



# Singapore Indesign

7 October 2017

**#SGID17**

1 Day, 9 Venues,  
50+ Brands,  
\$15,000 worth  
of Prizes.

Three years ago, W. Atelier teamed up with Republic of Fritz Hansen to open the Danish company's first flagship store in Singapore. Founded in 1872 by cabinetmaker Fritz Hansen, the brand is a giant in luxury furniture and product design today, partnering with the industry's best talents such as Jaime Hayon and Arne Jacobsen.

### Timed Events

**All Day:** Art presented by Miaja Gallery, TOTO Snap & Win contest and free cookies!

**12.15pm-1.15pm:** Cookie baking demo by Christopher Tan.

**1.30pm-2.15pm:** Design Conversation – Bricks to Clicks and Back Again – What Matters in Retail Design.

**2.30pm-5.30pm:** Peranakan Postcard Printing Workshop by Jennifer Lim.

### Highlights

Be inspired within the walls of W. Atelier's new Henderson Road showroom and enjoy a special #SGID17 promotion on Fritz Hansen's OBJECTS, Dr. Vranjes' home fragrances, en&is' art decor pieces and selected TOTO products.

REPUBLIC OF **Fritz Hansen®**



Kreon is a Belgian lighting company that can be found all over the world. Its designs are based on a clear visualisation of the company's philosophy of purity and simplicity, reducing each product to the essential components without compromise. Kreon's products are beautifully unobtrusive.

### Timed Events

**12.00pm-12.45pm:** Design Conversation – Interacting with Light and Data

### Highlights

Check out Kreon's new Cana 40, Cana 80 and Fuga, and discover light like you've never seen before – in an abstract geometric language, for instance.

kreon



P5 bears all the hallmarks of sophistication, luxury and contemporary style and design. Its gorgeous 8,000 sq ft space houses design icons – old and new – by the likes of Vincent Van Duysen, Gio Ponti and Rodolfo Dordoni. P5 also represents leading brands such as Stellar Works, Kettal and Carl Hansen.

### **Timed Events**

**3.00pm:** 5 Mins with... SGID Influencer Wendy Chua (Forest & Whale).

### **Highlights**

Marvel at the beauty of Molteni & C and Dada's flagship store, and installations by multidisciplinary designer Grace Wong (Elixir) and kooky gallery shop Supermama.

**Molteni & C | Dada | P5**

Louis Poulsen is a Danish lighting manufacturer founded in 1874. Teaming up with architects, designers and studios such as the late Poul Henningsen, Øivind Slaatto and GamFratesi, the brand has established itself as a key supplier of architectural lighting in the global commercial and domestic markets. Its philosophy is design to shape light.

### Timed Events

**10.00am-11.00am:** Fuel-up for #SGID17 with breakfast at Café Louis!

**11.00am:** 5 Mins with... SGID Influencer Cherin Tan (LAANK).

### Highlights

Create and instagram your best HYGGE moment with the YUH lamp for a chance to win! #WeLoveYuh

Get your hands dirty on the freestyle wall and express YUH your way!

**louis  
poulsen**

Now part of the Poltrona Frau Group along with Poltrona Frau, Cassina and Cappellini, JANUS et Cie serves commercial, hospitality and residential clients with a dedicated focus on outstanding quality, superior craftsmanship and unparalleled service.

### Timed Events

**1.00pm-2.00pm:** Celebrate the Japanese-inspired Katachi collection over matcha!

**4.00pm-5.00pm:** Happy hour – JANUS et Cie style! Immerse yourself in a sake-tasting session and peruse the company's newest fabrics and accessories.

### Highlights

Discover not one but two exciting launches! Check out 76 style-driven performance fabrics from the Sandpoint collection; and the Katachi lounge and dining seating ensemble designed by JANUS et Cie's own Janice Feldman.



JANUS et Cie



Cosentino Group is a leading global family-owned company producing and distributing high value innovative surfaces for architecture and design. The Group, which is behind Silestone® Quartz, Dekton® Ultracompact Surface and Sensa® Granite – the only granite collection with a 15-year warranty on stain resistance – currently has a presence in 32 countries and distributes its products and brands in over 80 countries.

### Timed Events

**3.00pm-5.00pm:** Enjoy gourmet coffee and perfectly roasted marshmallows served on Dekton® slabs.

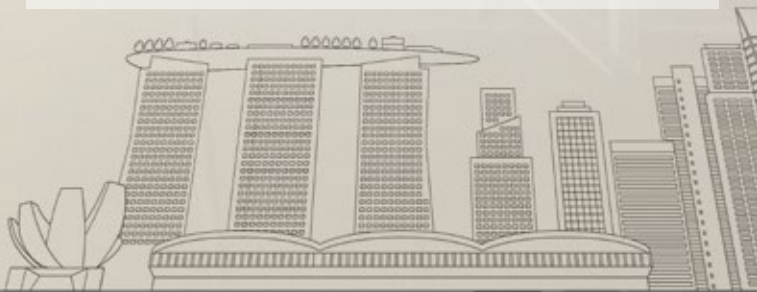
**3.30pm:** 5 Mins with... SGID Influencer Gabriel Tan (Gabriel Tan Studio).

### Highlights

Immerse yourself in a compelling series of installations which marry the appeal of Dekton®'s new colours with the expertise of Alan Fan (TOPOS Architects), Irene Kusuma (@carrotpepper) and Raffles Design Institute.



COSENTINO®



In a society where homogeneity is the order of life, conforming to norms quite frankly leads to the elimination of individuality. Ipse Ipsa Ipsum celebrates living a life far less ordinary. Combining a high level of craftsmanship with unique materials, Ipse Ipsa Ipsum will inspire you to see the ordinary in a new light.

### Timed Events

**3.00pm-3.45pm:** Design Conversation –  
What does 'Luxury Hospitality' Mean Today?

**4.30pm-5.15pm:** Panel - Designing Warmth  
+ Q&A

### Highlights

Touch and feel a stunning new range of furniture and accessories developed in collaboration with award-winning multidisciplinary designer Nathan Yong.

ipse  
ipsa  
ipsum



The Beuro's hallmark is about excellence in service. Its passionate, knowledgeable and dedicated expert team offers unique and tailored furniture solutions to both contract and retail clients.

### **Timed Events**

**10.00am:** SGID Insights – Designer Breakfast: The Currents of Workplace Design with Steven Louie (Geyer).

**10.30am-11.15am:** Design Conversation – How Can We Future-Proof the Workplace Against Uncertainty?

**5.30pm-6.15pm:** SGID Futures Debate – Disruption is a Dirty Word (for Designers).

### **Highlights**

Discover newly launched outdoor collections from Point, Kenkoon, Varaschin and FIM Umbrella.

SGID Insights!  
Design Conversation!  
Our first-ever debate!  
This is the place to expand your mind and soak up all that design knowledge!

**the beuro**  
Art of Living Spaces



Exhibiting Address 72-13 Mohamed Sultan Road, Singapore 239007

Phone +65 6222 4500

Website [thebeuro.com](http://thebeuro.com)

**SG**  
**I d**

The EDL story is one of ideas – great, insightful ideas that have shaped the company and its vision to what it is today. Just as high-pressure laminates are more than paper and finish, the brand is more than just their product. It combines science and intuition to create design-centric, quality-driven laminates that endure the passage of time.

### Highlights

Discover a range of furniture created with *FENIX NTM® Compact*, designed in collaboration with Takenouchi Webb, K2LD Architects and Studio Juju.



Mafi floorboards are manufactured exclusively in Austria and are finished with an all-natural oil. There are no chemicals or VOCs in a Mafi floor and each plank features a perfectly balanced three-layer solid wood construction. Mafi floors are guaranteed in bathrooms and are ideal for both commercial and residential applications.

### Highlights

Taking centre stage is the Mafi Oak Molto range, which, in Brushed Grey Oil, was recently used for The Working Capitol project here in Singapore.

**mafi**  
: walk on it

Based in Australia and the US, Luxxbox is an advocate for design as a problem solver. Founded by Jason Bird in 2006, the studio's unique aesthetic explores unconventional materials, finishes, colours and production techniques, pushing boundaries to make a unique style statement. Luxxbox's innovative ThinkLab range includes acoustic furniture and lighting to help people collaborate and concentrate in open-plan offices.

**Highlights**

Be among the first to see and test the brand's new ThoughtWalls and meet Wallie, a colourful rollaway stool with real personality.



Exhibiting Address 72-13 Mohamed Sultan Road, Singapore 239007

Phone +61 7 3257 2822

Website [luxxbox.com](http://luxxbox.com)

Unlike virtually any other office furniture manufacturer, Wilkhahn stands worldwide for design made in Germany. It offers high-quality office and dynamic conference furniture that are benchmarks for the entire industry.

### Timed Events

**11.00am-1.00pm:** Coffee Chatter –  
Fuel up for #SGID17!

### Highlights

In partnership with I.DCA, Wilkhahn invites you to unveil, literally, a colourful, multi-sensorial installation inspired by Singapore's vibrant skyline.

**Wilkhahn**  
design made in germany

**IDCA** PTE LTD

Exhibiting Address 72-13 Mohamed Sultan Road, Singapore 239007

Phone +65 6221 1186

Website [wilkhahn.com.au](http://wilkhahn.com.au)

**SG**  
**Id**

Sunbrella has revolutionised the way the world thinks about the look, the feel and the performance of premium fabrics. Featuring an inspiring palette of colours, styles and textures, Sunbrella fabrics give people the best material they need for shade, indoor and outdoor upholstery, and commercial applications.

Gloster goes all the way back to West Africa in 1960, where a band of passionate entrepreneurs and furniture makers took the first steps on a long journey. While the world today is different from the one occupied by the company's founders, one thing remains the same – a sole focus to design and build the finest outdoor furniture.

### Highlights

Find out how Gloster's Grid, a thoughtful seating system comprising complementary flexible units, can be mixed and matched to meet your specific needs.





Made & Make caters solutions for contract, hospitality, corporate, institutional and residential interiors. Dedicated to catering high quality furniture and lighting, Made & Make offers a comprehensive selection from both established and young brands and designers.

**Highlights**

Check out a showcase of the latest lighting pieces from Canadian Lighting company, Lambert & Fils.

**MADE & MAKE**

Exhibiting Address 72-13 Mohamed Sultan Road, Singapore 239007

Phone +65 6908 5908

Website [madeandmake.sg](http://madeandmake.sg)

Since 1837, Hermès has been designing and crafting objects to lend elegance to the daily lives of its customers. In line with this spirit, its collections for the home, now under the artistic direction of Charlotte Macaux Perelman and Alexis Fabry, offer functionality and beauty, and rigour and fantasy, which come together in perfect harmony.

### Highlights

*Through The Walls* is an immersive, world-first exhibition of Hermès' diverse home collection, which has furniture, wallpapers and even lighting.

*Through The Walls* runs from 7 October until 29 October 2017.

Exhibiting Address 541 Orchard Road, Liat Towers, Singapore 238881

Phone +65 6738 9807

Website [hermes.com](http://hermes.com)

# Bus Routes

## ROUTE A

### ● Curated Space & P5

72-13 Mohamed Sultan Road  
Singapore 239007

### ● Fritz Hansen / W.Atelier

201 Henderson Road  
#01-01 and #03-01  
APEX@Henderson  
Singapore 159545

### ● Sam & Sara

315 Outram Road  
#11-02 Tan Boon Liat Building  
Singapore 169074

Shuttle bus returns  
directly to first stop

## ROUTE B

### ● Curated Space & P5

72-13 Mohamed Sultan Road  
Singapore 239007

### ● Kreon

63a Club St  
Singapore 069437

### ● Cosentino

34/35 Duxton Road  
Singapore 089499

### ● JANUS et Cie

11 Beach Road #01-02  
Singapore 189675

### ● Louis Poulsen

5 Purvis St #01-02  
Singapore 188584

Shuttle bus returns  
directly to first stop

## ROUTE H

### ● Curated Space & P5

72-13 Mohamed Sultan Road  
Singapore 239007

### ● Hermès

541 Orchard Road  
Liat Towers  
Singapore 238881

Shuttle bus returns  
directly to first stop

### Brands exhibiting at Curated Space

Basheer Graphic Books | CF-Direct | D-Vine | EDL | Gallery 278 | INDE Gallery | Luxxbox |  
Made & Make | Mafi | Medano Coffee | Sunbrella X Gloster | Wilkhahn

**Bus interval:** Every 15 mins

## oBike



Say hello to oBike, the Event Mobility Partner of #SGID17! Experience the immersive design journey on stationless bicycles and tour the 8 stunning showrooms and creative spaces at your own pace.

### How it works:

- 1. Download** the oBike app and locate the nearest bicycle.
- 2. Redeem:** Enter the promo code **"SGID17"** in the Promotions tab.
- 3. Unlock:** Scan the QR code on the bike.

# Talks

Time	Venue	Talks
10.00am	Curated Space	<b>SGID Insights</b> <b>Designer Breakfast: The Currents of Workplace Design</b> with Steven Louie (Geyer)
10.30am	Curated Space	<b>Design Conversation</b> <b>How Can We Future-Proof the Workplace Against Uncertainty?</b> with Paul Semple (HASSELL), Dr Caroline Burns (Workplace Revolution), Shobhit Choubey (CBRE) and Katie O'Brien (Gensler)
11.00am	Louis Poulsen	<b>5 Minutes with...</b> SGID Influencer Cherin Tan (LAANK)
12.00pm	Kreon	<b>Design Conversation</b> <b>Interacting with Light and Data</b> with Bunpot Assawarungsee (Illuminate Lighting Design), Josephine Dimalibot (Bo Steiber Lighting Design), Dan Foreman (Arup) and Toh Yah Li (Light Collab).
1.30pm	W. Atelier	<b>Design Conversation</b> <b>Bricks to Clicks and Back Again: What Matters Most in Retail Design</b> with Lim Wenhui (SPARK), Dario Reicherl (Republic of Fritz Hansen), Matthew Shang (HASSELL) and Yah-Leng Yu (Foreign Policy Design)
3.00pm	P5	<b>5 Minutes with...</b> SGID Influencer Wendy Chua (Forest & Whale)
3.00pm	Sam & Sara	<b>Design Conversation</b> <b>What Does 'Luxury Hospitality' Mean Today?</b> with Joris Angevaare (designphase dba), Claudio Bardi (HBA), Jinou Park (Design Hotels) and Wong Chiu Man (WOW Architects)
3.30pm	Cosentino	<b>5 Minutes with...</b> SGID Influencer Gabriel Tan (Gabriel Tan Studio)

# Talks

Time	Venue	Talks
4.00pm	Curated Space	<b>SGID Insights</b> <b>The State of Play in Luxury Residential</b> with Chris Godfrey (HBA Residential)
4.30pm	Curated Space	<b>SGID Insights</b> <b>Do You Drone?</b> with photographers Lim Weixiang and Khoo Guojie
5.00pm	Curated Space	<b>INDE.Awards Special Presentation</b> by Raj Nandan and Narelle Yabuka (Indesign Media Asia)
5.30pm	Curated Space	<b>SGID Futures Debate</b> <b>Disruption is a Dirty Word (for Designers)</b> with Joshua Comaroff (Lekker), Razvan Ghilic-Micu, Tan Szue Hann (Surbana Jurong) and Hunn Wai (Lanzavecchia+Wai)

## WIN!



### Fri Chair

Valued at \$5,020

Designed by Jaime Hayon  
for Fritz Hansen

Courtesy of W.Atelier

Visit all of our 8 venues and don't forget to get your passes scanned! One lucky design aficionado who completes the #SGID17 design itinerary will get to bring home this chair!



### D 154.2 Chair

Valued at \$7,638

Designed by Gio Ponti  
for Molteni & C

Courtesy of P5

We'll pick one lucky winner from our pool of Instagram hashtags #SGID17. Yes, that means the more you post about #SGID17, the higher your chance is to bring this chair home!



### Patera Lamp

Valued at \$1,215

Designed by Øivind Slaatto  
for Louis Poulsen

Courtesy of Louis Poulsen

Approach our friendly volunteers at any of these four showrooms: Louis Poulsen, Cosentino, W. Atelier and Sam & Sara, and find out how! Get your Instagram accounts ready!

# Thank you to all our Sponsors & Partners

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**luxe  
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**mafi**  
made in italy

**P5**

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**N**

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