects. They need to start thinking big, start examining what to change, start looking for problems to solve, to build and design accordingly.

JT: When BluPrint first came out it was a lot about capturing our design heritage. Now, it’s more about problem solving. That’s why we’re after the more practical aspects of design - functionality, comfort, and convenience. We need to get into that kind of mindset, because it is a great design that will get us moving forward. We’re headed in the right direction, we’re headed for progress. And that’s the direction that your country’s been taking.
Apple Butterfly Social Trending Lifestyle Projects

Property matched the distinctive Starck style.
The ONG&ONG interior design team was selected to address in Clarke Quay. Working with Phillip Connors, ONG&ONG’s role as the main architect was to return nightspot Zouk is back with a new riverside address in the original location. Now, legendary local Apple Store. The project was one of the worst kept secrets in town, but now that it’s up and running, we can at last proudly announce: Apple’s Green Campaign has finally landed.

Finally! Singapore’s gotten its very own Apple Store. The project was one of the worst kept secrets in town, but now that it’s up and running, we can at last proudly announce:

Apple’s Green Campaign has finally landed.

The Gold Standard
March 31 to April 2, 2017 – The Anthology Architecture and Design Festival 2017 was a three-day celebration of architecture and design. Held at the Puerta del Paraiso in Intramuros, the historic district just outside Manila, this year’s festival was themed “Contemporary and Relevant.”

The festival featured guest speakers, dialogue panel, designer interviews, and even an exhibition. Going from cocktails to graphic design, making waves in the Filipino design scene, Michael Cu Fua was also on board to speak at Anthology Talks – the unbridled highlight of the festival.

The festival featured guest speakers, dialogue panel, designer interviews, and even an exhibition. Going from cocktails to graphic design, making waves in the Filipino design scene, Michael Cu Fua was also on board to speak at Anthology Talks – the unbridled highlight of the festival.

The festival featured guest speakers, dialogue panel, designer interviews, and even an exhibition. Going from cocktails to graphic design, making waves in the Filipino design scene, Michael Cu Fua was also on board to speak at Anthology Talks – the unbridled highlight of the festival.

The ConNextReal Festival was an opportunity for ONG&ONG to find a footing in Bangkok, as the city’s reputation for innovation and design combined with its rich history and culture created an opportunity for ONG&ONG to showcase its capabilities in the field of design and architecture.

The festival featured guest speakers, dialogue panel, designer interviews, and even an exhibition. Going from cocktails to graphic design, making waves in the Filipino design scene, Michael Cu Fua was also on board to speak at Anthology Talks – the unbridled highlight of the festival.

The festival featured guest speakers, dialogue panel, designer interviews, and even an exhibition. Going from cocktails to graphic design, making waves in the Filipino design scene, Michael Cu Fua was also on board to speak at Anthology Talks – the unbridled highlight of the festival.
ONG&ONG Festival 2016
A Day to Celebrate Design

Mistaking our offices for a lively university campus would have been understandable had you set foot in the building during last year’s ONG&ONG Design Festival. A day set aside each year to putting the fun back in design, this annual celebration of was intended to remind us all why we fell in love with design in the first place.

Events centred on all things design-related were organised as the ONG&ONG staff from regional offices far and wide joined their Singaporean colleagues. The ONG&ONG Design Festival featured lectures and workshops hosted by some of our brightest up and coming designers, along with talks held by some of the firm’s award-winning directors. Those who were lucky enough to attend were privy to insights and tips from the cusp of exciting new prospects.

The festivities that followed included a customary Lunar New Year’s Eve feast and a buffet dinner of sumptuous Chinese delicacies, topped off by a thrilling disco-themed Lion Dance. The highlight of the evening was without a doubt the lucky draw bonanza that saw a number of happy guests take home generous CVN goodies and hampers.

Above, Beyond and All Things in Between

Papa’s Got a Brand New Bag

The newest additions to the O+ Lifestyle line come in the form of the Bar, Tora and Kiro bags. These Japanese-inspired carry bags are constructed in sturdy felt, felted and stitched for unsurpassed durability. Characterised by clean, simple lines, and available in red, purple, black and grey, this range bags were created to cater to a variety of personalities and individualised tastes. Ideal for work and play, versatility and style are now mere clicks away.

Chinese New Year Celebrations at Dalvey

Ushering in the year of the rooster brings inevitable references to new dawns. ONG&ONG might be on the cusp of exciting new prospects for 2017, but certain company traditions will always be held dear. As the firm’s custom for the Lunar New Year, business partners, clients and friends joined the ONG&ONG family at Dalvey Estate for a memorable evening.

The evening commenced with a charming welcome from Group Executive Chairman Ong Teo Boon. The festivities that followed included a customary Lunar New Year’s Eve feast and a buffet dinner of sumptuous Chinese delicacies, topped off by a thrilling disco-themed Lion Dance. The highlight of the evening was without a doubt the lucky draw bonanza that saw a number of happy guests take home generous CVN goodies and hampers.

The latest ONG&ONG corporate products were also created with style and versatility in mind. Regardless of the festive occasion, be it Christmas or Chinese New Year, all our latest products from Ang Paos to gift boxes are available to all studios for all your festive needs!
2016 proved to be a testing year, but we persevered with fortitude and much heart. Now as we continue striving towards creative and professional excellence, we can focus on the future with renewed optimism.

At the end of 2015, we made a push towards regional expansion, increasing our presence in ASEAN’s exciting emerging markets. I’m proud to say that our Vietnamese team were our top performers in FY15/16, showing that this strategy is already beginning to pay dividends. Hoping that success breeds success, we’re stepping up leadership roles in Vietnam by appointed three new directors to spearhead efforts.

We’ve only scratched the surface of Asia’s potential, which is why we have appointed Director Andy Goh to the newly created role of CEO Emerging Markets. Any new foray requires leadership, and with Andy’s invaluable experience and proven success in Indochina, we believe he is the ideal candidate to lead us to even greater regional success.

Nation-building is very much part of the ONG&ONG repertoire, and it is our belief that by ramping up our regional presence we can play a part in laying the foundations for success just as we have in Singapore. Our expertise and track record in the realm of transportation will be increasingly integral, as we continue to lend our experience to projects in the region and beyond. Because ultimately it is my hope that in the time to come ONG&ONG will be at home not just here in Singapore, but across the Asian region.