



PEA CHONG
Creative Director



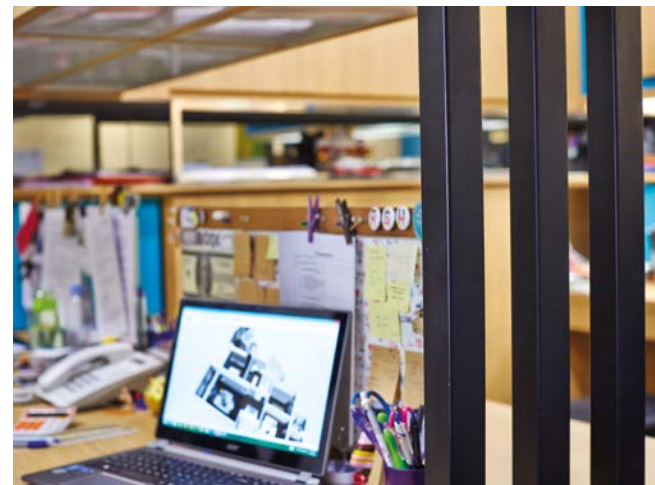
“We understand how exciting it is, and how overwhelming it can get, to realise your dream home – leave the time-consuming tasks in our hands, and we’ll provide you that unique style that meets your needs, and with a personal touch.”

D' INITIAL CONCEPT

Pea Chong is one of those people whose passion for design transcends said passion. She shifted gears from the career track which she had studied for, and joined an interior design firm to learn about her chosen craft on the job. In 2010 she felt amply equipped to start her own firm and make people’s dream homes come to life. Working from home with a fellow designer, D’ Initial Concept began taking on commissions.

“Our name, ‘D’ Initial Concept’, stands for the initial stage of starting or getting a home. That’s when the homeowner’s excitement is so palpable, and when the designer’s ideas are just bubbling over each other,” Pea says. It’s this shared excitement between designer and client that keeps her and her growing team of young designers motivated and service-oriented. “My favourite part of the job is getting to know a new client because it’s also a time when I learn something new,” she adds.

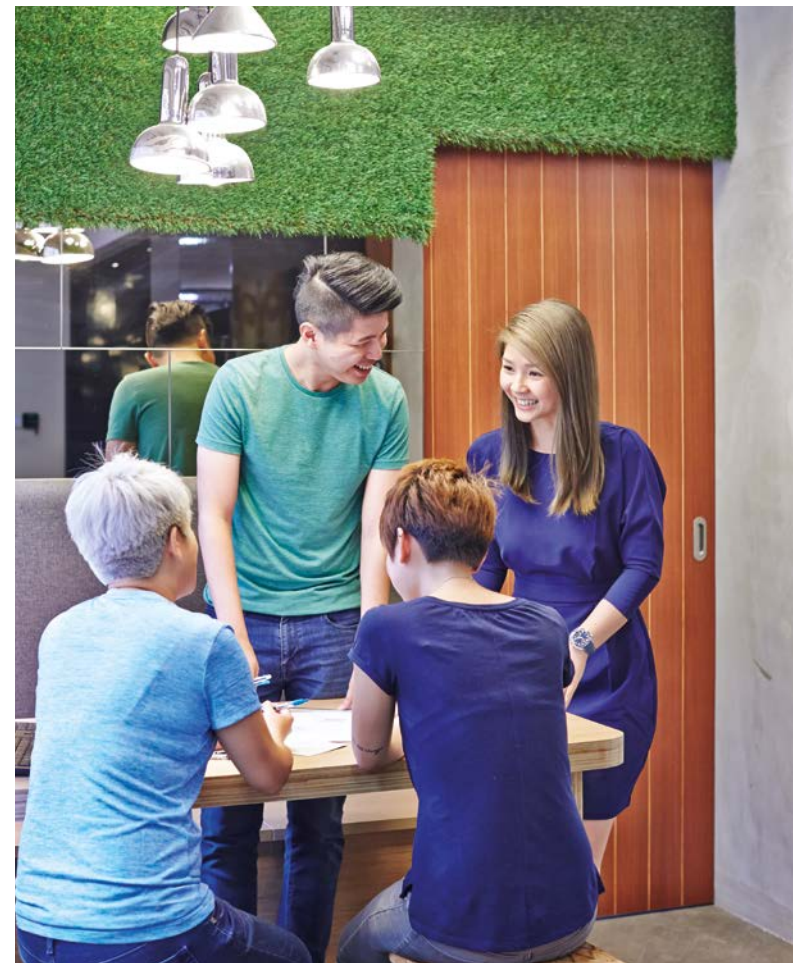
D’ Initial Concept’s customer base is built on referrals – proof positive of satisfied clients. “Many new clients tell us that they came to us because of our after-sales service,” Pea shares. “Service is very important to us, and I always remind my designers about this.”



(above) D’ Initial Concept’s designers work at customised desks that have integrated storage, lighting and even space for inspiration boards.

(top) On the ground floor entrance – the studio is located on the second floor – is a turf board planted with name cards of D’ Initial Concept’s team of designers.

(right) Pea discusses a project with the design team in the meeting space of their studio.



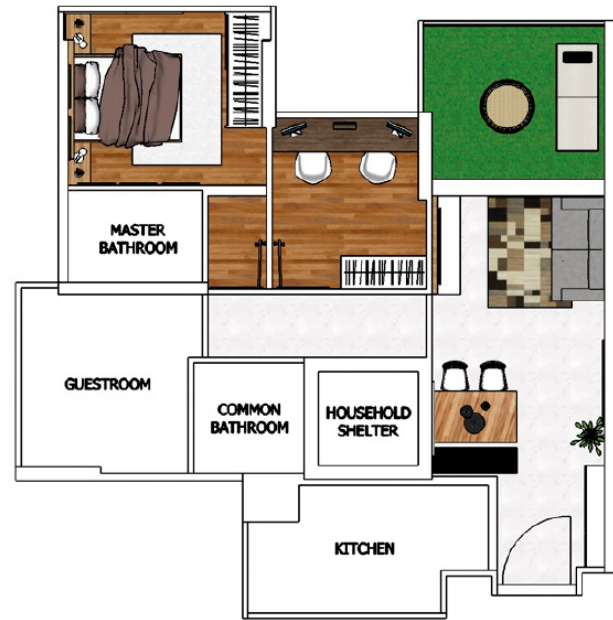
D' INITIAL CONCEPT

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PROJECT TYPE 4-room DBSS flat
FLOOR AREA 990 sqft

FLOOR PLAN



Coloured elements indicate the new materials and pieces that D' Initial Concept brought into this flat.

Colourful Scandi-style nest

Everything looks better with a touch of colour and this couldn't be truer for this DBSS flat that received a splash of vibrancy from its renovation. Linked by colourful palettes and a simple Scandinavian-style backdrop, the project plan conceptualised by the designers from D' Initial Concept was to reflect the young, newly-wed homeowners' fun-loving personalities. While the communal areas host a more cheerful vibe with pops of Tiffany blue, the designers downplayed the ambience in the private zones with slightly darker tones. This makes it more conducive for the homeowners to enjoy these areas of rest and study.

TEXT DISA TAN



Open flow

In keeping with the Scandinavian theme, the living zone embodies clean, white lines, a generous amount of daylight and rich woody textures. Adding a spot of visual interest to the space besides the Tiffany blue accents are the Eiffel Tower and skyline decals in the wall niche. Designer Edmund Ong reveals: "We didn't plan to have decals here as it was supposed to just display the homeowners' photo frames. It was added much later and it does work well with the Scandi setting."



Bringing colour home

Eye-catching pops of Tiffany blue clad the wall and ceilings, and create a strong statement in the living area. Though it is striking, it matches the neutral backdrop of Scandi-style staples, such as the white brick wall, well. Edmund shares: "The wall behind the sofa was a recessed wall. We put up false partitions to create a display niche for showcasing the homeowners' photo frames."



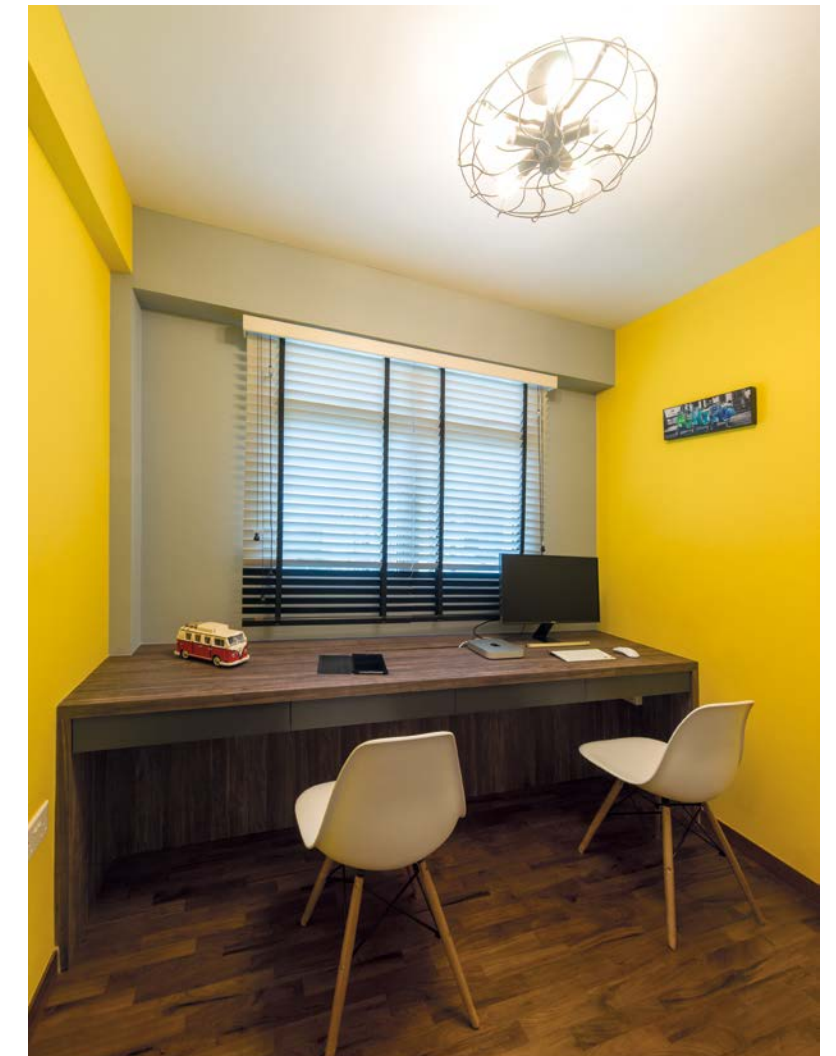
Taking sides

It is interesting to note that the two facing walls here received different style treatments, even though they are not very far apart. The two treatments – white brick effect and light grey paint – make a calming combination because they share a neutral base. While the brick effect stretches further towards the living zone, the light grey paint fills the dining area with a cooling sense of serenity. Says Edmund: “The living zone is already brightly-coloured, so it was best not to go over-the-top in the dining area.”



Colour coordination

The colour scheme in the study is a little more fun than expected. While Edmund wanted the look to be vibrant, he took into consideration that this is a place of work and concentration. A bright yellow is thus paired with a grey accent, which helps to balance the sunny hue. The colour block effect also adds to the streamlined order of a custom-built work table for two.



Boudoir bliss

The master bedroom underwent quite a big transformation because Edmund felt that the original floor plan did not utilise the space well. The wardrobe was supposed to occupy the space next to the bed but he had it moved to face the bed instead. This advocates a better circulation space, and allows the homeowners to have a much bigger wardrobe as well. Edmund then swathed one of the walls with a deeper shade of blue to create a restful yet visually striking feature for the bedroom.

“We played up the details for the feature wall in the living area with a handsome wood grain laminate – and we carried this look through the bedroom and study in smaller details.”

Edmund Ong, designer, D' Initial Concept