

D' INITIAL CONCEPT

ESTABLISHED: 2011

DESIGN PHILOSOPHY: Just like a dressmaker, our designs are tailor-made according to a client's character, lifestyle and personality. This is one of the reasons why we don't have a signature aesthetic because we have to be flexible enough to meet client expectations and requirements.

INSPIRATION: We find inspiration from local and international magazines. Sometimes it's the material or colour from an automobile magazine, for instance, which inspires us. So we don't limit ourselves to architecture and interior design magazines only. We also find that sketching our designs on paper helps, as the design ideas most often evolve into something new and different.

PASSION FOR DESIGN: Sometimes, we might not have executed a particular style or concept a client asked for. But we're always ready to take on new challenges by first doing extensive research. We believe that learning is an ongoing process and we learn something new from our clients as well.

"To do something that's been done before is easy. But to innovate a simple idea requires creative prowess."

— Pea Chong, Creative Director

PEA CHONG Creative Director

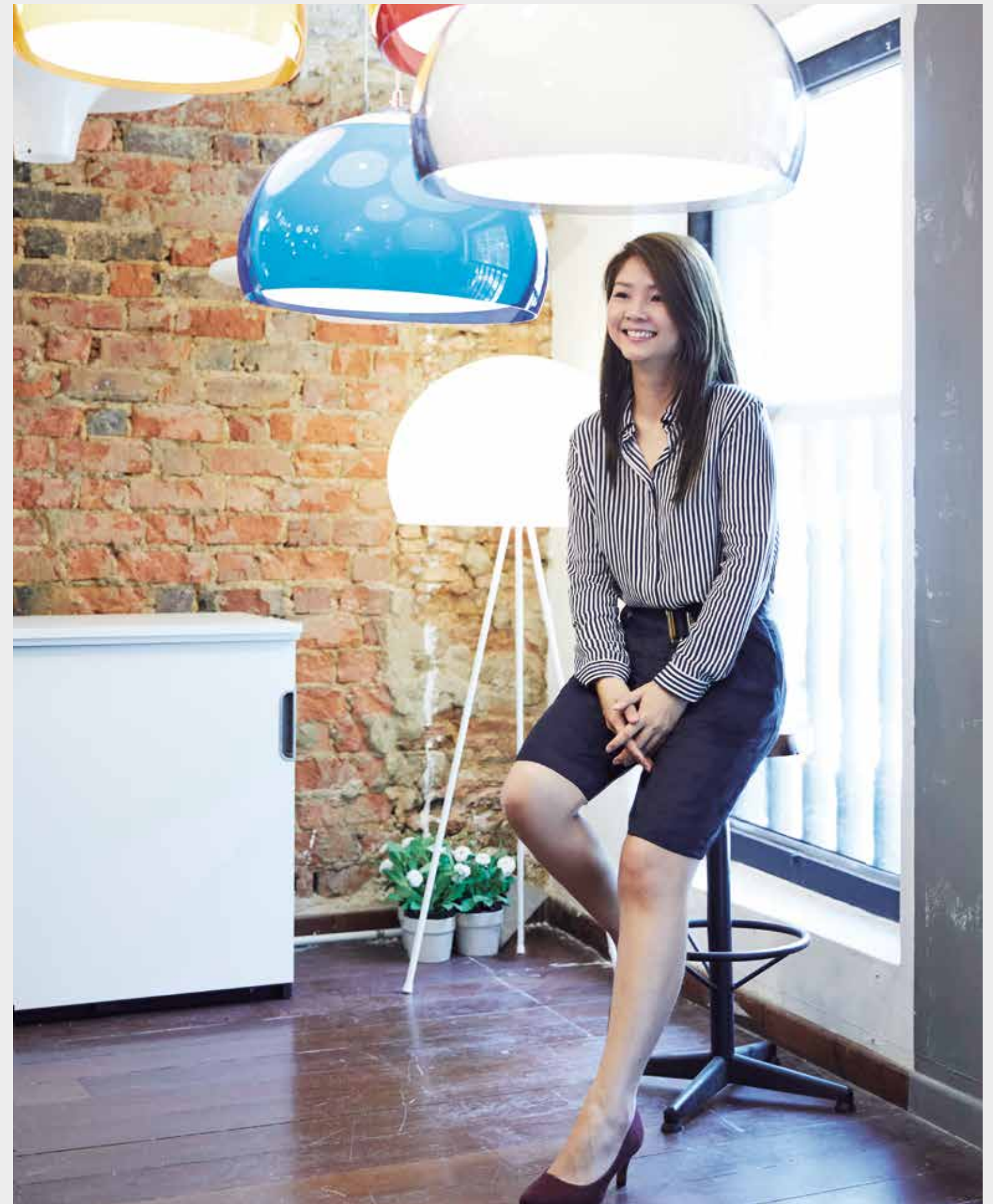
Location: Verde Light's showroom

Pea has a thing for unconventional designs and appreciates the eclectic style, which is very much evident in this lighting showroom. "Also, I feel lighting is one of the most important aspects in interior design, as it creates a certain ambience in a space and is able to highlight specific details of a space," she adds.



366A Tanjong Katong Road
Singapore 437124
T (65) 6348 8982
F (65) 6610 2396

pea@dinitialconcept.com
www.dinitialconcept.com





Project type:
4-room
HDB flat
—
Floor area:
1,281sqft



SHOWCASE – D' INITIAL CONCEPT

A touch of classic English makeover

Bearing a timeless and contemporary design with a dose of classic English influences, this three-bedder residence has been transformed from a cookie-cutter flat to a sophisticated dwelling by D' Initial Concept.

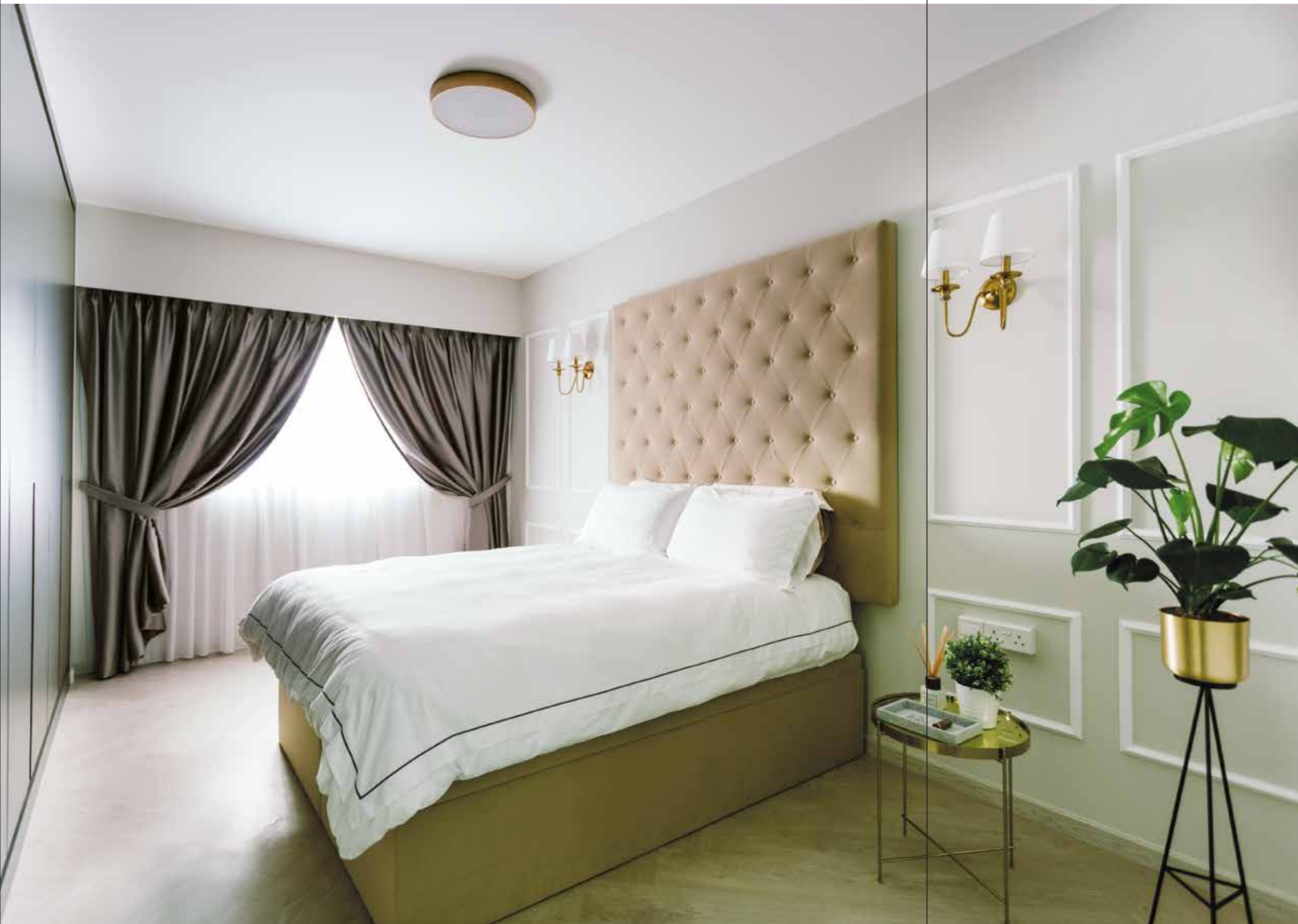
TEXT VANITHA PAVAPATHI

▲ Precise trimmings
Most HDB flats lack vigour and interest on the outside. But it doesn't have to be that way on the inside. It helps that the owners had a clear concept and are very attuned to their likes and dislikes. "They requested for some wall trimmings, so I made sure to incorporate them appropriately in the bedrooms and living room," says Ashley, the designer responsible for this project. She also made clever use of the trimmings on the door that hides the passageway to the bedrooms. This new addition created an illusion of space and symmetry in the living room.

▲ Open space
The designer made a conscious decision to demolish the walls between the service yard and the kitchen for easier access between the two spaces, as well as to bring in more natural light and lend an airy feel. Design wise, the kitchen sports a modern classic look like the rest of the home with a farmhouse sink and Shaker style cabinets painted in a cool grey shade. "To make full use of the space, a ledge is added beside the tall unit for cooking preparation or to have a quick breakfast," Ashley says.

➤ Contrasting effect
In the common bathroom, a pop of blue injects some colour into the space. The half tiles, half painted wall look is quintessentially English; while the owl painting and patterned floor tiles, add further interest and whimsy to the space.





Traditional yet modern

The master bedroom, on the other hand is akin to a five-star hotel with crisp, white sheets, tufted headboard flanked by traditional sconces, and black-out curtains. "In order not to compromise on the original size of the master bedroom, the wall that separated the adjacent bedroom is demolished to accommodate a large wardrobe," Ashley explains.



In full view

To create a more capacious illusion, the master bathroom wall was taken down in favour of a glass enclosed en suite. But the designer made sure to install roller blinds for privacy. Here, homogenous tiles reign supreme with black tiles outlining the perimeter of the en suite.

The overall outcome is a characterful home brimming with personality, very unlike the cookie cutter design that is HDB.

