

# 360 NEWS

JULY 2016 • MCI (P) 151/08/2015

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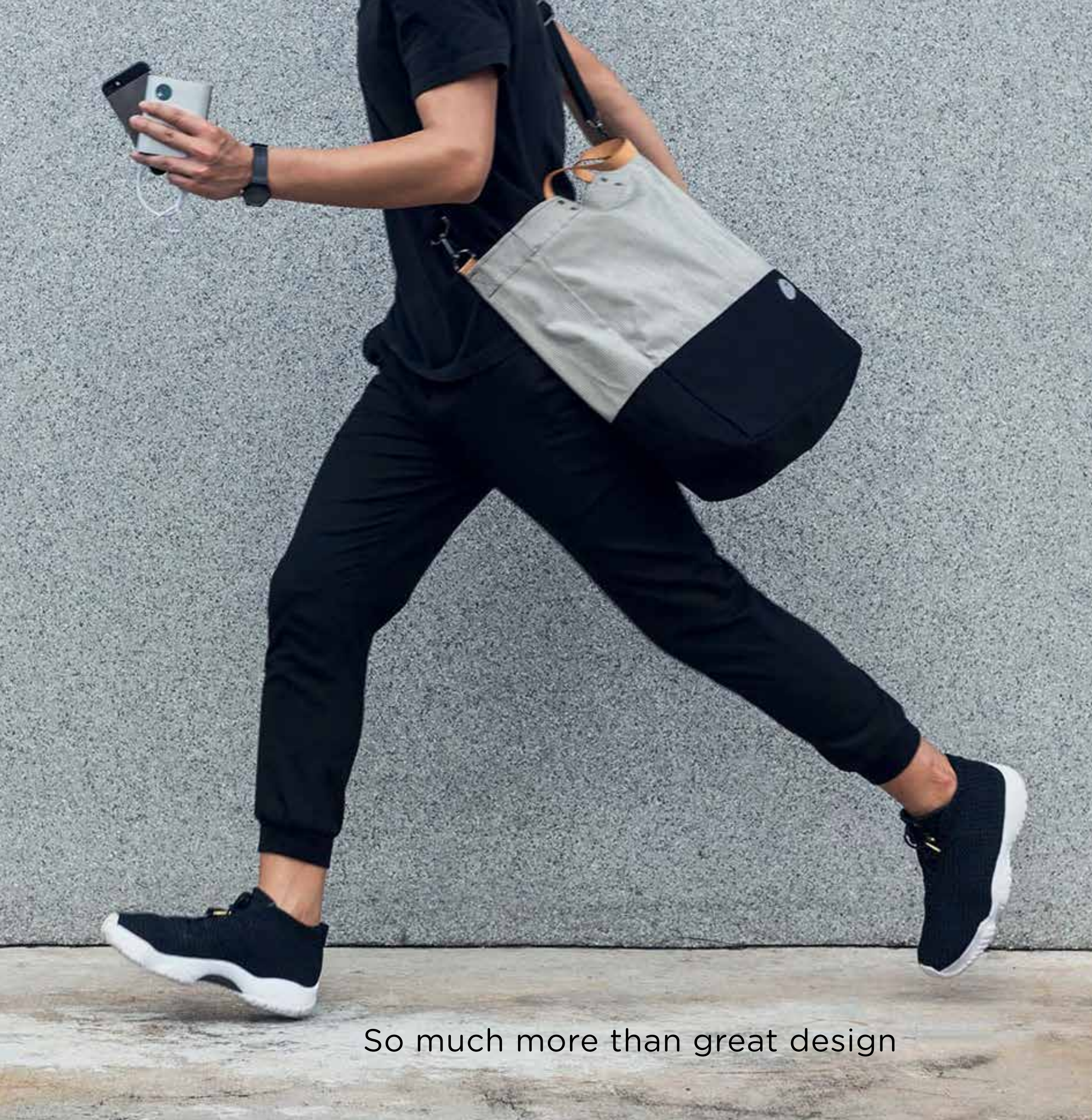


**ONG&ONG**  
*group*



GOING GREEN,  
GOING GLOBAL  
With Tai Lee Siang





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## BOON SAYS



Over the past 20 years, ONG&ONG has initiated a number of five-year rotation cycles for its senior management. The rationale: cyclical change in leadership is healthy. It ensures that we as a firm will always grow and progress, and stay relevant. It encourages fresh ideas and styles to come through.

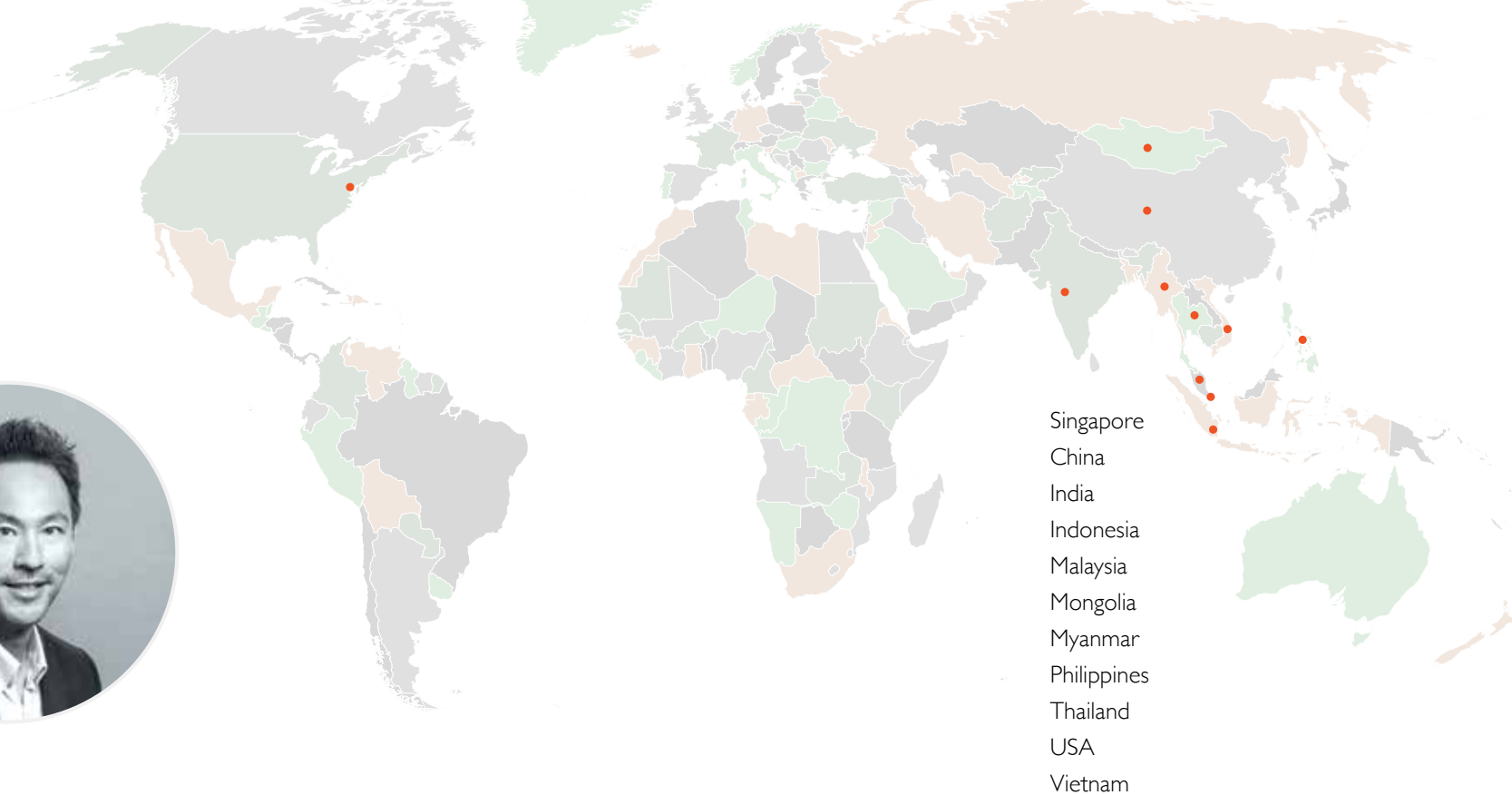
ONG&ONG is once again on the cusp of a management change. This year marks the third time the baton has been passed – first from myself to Steven Low, then to Tai Lee Siang, and now to Ashvinkumar Kantilal.

I want to thank Lee Siang for his outstanding efforts and tireless contributions over the past five years. During his tenure as our Group MD, ONG&ONG has grown and evolved. Conversely, we hope that his time at the helm has helped shaped his views in an equally empowering way. We wish him all the best as he assumes his new role as Chair of the WorldGBC.

More than any other, Lee Siang exemplifies the notion that a true leader always rises to the occasion. His example amply justifies ONG&ONG's insistence on continuously grooming the next generation of leaders. The process is founded on rotation through the ONG&ONG eco-system, giving talented staff the opportunity to step into a management or leadership role.

On a macro-level, we will continue to lead the way in the exploration of new frontiers. There are not many firms that can call 13 major cities across the world home, but at ONG&ONG, the goal is, and always will be, to evolve and to develop in a way that ensures the adventure never stops.

Ong Tze Boon  
Group Executive Chairman



## ASIA BAGUS

ONG&ONG ramps up across the region. Expanding on a strong network of offices in major cities across Asia, we are scaling up our presence in a number of key markets.

### THAI EXPRESS

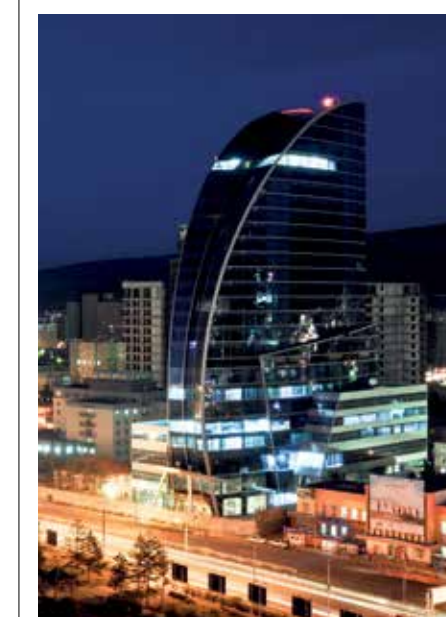
ONG&ONG's Bangkok office is set to double its presence. By end-2016, the Thai team will have grown to six, and a fully functional 12-person team servicing clients and projects of all scales and typologies is expected to touch down by the end of 2017. The Interior Design studio is helmed

by Director Joe Sarawoot Chateda, while Architecture Associate Ong Qirong will head the Design Consultancy arm. We wish both well as they embark on this endeavour, and to continue to do ONG&ONG proud by flying the firm's flag in one of Asia's most vibrant and exciting cities.



### CAPITAL ASSET

ONG&ONG's Mongolian office in the capital city Ulaanbaatar has been granted its official architecture license. This provides the firm with a wonderful springboard into Central Asia and to expand its greater regional reach.



### TRAILBLAZERS

As part of its first salvo before entering the Golden Triangle markets, ONG&ONG is laying the groundwork in South East Asian frontier markets. Riding the wave of optimism and investments currently surging through the up-and-coming Khmer region, we are prepping a full-scale office in Yangon. Using the Myanmar capital as a base, ONG&ONG aims to step into the

region, giving it unprecedented access to untapped markets. Spearheaded by Architecture Associate Wong Tuck Soon, the new Myanmar Team builds on the firm's reputation and track record in one of the world's most exciting emerging markets. Director Andy Goh and his Associates oversee the Indochine region – Thailand, Myanmar, and Cambodia.



### TALENT TIME

While ONG&ONG's Manila office has been fully operational for nearly a year now, exciting times lie ahead as the firm continues to allocate talent to the Filipino capital. Architecture Director and Regional Head of ONG&ONG Philippines, Michael Cu Fua, together with Senior Design Manager, Eric Ong, recently took up their full-time posts there. A perfect storm of a robust local economy and ONG&ONG's impeccable reputation for excellence and sustainable design bodes well for the office.



# MOVING AHEAD

## A NEW MANAGEMENT CYCLE MARKS THE WAY **FORWARD**



Group Executive Chairman  
ONG TZE BOON



Group Chief Executive Officer  
ASHVINKUMAR KANTILAL



Group Chief Operating Officer  
TAN PECK KHOON

In 2011, two fresh faces were introduced to the ONG&ONG family. Ashvinkumar Kantilal was appointed the group's COO, while Tai Lee Siang took over the role of Group MD from Senior Director Steven Low.

The appointments were an integral part of a well-formulated plan of succession conceived by Group Executive Chairman Ong Tze Boon. This innovative executive managerial approach veered from the traditional Asian mind set. Its rationale was simple: cyclical managerial rotation, or a passing of the baton, that provides a regular infusion of new perspectives and different leadership styles.

The scheme was, and remains, an innovative way of stacking the odds in ONG&ONG's favour, for it ensures the firm is always resilient and capable of adapting to external factors being played out at a macro level. In many ways, it is an extension of ONG&ONG's 360° ethos.

Over the past five years, both Ashvin and Lee Siang have been instrumental in leading the firm and keeping us on the cutting edge of modern design, and at the forefront of Asian architecture. ONG&ONG owes much of its success to their capable leadership.

As their five-year cycle approaches an end, we are poised for another transition. New challenges await

not just the firm. Lee Siang's recent appointment as Chair of the World Green Building Council (WorldGBC) Board testifies to his expertise in, and passion for, green design and sustainability. He now brings that passion and energy onto a global platform. Indeed, he is the ideal candidate to incorporate an environmentally conscious ethic into contemporary architecture and the built environment.

ONG&ONG stays in good hands. Ashvin assumes the role of Group CEO. Stepping into Lee Siang's shoes will be a face familiar to many: Rankine & Hill's Tan Peck Khoon has been named new Group COO, bringing to the table a unique set of skills and wealth of knowledge that will serve to enrich both the firm's talent pool and its leadership. Both appointments begin a fresh five-year cycle that is infused with renewed fervour and fresh objectives.

As ONG&ONG expands into the ASEAN region and beyond, the future looks bright. Though the prevailing economic climate is less than ideal, we are convinced that the right course is to continue pushing the envelope in terms of cutting edge design and innovative environmental design solutions. With Peck Khoon and Ashvin at the helm, we're all set for the exciting journey ahead.



Established in 2002, the WorldGBC is a global network of national green building councils in over a hundred countries. Its mission is to effect the transformation of the local building industry, of which ONG&ONG is an important part, towards sustainability and green building initiatives through a network of knowledge, inspiration and practical support.

The reach of the council is considerable, covering over 100,000 buildings and a billion square metres of green building space in both first world and emerging markets. Recently, the council launched an ambitious project that aims to ensure that all buildings are 'net zero' by 2050.

[www.worldgbc.org](http://www.worldgbc.org)



## IT'S EASY BEING GREEN

Tai Lee Siang steps down from his role as ONG&ONG's Group Managing Director to start a new chapter in his career – the Chair of the World Green Building Council.

*Q: Congratulations on your appointment as Chair of the World Green Building Council. How did this prestigious appointment come about?*

During my term as President of the Singapore Institute of Architects between 2007 and 2009, I released a manifesto about the importance of designing for sustainability. At the same time, the Building Construction Authority was keen to support the setting up of a green building council. When that materialised in 2009, I immediately joined and became the first Vice President of the Singapore Green Building Council. Once I began this journey, there was no turning back from the goal of serving at the highest level and giving my best to the greening of our planet.

*Q: For two years, you were President of the Singapore Green Building Council. How has that experience shaped your views and beliefs, and your work with ONG&ONG?*

It's given me significant insights. First, it's a cross industry movement that cuts across silos. The rare unity is heartwarming. Secondly, the task of a GBC is particularly challenging as it involves advocacy, campaigning and diplomacy. Working with diverse user groups and international bodies is a dimension that does not exist in a singular industry NGO. This has made me realise that for ONG&ONG to be a great organisation, we must embrace global aspirations, and demonstrate concern for the world's environmental challenges.

*Q: You are relinquishing your post as Group Managing Director of ONG&ONG. Tell us about your time at the firm, and how it has grown during your tenure?*

At the beginning of my term, I set myself two targets. The first: to make ONG&ONG a truly global firm with a presence throughout Asia which is at the crossroads of a growth spurt and uncontrollable urban expansion. I hoped we could do good works by introducing sustainable and new perspectives. The second target was to define or further refine ONG&ONG's unique selling point. The compelling idea of the 360 Solution required further work to make it easily understood by our customers. In addition, taking a leaf from Leonardo da Vinci, I see a multidisciplinary approach as a crucial part of today's design world. I'm pleased to say that ONG&ONG has nearly doubled in size and physical presence in new markets. In addition, 360 Solution and a multidisciplinary approach to delivering positive project results is now a widely acceptable practice in part helped by our relentless approach.

*Q: ONG&ONG's succession planning calls for a five-year rotation of the Managing Director's post. What advice do you have for your successor, Ashvinkumar Kantilal?*

Ash has been key to the successful operations of the group. He will have no problem succeeding me. If there's any advice I can offer the leadership team, it is to take greater care in our overseas expansion. Singapore is very unique in its business operating environment – it's one of the best in the world. The same cannot be said for other major Asia markets. The scale and size of these markets means constant adaptation. Effective reach to customers and cultural adaptation are two other significant differences to bear in mind. The simple geographic difference in distance and areas are daunting enough physical factors.

*Q: What is the rationale behind the five-year rotation policy?*

Rotation allows different individuals to bring their experience to the group. Collectively, all the leaders must still work as one to deliver the vision and mission set by the group.

*Q: At ONG&ONG, continuity is the name of the game.*

Yes, it is, but you know, business continuity and succession planning are not very well practised in Asian companies. This is probably due, in part, to short term vision. At ONG&ONG, we are building legacies that will last centuries. We must therefore be mindful that leadership is not permanent. We need to put in place robust policies that ensure business can continue regardless of leadership changes and that successors are always identified. To that end, I'm most proud about our HiPo Programme, which we created to put successors in every key appointment and position. Candidates are identified through a rigorous selection process and then groomed through a minimum two-year training programme. With this firmly on track, I'm sure we can pass on the leadership baton with ease.

*Q: What about green design and sustainability? How has your experience over the past five years shaped your beliefs and views about environmentally sound design practices and solutions?*

There's always a tendency to become formulaic – even with green design and sustainability. Many projects tend to fulfill basic requirements dictated by rating tools. However, good environmental design requires a fundamental reassessment of social, economic and environmental enhancements. It's my belief that good sustainable design must bring benefits to end-users in all three aspects. This is especially important when designing for cities that don't have proper urban infrastructure. You have to consider broader factors such as transportation of materials, energy generation and job creation, which is where the 360 Solution and World Green Building Council come in.

*Q: What do you forecast for ONG&ONG in the next five years? What about Singapore and the ASEAN region?*

Building on the momentum of the past five years, ONG&ONG should do well. Much of the corporate infrastructure is already in place. The focus on overseas growth should pay dividends when these offices establish themselves and are able to contribute to the building of these societies. Singapore and the ASEAN region should weather the current economic consolidation. I'm optimistic because ASEAN collectively represents the third largest population concentration after China and India in Asia. Such a high number of people and the rise of the middle class mean a lot more social and environmental infrastructure projects. There will be a dire need for more affordable housing and public transportation – both are strengths of ONG&ONG and we should put them to good use.

*Q: What will be your first order of business as the newly appointed Chair of the World Green Building Council?*

My priorities are spelt out in my manifesto for election. Briefly, they are represented by 3Cs – growing our Core, Community and Champions. My first priority is to quickly increase the number of our established membership. Today, we have 74 country members and yet, there are about 195 countries on the planet. Our work is cut out for us. As a successful movement, we are reaching out not only to the industry, but also to governments and end-users. We are going to increase the volume of our voice and take our message to the masses. To that end, there will be more global campaigns. Lastly, this movement cannot be successful without more heroes and leaders. We need to encourage and motivate more champions to step up and lead with passion. We need people who are willing to sacrifice their comfort to help make our planet a better place.



ALL FOR YOU

Growing your career at ONG&ONG

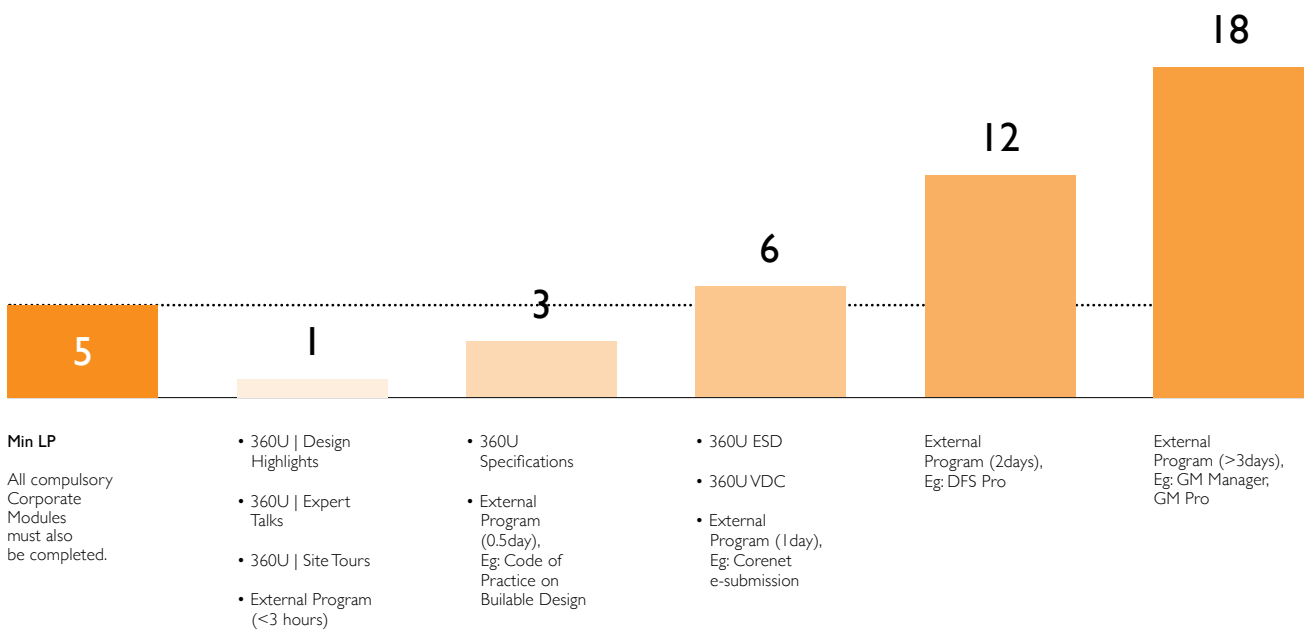


We’re rolling out a plethora of initiatives under the 360U programme. Here’s a summary to help you identify how to derive the most benefits from our real world learning opportunities. 360U is open to all staff.

360U CAREER

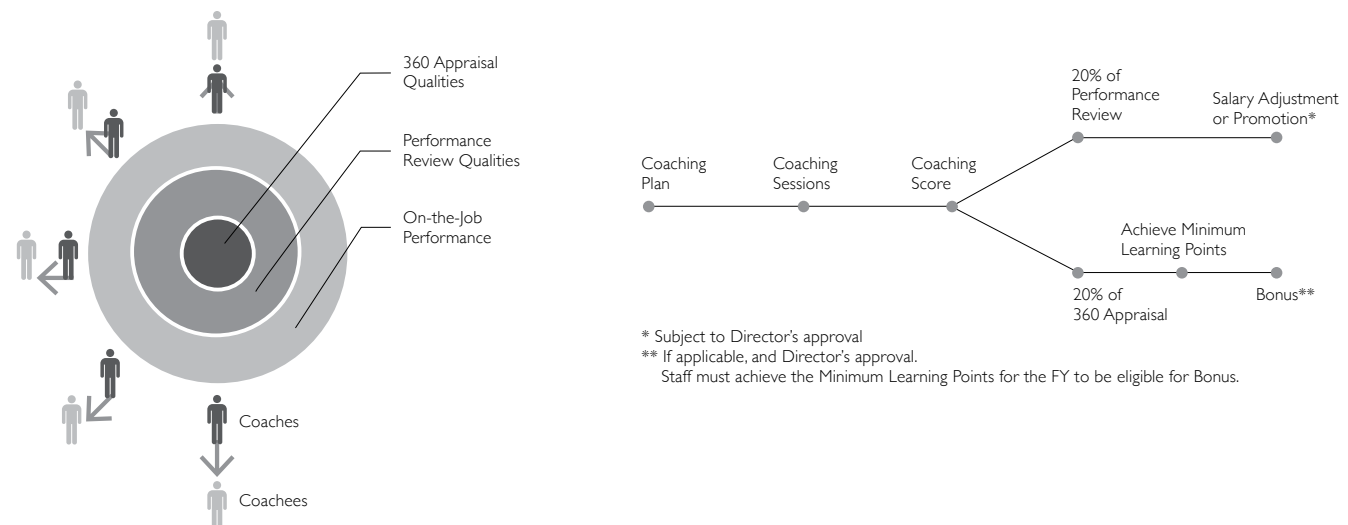
Plan, chart and manage your career path and personal development at ONG&ONG through our menu of continual learning, skills upgrading learning competencies and capability development that is tied to clear and achievable milestones.

Customise your learning programme with a mix of compulsory and mix-and-match modules, and access a vast array of design-related courses, expert talks, site tours, industry-specific external programmes and more. Accrue learning points throughout the year as a record of your progress, and to be eligible for bonuses.



360U COACHING

Every employee is paired with a Coach who guides on-the-job performance and helps develop desired personal qualities.

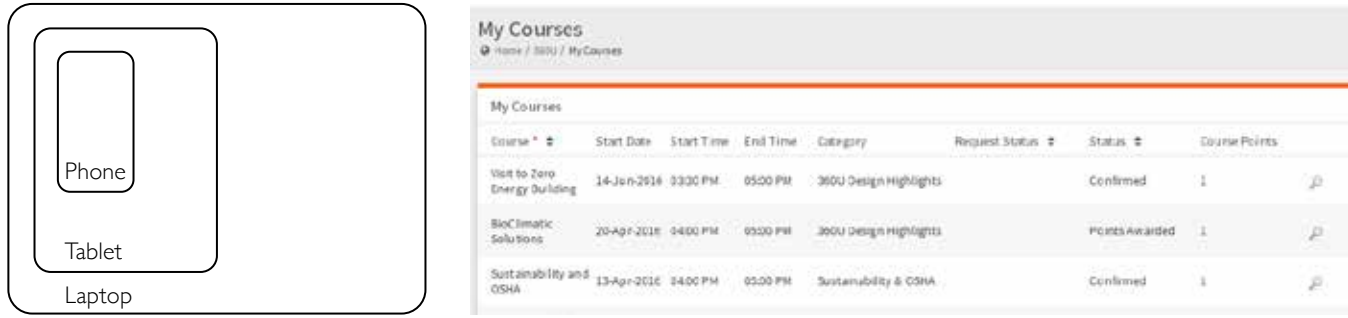


360U HIPO

High potential (hence HiPo) colleagues who consistently exceed expectations are fast-tracked and given opportunities to accelerate their path from team member to director.

M360U

This digital platform allows you to access and manage your learning anytime and anywhere.



360FIT

This is a menu of wellness and fitness activities such as health screenings, group kickboxing sessions, power yoga and the Misfit Activity Tracker.



THE LAB

This is the nerve centre of 360U, and is a physical and virtual concept that drives five main R&D activities throughout ONG&ONG: Collaborative Co-creation, Design Thinking, Elevator Pitch, Go To Market, and Thought Leadership. Collectively, these activities are harnessed to amplify ONG&ONG’s leading position and underscore our 360 Solutions offering.



THE APIARY™

OH, BEE-HAVE!

IMMORTAL creates a fresh brand identity for The Apiary, a social enterprise for Rwandan beekeepers

THE APIARY

Singapore  
Directors:  
Saxone Woon &  
Stanley Tan Brand Engagement  
Team Members:  
Emeric Lau, Roy Wong &  
Shawn Li Brand Engagement



IMMORTAL’s brand identity campaign for The Apiary has the industry all-abuzz.

Founded by Singaporean entrepreneur Esther Su, the social enterprise fights poverty facing Rwandan beekeepers and their communities by imparting knowledge and hive management skills. Particularly commendable is The Apiary’s commitment to sustained development of Rwanda’s apiculture industry whilst achieving stable incomes that are fully derived from honey harvests.

With the enterprise’s encouragement and support, the honey produced is completely unprocessed and 100% natural. The purity is such that, globally, the golden nectar plays an important ambassadorial role in positioning Rwanda as a source of quality natural produce.

IMMORTAL picked The Apiary brand name for its association with the beekeeping tradition. In keeping with the purity of the product, the brand identity is rendered simply in uppercase type to convey the product’s pure, unadulterated qualities.

An extensive exploration of images and motifs of bees, and flowers alongside Rwandan and African culture and landscape resulted in eye-catching visual graphics – applied to marketing collateral, packaging and point-of-sale units – that simply and effectively communicate both the honey’s beneficial and scientific properties, and a clear element of consumer-friendly, retail-oriented optimism.

IMMORTAL’s distinctive visual identity work for The Apiary was recognised with a 2016 Singapore Good Design Award.

THE GREAT FRENCH BAKE-OFF

IMMORTAL adds Gallic flair to a Singaporean bakery outlet

MA MÈRE BOULANGERIE

Singapore  
Directors:  
Saxone Woon & Stanley Tan Brand Engagement  
Team Member:  
Abigail Ng Brand Engagement

Ma Mère Boulangerie – roughly translated as “My mother’s bakery” – is a specialty bread shop in Singapore’s Marina Square Shopping Centre. Owned by the Four Leaves chain, the bakery offers a tempting array of freshly baked buns, scones, muffins and other bread-based creations.

Inspired by a sheaf of wheat – the key ingredient of bread – IMMORTAL created an upward dash that’s coloured in an unexpected shade of aquamarine. The stylised agricultural motif becomes a subtle part of the brand name as well as a contemporary visual identity.

The new brand identity has been applied on-site. It also appears on business cards as well as the packaging system comprising bags, stickers, tape, boxes and carriers.

Ma Mère Boulangerie







# MODERN FAMILY

ONG&ONG creates a dramatic, yet family-friendly residence

## FABER-HOUSE

Singapore  
Directors:  
Diego Molina & Maria Arango Architecture  
Team Members:  
Julius Caramat Daguio, Lim Yan Qing & Tomas Jaramillo Valencia Architecture

Set within a quiet well-heeled residential neighbourhood sprinkled with bungalows in western Singapore, Faber-House is a home that's firmly focused on its young family.

The brief called for a space that could accommodate not just the clients' two grade-school-aged children, but also their family and friends, and large get-togethers where food takes centre-stage.

Working with a sizeable plot of land, ONG&ONG's specialist residential studio, helmed by award-winning duo Maria Arango and Diego Molina, aligned the new house to one side of the site. This optimised space usage, and allowed the inclusion of a garden and pool.

Two stacked rectangular volumes form the core of the residence, while a sand-coloured zircon wood panel façade lines the foyer, separating the stone-lined driveway from the lap pool and outdoor deck just behind.

The dramatic living area erases the line between interior and exterior spaces through a system of retractable glass windows.

The timber motif from the entrance is repeated at strategic points. It is at its most effective when it frames a panel that demarcates the spacious living area and the adjoining kitchen. Here, at the heart of the home, sleek, dark stone and tile anchor a kitchen island that's conceived as a culinary laboratory and stocked with top-of-the-line kitchen equipment.

The different levels of Faber-House are connected by a spectacular staircase that rises up the double-volumed space. Fabricated from folded black sheet metal, the sculptural steps segregate the private quarters on the top floor from the cavernous basement entertainment area and the ground floor common areas.

The foot of the staircase lands in the basement, where sheet metal, textured concrete, timber strips, and rough gravel meet a Zen-inspired rock garden accented by natural light trickling down from the intricate fenestration that lines the stairwell above.

The basement is kitted out with a state-of-the-art entertainment system, adjoining a professional-grade wine cellar and a 3.6m<sup>2</sup> bomb shelter reinforced by 300mm-thick concrete. A neon pink sign adorns the dark stone central wall, flickering with the iconic phrase, "Happiness is Expensive".

On the upper private floor, the spacious bedrooms include junior suites with en-suite bathroom and a walk-in wardrobe.

The master bedroom is particularly bucolic. Washed with natural light and cross-ventilation, the master bedroom features floor-to-ceiling windows that open to panoramic views of the surrounding neighbourhood. Skylights in the bathroom and walk-in wardrobe add to the sensation of openness and airiness, while green planter spaces provide an organic touch, acting as natural air wells promoting internal circulation.

Perhaps the most striking feature of Faber-House is the perforated aluminium mesh screen that encases the second storey. Outlined with the silhouette of a lush, tree-lined forest, it shields the living spaces within from the sun's heat and glare - providing an elevated sense of privacy, as well as a tantalizing interplay of light and shadow throughout the day.







## CROSS SECTION

ONG&ONG spearheads the redevelopment of a beloved institution

### REDEVELOPMENT OF RED CROSS HOUSE

Singapore (SIA CSR Initiative)

Directors:

Ashvinkumar Kantilal, Diego Molina, Maria Arango Architecture

Goh Teck Sin C&S

Lena Quek Landscape

Team Members:

Amos Lau, Tomas Jaramillo Valencia, Kay Yang,

Lee Cheow Yeh, Robert Brodeth Architecture

Tulsi Grover Interior

Rowland Idio Agullana Landscape

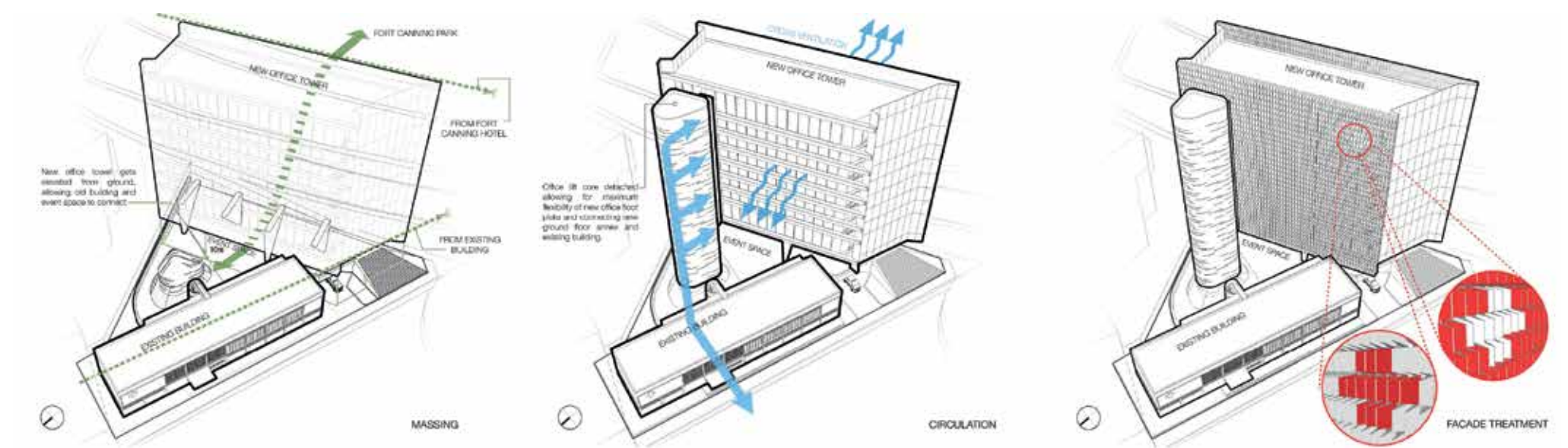
A canny blend of aesthetics and function, ONG&ONG's design for the redevelopment of Red Cross House responds to a brief that demanded two fundamental considerations – the preservation of the original structure, and the introduction of a new building within the existing site.

The starting point is to connect the Singapore Red Cross Society's rich heritage and legacy by restoring the original building to its original state in a way that emphasises and interprets the organisation's storied 70 year history from a modern perspective. This is achieved by the introduction of the new building, whose design not only accentuates the existing site and accommodates the Red Cross's

current needs, but it is also mindful of possible future expansion.

The designs for the new structure underscore aspects of the site's vernacular architecture. Relating geometries are incorporated to create congruence between original and new. Spaces that link the two buildings are conceived with adaptive flexibility in mind. The orientation of the new office plaza – which features a core that's separate from the main building, and which is laced with skylights – mirrors nearby Fort Canning Hotel.

The façade on the plaza's north and south is easily the project's most striking feature. Employing an



innovative use of concrete, it playfully incorporates the Red Cross's signature scarlet and white colour scheme to create the shape of folding planes. This simple, yet eye-catching, optical effect exemplifies the project's easy amalgamation of form and function. The façade, in addition to its aesthetics, serves a more subtle green function by providing shade to help regulate internal temperatures.

Complementing the design team is ONG&ONG's cross-disciplinary services which offer a 360° approach that harnesses a formidable arsenal of architecture, engineering, interior design, and landscaping expertise. In that regard, the Red Cross project moves a step beyond contemporary green building standards

and sustainability practices by pioneering the next evolutionary step in built environments.

As the first firm in Asia to introduce elements of the innovative WELL Building Standard, ONG&ONG has long championed architectural and interior design trends that combine human health and wellbeing with sustainability. The firm is the ideal exponent for the creation of a building that optimises occupant wellbeing with minimal environmental impact for a client such as the Singapore Red Cross.

Bearing in mind that the majority of the occupants and users of Red Cross House devote themselves to the spirit of selflessness and volunteerism, it was

vital that ONG&ONG integrates its WELL Building Standard and systems in a way that enhances overall comfort, health and wellbeing. Specifically, this includes measures that augment air quality and lighting levels, while optimising space.

The Red Cross House project is a timely opportunity for ONG&ONG to work on a project that references a nostalgic past, but without losing sight of modern amenities and facilities. The hope is that the design meets not only the needs of the Singapore Red Cross, but that it also reflects the character and identity of a truly eminent organisation.





## CITY LIMITS

An urban sanctuary in Indonesia is a green blend of residential and public spaces

### LUMINA CITY

Indonesia

Director :

Loh Kah Wai Architecture

Team Members:

Aththur Ardian, Harri Mulyanto, Intanika Islami Putri Purwanto

& Ruhuluddin Kudus Architecture

As the only retail mall in Cimone, Lumina City was envisaged as an urban sanctuary for the neighbourhood. ONG&ONG's design for the multi-purpose residential and public development consists of a retail mall anchored by residences, and a host of dining and entertainment options that collectively create a veritable Millennial playground.

The residential tower itself comprises three different types of compactly designed units, all of which are characterised by sweeping views along a sun-screened north and south axis. Double-volumed loft units occupy the prime higher floors and landscaped deck.

Variations in layouts cater to consumers with differing needs and expectations.

Covered walkways link apartments with the car park, while outdoor terraces provide easily navigable paths between public and private spaces. Indeed, this sense of interconnectedness and flow reinforced by the immaculate landscape design.

On the ground floor, a reflective pond and lawn sets the scene for an impressive arrival. Visual markers and ample seating encourage congenial mingling. This space leads into the plaza and park where softscape

and directional hardscape dissolve the boundary between the urban environment and nature.

An enormous themed courtyard anchors the entire development – three lush green landscaped courtyards, diverse foliage, and three-kilometre jogging track provide a visual thread and handy navigational landmark for the apartment towers. Part active family-oriented park (marked by outdoor sports and wellness areas) and part active leisure zone (a multi-function clubhouse), the sprawling green space is a lovely recreational zone for residents as well as a serene urban sanctuary.







# HOME STRETCH

A new HDB sales office shares links with the community

## HDB SALES OFFICE

Singapore

Director :

Mark Wee Experience Design;

Chester Goh Interior;

Team Members:

Anthony Chung, Chan Shutian, Joshua Teo,

Mark DeWinne Architecture;

Long Pei Fen & Ee Laine Toh Interior

The redesign of the HDB Sales Office in Toa Payoh was a project four-and-a-half years in the making. Led by the Organisational Excellence Department at HDB, the project tapped on the expertise of ONG&ONG's Experience Design team and the Awaken Group (Transformational Design), to create a new home-purchasing experience that is more relatable and that celebrates the Singaporean aspiration of owning an HDB home.

The starting point for the design process was to understand that the HDB Sales Office is a place that a majority of Singaporeans will visit at some point in

their lives. The old design was practical and utilitarian, but it no longer reflected the modern, cutting edge housing provider that HDB has become. This understanding underpinned the decision of the designers and consultants to construct a distinctive new office with a clear identity and more local character.

Eschewing the typical approach to an interior design project, the design team adopted an innovative Design Thinking approach with the end-user in mind. First, it put the focus on understanding the individual needs of HDB's customers. These insights were then translated into a holistic strategy that integrated service, communication and interior design into a multi-pronged solution.

The resulting space redefines what a government space should be – official and functional, yet one that is highly accessible and understatedly attractive. And, most importantly, takes better care of the customer.

The design and layout of each part of the office addresses specific pain points that commonly trouble customers. A new way-finding system, complete with fresh easy-to-understand graphics, makes navigating the various spaces clear and intuitive.

At the heart of the atrium is an updated waiting area. Reimagined as an indoor landscaped park, the new space is a metaphor for the beating heart of an HDB community – the centre around which the neighbourhood revolves. And so, the design was predicated on a comfortable yet easily adaptable space that can be customised to accommodate groups of different sizes.

A cluster of seats near the reception counter pays tribute to Toa Payoh's beloved Dragon Playground by

referencing many HDB memories and milestones. From chess tables found in typical void decks, to motifs inspired by the unmistakable façade profile of an HDB block, the space is meant to instil a sense of pride and collective ownership of the local housing landscape.

Walking past the central walkway, customers are drawn to sit under the shade of trees. New planter seats enhance the existing skylight in a way that allows the building's original architecture to be appreciated in, literally, a new light. Here, carefully positioned screens gives greater privacy to staff and customers, while subtly referencing the common corridor found within HDB developments.

Inside the confined office area, careful space planning was vital to boost overall productivity and improve customer service. For that reason, access ways and back corridors enhance the flow and movement of the staff by giving them efficient access to work resources.

The imaginative structural interventions have been aligned with equally imaginative interior décor. A series of evocative images adorn the exit so that customers leave with a strong reminder of the community and the new life they are buying into.

The needs and expectations of today's HDB homebuyers have changed significantly. For that reason, the new HDB Sales Office is not simply a groundbreaking design. By focusing on smooth and efficient work processes, alongside a friendlier, inclusive end-user engagement, it is a space that artfully blends experience and need to create a warm, reassuring sales experience that leaves, one hopes, a positive lasting impression.

### User-centric research and analysis



Design-Thinking Approach



Working with staff to uncover pain points in the customer journey



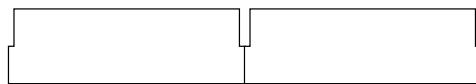
Testing out ideas with a prototyping space



Facilitating engagement of customers with Senior management (HDB CEO in white)

### Creating relevant motifs inspired by HDB neighbourhoods

The motif of the HDB corridor was used as a unique design language across different areas of the Sales Office. This pattern was derived from the common corridor which was a typical feature in many of the early HDB blocks. Sits were intentionally cut out so that children could also enjoy the view out.



Inspiration for the HDB Corridor Motif



Planter Seating at thoroughfare & Laser Cut Screens



Common corridor motif

### Recreating the community experience



Atrium Waiting Area with flexible seatings for different size groups



Sun-lit Boulevard enhances existing architecture



New customer service counters provide greater privacy



Resting areas for customers provide inspiration for their new homes



Atrium Waiting Area and Reception

Planter Seating

General Enquiries

Customer Service Area

Gallery Wall/ Exit corridor

Customer Service Area

Back-of-House



# OUR WINNING STREAK

For ONG&ONG, 2015/2016 has, literally, been a winning year as it picked up a number of prestigious trophies and accolades for its work. Our heartfelt congratulations to all the members of the ONG&ONG family who worked so hard and sacrificed so much to make these wins possible.



## SINGAPORE GOOD DESIGN MARK 2016

### THE APIARY

Directors: Saxone Woon & Stanley Tan Brand Engagement  
Team Members: Emeric Lau, Roy Wong & Shawn Li Brand Engagement

### THE CRANES

Director: Mark Wee Experience Design  
Team Members: Benjamin Lee, Chng Ren Hui, Tan Ji Ken & Trina Tay Experience Design

The central concern of the Singapore Good Design Mark is simple: Design Makes Life Better. Inspired by Japan’s prestigious G Mark, the SG Mark is an annual award that recognises innovation, imagination and quality in Singaporean creative industries. This year, two ONG&ONG projects were awarded the SG Mark for their conceptual creativity and exceptional execution. The Cranes, a groundbreaking multi-shophouse restoration project in Joo Chiat, was recognized for its innovative reimagining of the notion of community; while The Apiary by IMMORTAL was praised for its unique combination of altruistic social enterprise and innovative brand engagement.



## A Helping Hand

ONG&ONG’s looks to the future of design

The ONG&ONG Group formalized its collaboration with Nanyang Polytechnic’s School of Design at the opening of the latter’s 2016 Graduation Show. The collaboration is yet another expression of ONG&ONG’s view that industry and academia are symbiotic partners in an ecosystem where design, technology and business converge.

Over the next five years, ONG&ONG will provide up to S\$100,000 to empower students to extend their designs beyond the classroom. Every year, up to two promising projects may be chosen, and prototypes of their work constructed. The goal is to imbue students with a sense of achievement and confidence as their designs are transformed from abstract concepts into working



## BCA AWARDS 2016

**BIM Awards Organisation Category (Multidisciplinary consultant), Platinum: ONG&ONG GROUP**

**BCA Green Mark Platinum Award: BEDOK INTEGRATED COMPLEX**

Director: Ashvinkumar Kantilal Architecture  
Team Members: Christina Sumanga, Claire Florentino, Joleen Woon Yulin, Loo Bo Yan, Magat Rose Michelle Guanzon, Renny Melina, Robert Brodeth, Tan Kia Gee Architecture

**BCA Green Mark Gold Plus: J GATEWAY**  
Director: Tan Peck Khoon

**BCA Universal Design Mark Award, Gold: AL-ANSAR MOSQUE**

Director: Kurjanto Slamet Architecture  
Team Members: Loh Kah Wai, Nancy Tan Bee Ling, Giovanni Alarcon Bautista Architecture  
Joselito Cayanan Project Management

**BCA Construction Excellence Awards, Merit:**

**NATIONAL HEART CENTRE SINGAPORE**

Director: Dr Goh Chong Chia  
Team Members: Ramly Sutan Ranting, Azharrudin bin Abdul Aziz

**FLORAL SPRING @ YISHUN**

Directors: Steven Low & Wendy Tan Architecture  
Team Members: Elmer Jay Caparros Matriano, Lim Hui Kiang, Serene Toh & Tay Cheow Bin Architecture

**ORCHID SPRING @ YISHUN**

Director: Steven Low Architecture  
Team Members: Gusti Ngurah Biantara, Koh Kok Beng Architecture

The Building & Construction Authority (BCA) awards recognize Singaporean achievements in the field of the built environment. At the 2016 BCA Awards Night, ONG&ONG had an impressive showing, taking home a number of trophies in several categories, including institutional recognition for our commitment to BIM technology. The impressive haul cemented the firm’s reputation.

prototypes, which ONG&ONG can bring to market when an opportunity arises.

ONG&ONG believes design serves a higher purpose – that it should one transform society in a positive and impactful way. The collaboration with Nanyang allows good design to transition from ideation to the point when it benefits users in a real and tangible way.



## Heart to Heart

A tasty ‘Thank you’ tea

On June 7, a group of invited guests and select members of the media gathered at the Caregivers Alliance for an intimate afternoon tea hosted by ONG&ONG’s Group Executive Chairman, Ong Tze Boon, and IT Director, Ong Yu-Phing.



## ASIA PACIFIC PROPERTY AWARDS 2016

### ALMA RESORT

Awarded Best Hotel Architecture & Best Leisure Architecture, Vietnam  
Director: Andy Goh Kee Joon  
Team Members: Dennis Formalejo, Hoang Huu Dung, Karla Pundaodaya, Ong Qi Rong, Puttajun Tippisuit & Sukit Torsahakul Architecture

### HOLIDAY INN EXPRESS (HIEX)

Awarded Best Commercial Landscaping Architecture, Singapore  
Director: Lena Quek Poh Lian  
Team Members: Sheila Goh, Sidney Malinao Duquiatan & Wong Chee Yuen Landscape

### 17 BR-HOUSE

Highly commended in the Residential Renovation/ Redevelopment, Singapore  
Directors: Diego Molina & Maria Arango Architecture  
Team Member: Tomas Jaramillo Valencia Architecture

### 59 BTP-HOUSE

Highly commended in the Residential Renovation/ Redevelopment, Singapore  
Directors: Diego Molina & Maria Arango Architecture  
Team Member: Tomas Jaramillo Valencia Architecture

### BLOSSOM RESIDENCES

Highly commended in the Residential Renovation/ Redevelopment, Singapore  
Director: Lena Quek Poh Lian

### THE RAINFOREST

Highly commended in the Residential Renovation/ Redevelopment, Singapore  
Team Director: Lena Quek Landscape  
Team Members: Bernard Buenaventura, Francisco Jennifer Pantaleon, Michele Lau Landscape

The Asia Pacific Property Awards celebrate the highest levels of achievement by residential and commercial property professionals from around the region. This year, ONG&ONG swept the board with a number of awards across disciplines and typologies. The wins showcase the firm’s position as designers of the age who march at the forefront of design and creativity in Asia. Winners all earn a place in the International Property Awards to be held later this year.

The event was both a gesture of appreciation for everyone who had supported the marathons run by Boon and Phing, and a celebration of the pair’s incredible fundraising efforts for the ONG Foundation’s ‘Run with Your Heart’ campaign to raise awareness of, and to continue, ONG&ONG’s strong CSR commitment.

Over \$200,000 has been raised for five charities - ADA, CAL, SAMH, SOS, WeCare. Whilst previous fundraisers have focused on children and youth in need, this year’s mandate includes the mentally challenged.

Both Boon and Phing continue to lead by an example, as they uphold ONG&ONG’s tradition of giving back to the community and championing philanthropic causes for the less fortunate in society.



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BI-ANNUAL NEWSLETTER • JULY 2016 • MCI (P) 151/08/2015

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In line with our corporate strategy of sustainable design, this newsletter is printed on recycled paper.

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