

# 36 CIRCLE

**LOCALE** Regional Pindrops  
**INSIGHTS** Regional Trendspotting  
**TRANSPORT** Connecting People & Nations  
**CIVILISATION** Power of Design

Perspectives on design, engineering & management



EXPERIENCE  
BEYOND.

# Vision

Experience Beyond

# Purpose

To Improve the World in which we Live

# Role

To Enhance the well-being of Inhabitants  
through excellence in Sustainable Design

“  
EXPERIENCE  
BEYOND.  
”

ONG TZE BOON  
Group Executive Chairman

# Create Experiences through the Power of Design

ONG&ONG deals in the enhancement of human experiences. Through the power of design we harness creativity and innovation. We believe that improvements big and small, miniscule or monumental, all help to elevate experiences – allowing each of us to discover and EXPERIENCE BEYOND.

EXPERIENCE  
BEYOND.

# Experience the Heartbeat @ Bedok

SINGAPORE

**360 SOLUTION**  
DESIGN  
ENGINEERING  
MANAGEMENT

An ONG&ONG project



# Experience Beyond Extraordinary

An ONG&ONG project





Icons  
14 – 43

## CONTENTS

- 13 **ONG&ONG Pindrops**
- 14 **Icons:**  
our marquee projects
- 44 **KL-Singapore High Speed Rail Project**
- 46 **MRT: Downtown Line**
- 56 **The Power of Design**
- 60 **Specialist:**  
creating greater value all round
- 82 **ONG&ONG's Lifblood:**  
directors & team leaders
- 85 **ONG&ONG Quick Facts:**  
FY16/17
- 87 **Our Winning Streak**
- 90 **Our Organisation**
- 92 **Global Reach**
- 93 **Contact**
- 94 **A Day in the Life of ONG&ONG:**  
a behind-the-scenes glimpse
- 96 **Transforming Tomorrow:**  
sustainability at ONG&ONG
- 97 **Financial Review**
- 98 **Ashvinkumar Kantilal GCEO**
- 100 **Tan Peck Khoo GCOO**
- 102 **Ong Tze Boon GEC**



KL-Singapore  
High Speed  
Rail Project  
44 – 45



MRT:  
Downtown  
Line  
46 – 55

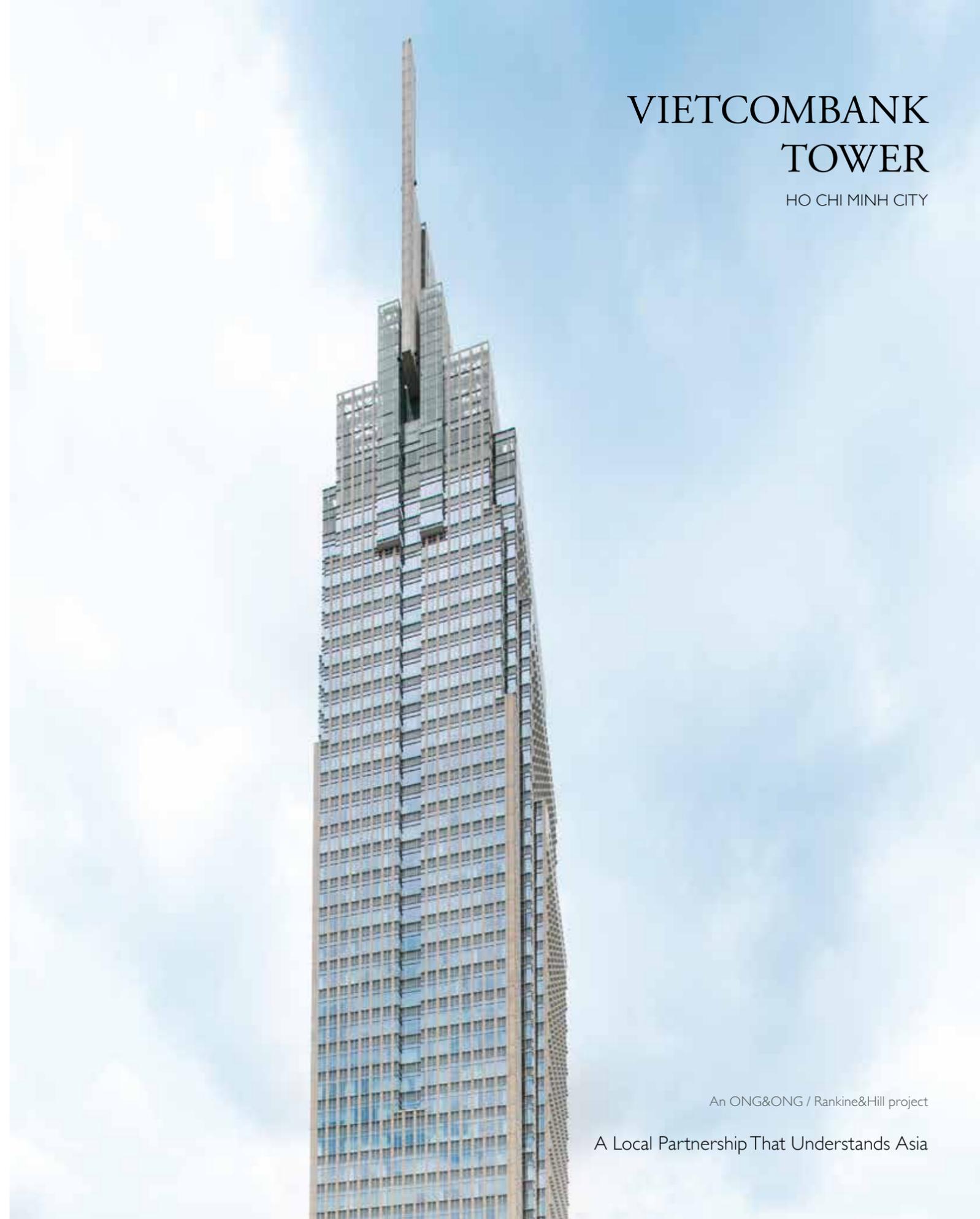
The Power  
of Design  
56 – 59



Specialist  
60 – 79

# VIETCOMBANK TOWER

HO CHI MINH CITY



An ONG&ONG / Rankine&Hill project

A Local Partnership That Understands Asia

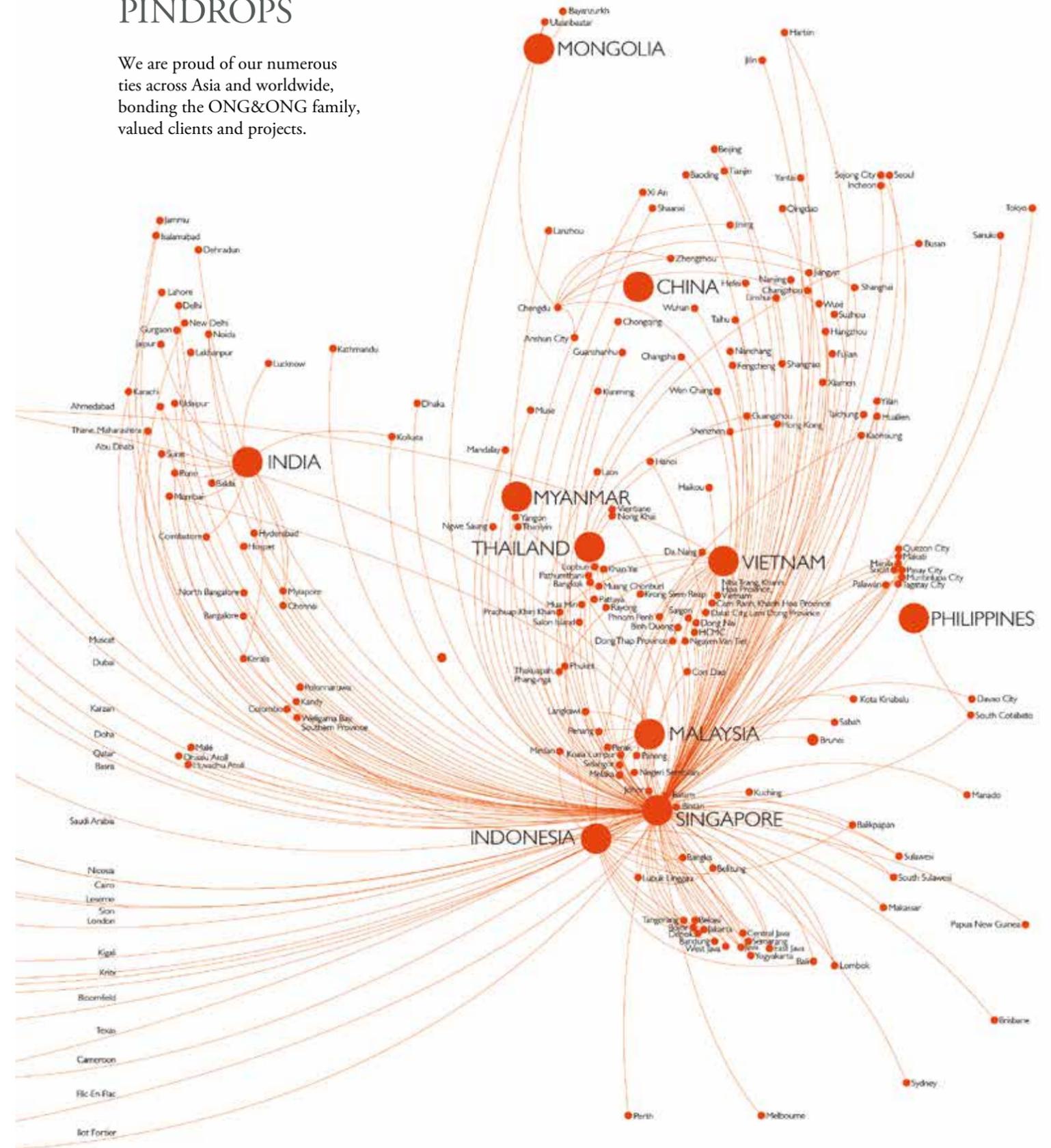


# LATEST DESTINATION, HANOI

We Understand Asia

## ONG&ONG PINDROPS

We are proud of our numerous ties across Asia and worldwide, bonding the ONG&ONG family, valued clients and projects.



# REGIONAL TRENDSPOTTING



**Keahlian dan pengertian comprehensive global yang di tambah oleh pengetahuan lokal akan memberi satu keunggulan kompetitif yang pasti.**



Kurjanto Slamet  
Indonesia



Loh Kah Wai  
Indonesia



Lim Kok Hui  
Mongolia



## Indonesia

“Self-sustainable developments, projects that incorporate live-work-play concepts, large-scale urban habitats that resemble self-contained eco-systems, are very much in demand within the Indonesian market. A mixed-use programme is almost a necessity when working in the middle-end to luxury market, with demand ranging from a singular building to township master plans. Trading on a regional reputation founded in dedication, dependability, coupled with global sensibilities tempered by local knowledge, will give one a definite competitive advantage as the tides of urban development expands beyond Jakarta into other major Indonesian cities.”

## Mongolia

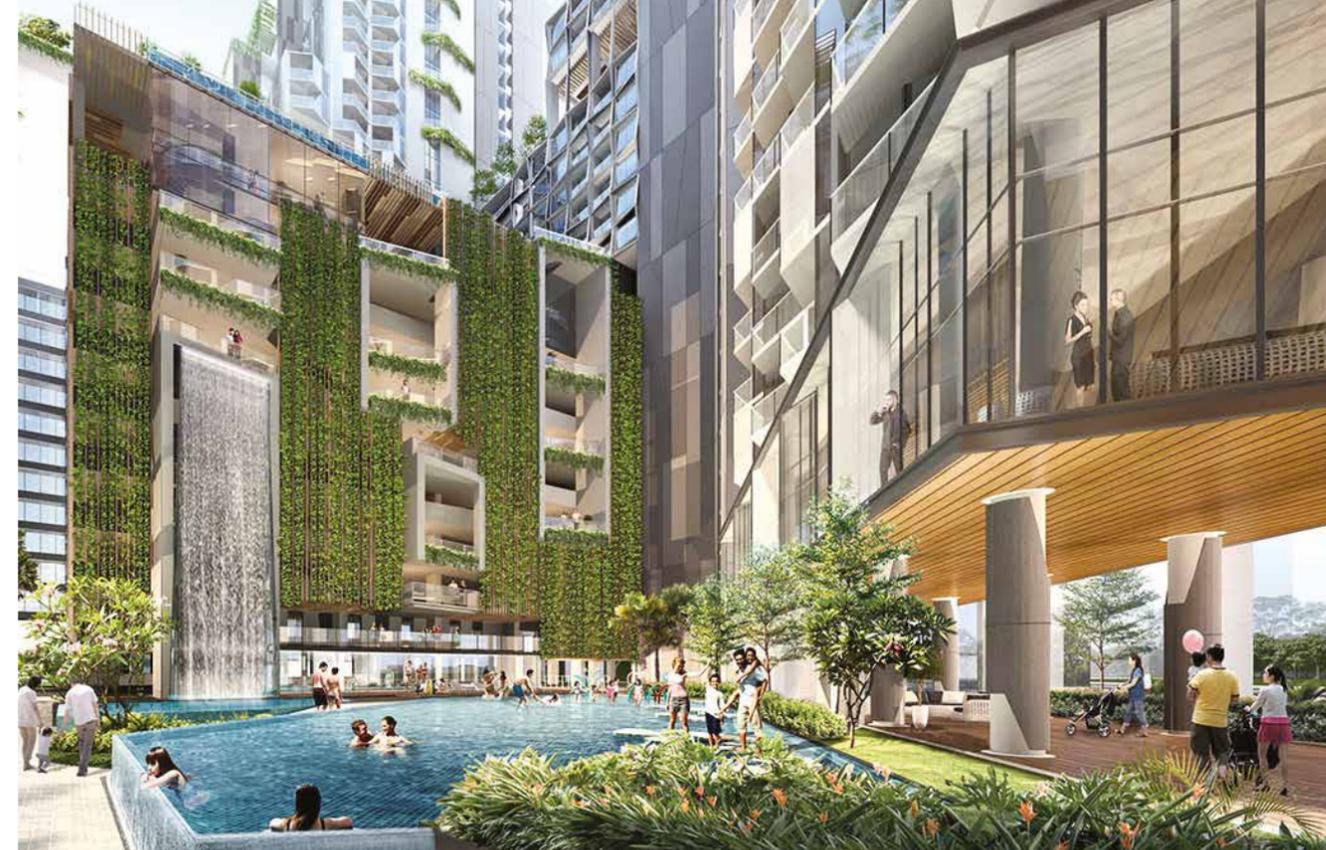
“The demand for international standards and quality continues to rise in the Mongolian market. The local economy continues to stabilise, corresponding to projected growth, which will translate into a surge of construction and development projects. As the market heats up, international firms that have an established local presence will surely be at an advantage in an increasingly competitive landscape.”

# MONITOR



# K

KAMALA  
KANDARA



## Kamala Kandara Bekasi, Indonesia

Principal Leads  
**Kurjanto Slamet, Loh Kah Wai, Dominicus Krisna Hardianto, Susanto Ginanjar Putro & Ignatia Servina Kamaputri** Architecture  
**Stanley Tan** Brand Engagement

World Architecture Festival Award 2017  
Residential - Future Projects, Finalist



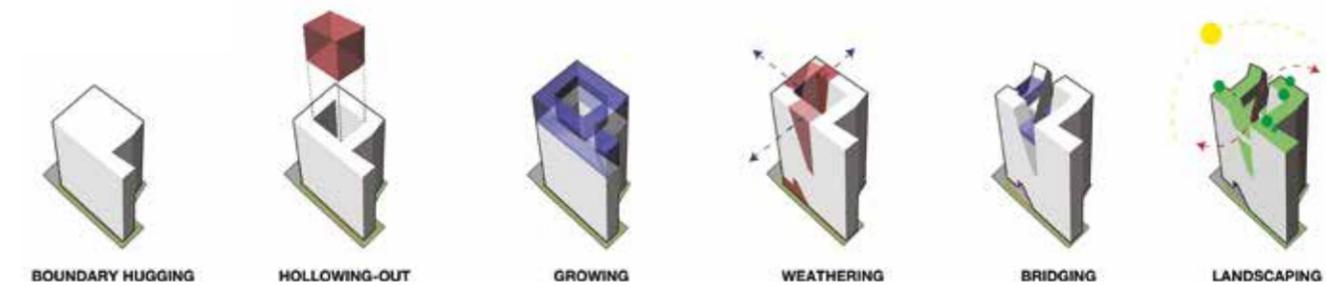
Kamala Kandara has emerged as a new residential hub within the Bekasi city centre. Working within a challenging, high density context, the intention with this project was to offer a new lifestyle environment where modern high-rise living could be reimagined. Located in close proximity to central Jakarta, the new development promises accessibility without the clamour of metropolitan bustle and congestion.

Inspired by the majestic contours of canyons and geological formations, Kamala Kandara comprises 4 tower blocks that surround a lush landscaped valley centre. Greenery cascades from

multiple levels, allowing residents to feel truly cosseted by nature – a rarity for high-rise residential developments.

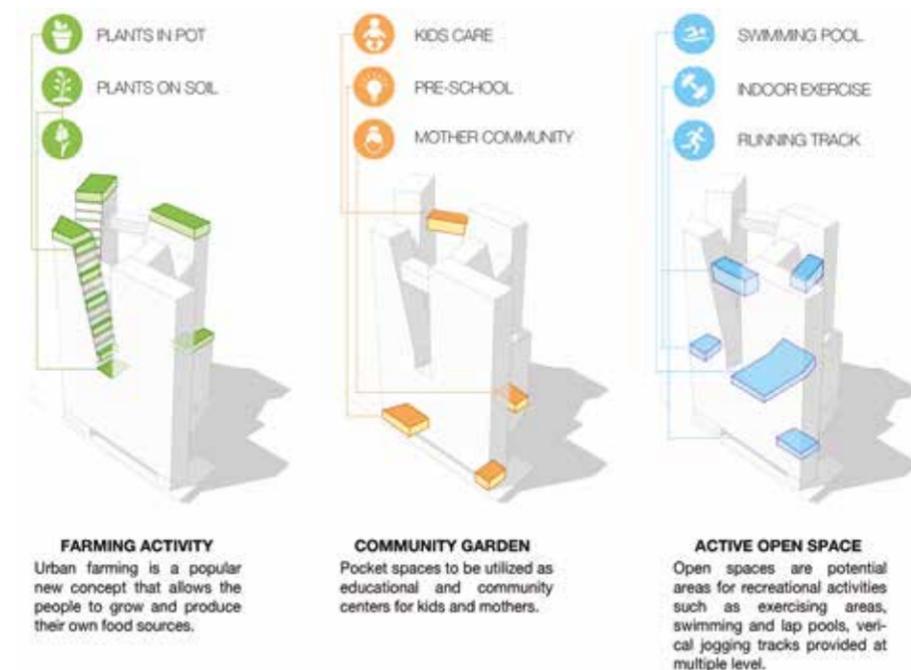
Kamala Kandara offers an exciting range of residential units, available in a variety of layout configurations. Homes and shared spaces within the new development all boast sweeping views of the surrounding area, with unbeatable amenities and features such as ground floor terraces, sky decks and manicured landscaping that adds to the charm of Kamala Kandara.

Themed according to the idea “Valley Dwelling – We are part of Nature”, planning for Kamala Kandara saw the



exterior edges of the site maximised to create a boundary hugging form. This move allowed the design team to create long extended façades, along with cascading building forms and greenery, culminating in a building that is as functional as it is eye pleasing. Bringing home the entire project, IMMORTAL was tapped to provide a brand engagement programme, formulating a distinct brand identity and narrative for this exceptional residential development.

Kamala Kandara will undoubtedly be a pristine addition to the Bekasi skyline. Its unmistakable silhouette reminiscent of a lotus flower in full bloom as it adds to the vibrancy of this upcoming residential district.



# REGIONAL TRENDSPOTTING



Các dự án và chương trình phát triển cần trở nên toàn cầu hóa mạnh mẽ để đáp ứng nhu cầu dân số đô thị đang gia tăng ngày càng phức tạp.



## Vietnam

“Metropolitan expansion and urban development continue to be strong sectors for opportunity and growth. As Vietnam continues to modernise and strengthen economically, projects and developments need to become more cosmopolitan to meet the demands of an increasingly sophisticated urban population. Localising global trends and tailoring them to suit a unique market with strong cultural heritage and traditions are one sure way to stay a step ahead.”

## Philippines

“Progress and modernisation, particularly within Metro Manila, show no signs of slowing. Outside of the metropolitan construction boom, Cebu and Davao Cities are also exciting markets where demand is on the rise. The demand for luxury residential projects and large-scale mixed-use developments continues to rise, but there are also opportunities to be explored with the government’s recent focus on modernising national infrastructure and transportation networks. Meaning that the time is ripe to capitalise on the robust Filipino economy.”



David Ching  
Vietnam



Michael Cu Fua  
Philippines

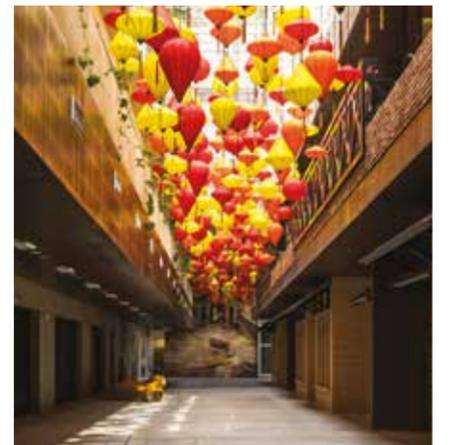
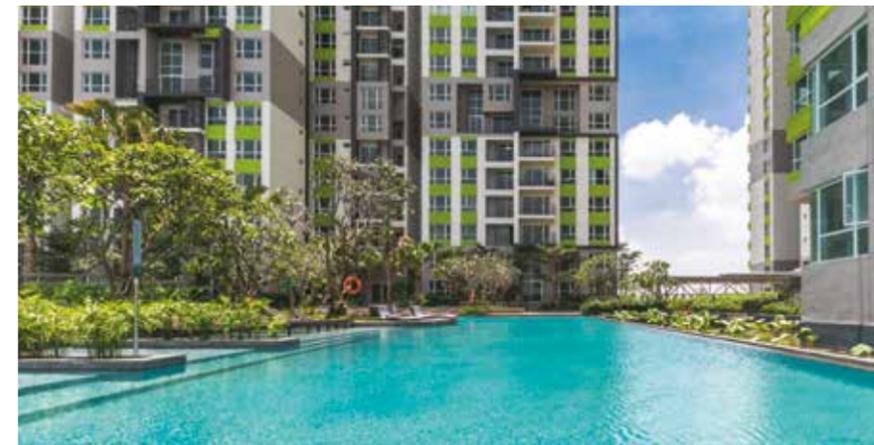




## Vista Verde

Ho Chi Minh City, Vietnam

Principal Leads  
**David Ching &**  
**John Hoang Le Quoc Anh** Architecture  
**Huynh Thi Quoc Huong** Landscape



Vista Verde is strategically located in Thanh My Loi Ward within the heart of District 2. The development sits a quick 5-minute drive away from a number of key amenities, including Metro Hypermart, Parkson Department Store, Lotte Cinema, Phuc An Khang Hospital, and prestigious international schools such as ACG International School. A mere 10 minutes away from districts 1 and 7, Vista Verde is highly accessible, boasting excellent connectivity to many of the city's major

road networks via the Thu Thiem Tunnel, Thu Thiem Bridge, Saigon Bridge and Phu My Bridge.

Named 'verde', which means green in Spanish, Vista Verde is defined by an abundance of greenery and immaculate landscape design. Predicated on bringing greenery to every doorstep, residents will enjoy a symphony of nature at this splendid new development. Vista Verde provides residents with an impressive array of

recreational facilities, including a state-of-the-art gym and fitness facilities, as well as a stately clubhouse that will boast 360° panoramas of the surrounding landscape. Aiming to create a residential development with resort-style amenities, Vista Verde contains a swimming pool, lounging islands, jogging track, and tennis court, ensuring that residents will never be short of leisure options. In addition, a shopping town at the ground floor provides residents easy and convenient access to essentials and sundries.

Designed to epitomise modern city living, homes in Vista Verde were designed with spacious living and dining areas, as well as generous bedroom spaces complete with breathtaking views. With more than 30 homes at Vista Verde all available in finishes of the highest quality, the development will even offer an selection of premium housing options including duplexes and penthouse units with private elevator service.



# REGIONAL TRENDSPOTTING



中国建筑不仅需要国际专业水准，更要尊重本地文化予以升华。



## China

“Sustainable design that meets and surpasses the highest international standards is what the Chinese market will be seeking with greater frequency. From LEED certified projects, to developments that meet WELL standards, the demand in China is for the integration of international expertise and local culture. As government regulations continue to increase, focus has shifted away from rampant growth and modernisation. Now, it’s about assuring quality, reliability and standards across all levels of national development, especially as China continues to elevate its international status and position as a true global power.”



## Thailand

“Luxury, hospitality and lifestyle have long been staples in the Thai market. The old adage that says one should stick to your guns still holds true, yet the local industry has seen more and more embrace the benefits of contemporary blue and green design. Projects that promote sustainability and champion responsible development are trending, so staying ahead of the curve means going green.”



Lin ChenHao  
Chengdu, China



Jimmy Poek  
Shanghai, China



Andy Goh  
Emerging Markets



Joe Chatdecha  
Thailand





## Manpo Plaza Office Shanghai, China

### Interior Design & Landscape

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

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

Brass wall panelling was interspersed throughout, providing subtle contrast to the rest of the space, while also helping to accentuate the lift lobby and the striking ceiling design above. An accented wall, constructed from the same material as the lift box cladding, gives the space continuity and a hint of warmth. Here, the design

team's intention was to tastefully blend luxurious touches into a functional space. Elegant lighting was used to harmonise the architectural elements, adding to the overall cohesiveness, tying the space together.

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



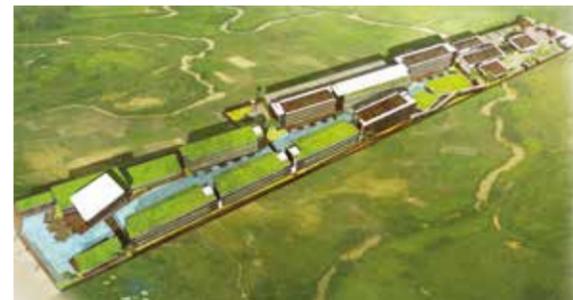


# Mövenpick Resort

Mai Khao, Thailand

Principal Leads  
**Andy Goh, Ong Qi Rong,**  
**Chanapa Wongraveekul,**  
**Palakung Uraiwan,**  
**Thanaporn Raungphungthong &**  
**Tippisuit Puttajun** Architecture  
**Teo Boon Kiat, Dulkifli Bin Kudsi &**  
**Amy Ling** Interior Design

Mövenpick Resort sits on a pristine stretch along Phuket's famous Mai Khao beach, where an aging resort was revitalised and updated to suit contemporary tastes. The resort aims to provide a holistic experience that promotes wellness, which is fast gaining popularity as a modern lifestyle pursuit. With wellness offerings as a key feature, the revamped resort is poised to be an ideal setting for authentic, experiential and multi-generational travel.



Drawing inspiration from nature, the reimagined resort design mimics natural features and landforms. Greenery is another natural touch, where a new facade design will bestow a fecund feel to the refreshed lifestyle concept. Water is central to the new design, where the hotel blocks have been likened to 'canyons' surrounding a coursing river.

activities, but will also enjoy stunning views of the breathtaking natural coastline.

The healing properties of water and aqua-centric activities, figure prominently in the development's spatial experiences. Water features at the new resort will serve not only to adorn and beautify the site, but are also intended as focal points to encourage a socially vibrant atmosphere.

Water features meander throughout the site, reaching the doorstep of each hotel block before finally culminating on the sandy banks of the majestic beaches nearby. Guests and visitors will not only be able to enjoy a multitude of water-related leisure

The design team aspired to create a design that would blur the lines between indoor and outdoor spaces, where guests could experience all the joys of waterfront living - combining natural splendour and the luxury of modern comforts.



# REGIONAL TRENDSPOTTING



Perkembangan dan pembangunan urbanisasi juga dijangkakan akan terus meningkat, selari dengan misi dan visi negara Malaysia untuk terus meningkatkan status dan reputasi global.



Tan Kee Keat  
Malaysia



Andy Goh  
Emerging Markets



## Malaysia

“Transportation projects and the development of national infrastructure are the name of the game. Malaysia is teeming with potential, and current trends indicate that the government is gearing towards enhancing accessibility and connectivity at both the national and international level. Urban development and expansion are also set to continue trending upwards, as Malaysia looks to further elevate its global reputation and status, focusing on continued national growth in major cities and beyond.”



## Indochina

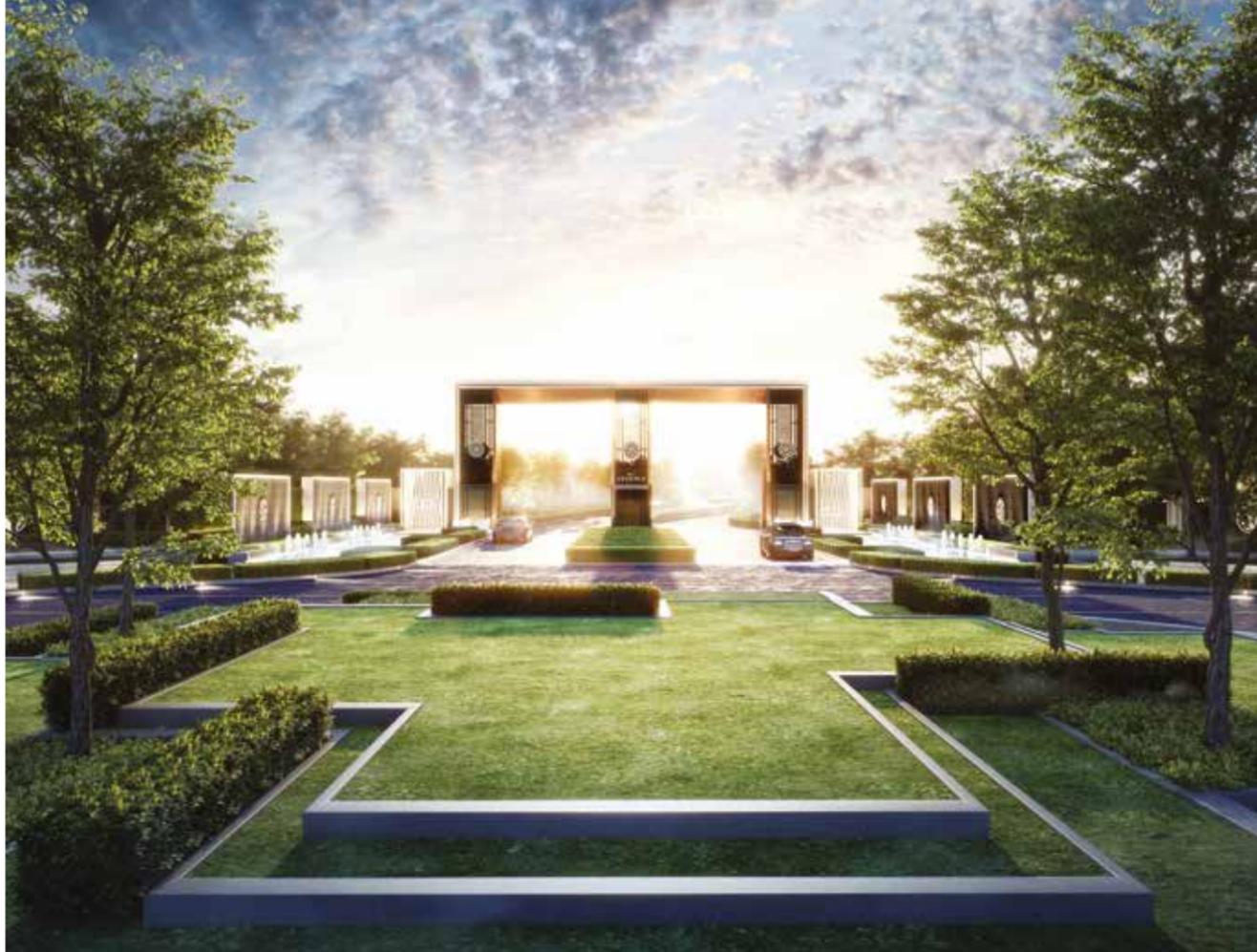
“Global design trends, particularly blue and green design abetted by technology, seem to be the aspiration and trajectory for many exciting emerging markets. Clientele who are increasingly sophisticated and discerning are demanding that projects and trends are truly localised – fully adapted to local conditions and expectations. Seeking out and analyzing what can be made tangible is the key to seeing what we can adopt into our designs. Because ultimately, enhanced connectivity and meaningful collaborations are the most effective manner to capitalise on all available opportunities.”



## India

“The impact of macroeconomics factors are becoming apparent in the Indian AEC industry. Such is the sheer scale and magnitude of the push to modernise India that government-backed infrastructure projects have translated into a surge of opportunity. Capitalising on India’s continued progress requires knowledge and experience in the realm of nation-building, where a stellar track record for excellence across the spectrum of infrastructure and national development will ensure one’s competitive advantage.”





## Eco Ardence

Selangor, Malaysia

Principal Leads

**Tan Kee Keat, Hasbullah Bin Abdullah,  
Harith Ikhwan Bin Yusof,  
Ismed Chayadie Bin Che Din,  
Saiful Azri Bin Mohd Husain,  
Nick Lim Wei Ze & Tan Yanxian** Architecture

Part of the Eco World mega-development, Eco Ardence sits within Klang Valley's western corridor. It is surrounded by a wide range of modern amenities and a mature township, with excellent connectivity to key destinations via major highways.

The redevelopment of Shah Alam will see the city reimagined as a vibrant centre for art, culture, innovation and commerce. And Eco Ardence is poised to be the city's prime residential community – the gated enclave redefined.

The perfect blend of exclusivity and community, Eco Ardence prioritises privacy and togetherness in equal measure. The experience begins upon entering the Eco Ardence grounds. Residents and guests are greeted by magnificent archways that reveal an immaculately landscaped roundabout, and the elegant enclave of luxury homes just beyond.

A collection of 256 elegant bungalows and semi-detached homes, available in an exciting selection of layout configurations, that will appeal to the most discerning of homeowners. Eco Ardence residences are characterised by simple, thoughtful design, with a warm, stately feel that transforms a home into a sanctuary. Refined by exquisite finishing, the interior spaces of each home are minimally detailed with subtle touches of luxury so they are blank canvases that can be effortlessly personalised and tailored to suit any style.

Positioned to be the area's premier residential development, residents will have a host of modern conveniences and comforts at their fingertips. Eco Ardence boasts an impressive array of first-class amenities and facilities, including a majestic clubhouse and a breathtaking viewing deck.





## Kandis Residence

### Singapore

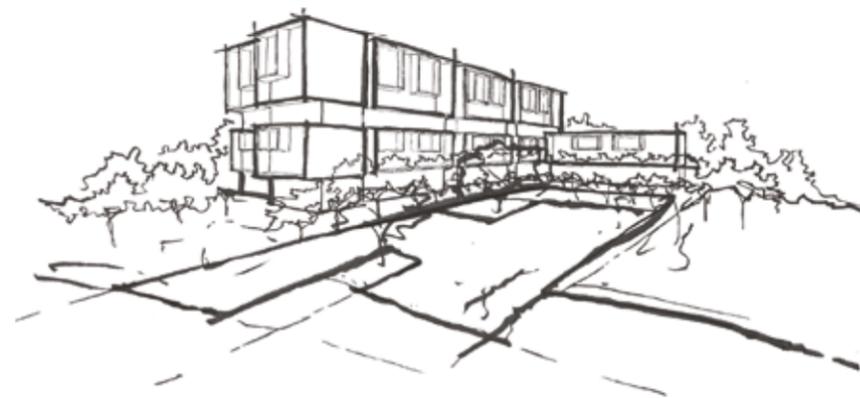
Principal Leads

**Andrew Lee, Ashvinkumar Kantilal,  
Benson Wee, Erick Suarez, Iwan Hartono  
& Michelle Magat** Architecture  
**Shahrom Bin Mohamed Ariff &  
Chun Junyuan** Mechanical & Electrical Engineering

Set within an idyllic location in Northern Singapore, Kandis Residence contains 130 condominium homes housed within 4 residential blocks – one 3-storey block, along with three 7-storey blocks. Boasting immaculate landscaping, the project was envisioned as “Homes in the Woods”, where modern urban lifestyles can thrive within a green sanctuary.

A choreographed sequence of sensory spaces is revealed upon entering

Kandis Residences. From an open, welcoming frontage, to the cascading water feature that serves as a backdrop for the clubhouse and drop-off area, the development is characterised by an abundance of lush natural touches. Residential blocks are neatly lined, punctuated by pockets of layered landscaping and a rich array amenities, including a large lap pool and sunning lawn, a vertical playground, and even outdoor fitness facilities. Much detail was



infused into the interstitial spaces within Kandis Residence, creating a linkage of connected cosy inter-block courtyards, exercise lawns and lush, landscaped walkways.

Residential blocks feature modernist box frames that punctuate a simple, yet elegant façade. The development's overall colour scheme is subtle, with a warm, calming palette that helps further bolster this flourishing green oasis. Homes within Kandis Residence range from one to three bedrooms, each meticulously crafted with clean layouts and simple colour schemes. The bedrooms are mainly front facing, while kitchens and bathrooms overlook the inter-block courtyards, culminating in an upliftingly bright and airy home environment.



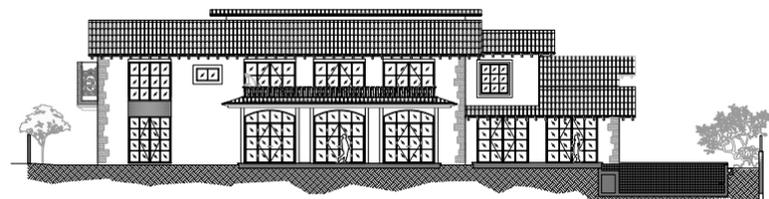
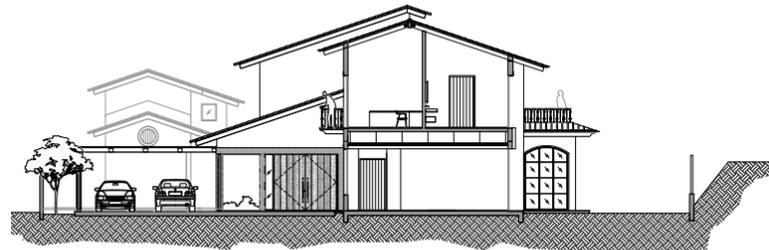


## 30D SCR House

Singapore

Principal Leads

Diego Molina & Maria Arango Architecture



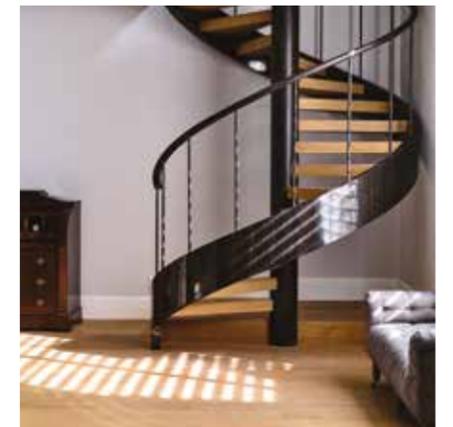
30D SCR boasts an unbelievable location within a secluded enclave. Neighbored by two homes the house has a wonderful view into a former drainage reserve, creating a backdrop jungle landscape. Where the home's proximity to nature and the private confines of the neighbourhood, were qualities that the owner and his family truly cherish.

The restyled house took inspiration from Californian ranches. The existing structure was retained. All living spaces were modernised with state-of-the-art touches. Bedrooms were upgraded to include ensuite bathrooms, walk-in wardrobes, along with the addition of balconies.

Arriving at the hacienda-esque home, the vibe is apparent from the driveway. A magnificent Dalbergia tree, transplanted amidst renovations, becomes the focus of the entrance courtyard – setting the laid-back tone for the reimagined family home.

Rustic landscaping in the generous garden merges with the surrounding natural backdrop, leading to a cool blue amoeba-shaped swimming pool, which the architects relocated to receive ample sunlight. Clay roof tiles sit above the stone-ornamented white walls of the two-storey house, as full-height French windows reveal the house interior.

The material palette was kept simple and uniform. Limestone in tumble finish lines the driveway, outdoor terraces and the spacious kitchen area. Finally, a new structure was created to house the expansive lounge-styled kitchen, which was designed to very much be the heart of this revamped family living.





# BRAND ENGAGEMENT



# GREYFORM



## Greyform Singapore

Principal Leads

**Ong Tze Boon** Architecture

**Stanley Tan & June Lee** Brand Engagement

**Shahrom Bin Mohamed Ariff,**

**Teh Yong Hui & Lam Siew Ping** Mechanical & Electrical Engineering



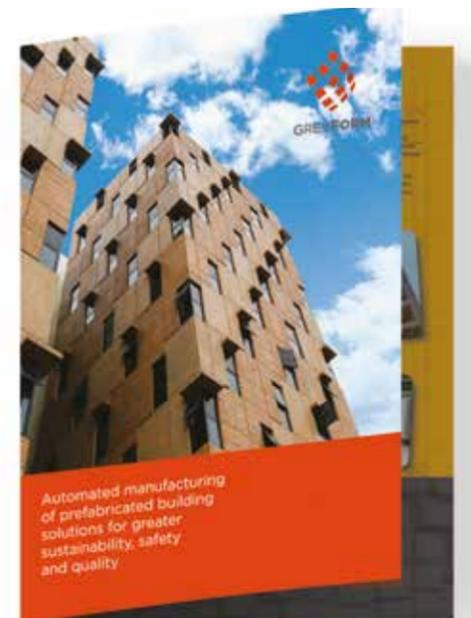
Situated in Kaki Bukit, the Greyform complex is a state-of-the-art industrial building comprising an extensive four-level prefabrication plant, storage units, corporate office headquarters, show gallery, along with a 12-storey full-amenity dormitory for company personnel. Predicated on optimising productivity,

the new Greyform complex allows for all phases of the building production process from design, modelling and prototyping, through to fabrication, finishing and storage to be integrated within a single location.

Working to fulfill the company's vision of delivering technology-inspired building

solutions for effortless construction, Greyform endeavours to provide innovative building solutions that elevate productivity and safety through the construction process. A testament to the superlative quality of the company's product, the new Greyform premises were constructed using their own methods. This includes the striking feature façade, which was constructed from Greyform's patented prefabricated material – and also formed the inspiration for the company's revamped brand concept. In conjunction with the design team that conceptualised Greyform's innovative new work environment, IMMORTAL was commissioned for brand engagement to

create the company's brand concept and identity. The brief called for a cohesive brand, in which a warm, inviting and expressive environment dovetails with fine attention to detail forming a delightfully modern industrial workspace. Taking into account the modular prefabrication process, an orange graphic grid that sails upwards was created, evoking innovation and dynamism. The repetitive squares represent multiple possibilities and continuity, while the form adheres to the contours of a sphere, alluding to the brand's global standards. It is also a reference to the production of modular units in an efficient and organised sequence.



# BRAND ENGAGEMENT



## Toomato Bangkok, Thailand

Principal Lead  
**June Lee** Brand Engagement

Authenticity and health benefits are key concerns for today's diners, meaning that contemporary F&B brands now increasingly consider quality assurance to be part of their responsibility. Much emphasis has been placed on sustainability and transparency, with the farm to table food supply chain becoming a key concern for the modern consumer.

Taking these concerns to heart, Toomato was conceptualised as a fast casual diner. Focus was placed on the wholesome goodness of its key offerings: fresh and nourishing Italian fare, together with quality cold-pressed juices that retain high nutritional value. The outlet is geared toward millennials, urban aspirants and jet setters – knowledgeable, health-conscious consumers that have caught onto contemporary wellness trends.

The name was tweaked from tomato, which is a base ingredient in Italian cuisine. The ease and adaptability of the name allows for numerous marketing and messaging possibilities. For example, the tagline “Almost too good to be true” simply rolls off the tongue.

Drawing from the humble and unassuming domesticity of the Italian kitchen, where ingredients are laid out and prepared directly from the farmers' market, Toomato delivers the same harvest-freshness straight to the dining table for their guests to savour. Alongside the delectable Italian food are cold-pressed juices, rounding up a healthy and truly satisfying dining experience.

At the diner, mouthwatering photos of Toomato's pizzas, pastas and sweet treats are interspersed with over-sized text elaborating the brand's philosophy. The same aesthetic style is applied across all the brand's applications, delivering a consistent and holistic brand message.



## Agoda Singapore

Principal Leads  
**Elli Wang & Nikki Perlas** Interior Design

Spanning more than 18,000 sq ft on the 34th floor of Guoco Tower, Agoda's new Singapore office will be the company's base of operations as they expand their business in the region. The project aimed to encapsulate Agoda's identity as a leading online hotel platform with worldwide reach, offering multilingual language support in almost every major global market.

The design intent with the new Agoda Singapore premises was to create a fun, lively working environment that would also incorporate elements of local Singaporean culture. Envisioned as Agoda's home in Singapore, the new office is configured to allow for a flexible, activity-based work environment. With an eye on possible future expansion, the layout features a variety of workspaces that were created for comfort and adaptability, able to suit any working style at both a group and individual level. The new office also features fun and leisure spaces, including a relaxation and games room along with a café, all aimed to encourage staff to collaborate and socialise as a means to build camaraderie and team spirit.

Agoda's new Singapore office will see the company's 5 brand colours – red, yellow, green, purple and blue - incorporated in numerous iterations throughout the space. The new office needed to showcase the company's values, reinforcing the Agoda ethos and culture for clients and partners who will also frequent the premises.





## Knight Frank Singapore

Principal Lead  
**Kee Choon Yen** Interior Design

Occupying almost 14,000 sq ft in Ocean Financial Centre, Knight Frank Singapore's new offices needed to reflect the firm's status as a global real estate consultancy. The firm's vision was for the workspace to embody its history and values, while also fulfilling the need for an agile new working environment that energised and inspired staff.

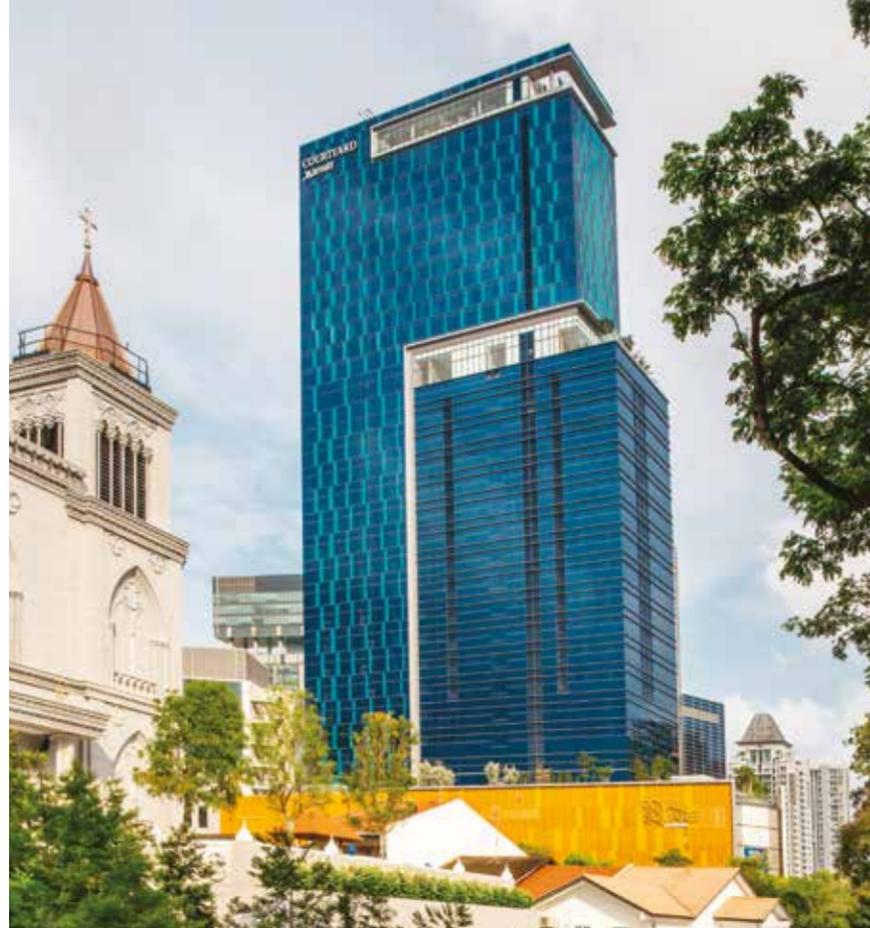
Working in tandem with Kemp & Associates, SCA Design relied on Workplace Strategy insights to achieve project objectives. The resulting new Knight Frank Singapore premises is professionalism personified – bright and energetic, comfortable and warm, with a hint of playfulness. The dynamic office is designed with productivity in mind, integrating a variety of spaces for multiple working styles.

Characterised by openness and accessibility, the new office was conceptualised for Agile Activity Based Working arrangements,

which is predicated on fluid circulation and connectivity. As client engagement encompasses another chief function, the space also needed to leave a lasting, positive impression. With a view overlooking the bustling Singapore CBD, the new Knight Frank office features a bold entrance reception area defined by natural stone with accent highlights of gold-brushed stainless steel. It features a material palette of natural timber herringbone, warm, cosy echo panel wall cladding, and acoustic ceiling detailing of local Peranakan patterns.

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





## Royal Square Singapore

Principal Leads

**Tan Peck Khoon,  
Shahrom Bin Mohamed Ariff,  
K Mohamed Jawith & Chng Wei Xiang**

Mechanical & Electrical Engineering

Royal Square is a mixed-use development designed by Consortium I68 Architects. It is situated within the upcoming Novena Healthcity, an area slated for the development of medical and healthcare facilities in the near future. The innovative 33-storey building houses a total of 51 commercial units, 171 medical suites, as well as a 250-room hospitality component that is operated as Courtyard Hotel by Marriott.

The project was conceptualised as a sustainable building geared towards promoting lifestyles grounded in health-consciousness and contemporary wellness ideals. Royal Square is complete with features such as the Green Corner, a cutting-edge interactive video display system of digital posters and screens that will showcase the various green strategies deployed in the new development, along with displays that will help track power and water consumption and resultant cost-savings. End-users will also be able to track

private energy and water usage through a series of monitors that will help determine usage patterns for improved efficiency.

Royal Square's hotel components incorporate numerous green designs. These include energy saving and low noise DC fan coil units for hotel guestrooms, a condensate recycling system, a rainwater harvesting system, an air-source heat pump system for hot water generation, together with a range of UV lights and filters that will greatly enhance indoor air quality. To reduce and recycle food waste, an eco digester that uses microbes to recycle the waste was also installed.

Additional green features include the use of zero ODP refrigerants with advanced chilled water treatment for Royal Square's air-conditioning system, along with a musical staircase that will link the building's side entrance to neighbouring Velocity @ Novena.

## ENGINEERING



## Novena Church Singapore

Principal Leads

**Tan Peck Khoon,  
Shahrom Bin Mohamed Ariff,  
Lam Siew Ping & Brandon Li**

Mechanical & Electrical Engineering

Located along Thomson Road, Novena Church is one of Singapore's most iconic and storied places of worship. CGN Architects crafted a striking Gothic-style building, updating the premises to better suit present-day purposes.

Revamping the church proved particularly challenging from an M&E standpoint. Preservation of key components and structures meant that the project's M&E design needed to be carefully incorporated to maintain the integrity of much of the original site. From fire protection sprinklers and air-conditioning systems, to the introduction of the new main prayer hall, flower dome and limestone pillars, engineers had to ensure that the project's intricate details would be adequately supported and updated in accordance with the architect's design intent.

The final design of the restored Novena Church features a new section that can

easily accommodate up to 1500 people, allowing them to recline and to worship in air-conditioned comfort. Interior ventilation was improved and made to fully comply with SCDF emergency safety requirements. The final design also features a new three-storey building which will house a 200-seat auditorium, together with a basement canteen and underground parking facilities. To fully cater towards the end-user, all main areas of the restored church are fully air-conditioned to ensure greater overall comfort. This together with the inclusion of a new basement canteen and kitchen facilities completes an array of modern conveniences for the updated church.



## ENGINEERING

# KL-Singapore High Speed Rail Project

## Kuala Lumpur- Singapore High Speed Rail Stations

### Malaysia

#### Principal Leads

Andrew Lee, Louis Tan, Harith Yusof,  
Ramil Polintan, Kelvin Phua,  
Ryan Manaloto, Armel Sales,  
Nik Elani, Foo Wei Min, Mohd Pajjan,  
Nur Syaira & Abdullah Architecture  
Leung King Fai BIM

A strategic collaboration between the governments of Malaysia and Singapore, the Kuala Lumpur-Singapore High Speed Rail (KL-SG HSR) project with 8 stops along a 350km alignment aims to facilitate seamless travel between the Malaysian capital and the island-city.

The magnitude of the KL-SG HSR project saw Malaysian Prime Minister Najib Razak providing official guidance and direction for the overall design of the 7 HSR stations in Malaysia. Following a sophisticated design approach, the station concepts were required to feature clean, modern aesthetics, but more importantly, also embodying vital aspects of the Malaysian identity and culture.

On the strength of ONG&ONG's longstanding commitment to nation building, and bolstered by a track record for excellence in transportation infrastructure, the firm is honoured to contribute to the mega-infrastructure project. Design teams in Kuala Lumpur

and Singapore worked closely to produce the two station concept designs in Seremban and Melaka that have undoubtedly met with the project's exacting demands.

Nestled in the heart of the Malaysia Valley Vision project, the Seremban station integrates the lush backdrop of its verdant natural surroundings with a futuristic design that references nearby Sri Menanti Palace.

The firm's second contribution, the Melaka station, taps into the state's rich history and colonial roots, with a conceptual design featuring an intricate series of sails inspired by traditional merchant ships.

Expected to be operational by end 2026, the KL-SG HSR will set the standard for joint international projects. Enhancing bilateral connectivity and social ties, the rail system will boost overall travel efficiency, with expected travel time between Kuala Lumpur and Singapore reduced to just 90 minutes.



Melaka Station



Seremban Station

# MRT: Downtown Line

## All Tracks lead Downtown –

ONG&ONG contributes to  
the expanding Downtown Line

Singapore's MRT system is the envy of nations the world over. Efficient, fast and convenient, daily commutes in the city-state are effortless thanks to a growing network of trains and lines. Transportation infrastructure is a corner stone of national development, bearing the weight of a nation as it moves and travels through the course of daily life. Singapore's Downtown Line represents a continued, sustained effort to enhance accessibility and connectivity throughout the island - enabling ease of movement for as much of the population as possible.

- Upper Changi
- Tampines East
- Tampines West
- Bedok Reservoir
- Bedok North
- Kaki Bukit
- Ubi
- Macpherson
- Mattar
- Telok Ayer
- Tan Kah Kee
- Sixth Avenue
- King Albert Park
- Stevens (M&E)
- Botanic Gardens (M&E)
- Bukit Panjang (M&E)



Tampines East



01



02

## Downtown Line Singapore

### Principal Leads

Andrew Lee, Steven Low, Benson Wee, Neil Oscar, Benedick Badenas, Edmundo Nalangan, Eliza Manglicmot, Hanna Fatin, Ryan Tan, Erick Suarez, Raymond Bachtiar, Ramil Polintan & Joanne Goh Architecture

### Stations

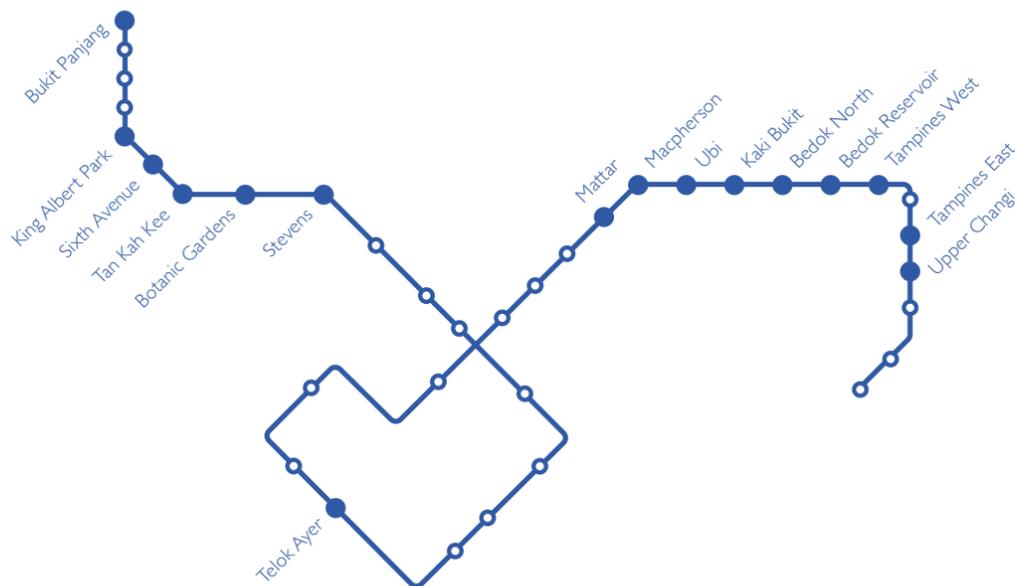
- Upper Changi
- Tampines East
- Tampines West
- Bedok Reservoir
- Tan Kah Kee
- Sixth Avenue
- King Albert Park

### 01 – 02

#### Upper Changi

Located on Upper Changi Road East, Upper Changi station is the longest on the Downtown line. Containing three levels and four entrances, the station is also connected to the surrounding area through underground linkways to increase accessibility and convenience.

Serving the Singapore University of Technology and Design (SUTD), along with nearby residential estates, the station design references its urban context. Clean, white-based interiors marked with crisp orange accents characterise the final design, which also includes an art installation completed with contributions from SUTD students.



03



05



06



04

### 03 – 04

#### Tampines West

Situated along Tampines Avenue 4, Tampines West station will serve nearby schools, residences and Temasek Polytechnic. Two entrances lead to adjoining HDB estates, while also connecting commuters to taxi stands, drop-off points and bicycle park.

Conceived as an urban marker, the station is predominated by bold shades of orange that resonate with the energy and vibe of the surrounding neighbourhood. Station entrances were designed to be simple but dynamic, while the full height of the interior spaces is accentuated by a totemic glass façade that lines the lift structure.

### 05 – 06

#### Tampines East

Located at the junction of Tampines Avenue 2, Tampines East station serves schools, residences and nearby Tampines North Park. Four entrances link the station to schools including Tampines Junior College, as well as HDB blocks in the vicinity.

The station design is highlighted by the bold purple that marks the entrances and interior spaces. A glass façade accented by linear coloured-shades reflects the station's place as one of the focal point within the precinct, encouraging social interaction between commuters.



02



03



04



05



06



07



08



09



10

01 – 02  
**Bedok Reservoir**

Conceptualised as a “Station in a Park,” Bedok Reservoir station features a bold design intended to make it a focal point within the precinct. Serving numerous schools and residences, the station features two entrances linking it to nearby estates and the surrounding park.

Intended to be an open and welcoming link for the local community to the heart of the city, the station entrances feature sculpture-inspired designs. Conceived as outdoor reception areas, they work to create a seamless transition between outdoor public spaces and the station’s interior architecture.

03 – 05  
**Tan Kah Kee**

Taking its design cue from the open, park-like setting, this station’s overarching theme is ‘nature and flow’. The entrance pavilions have been conceived as a continuous enveloping canopy, with a distinctly modernist feel of clean geometric lines, and green panels.

06 – 08  
**Sixth Avenue**

The element of air inspired this station. Enamel glass stripes of different shades of blue lead the eye from one entrance pavilion to the next. The design continues to flow down to the lower levels in dips and curves to suggest air flow.

09 – 10  
**King Albert Park**

A water theme pervades the design for this station, the element reflecting the canal beside it. Enamel turquoise and blue-green panels suggest the broken surface of water, a concept continued in the vertical and rippled patterns along the platform.



01



02



03



06



07

#### 01 – 03 **Kaki Bukit**

Situated near the junction of Jalan Damai, Kaki Bukit station serves industrial buildings, schools and neighbouring residences. The station contains intermediate, concourse and platform levels, with two entrances that are linked by an electric blue bridge to the interior areas.

The station exterior features glass, steel, and three tones of grey aluminium panels, merging it with the surrounding urban landscape. Highlighting the station interior is a feature wall with a modulated screen pattern, along with simple granite clad columns that help anchor the 3-storey space.

#### 04 – 05 **Macpherson**

Situated at the intersection of Circuit Link and Circuit Road, Macpherson station serves as an interchange with the Circle Line. Comprising three levels – concourse, mezzanine and platform – the station has two entrances and serves industrial buildings, residences and the Geylang Neighbourhood Police Centre.

Featuring a design concept that blends with the surrounding area, with variations of brick and box patterns used throughout the station as a nod to the nearby estates' rich heritage. The station interior is highlighted by 3D tonalities of brick red accents, giving Macpherson station its unique character. Macpherson Interchange Station was conferred the 'Outstanding Fire Safety Design Excellence Award', the most prestigious award of fire safety design in Singapore.

#### 06 – 08 **Ubi**

Located along Ubi Avenue 2, Ubi station serves commercial buildings, industrial sites, as well as nearby residences and schools. The station contains two entrances that lead to residential estates, with covered linkways providing shelter to the bus stop and drop off areas.

Bronze features prominently in the station's final design. The colour is used to depict the colour of ubi, which means tapioca in Malay. Aluminium panels, granite stone and bronze laminated glass highlight the station exterior and entrance. The interiors feature a vibrant mixture of blue, green and white that culminates in a 3D staggered wall that spans the station's concourse and platform levels.

#### 09 **Bedok North**

Situated on Bedok North Road near the Pan-Island Expressway flyover, Bedok North Station comprises three levels – concourse, mezzanine and platform. Three entrances link the station to the surrounding area, serving neighbouring HDB estates, industrial buildings, Bedok Town Park and Damai Primary School.

Inspired by the Umbrella trees found around the area, the station's design is themed around nature. Sturdy wood-brown cladding lines one side of the concourse, together with leaf graphics, dubbed Deduan Masa (Leaves of Time), which adorn the station's walls and walkways.

## Downtown Line Singapore

#### Principal Leads

Wendy Tan, Wang Lai Meng, Neil Oscar, Joey Maickel Atienza, Leonardo Delina & Anthony Gaza Architecture

#### Stations

Bedok North  
Kaki Bukit  
Ubi  
Macpherson  
Mattar  
Telok Ayer



04



05



08



09

# ENGINEERING

## Downtown Line Singapore

Principal Leads  
**Tan Peck Khoon &  
Shahrom Bin Mohamed Ariff**  
Mechanical & Electrical Engineering

Stations  
**Stevens (M&E)**  
**Botanic Gardens (M&E)**  
**Bukit Panjang (M&E)**

It could be routing the Downtown Line to include Singapore's beloved UNESCO Heritage site. It might even call for a station that serves as an interchange to LRT lines. In other instances, residential communities must be able to live without impediment. Regardless of circumstance, the M&E

requirements for infrastructure projects always presents a formidable challenge.

Necessitating no small amount of resourcefulness to successfully complete, these three stations exemplify the ingenuity and expertise of our highly talented engineering corps.



02



03



04



05



06

### 01 – 03 **Mattar**

Located at the intersection of Merpati and Mattar Road, Mattar station serves an intermediate zone between dense commercial and suburban residential areas. Two entrances join the station to residential estates, schools, commercial buildings, as well as Masjid Sallim Mattar Mosque and Macpherson Community Centre.

The station exterior features three tonalities of brown alluding to Mattar trees from which the name is derived. Earthy tones follow into the station's interior, where the focus is the aluminium panel ceiling complete with accents of staggered strips and staggered floor pattern, giving the station its distinctive look.

### 04 – 06 **Telok Ayer**

Part of the first phase of Downtown Line stations, Telok Ayer Station sits within the Downtown core. Exits lead to Cross Street, neighbouring office buildings, and bus and taxi connections, as well as Raffles Place Station which is only a short 10-minutes away.

Serving the many offices in Singapore's bustling CBD (central business district), the station also sits in close vicinity to leisure and nightlife spots. The station's design reflects the liveliness of the area, even boasting artwork that captures the vibrancy of modern life.



Stevens



Botanic Gardens



Bukit Panjang



Cultivating civilization is all by design, because the environment we build influences how we develop.

# THE POWER OF DESIGN.



Design Thinking imagines and visualises things from a humanistic perspective.



Design can be the catalyst that sparks change.



Value and opportunity exist in all phases of modern development.



Burj Khalifa



Solomon R. Guggenheim Museum



Glass House



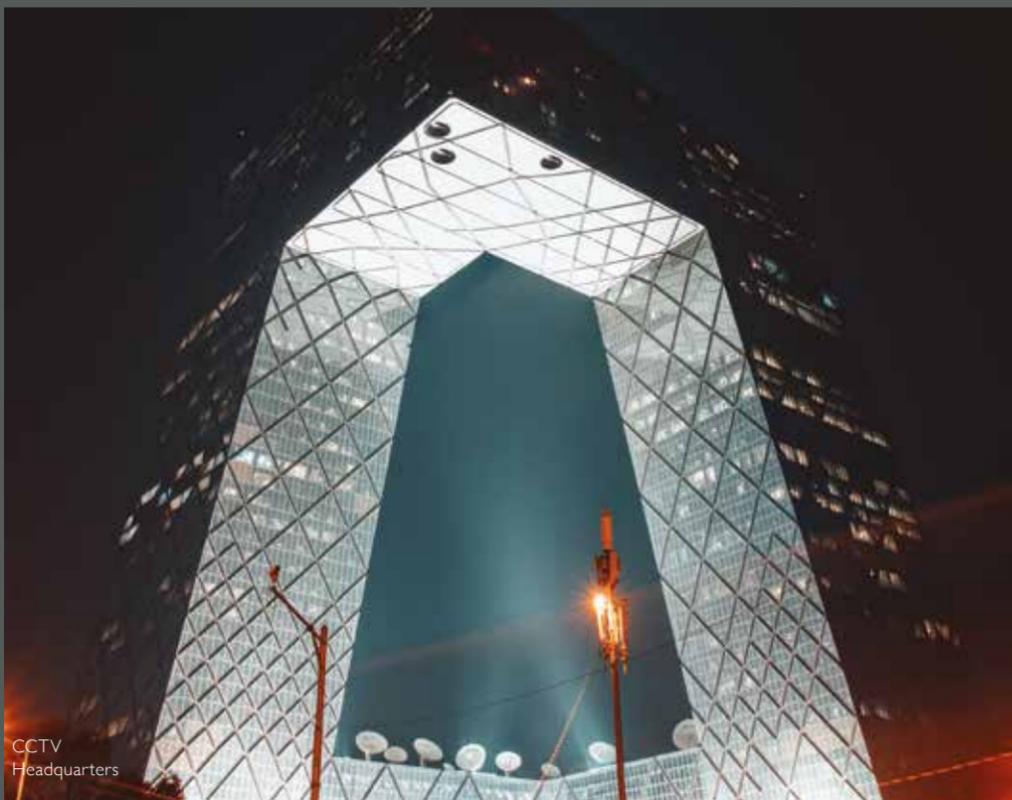
Fallingwater House



Guggenheim Museum Bilbao



High Line



CCTV Headquarters

## Recognizing the need is the primary condition for design.

– Charles Eames

The power of design is evident in the creation of modern communities. Civilization has advanced and progressed rapidly, growing from villages and towns to cities and states. And with it the size of the populations and communities that live and thrive within them. Today, the modern metropolis has given rise to modern society – communities that have grown and developed thanks to the benefit and utility that the power of design has enabled.

The modern metropolis is organic, constantly evolving to the intricate needs and complex requirements of the people living within them. It is through the power of design that we have found the solutions to directly address the growing and shifting needs of communities. Design can be the catalyst that sparks change, or a response that helps overcome an obstacle.

Just picture the modern city and the power of design becomes apparent. From the development of modern housing, to the growth of communication or transportation networks, the manner in which humanity has developed is influenced greatly by advancements and breakthroughs that have resulted from the power and ingenuity of great design.

### All fine architectural values are human values, else not valuable.

– Frank Lloyd Wright

The power of design also lies in the creation of opportunity. By tapping into the human imagination, people and communities have innovated the means through which to elevate themselves and ascend toward loftier aspirations. Development and progress occur at differing rates, dependent upon circumstances and factors that are infinitely varied. Yet, value and opportunity exists in all phases of modern development.

The results of great design in the modern context can be iconic. From Dubai's Burj Khalifa to China's CCTV Headquarters, these global landmarks have become the iconic silhouettes that form part of the glittering skylines that can truly put a city and its people on the map. Design also has the capacity to redevelop and repurpose, just as the Guggenheim Museum helped to reinvigorate and energise Bilbao, or the manner in which New York's Highline project has brought the tides of gentrification and renewal to a forgotten Manhattan Borough. The power of design has allowed mankind to test the limits of creativity and resourcefulness, pushing the envelope to gain greater access to our natural surroundings. Recalling benchmarks in architecture and design brings to mind Frank Lloyd Wright's legendary Fallingwater House (1939) or Phillip Johnson's celebrated Glass House (1949) – each an example of remarkable innovation that has over time become absorbed into the lexicon of greater design.

Capitalizing on the power of design and the opportunities that it brings goes far beyond the great and iconic. From building infrastructure to connect and unify an emerging nation, to the founding of civic institutions and the development of industry that bring about the currents of sophistication and modernity – the power of design is valuable regardless, providing betterment and benefit to all.

To truly focus and amplify the power of design, a nuanced understanding of the human experience is essential. Therefore, it is through the application of Design Thinking that people and communities can anticipate growth, addressing and responding to need in order to allow further progression. Because ultimately, Design Thinking imagines and visualises things from a humanistic perspective – a way of thinking that always places people first, from the individual to the greater collective.

After all, great designs are solutions that provide universal benefit, influencing the dynamics of human life and how civilization and society grow and function. Design has given us solutions that have changed the way we live, expanding the realm of possibility by allowing us to think, imagine and dream about the future in ever greater terms.

### The broader one's understanding of the human experience, the better design we will have.

– Steve Jobs

# SPECIALIST

# Workplace Interiors

The perfect corporate interior goes beyond simply creating functional work spaces. Although aesthetic quality and style are a must, the environment must be synergistic and inspirational. After all, productivity is the name of the game.

At SCA Design, we go beyond traditional interior design, altering the notion of what a working environment should encompass. Combining in-depth building and workplace studies we determine the ideal parameters for project management. In addition, with input from clientele and the end-user, space planning is used in tandem with flawless interior design, resulting in turn key work spaces that exemplify what the modern office should be.



**Motorola**  
Singapore  
**Office**

The design of the new Motorola Solutions office not only embodies the company's values but also enhances the organisational work style.



**Infocomm Investments**  
Singapore  
**Office**

Intended as an incubator for start-ups, this innovative co-working environment supports training programmes and networking events.



**Digital Content Studios**  
Singapore  
**Office**

Singapore's first dedicated facility for digital content creators and game developers, this project aims to nurture a new generation of storytellers.



**Cargill**  
Singapore  
**Office**

The new Singaporean offices for this international trading company reflect the firm's stellar reputation and growing presence in Asia.



**Starhub Innovation Centre**  
Singapore  
**Office**

Conceptualised as an indoor garden, the centre features audio suites and a master control room that will introduce the latest user-driven technologies.



**Crocs**  
Singapore  
**Office**

This fun, high-energy work environment reflects the spirit of the brand in a contemporary manner, while also helping to invigorate the workforce.



**Singapore Post**  
Singapore  
**Office**

This updated corporate setting was predicated on sustainability, where a flexible, activity-based layout has created an enhanced collaborative work environment.



**Aviva Digital Garage**  
Singapore  
**Office**

Housed within a classic 1930s art-deco shophouse, the office features a raw industrial design concept infused with touches of local flavour.



**AXA**  
Singapore  
**Office**

This project intended to embody the ethos and spirit of one of the most trusted names in the insurance game.

- Building Studies
- Workplace Studies
- Space Planning
- Interior Design
- Project Management
- Sustainability
- Turn Key Solutions



# SPECIALIST

# Engineering

Beneath the veneers of colours, curved lines and textures of all dazzling designs are the hidden machinery and mechanisms that make everything possible. Inventive engineering becomes the basis through which creativity can be transformed from imagination and turned into living, breathing reality.

With decades of experience in the industry, Rankine&Hill consultants have collaborated on some of Singapore's most iconic designs. From Mechanical & Electrical to Civil & Structural, as well as Fire Safety and Environmental solutions, we continue to deliver a full-range of comprehensive engineering solutions that bring projects to fruition.



**Oasia Hotel Downtown**  
Singapore  
**Hospitality**

An award-winning WOHA design, optimally enhanced by an intricate array of M&E systems, complete with heightened safety and sustainability features.



**Lancer Residences**  
Ho Chi Minh City, Vietnam  
**Residential**

This Mapletree luxury condominium development boasts a range of modern features and amenities to meet urban living demands.



**Tuas Fire Station**  
Singapore  
**Civic**

Situated within an industrial estate, this 4000m<sup>2</sup> station ensures improved response times and also serves as Singapore's fifth Hazmat (hazardous material) unit.



**Heartbeat @ Bedok**  
Singapore  
**Civic**

Covering the full spectrum of engineering needs for this pioneering community building, designed in-house by our talented architectural team.



**Bethel Assembly of God Church**  
Singapore  
**Religious**

The challenge with this renowned LAUD design were the boundary shared with a park, and the major expressway running alongside.



**Leedon Residences**  
Singapore  
**Residential**

Rankine&Hill Completed M&E engineering work for this much talked about luxury high-rise development, which was designed by SCDA Architects.



**Goodwood Residences**  
Singapore  
**Residential**

The preferred choice of many developers, we teamed up with WOHA once again on this GuocoLand residential development.



**Micron**  
Singapore  
**Industrial**

To meet the exacting demands of the tech industry, this state-of-the-art fabrication facility was expanded for improved productivity.



**Apple Store**  
Singapore  
**Retail**

We Provided Civil & Structural (C&S) engineering for the American tech-giant's flagship Singaporean store, which opened along bustling Orchard Road.



**Vietcombank Tower**  
Ho Chi Minh City, Vietnam  
**Commercial**

Working on prominent projects like this has earned us a solid reputation in one of Asia's fastest rising economies.



**Macrolink Medini**  
Johor, Malaysia  
**Residential**

Helping to create a series of lifestyle properties based on Miami-inspired living that sits just across the Johor-Singapore Causeway.



**The Bridge**  
Phnom Penh, Cambodia  
**Mixed-use**

Working on this 45-storey mixed-use development in the heart of the Cambodian capital was no easy feat.

- Mechanical
- Electrical
- Civil
- Structural
- Fire Safety
- Environmental



SPECIALIST

# Project Management

Ensuring projects are well organised and cohesively executed are the fundamentals of our business. But it's more than just putting the right people in touch or assembling the ideal team. Our goal is to connect the dots and tie up the loose ends to make sure projects are as easy and cost-effective as possible.

The process is a practical one. First, the objectives and parameters of a given project are properly ascertained. Following which, development is carefully planned and mapped, all in an effort to ensure complete alignment and efficiency throughout the construction phase. For us success means a stress-free experience for our clients across the entire spectrum of any given project.



St Joseph's Home



Geylang East Nursing Home



Ang Mo Kio Nursing Homes



Choa Chu Kang Nursing Home

**St Joseph's Home**  
**Geylang East Nursing Home**  
**Ang Mo Kio Nursing Homes**  
**Choa Chu Kang Nursing Home**  
 Singapore  
**Institutional**

Singapore's ageing population has seen an increased need for eldercare, entailing the development of specialised facilities staffed by trained caregivers to assuage the ageing process.



Hougang Primary School



Yio Chu Kang Primary School



Chong Zheng Primary School



Casuarina Primary School



Xinmin Primary &amp; Secondary School



Yumin Primary School



Meridian Primary School

**Upgrading of Existing Schools under Peri Package**  
 Singapore  
**Institutional**

The targeted enhancement of educational facilities island-wide has necessitated coordinated project management to oversee the improvement of numerous schools.



**Howards Storage World**  
 Singapore  
**Retail**

Appointed to carry out rebranding and an aesthetic revamp, the client enjoyed a fuss-free experience with our one-stop shop solution.



**Alodd**  
 Singapore  
**Retail**

Engaged as a turnkey solution for the client, overseeing the creation and delivery of a pop-up store in Centrepoint Mall.



**DFS Scottswalk**  
 Singapore  
**Retail**

Provided Project Management and Cost Management services to the client in the refurbishment of the Scottswalk Store.



**Bali International Airport**  
 Bali, Indonesia  
**Retail**

Provided holistic service to the client, including local design implementation, cost, construction and project management - delivering 22 luxury retail brands.



**Intercontinental Jakarta**  
 Jakarta, Indonesia  
**Hospitality**

Tasked to provide local design implementation, project management and construction management for the global hotel chain's Jakarta property.



**Classic British Luxury Brand**  
 Worldwide  
**Retail**

A classic British Luxury Brand engaged quantity surveying and cost management services for flagship stores in Korea and Japan.



**Lendlease Marketing Suite**  
 Singapore  
**Commercial**

Provided a complete turnkey solution for the client's Paya Lebar Quarters project that is located in Paya Lebar Square.



**DFS Liquor & Tobacco Concession, Changi Airport**  
 Singapore  
**Retail**

Part of the bid-winning group, we provided project management and cost management services for the newly updated DFS Stores.

**Project Management**  
**Project Development**  
**Construction Management**  
**Cost Management**  
**Place Management**



www.proj-innovations.com

# SPECIALIST

# Brand Engagement

Brand Engagement is an analytical process, but also one that requires much imagination. It is about crafting experiences that foster relationships between brands and consumers. With over 27 years of experience and a client list brimming with household names, IMMORTAL is renowned for its branding programmes that have helped many clients grow their businesses. Offering a comprehensive suite of services including Market Insight, Brand Audits, Strategy, Expression, and Management, IMMORTAL is committed to helping any brand create an authentic and enduring identity.



**Treeline Hotel**  
Siem Reap, Cambodia  
**Hospitality**

Envisioned as the new standard for boutique-stay hospitality, with branding that juxtaposes the area's rich heritage with tasteful modern touches.



**GREYFORM**

**Greyform**  
Singapore  
**Industrial**

Working in conjunction with in-house architects, IMMORTAL created the company's brand concept basing its identity on the modular prefabrication process.



**Toomato**  
Bangkok, Thailand  
**Food & Beverage**

Conceptualised as a humble Italian kitchen, this fast-casual diner prioritises wholesome authenticity to go along with great food and drinks.

# TSAO

**TSAO Hibiya**  
Tokyo, Japan  
**Office**

Melding corporate capabilities with the soul of a family-run business, this project's brand development and visual identity reflects understated sophistication.



**AQUEEN Hotels**  
Singapore and the Asia-Pacific Region  
**Hospitality**

Positioned to encompass multiple hospitality offerings, the visual brand identity for this project was conceptualised for quality, value and versatility.



**Crystal Galleria**  
Shanghai, China  
**Retail**

The kaleidoscopic brandmark embodies the multifaceted attractions housed within this trendy mall, while also reflecting the vibrancy of the Jing'an district.



**QPQ**  
Shanghai, China  
**Retail**

A fresh take on the marketplace concept, the idea of heartmade goodness was realised through colourful brandmarks and environmental graphics.

# PSskin

**PS Skin**  
Singapore  
**Retail**

This wonderful range of skincare products is tailored for modern lifestyles, with a brand identity work that communicates simplicity, quality and elegance.



**Montigo Resorts**  
Batam, Indonesia  
**Hospitality**

Brand touchpoints centred on a 'Three Stepping Stones' visual hallmark epitomises 3-generation living at this exquisite collection of beachside properties.



**WE Cinema**  
Singapore  
**Commercial**

Connecting with a younger audience was the focus of this brand engagement project, with the visual identity repositioned for contemporary sensibilities.



**Ah Kong Den**  
Singapore  
**Food & Beverage**

With its tongue-in-cheek theme, this vintage-inspired café in Joo Chiat was conceived as a riff on a bygone era.



**BHG**  
Singapore  
**Retail**

Brand engagement for this project entailed a refresh of this retail concept, injecting a warmer contemporary sensibility to its visual identity and touchpoints.



**Parkway Health**  
Singapore  
**Institutional**

Reflecting two decades of excellence in healthcare services, brand architecture for this project unified the company's various entities and services.



**Katto**  
Singapore  
**Food & Beverage**

Reflecting the natural freshness of Hawaiian Poké salads, with colours that captures the signature elements of the dish.



**KAMALA KANDARA**  
Bekasi, Indonesia  
**Residential**

Setting the standard for the city's high-rise developments, this project featured brand work themed on nature and modern luxury living.

- Market Insight
- Brand Audit
- Brand Strategy
- Brand Expression
- Brand Management
- Environmental Branding

**IMMORTAL**  
Brand Engagement

www.immortal.com.sg

# Environmental Wayfinding

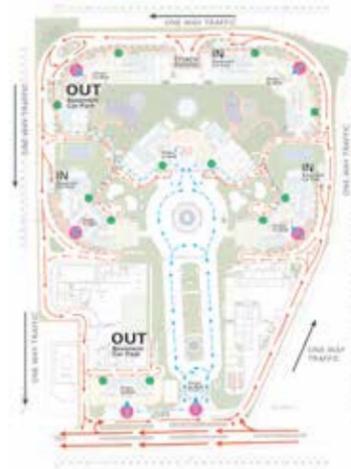
Effective wayfinding means delivering assurance at every point of a journey. It is a system of signs and symbols to enable easy navigation. No matter the complexity, the ONG&ONG wayfinding studio's primary objective is to make every space more user friendly.

Wayfinding has the capacity to optimise and enhance the built environment, improving circulation, connectivity and use of space.



**321 Clementi**  
Singapore  
**Retail**

A nine-floor retail development positioned as a destination for entertainment, dining, and lifestyle needs for outer lying residential communities.



A vehicular traffic plan depicting traffic flow and routes, and car park ingress and egress points for wayfinding purposes.



**South Beach**  
Singapore  
**Mixed-use**

Augmenting the end-user experience is an environmental wayfinding system with an impressive digital directory that guides visitors throughout the property.



**Radia**  
Kuala Lumpur, Malaysia  
**Mixed-use**

Visual graphics and colour-coded signage take after the development's curved radial form, with concealed lighting subtly highlighting the wayfinding system.



**Meritus Mandarin**  
Singapore  
**Hospitality**

To guide guests up to the new lobby, a fresh wayfinding system was designed that drew from the brand's signature motifs.



**JW Marriott Singapore South Beach**  
Singapore  
**Hospitality**

Reopened under new management, the new signage and wayfinding system reflects the revamped interior's sophisticated tones and sleek, muted look.



**China Place**  
Singapore  
**Mixed-use**

An environmental graphics system that depicted the area's heritage was developed, consisting of building markers, directional and circulation signs.



**The Trans Hotel**  
Bandung, Indonesia  
**Hospitality**

An opulent motif derived from traditional headpieces featuring a sophisticated brushed-metallic finish was incorporated into the environmental wayfinding system.



**Trans Studio Mall**  
Bandung, Indonesia  
**Retail**

Taking the butterfly as a welcoming visual motif, the development's wayfinding system works to create an open, inviting feel.



**The Park Hyderabad**  
Hyderabad, India  
**Hospitality**

Drawing from the iconic building façade, the wayfinding and signage system enhances the visual resonance of the stay experience.



**Four Seasons**  
Bali, Indonesia  
**Hospitality**

The resort's signature motif encompasses a dragonfly and a frog, adorning the wayfinding system with a unique and memorable identity.



**ION Orchard**  
Singapore  
**Retail**

Complementing the mall's premium positioning, an elegant wayfinding system with an interactive directory was designed to communicate an upscale sensibility.



**Dorsett Hotel**  
Singapore  
**Hospitality**

Taking cues from both the brand identity and the building's modern architecture, the wayfinding system features a sophisticated brushed silver finish.

**Planning and Analysis**  
**Wayfinding Strategy**  
**Signage System and Design**  
**Environmental Graphics**

**IMMORTAL**  
Brand Engagement

www.immortal.com.sg

# SPECIALIST

# Experience Design

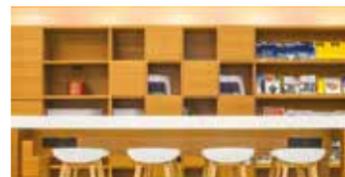
Experience Design is about evolving the manner in which we interact with the world around us. It is about discovering what is important to the human experience through the process of design thinking, and imagining different ways to reinforce that and make life better for our clients and their customers. By taking a human-centred approach, we allow design to become a tool for powerful transformation, creating impact that leaves us better positioned for the future.

At ONG&ONG, we believe in Design Thinking and the impact that it brings. For our award-winning Experience Design team, this means finding ways to elevate and improve an experience or a process. Whether it's a minor tweak or something completely re-imagined, all the projects we work on have one thing in common: Making life better for the people around us.



**Gardens Shop at Botanic Gardens**  
Singapore  
**Retail**

Re-imagining how to convey the powerful narrative behind the 158-year-old Botanic Gardens, we worked with Gardens Shop to create a retail concept that would encapsulate the history of Singapore's first UNESCO Heritage site.



**SGX**  
Singapore  
**Commercial**

Our co-creation process with SGX explored how the new office interiors could encourage staff to interact and collaborate at a deeper level, bringing a new buzz to the working culture at SGX.



**SaladStop!**  
Singapore  
**Food & Beverage**

We helped SaladStop! to go deep and discover what their business was truly about. The result is an authentic offering centred around "Eating Wide Awake", a movement for healthy and responsible eating.



**Changi Cove**  
Singapore  
**Hospitality**

The management of Changi Cove wanted to build a place of retreat that would appeal to guests who wanted a short getaway to relax, refresh and be inspired again. We worked with them to uncover the different ways guests wanted to 'retreat' and co-created a holistic experience which drew one into the process of rest, reflection, inspiration and creation. Today, Changi Cove is a favourite destination for many personal as well as corporate retreats.



**FRANK by OCBC**  
Singapore  
**Commercial**

Targeting millennials, we worked with OCBC to re-imagine what a relevant financial service online and offline, would look like for Gen-Ys. When launched, FRANK was called "Maybe the coolest bank Gen-Y has ever seen" by The Financial Brand.



**SilverKris Lounge**  
Worldwide  
**Commercial**

SIA, Singapore's premier airline is well known to promise its customers "A great way to fly". We worked with them to translate this promise into their lounge experience, re-thinking what comfort, luxury and personalised service meant to their premium passengers.



**HDB Home Purchasing & SERS Experience**  
Singapore  
**Civic**

This was a one-of-a-kind opportunity to re-think the user experience of purchasing a flat, evolving the online, physical and process touch points to redefine a public service offering.



**Sentosa Mobility Experience**  
Singapore  
**Commercial**

Riding the Sentosa Express sometimes feels like taking the MRT. It begins in a shopping mall, and is designed around "efficiency" instead of the guest experience. We worked with the Sentosa team to re-design the experience of travelling to Sentosa, crafting a journey that would build anticipation for customers from the start, reinforce the Sentosa brand and encourage greater sales.

- User Experience Strategy
- Service Design Consulting
- Design Thinking
- Ethnographic Research



# SPECIALIST

# Landscape

The modern built environment is increasingly characterised by the integration of nature. Regardless of typology and scale, projects today make it a point to include greenery where possible.

At ONG&ONG, our track record of award-winning projects underscores the importance we place on landscape design. From biophilic environments and naturalistic designs, to the creation of sustainable microclimates, our landscape team endeavours to find the optimum levels of greenery to benefit and enhance the built environment.



**Bartley Ridge**  
Singapore  
**Residential**

Promoting holistic living, this condominium development combines modern comforts and conveniences with the biophilic benefits of verdant landscape design.



**Tannery & Junction 10**  
Singapore  
**Mixed-use**

An e-deck level with swimming pools and co-working pavilions, as well as pocket gardens and cosy, elevated green spaces on the 14th and 15th floor complement this development's innovative architectural concept.



**Krista**  
Ho Chi Minh City, Vietnam  
**Residential**

Conceived to be the perfect living environment for young, dynamic families, where the setting encourages the pursuit of healthy lifestyles.



**Opal Riverside Park**  
Ho Chi Minh City, Vietnam  
**Civic**

Inspired by the form of water, the landscaping for this project resembles the movement and vitality of a park.



**Gateway Theatre**  
Singapore  
**Commercial**

The project features a lush 6th floor garden and interwoven landscaped sky gardens that cascade down to the street level.



**Eight Courtyards**  
Singapore  
**Residential**

Named for its eight distinctly themed courtyards, the development also boasts a majestic canopy-covered pathway formed using conserved rain trees.



**Yishun Nature Park**  
Singapore  
**Institutional**

Envisioned as a community focal point, the park prioritises eco-friendly practices, containing an impressive variety of local flora.



**Orchard Central**  
Singapore  
**Retail**

An extensive variety of plant life was woven into the overall design of the mall, including a 140m Discovery Walk and luscious sky gardens.



**Cyan**  
Singapore  
**Residential**

Inspired by nearby Botanic Gardens, an abundance of rainforest trees and luxuriant sky terraces characterise this project's landscape design.



**Waterfront Collection**  
Singapore  
**Residential**

Intended to accentuate the verdant natural setting of the development, lush enveloping greenery and roof gardens are the hallmark of this project.



**Holiday Inn Express**  
Singapore  
**Hospitality**

The landscape design of the hotel encompasses a forecourt pocket garden, lush courtyard spaces woven onto each floor, and a tropical rooftop oasis.



**Heartbeat @ Bedok**  
Singapore  
**Civic**

Originally a public park, this groundbreaking community building features intricate landscape design encompassing an abundance of indoor and outdoor green spaces.



**76 Shenton**  
Singapore  
**Residential**

A verdant urban oasis in the heart of the CBD, this condominium boasts lush elevated gardens and 2 swimming pools.

- Master Planning
- Space Planning
- Blue & Green Solutions
- Sustainability
- Playground Design



# SPECIALIST

# Lighting

Many tend to overlook the importance of Lighting Design, and often see light as one-dimensional surface. They underestimate how different layers of light and colour intensity can create impactful effects to human life, the space and the environment.

Lighting Designers make the best use of soft and powerful medium of light, creating effects that can suit and match the mood of the action. ONG&ONG sees the importance and appreciate how Lighting Design complements the various design disciplines.



**Mon Jervois**  
Singapore  
**Residential**

Lighting brings out the sophistication of the residential project whereby it accentuated the fine features of this development.



**Pollen & Bleu**  
Singapore  
**Residential**

Lighting highlighted the lush landscaping by creating light and shadow, forming dramatic interplay of the flora and fauna in the night.



**CT Hub**  
Singapore  
**Industrial**

Innovative lighting design added hierarchy and character to the industrial building.



**Indian Heritage Centre**  
Singapore  
**Civic**

Standing as a glowing beacon above the surrounding urban tapestry, this building's socio-cultural significance is highlighted through subtle and soft lighting.



**Heartbeat @ Bedok**  
Singapore  
**Civic**

Lighting design complemented the architectural form, continuous greenery and warm interior illumination which shaped the overall appearance of the integrated complex. The lighting also created a comfortable and safe environment for the residents in the night.



**5 Shenton Way**  
Singapore  
**Mixed-use**

Being an iconic development in the heart of the city, the lighting design relates seamlessly to architectural facets that reflects the unique geometrical patterns of the building.



**Trinity Christian Centre**  
Singapore  
**Religious**

With the use of dynamic colour changing flood lights, the lighting enhancement greatly impact the building and surrounding by creating a vibrant and lively atmosphere.

- Architectural Lighting
- Equipment Cost Control
- Operational Cost Control
- Lux Level Calculations
- Lighting Controls
- Lighting Audits



SPECIALIST

# Interior Design

Residential or commercial, public or private, institutional or infrastructural, interior design is crucial no matter the project. From forming the heart of a home to setting the tone for a corporate or professional space, the potential of a space is realised through interior design.

Be it functionality or comfort, on luxury or utility, ultimately the manner in which we conceive a space influences how it will be utilised. At ONG&ONG our interior design experience runs the gamut of typologies and scales, with award-winning projects the world over as proof of our ability to truly define any space.



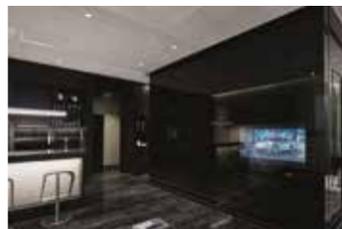
**The American Club**  
Singapore  
**Commercial**

Fusing Eastern and Western influences reminiscent of Singapore's colonial past, this sophisticated restaurant interior is dominated by refined neutral hues.



**Hyatt Regency Hotel Jaipur**  
Jaipur, India  
**Hospitality**

With traditional Moorish arches and detailed stone columns, this unique Jaipur hotel houses 250 rooms and a host of amenities.



**M101 Skywheel Hotel & Serviced Apartment**  
Kuala Lumpur, Malaysia  
**Mixed-use**

Styled in the specifications of Porsche Design, this iconic mixed-use development boasts a 220m Ferris wheel and luxury retail mall.



**DJI Store**  
Bangkok, Thailand  
**Retail**

Defined by a clean, futuristic aesthetic, with smooth, white textures and shapes dominating the interiors of this striking retail space.



**M Social Hotel**  
Singapore  
**Hospitality**

This avant-garde design hotel located in vibrant Robertson Quay is defined by raw concrete and mixed media art installations.



**Empire City Show Gallery**  
Ho Chi Minh City, Vietnam  
**Residential**

Natural touches balance bold geometric lines, where plush furnishings and luxuriant finishing are complemented by golden hues and charming views.



**Hyatt Regency Riyadh**  
Riyadh, Saudi Arabia  
**Hospitality**

Based on a 'Jewel of the Desert' concept, this contemporary 257-room hotel is characterised by natural patterns and classic opulence.



**SMU Campus Green**  
Singapore  
**Institutional**

The interiors were created with community in mind, as a welcoming venue for students and the public alike to enjoy.



**Grange Infinite Show Unit**  
Singapore  
**Residential**

This exclusive property near Orchard Road boasts efficiently spacious layouts, with residential homes that flaunt a sense of lavish privacy.



**KLGCC Condominium Development**  
Kuala Lumpur, Malaysia  
**Residential**

This pristine development sits on 36 acres with well-planned spaces that echo exquisite urban living amid the serenity of nature.



**FHM Bachelor Apartment**  
Bangkok, Thailand  
**Residential**

This revamped interiors is assuredly refined, with natural stone balanced by warm timber accentuating breath-taking views of the surrounding city.



**Narita Cafe**  
Chon Buri, Thailand  
**Food & Beverage**

These interiors reflect the energy of the surrounding area, with modern comforts and conveniences stylishly integrated at this unique property.



**Mocoway, Poly Center**  
China  
**Food & Beverage**

Coffee was the inspiration for these interiors, with natural materials and vintage touches culminating in a dynamic, stylish setting.



**Park Hyatt Doha**  
Doha, Qatar  
**Hospitality**

The development of this prestigious five-star lifestyle destination concept is a seamless blend of sophisticated design marked by urban decadence.

- Advisory & Consultancy
- Space Planning
- Test Fit
- Feasibility Study
- Master Design Guidebook
- Turn Key Solutions



www.ong-ong.com

# Architecture

For nearly half a century, ONG&ONG has been synonymous with architectural excellence. Regardless of scale or typology, our extensive experience and repertoire of knowledge has seen the firm deliver countless projects of the highest calibre.

Today, the firm operates in 10 countries around the world, as we build on a tradition of excellence, working to grow our reputation for dependability and innovation in the region and beyond - delivering a comprehensive range of services that includes individualized expertise in Master Planning, Brand Engagement, Experience Design, Interiors, Landscape and Lighting.



**Heartbeat @ Bedok**  
Singapore  
**Civic**

A distinctive community building, this 7-storey development houses key services and facilities geared toward reinvigorating the Bedok Town Centre.



**Sala Sarimi**  
Ho Chi Minh City, Vietnam  
**Residential**

These stylish apartments feature dynamic views and a host of modern conveniences – setting the standard for future Sala Urban developments.



**Wang Residences**  
Jakarta, Indonesia  
**Residential**

An urban sanctuary in close proximity to nature, this 30-storey development features sky gardens and a range of first-rate facilities.



**Tanglin Trust School**  
Singapore  
**Institutional**

The revamped grounds will house art and exhibition spaces, sports facilities, offices, as well as social spaces and an eatery.



**Gold Coast**  
Jakarta, Indonesia  
**Residential**

An eco-themed mixed-use development comprising 6 residential towers and 2 office towers, which blends completely with the surrounding natural landscape.



**Vasanta Innopark Master Planning**  
Bekasi, Indonesia  
**Mixed-use**

This master plan consists of 17 mixed-use towers, 217 shophouses, an 8-storey business cluster, all interconnected by 1.7ha of parkland.



**Crescent Bay Suites**  
Johor, Malaysia  
**Residential**

Envisaged as a premium service apartment development, combining first-class ambience with 5-star facilities in a highly accessible location.



**Audi Centre**  
Singapore  
**Commercial**

This 8-storey building boasts a localised design concept, which would become the prototype for all Audi Centres the world over.



**Eco-Sanctuary Show Village**  
Selangor, Malaysia  
**Commercial**

An expansive eco-themed gated development, boasting contemporary green architecture with magnificent landscape design, nestled in the heart of nature.



**Bishopsgate House**  
Singapore  
**Residential**

Defined by distinctive geometric volumes and cascading garden spaces, this private residence resulted from a common vision shared with HBDdesign.



**Jurong Fire Station**  
Singapore  
**Civic**

An upgraded 5-level station featuring Singapore's first fireman's slide, along with emergency training facilities, and even space for future expansion.



**Spottiswoode Suites**  
Singapore  
**Residential**

This exclusive SOHO-styled high-rise community contains 5 floors of top-tier facilities, topped with stunning views of both the sea and city.



**SMU Campus Green**  
Singapore  
**Institutional**

This redevelopment project created a city-centre environment complete with an underground concourse, 3-storey fitness centre as well as open-air facilities.



**Gateway Theatre**  
Singapore  
**Commercial**

A multi-performance venue characterised by pockets of garden spaces, intended as a place to cultivate the arts and community spirit.

- Master Planning
- Architecture
- Ideate and Create
- Conceptualization & Analysis
- Research & Development
- Space Planning



*When it comes to travelling in style, **never compromise.***

SilverKris Lounge, Bangkok  
An ONG&ONG project

# ONG&ONG's Lifeblood: Directors & Team Leaders

## OUR TORCHBEARERS PAR EXCELLENCE

These individuals are the sources of creativity and innovation who spearhead our collective best.

Experienced and talented with an eye on the bigger picture.

Meet ONG&ONG's leading lights, who help power our contributions to greater design.



01



02



03



04



05



06



07



08



09



10



11



12



13



14



15



16



17



18



19



20



21



22



23



24



25



26

- Architecture
- From Left - Right
- 01 Ng Cho You
- 02 Andy Goh
- 03 Lin ChenHao
- 04 Chuck Yeoh
- 05 Hasbullah
- 06 Ashvinkumar Kantilal
- 07 David Ching
- 08 Raymond Tan
- 09 Wendy Tan  
Loh Kah Wai  
Andrew Lee  
Kurjanto Slamet
- 10 Lai Tien Yong
- 11 Ong Tze Boon
- 12 Diego Molina  
Maria Arango
- 13 Steven Low
- 14 Tan Kee Keat
- 15 Jimmy Poek
- 16 Goh Chong Chia
- 17 Michael Cu Fua
- 18 Hoang Huu Dung
- 19 Lim Kok Hui
  
- Interior Design
- 20 Raymond Thai
- 21 Teo Boon Kiat
- 22 Joe Chatdecha
- 23 Elli Wang
- 24 Kee Choon Yen
- 25 Chester Goh
- 26 James Loh



01



02



03



04 - 05



06



07



08



09



10



11



12



13

**Brand Engagement**  
*From Left - Right*  
 01 Theresa Yong  
 June Lee  
 Stanley Tan

**Landscape**  
 02 Lena Quek  
 03 Huynh Thi Quoc Huong

**Experience Design**  
*Left*  
 04 Joshua Teo (Team Leader)

**Lighting**  
*Right*  
 05 Jerome Tan (Team Leader)

**Engineering**  
*From Left - Right*  
 06 Richard Teo  
 Tan Peck Khoon  
 Henry Gunawan  
 Lim Yan Ping  
 David Chan  
 Goh Teck Sin  
 07 Dang Hoang Tung  
 08 Shahrom Bin Mohamed Ariff  
 09 Ryan Huynh Ngoc Nghia  
 10 Teh Yong Hui

**Project Management**  
 11 Thomas Yee  
 12 Lee Chek Shih  
 13 Paul Roger Lim

# ONG&ONG QUICK FACTS: FY16/17

The **ONG&ONG** Group is powered by

**642**

**PROFESSIONALS** specialising in various disciplines, working in 12 offices worldwide

## We've secured a total of

**340**  
Projects

**250**  
Singapore

**90**  
International

## Our group completed

**221**

**PROJECTS**

**207**  
Singapore

**14**  
Around the globe

## OUR WINNING STREAK 2017



**World Architecture Festival  
Landscape of the Year, Finalist**  
Yishun Nature Park  
Landscape

**World Architecture Festival  
Residential - Future Projects, Finalist**  
Kamala Kandara  
Architecture



**FIABCI  
World Prix d'Excellence  
Residential (Mid Rise) Category,  
World Silver Winner**  
Waterfront Collection  
Landscape



**BCA Built Environment Leadership  
Award, Gold**  
ONG&ONG

**BCA Universal Design Mark Award,  
Gold<sup>PLUS</sup>**  
Heartbeat @ Bedok  
Architecture and M&E

**BCA Green Mark Award, Platinum**  
Singapore Sustainability Academy  
Architecture and M&E

**BCA Green Mark Award, Platinum**  
DSTA Annex  
M&E

**BCA Green Mark Award, Platinum**  
Tiong Seng Building  
M&E

**BCA Green Mark Award, Platinum**  
Wisma Geylang Serai  
M&E

**BCA Green Mark Award, Gold<sup>PLUS</sup>**  
Watercove  
M&E

**BCA Green Mark Award, Gold<sup>PLUS</sup>**  
Greyform Building  
Architecture, M&E and Fire Safety

**BCA Green Mark Award, Gold<sup>PLUS</sup>**  
Matilda Portico  
Architecture, M&E and C&S

**BCA Green Mark Award, Gold<sup>PLUS</sup>**  
Toa Payoh Apex  
Architecture, Landscape, M&E and  
C&S

**BCA Green Mark Award, Gold**  
Tanglin Trust School  
Architecture, Landscape, M&E and  
C&S

**BCA Green Mark Award, Gold**  
Loyang Point  
Architecture, M&E and C&S

**BCA Green Mark Award, Gold**  
Whampoa Dew  
Architecture, M&E and C&S

**BCA Green Mark Award, Gold**  
Tiong Bahru Community Centre  
M&E

**BCA Green Mark Award**  
Sophia Hills  
M&E

**BCA BIM Award, Gold<sup>PLUS</sup>**  
The Ulu Pandan Bus Depot Off  
Boon Lay Way  
Architecture and M&E

**BCA BIM Award, Gold<sup>PLUS</sup>**  
Tiong Seng Building  
M&E

**BCA BIM Award, Gold<sup>PLUS</sup>**  
Hundred Palms Residences  
M&E

**BCA BIM Award, Gold**  
Adult Disability Home at  
Sembawang Walk  
Architecture, M&E and C&S

**BCA Construction  
Productivity Award, Platinum**  
Rivervale Delta  
Architecture, M&E and C&S

**BCA Construction  
Excellence Award, Merit**  
Rivervale Delta  
Architecture, M&E and C&S

**BCA Construction  
Excellence Award, Merit**  
Sea Esta Condominium  
M&E and C&S

**BCA Construction  
Excellence Award, Merit**  
Silversea  
M&E

**BCA Construction  
Excellence Award,**  
Yishun Greenwalk  
Architecture and M&E

**BCA Construction  
Excellence Award,**  
Bukit Panjang Station and Tunnels  
for Downtown Line Stage 2  
M&E

**BCA Construction  
Excellence Award,**  
Kovan Regency  
M&E

**BCA Construction  
Productivity Award, Platinum**  
Rivervale Delta  
Architecture, M&E and C&S

**BCA Construction  
Productivity Award, Platinum**  
Bukit Panjang Station and Tunnels  
for Downtown Line Stage 2  
M&E

**BCA Construction  
Productivity Award, Gold**  
Sea Esta Condominium  
M&E and C&S

**BCA Design and Engineering  
Safety Excellence Award**  
The Scotts Tower  
Architecture



**Fire Safety Design Excellence  
Public Infrastructure Category  
(QP/Consultant Firm), Outstanding**  
Macpherson Interchange  
MRT Station  
Architecture

**Fire Safety Design Excellence  
Commercial Category  
(QP/Consultant Firm),  
Honourable Mention**  
Oasia Hotel Downtown  
M&E

# Experience Beyond Banking

2017



**Asia Pacific Property Award  
Best Hotel Architecture Taiwan,  
5 Star Award Winner**  
Taroko Pacific Hotel &  
Serviced Apartments  
*Architecture*

**Asia Pacific Property Award  
Best Architecture Taiwan,  
Award Winner**  
Taroko Pacific Hotel &  
Serviced Apartments  
*Architecture*

**Asia Pacific Property Award  
Best Hotel Architecture,  
Asia Pacific, Nominee**  
Taroko Pacific Hotel &  
Serviced Apartments  
*Architecture*

**Asia Pacific Property Award  
Architecture Multiple Residence  
Cambodia, Award Winner**  
Siem Reap Botanic Residences and  
Lifestyle Mall  
*Architecture*

**Asia Pacific Property Award  
Hotel Architecture Indonesia,  
Award Winner**  
Marriott Development  
*Architecture*

**Asia Pacific Property Award  
Residential High-rise Architecture  
Myanmar, Award Winner**  
Aspire  
*Architecture*

**Asia Pacific Property Award  
Hotel Architecture Thailand,  
Award Winner**  
Layan Beach Resort  
*Architecture and Interior Design*



**The American Architectural Prize  
Landscape Architecture Category,  
Winner**  
Heartbeat @ Bedok  
*Landscape*

**The American Architectural Prize  
Architectural Design - Renovation  
& Restoration Category, Winner**  
Al-Ansar Mosque  
*Architecture*



**The American Architectural Prize  
Commercial Architecture Category,  
Honourable Mention**  
Gateway Theatre  
*Architecture, M&E,  
Landscape and Lighting*



**SIA Architectural Design Award  
Commercial - Hotel Category,  
Building of the Year,**  
Oasia Hotel Downtown, Singapore  
*M&E*



**Singapore Landscape  
Architecture Awards  
Parks and Public Spaces,  
Silver Award**  
Yishun Nature Park  
*Landscape*



**Skyrise Greenery  
Commercial / Industrial Category,  
Excellence Award**  
Oasia Hotel Downtown  
*M&E*



**PropertyGuru Asia Property  
Awards  
Best Condo Architectural Design  
(Indonesia), Winner**  
Wang Residence  
*Architecture*

**PropertyGuru Asia Property Awards  
Best Condo Architectural Design  
(Indonesia), Winner**  
Gold Coast Sea View Apartment  
*Architecture*

**PropertyGuru  
Singapore Property Awards  
Best Condo Interior Design, Winner**  
Le Quest  
*Interior Design*

**PropertyGuru  
Singapore Property Awards  
Best Luxury Condo Development  
Best Luxury Condo Architectural  
Design, Winner**  
Spottiswoode Suites  
*Architecture*

**PropertyGuru  
Indonesia Property Awards  
Best Mid Range Condo Development  
(Jakarta), Award Winner**  
Gold Coast Sea View Apartment  
*Architecture*

**PropertyGuru  
Indonesia Property Awards  
Best High End Condo Architectural  
Design, Award Winner**  
Wang Residence  
*Architecture*

**PropertyGuru  
Indonesia Property Awards  
Best Mid Range Condo Architectural  
Design, Award Winner**  
Gold Coast Sea View Apartment  
*Architecture*

**PropertyGuru  
Indonesia Property Awards  
Best High End Condo Development  
Architectural Design,  
Highly Commended**  
Wang Residence  
*Architecture*

**PropertyGuru  
Myanmar Property Awards  
Best Housing Development  
Architectural Design, Winner**  
Golden Valley Residences  
*Architecture*

**PropertyGuru  
Myanmar Property Awards  
Best Housing Design,  
Highly Commended**  
Golden Valley Residences  
*Architecture*

2016



**World Architecture Festival  
Commercial Mixed-use -  
Future Projects, Finalist**  
Siem Reap Botanic Residences  
and Lifestyle Mall  
*Architecture*



**BCA BIM Award, Platinum**  
ONG&ONG

**BCA BIM Award, Gold**  
West-Terra @ Bukit Batok  
*M&E*

**BCA Green Mark Award, Platinum**  
Bedok Integrated Complex  
*Architecture and M&E*

**BCA Green Mark Award, Gold<sup>PLUS</sup>**  
J Gateway  
*M&E*

**BCA Green Mark Award, Gold**  
Tuas View Fire Station  
*Architecture, M&E and C&S*

**BCA Green Mark Award, Gold**  
Yishun Nature Park  
*Landscape*

**BCA Green Mark Award**  
DSTA Annex  
*M&E*

**BCA Universal Design Award, Gold**  
Al-Ansar Mosque  
*Architecture*

**BCA Construction  
Excellence Award, Merit**  
The Lanai  
*Landscape*

**BCA Construction  
Excellence Award, Merit**  
The Shore Residences  
*Landscape*

**BCA Construction  
Excellence Award, Merit**  
Waterfront Gold  
*Landscape*

**BCA Construction  
Excellence Award, Merit**  
Floral Spring@Yishun  
*Architecture and M&E*

**BCA Construction  
Excellence Award, Merit**  
National Heart Centre  
*Architecture*

**BCA Construction  
Excellence Award, Merit**  
Orchid Spring @ Yishun  
*Architecture and M&E*

**BCA Construction  
Excellence Award, Merit**  
Eight Courtyards  
*Landscape*

**BCA Construction  
Excellence Award**  
The Tannery  
*Landscape*



**Singapore Apex Corporate  
Sustainability Award**  
ONG&ONG



**Asia Pacific Property Award  
Best Commercial Landscape  
Architecture Singapore,  
Award Winner**  
Holiday Inn Express, Clarke Quay  
*Landscape*

**Asia Pacific Property Award  
Best Hotel Architecture  
Vietnam, Award Winner**  
Alma Resort  
*Architecture*

**Asia Pacific Property Award  
Residential Renovation/  
Redevelopment Singapore,  
Highly Commended**  
17 BR-House  
*Architecture*

**Asia Pacific Property Award  
Residential Landscape Architecture  
Singapore, Highly Commended**  
The Rainforest  
*Landscape*

**Asia Pacific Property Award  
Residential Renovation/  
Redevelopment Singapore,  
Highly Commended**  
59BTP-House  
*Architecture and M&E*

**SIA Architectural Design Award  
Residential Category,  
Honourable Mention**  
BT-House  
*Architecture*

**SIA Architectural Design Award  
Residential Category,  
Honourable Mention**  
Faber House  
*Architecture*



**Star Property Award**  
Eco Sanctuary  
*Architecture*



**Vietnam Property Award 2016  
Awarded Best High End Condo  
(Ho Chi Minh City)**  
Kris Vue and Krista  
*Landscape*

**Vietnam Property Award 2016  
Highly Commended**  
Kris Vue and Krista  
*Landscape*



**Singapore Good Design 2016**  
The Apiary  
*Brand Engagement*



**National Parks Landscape  
Excellence Assessment  
Framework (LEAF),  
Outstanding Project**  
The Rainforest  
*Landscape*



**South East Asia  
Property Awards (Singapore),  
Best High End Condo Development**  
The Creek @ Bukit  
*Architecture, Landscape and  
Interior Design*

# OUR ORGANISATION



## 360 SOLUTION

ONG&ONG embraces each project's process as a singular integrated solution. We aim to form a tripartite framework consisting of design, project management and engineering solutions, to provide opportunities for cross-disciplinary interaction as well as to create coherent and sustainable designs.

### Design

- Master Planning
- Brand Engagement
- Architecture
- Experience Design
- Interior
- Landscape
- Lighting

### Engineering

- Mechanical
- Electrical
- Civil
- Structural
- Environmental
- Fire Safety

### Management

- Project
- Development
- Construction
- Cost
- Place



**Group Executive Chairman**  
Ong Tze Boon



**Group Chief Executive Officer**  
Ashvinkumar Kantilal



**Group Chief Operating Officer**  
Tan Peck Khoon

### Partners



### Group Executives



### Partners

1<sup>st</sup> Row – left to right

- Ong Tze Boon
- Ong Tze Guan
- Andrew Lee
- Andy Goh
- Ashvinkumar Kantilal
- David Ching
- Goh Teck Sin

### Partners

2<sup>nd</sup> Row – left to right

- Kurjanto Slamet
- Raymond Thai
- Steven Low
- Tan Kee Keat
- Tan Peck Khoon
- Thomas Yee
- Wendy Tan

### Group Executives

left to right

- Liang Lit How
- Ong Yu-Phing
- Pauline Choo
- Sharon Baptist
- Daniels Chandra

## GLOBAL REACH



**ONG&ONG**  
group

Singapore  
China  
India  
Indonesia  
Malaysia  
Mongolia  
Myanmar  
Philippines  
Thailand  
Vietnam

## CONTACT



**ONG&ONG Group Pte Ltd**  
510 Thomson Road,  
#11-00 SLF Building, Singapore 298135  
t +65 6258 8666 f +65 6259 8648  
www.group.ong-ong.com



**ONG&ONG Pte Ltd**  
510 Thomson Road,  
#11-00 SLF Building, Singapore 298135  
t +65 6258 8666 f +65 6259 8648  
www.ong-ong.com

ONGONG360

ONGONG360

ONGONG360

ONGONG\_360

**ONG&ONG Co., Ltd**  
159 Phan Xich Long Street,  
Ward 7, Phu Nhuan District,  
Ho Chi Minh City, Vietnam  
t +84 28 3517 8526 f +84 28 3517 8516

**ONG&ONG Co., Ltd - Hanoi**  
Toong Coworking Space, 98 To Ngoc Van,  
Quang An ward, Tay Ho District  
Hanoi, Vietnam  
t +84 28 3517 8526 f +84 28 3517 8516

**ONG&ONG 360 Consultancy Sdn Bhd**  
Unit 1B-08-1, Blok 1B, Plaza Sentral,  
Jalan Stesen Sentral 5,  
50470 Kuala Lumpur, Malaysia  
t +60 3 2272 2360 f +60 3 2272 3360

**ONG&ONG (Chengdu) Consultants Co. Ltd**  
Unit 802, 8F, Tower 1, Raffles City Chengdu,  
No.3, Section 4, South Renmin Road,  
Chengdu, 610041, People's Republic of China  
t +86 28 6510 0866 f +86 28 6510 0868

**ONG&ONG (Chengdu) Consultants Co. Ltd - Shanghai**  
No. 2-24, 433 Nong Yu Yuan Road,  
Building 9, Room 325  
Shanghai, 200040,  
People's Republic of China  
t +86 21 6381 5800 f +86 21 5273 5213

**ONG&ONG Designs (India) Pvt Ltd**  
WeWork BKC, India  
C-20, G Block, Bandra-Kurla Complex  
Mumbai 400051, India  
t +91 022 4445 1148

**ONG&ONG Design LLC**  
4th Floor Monnis Building 1h Mongol Uls Street  
15th khoroo Khan-Uul District  
Ulaanbaatar 17011, Mongolia  
t +976 7575 6515 f +976 7575 6525

**PT ONG and ONG**  
Grha Niaga Thamrin 1st Floor Unit A1  
Jl. K.H. Mas Mansyur  
Kebon Melati, Tanah Abang  
Jakarta Pusat - 10230 Indonesia  
t +62 21 2139 2269 f +62 21 2139 2309

**ONG&ONG Limited**  
No 45/5 Unit-A, Kabar Aye Pagoda Road,  
9th Ward Mayangone T/S,  
Yangon, Myanmar  
t +95 97822 25714

**ONG&ONG Design Co., Ltd**  
75 / 39 Level 12A Richmond Office Building,  
Sukhumvit Soi 26, Klongton, Klongtoey,  
Bangkok 10110, Thailand  
t +66 2259 8917-8

**ONG&ONG, Inc.**  
Level 12 Robinsons Summit Center 6783  
Ayala Avenue Makati City,  
Manila Philippines, 1226  
t +632 479 1780



**Project Innovations Pte Ltd**  
510 Thomson Road,  
#09-00 SLF Building, Singapore 298135  
t +65 6255 3966 f +65 6255 5966  
www.proj-innovations.com



**Rankine&Hill (Singapore) Pte Ltd**  
510 Thomson Road, #07-00  
SLF Building, Singapore 298135  
t +65 6278 9588 f +65 6273 5290

**Rankine&Hill (Vietnam) Co Ltd**  
159 Phan Xich Long Street, Ward 7,  
Phu Nhuan District, Ho Chi Minh City, Vietnam  
t +84 28 3517 1633 f +84 28 3517 1655  
www.rankine-hill.com



**SCA Design Pte Ltd**  
510 Thomson Road,  
#06-01 SLF Building, Singapore 298135  
t +65 6253 4886 f +65 6255 4568  
www.sca-design.com

**IMMORTAL**  
Brand Engagement

**Immortal The Design Station Pte Ltd**  
510 Thomson Road,  
#11-00 SLF Building, Singapore 298135  
t +65 6227 9406 f +65 6259 8648  
www.immortal.com.sg

ImmortalSingapore

ImmortalSG

# A DAY IN THE LIFE OF ONG&ONG

Join us for a rare behind-the-scenes glimpse of the goings-on at ONG&ONG.



The running and operating of a global design firm is an intricate affair, requiring coordination, teamwork and, most significantly, a common goal to align all efforts and endeavours. At ONG&ONG, the collective strength and talent of our team, in all our offices across the globe, is geared towards fulfilling a singular objective: to create and design in order to enhance the way we live.

While to the talented designers and creative minds go the kudos and recognition, we often overlook all the contributions and support needed to accomplish such a feat. Here we take you through a day at ONG&ONG, as we acknowledge those whose efforts and sacrifices sometimes go unseen, pausing to show our gratitude to those who handle things we often neglect or overlook. After all, these are the people who take care of the creative minds, ensuring that everything is in order, so that together we can strive towards greater heights.

Sharon Baptist  
Director  
Administration



08:55

Though the hour may be early, one thing is for sure, the Administration team at ONG&ONG's Singapore HQ have already long started their day. They often arrive before everyone else at the office, to make sure all is in order before the start of the business day. From the lights that hum from the ceilings above and the air-conditioner that keeps us cool and comfortable, to the copier machines that print and the stationery we write with, almost every aspect of office life happens with the help of the admin team.

Running a design firm is not a self-contained enterprise. Meeting deadlines and rushing to clients is part of the territory. Thankfully the despatch crew ensures that documents and material of the utmost importance are handled with care, reaching their destinations safely to keep things running.

Ong Yu-Phing  
Director  
Information  
Technology



10:25

These days there is no tool more essential than the computer. For designers it is akin to the pen. For the rest, the inextricability of all tasks from the computer means we all rely too heavily on the experts and problem solvers who make up the IT team. They're like rescue divers and lifeguards, the firemen who pull us from the fire and ensure that all are safe.

When any computer misbehaves or decides it will not cooperate, the IT team is only a phone call away to ensure almost any issue is solved. They've prevented catastrophe and staved off disaster. Countless projects have been rescued and saved from the brink of oblivion.



From making sure our servers remain operational, to maintaining the overall bandwidth ensuring our network does not choke, IT handles all our digital needs and electronic problems. Because, face it, the computer is ubiquitous with everyday life. But dealing with technical problems is a skillset and knowledge base that only a select few possess.



Pauline Choo  
Director  
Finance



13:40

Each project brings its own complexities and nuances, requiring coordination and the joint effort of many different moving parts. From vendors and contractors, to different suppliers and consultants, all are brought in to get a job done well. Yet each has their own concerns and needs.

Finance balances the books to ensure that we can meet the targets ahead. So while the numbers and figures are not easily grasped by most, the finance folks are there to keep the car running.



From making sure we all get paid on time, to managing and maintaining the fiscal outlook across 9 countries and 13 offices, it might seem like dollars, cents and a load of loopy digits to most of us, but for the finance folks it is all in a day's work.

Negotiating exchange rates, keeping the banks happy and collecting fees on our behalf, we have to thank the folks in finance. Not least of which is making sure that great design remains the cornerstone of a great business.



Liang Lit How  
Director  
Capability  
Development



14:47

The BCA is at the top of its game which means so are we. From ISO to different building codes, and from changes and updates that shift the lines in the sands of industry regulation, working in the ACE industry requires one to constantly remain up to date.

While some need to fend from themselves, at ONG&ONG we have a team whose sole purpose is to keep the rest of us abreast of these industry trends. We've all seen those e-mails informing us about new regulations in anything from windows to elevators, door frames to circuit boxes. Improvements and advances in the wider industry ultimately impact us all.

It is true that information and understanding is often what sets apart the competition. And in this instance, thanks to the team at Capability Development, ONG&ONG will always remain at the forefront of our industry – so our clients always receive the latest and the best.

Daniels Chandra  
Director  
Design  
Technology



16:56

The work day might be winding to an end here in Singapore, but in Mongolia it's just started. The team in Ho Chi Minh City needs help accessing working files that they've completed in Jakarta. In steps the recently reformed Design Technology department. Combining the capabilities of BIM and other technological advances that have swept through the industry, ONG&ONG has ensured it will remain at the cutting edge with a department dedicated to keeping on top of the digital developments changing the game.

From efficient working systems that allow teams across different territories and time zones to coordinate



on complex projects, to augmented reality and virtual simulations tools that elevate the level of interactivity clients and designers alike can have with a project, the sky is the limit in today's digital world. Fortunately for us, ONG&ONG not only has access to the latest, but a collection of experts and consultants that keep everyone at the top of our game.



## TRANSFORMING TOMORROW: SUSTAINABILITY AT ONG&ONG

### What's Important To Us?

Sustainability has always been pivotal in all our work. More than ever, it is a defining factor in how our clients measure success.

As a multi-disciplinary consulting services company, we have the opportunity to innovate the process of building design around the world through sustainable solutions.

ONG&ONG was awarded the BCA Built Environment Leadership Award – Gold under the Architectural Consultant category for 2017 - a testament to our proven position as industry leaders in shaping a sustainable built environment.

### Bringing Value To Our Clients And The Greater Community Via Sustainability

#### 1. Keeping Our Clients a Step Ahead

At ONG&ONG, we aim to be at the forefront of global megatrends and challenges. It is our belief that all transportation projects must be viable and future-proof to meet changes imposed by a world undergoing unprecedented growth and development.

Having played a major part in building the MRT (Mass Rapid Transit) system, ONG&ONG draws on our experience from these infrastructure projects to deliver the right solutions for our stakeholders, as seen in recent projects such as the Klang Valley MRT and the

upcoming Kuala Lumpur-Singapore High Speed Rail. By bring thought leadership into the design of these projects; we enable our clients to achieve their objectives of increased penetration rate for public transportation, introducing transit-oriented developments and new economic growth corridors thereby revitalising the cities.

#### 2. Acting as Change Agent to Connect People in a Sustainable Way

We have a vested interest in our project success because we live and play in the same communities where we work. We recognise the importance of adding value to our communities by solving tough challenges and inspiring positive change to connect people in the community.

The Church of St Alphonsus, more popularly known as Novena Church is one of Singapore's most iconic and popular Catholic churches in Singapore. Combining creativity with engineering know-how, our innovative thinkers found affordable and effective ways to maximise the use of building systems to improve comfort and reduce operational costs. Another example would be Royal Square, an integrated development of medical, retail and hospitality services next to Novena Church.

Together, these 2 projects are set to connect the Novena fringe to the greater community with their user-friendly facilities and systems.

#### 3. Striving to Create Value & Quality of Life for Our People

Every good story has a solid foundation and ours lies with our dedicated and talented employees.

To maintain our competitive edge, we provide learning and development opportunities to facilitate positive growth for our employees. In addition, we help our employees lead full, well-rounded lives, where work-life balance is enhanced through healthy lifestyle programmes.

#### ENABLING EMPLOYEES TO SHINE

**INCREASED**  
**12%**  
in No. of Training Sessions Provided

ONG&ONG  
**396 Sessions**  
Rankine&Hill  
**137 sessions**  
Project Innovations  
**62 sessions**

Quality, Environment & Workplace Safety & Wellness Training –  
**70% of staff were trained**

**26%** Staff Trained in Sustainable Building/Architecture

**15%** Increase in New Hires aged 35 years and below

**48.3%** Reduction in Work Absence

## FINANCIAL REVIEW

The Group has achieved much since our last annual report. We completed our right-sizing, launched new markets, bolstered our core capabilities, and deepened our reach with our regional offices. Transformation is at the heart of repositioning ONG&ONG to remain relevant to our clients as well as building new sources of revenue for the mid to long term.

The financial year 2016/2017 was challenging. ONG&ONG managed to hold our own despite the challenging economic situation, capturing stable growth while also strengthening our core businesses. We managed to deliver a resilient performance with Group revenue of S\$56m – marking a 1.6% improvement from the last financial year. Our overall business has remained resilient and we continue to deliver strong core earnings despite the challenging business environment. Our EBIT for the year is S\$8.1m, an improvement of 1224% over last year.

Our business operations in Malaysia and Vietnam performed well amid heightened competition. Our Vietnam operation delivered a strong performance for the year. At the close of the financial year, Vietnam contributed over S\$4.7m, or 8.4% of Group Revenue, with an EBIT of S\$2.3m - 28.4% of the Group EBIT.

As a Group, we enjoyed greater synergy, economies of scale and collaborative innovation across all our offices in the region. This puts us in good position to secure new business and drive growth in the various markets. We will continue to leverage on advanced and next-generation technologies to deliver innovative designs and solutions for our clients, while also creating vibrant and sustainable designs for all communities.

As we continue to evolve, the composition of our workforce will continue to diversify. As such, we will continue prioritizing training and skills development for our people, strengthening their technological capabilities with a view to staying ahead of market trends, as well as enhancing productivity within the Group. We have also implemented long-term initiatives to attract, nurture and retain talent within our organisation.

As we look to further growth, a strong foundation is now in place to expand our business and capture even more opportunities ahead. We will continue our prudent and steady business approach, enhancing our overall capabilities in order to bolster our resilience against external uncertainties and capture greater longer-term growth and opportunities.

Group Revenue  
S\$56m

Group EBIT  
S\$8.1m

Singapore  
EBIT  
S\$5.3m

Malaysia  
EBIT  
S\$1.3m

Vietnam  
EBIT  
S\$2.3m

Other Overseas  
EBIT  
(S\$760k)

## Ashvinkumar Kantilal

Group Chief Executive Officer



We continue to bank on our collective talent, knowledge and skill.



There is definite cause for optimism at ONG&ONG as we look forward to continued success in the near future. The Singaporean market continues to adjust, balancing itself to a stabilizing economic reality. As we venture further into the Asian region and new territories, it is evident that markets beyond home are awash with opportunity that we must capitalise. At present, the firm has established local offices in most major ASEAN cities, with offices in Bangkok and Manila opening over the last 18 months, and even more to follow suit.

It is not all quiet on the home front. There is sufficient work to be found in Singapore, particularly in the public sector. The local market will see a focus on infrastructure and housing projects, as well as institutional work. And of course, healthcare will continue to be a buzzword, and a hot market sector for the next 5 to 6 years to come. Looking outward into the region and rest of the world, and it is apparent where greater opportunities lie, particularly in the numerous foreign markets thirsting for development that are extremely receptive to new ideas.

After all, the Singapore brand equity remains globally strong. At present, there is enhanced alignment between the regional offices, with countries like Malaysia, Thailand, Vietnam, Myanmar, and the Philippines all catching up. And there is little doubt that they have the potential to surpass Singapore one day.

More and more, clients expect our service to entail international design standards with local quality assurance, meaning we need to be savvier to continue being industry leaders. So as we continue to bank on our collective talent, knowledge and skill, we will also champion the spirit of collaboration and the seamless service of our vaunted ONG&ONG 360 Solution.



## Tan Peck Khoon

Group Chief Operating Officer



The future trajectory of our success lies in being able to truly assimilate and localise.



Optimism tempered by strategised analysis is not only the most effective manner to recognise opportunities, but also the best means to be prepared to capitalise on these opportunities when they present themselves. This means being proactive in the market place, where forward looking opportunism will serve us well as we persevere and continue to advance ONG&ONG's interests.

This means developing and growing in all the markets we currently have operations. From increasing market share for our various regional ventures, to gaining a competitive advantage by familiarizing and popularizing the ONG&ONG brand, the future trajectory of our success lies in being able to truly assimilate and localise. This necessitates approaching growth as a strategic decision, where we frequently weigh benefit and risk to better understand the unique circumstances found in each individual market.

It is my belief that a business cannot grow unless its people grow in tandem. Therefore, to truly nurture the talent already at our disposal, we must strive to create the best environment that will allow members of the ONG&ONG family to grow and improve. The Matthew effect describes the manner in which advantage begets advantage, and it is our hope that accumulated advantage will best be derived from cultivating the human capital and talent that already exists within the firm.

In addition, by focusing on our strengths and playing to them, we give ourselves the basis to excel. Because the best way to set ourselves apart within an increasingly competitive industry landscape is through concerted effort, with the entire firm operating like a well-oiled machine. Ultimately, cohesion and collective alignment will be vital to maintaining our position as industry leaders, with adaptability, agility and manoeuvrability being the other keys to exploiting our current market advantage to the fullest.





It's all the little touches that make an experience priceless.



## Ong Tze Boon

Group Executive Chairman

Looking beyond is the best way to describe ONG&ONG's current mindset. Call it foresight or call it vision, the firm managed to stay ahead of the curve by taking difficult measures early. Now, you can say, both regionally and at home, we're cruising.

Today, as we continue to expand and search for new opportunities, what we can do to reach the next level is to evolve our thinking even further. The next step forward is to leave our boundaries and limitations even further behind us. That way we can understand what is needed to go beyond the expected. Creating and enhancing experiences that are possible only by tapping into the Power of Design.

As Asia begins to realise its wondrous potential, we will not have to venture far beyond our own backyard in search of opportunities. To maintain our position as innovators, we must begin to truly understand our clients, their businesses and their needs - giving them more than just excellence and seamless service.

EXPERIENCE BEYOND. It is our mindset, which simply means the quest for perpetual enhancement without limitations. A quest to strive toward betterment that gives us the perspective to appreciate subtlety and nuance, allowing us to know and understand that its any touch that can make an experience priceless.

Ultimately, it is the means through which we will truly understand the significance of an experience – going beyond aesthetics and functionality, into the realm of cognition. That's where the true power of design lies, not in how something looks or works, but in the manner in which it makes us think.

After all, the way to cultivate a certain culture is to evolve and unify the manner in which people think. That way we can become the perfect counterpart to help people EXPERIENCE BEYOND.





FHM Bachelor Apartment  
Bangkok, Thailand

Experience Beyond  
Success

An ONG&ONG project



Our lifestyle enhancers will take  
you beyond just great design

[shop.beyond-allthings.com](http://shop.beyond-allthings.com)

beyond+

# PSskin



## Dermatologist Formulated Skincare for Maximal Efficacy

An Immortal project

# LIVE LEARN CREATE.

Live responsibly and assist our fellow global citizens  
Collective knowledge to exact positive change  
Innovate sustainable solutions for a better tomorrow



ONG SIEW MAY PEAK\*  
[42°19'22.73"N 80°0'53.84"E]  
(4,451 m)

ONG TENG CHEONG PEAK  
[42°20' 33.5976"N 80°2' 56.4714"E]  
(4,743 m)

At the ONG Foundation, we believe in giving support to those in pursuit of higher ideals. Through our recent patronage of the NUS and SUTD mountaineering programmes, we were able to support the aspirations and desires of promising young men and women – giving them the support needed to successfully summit the Ong Teng Cheong Peak, and the soon to be confirmed Ong Siew May Peak\*. Their hard work, dedication and sacrifice have inspired us to scale new heights, and strive bravely towards vast new horizons.

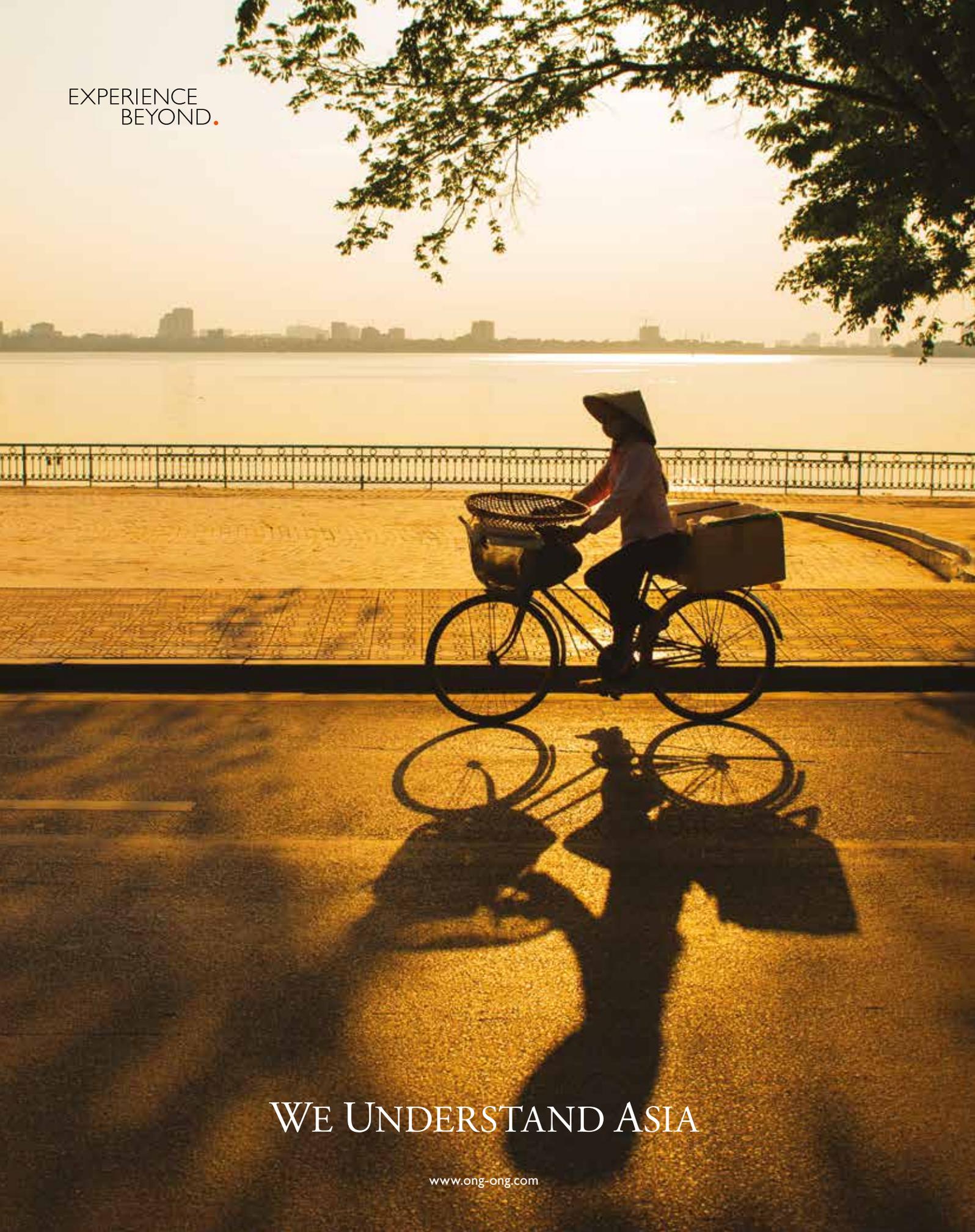
[ongfoundation.org](http://ongfoundation.org)

\* Pending approval from Kazakhstan federation





EXPERIENCE  
BEYOND.



WE UNDERSTAND ASIA

[www.ong-ong.com](http://www.ong-ong.com)