

D' INITIAL CONCEPT

ESTABLISHED: 2011

WHAT IS YOUR FIRM'S
DESIGN IDENTITY?

We're a group of youngsters with lots of passion in making dream homes a reality. We dare to try different things and we're always learning to counter the ever-changing world and technologies.

WHAT MAKES YOUR FIRM AND ITS
WORK UNIQUE?

Other than being passionate in what we do, we work with integrity and compassion. We also advise and sell selected paintings and accessories to our clients, so they don't have to spend countless hours shopping for the right pieces.

WHAT CONSTITUTES A
MEANINGFUL SPACE?

A meaningful space should be one's safe haven; a space that brings comfort and contentment, and elicits emotions.

"Do not look for a beautiful place. Make a place beautiful so it reflects your personality and lifestyle."

– Pea Chong, Creative Director

PEA CHONG Creative Director

Location: D' Initial Concept's showroom

The way the showroom has been designed makes Pea and her team feel like they have been transported out of Singapore. She adds: "Being here is like experiencing love at first sight every day. The designs and colour schemes are all out of the ordinary." With a working environment like this, it's easy to see why the team can stay here all day.



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Project type:
Showroom

Floor area:
2,300sqft

Colour play and European flair

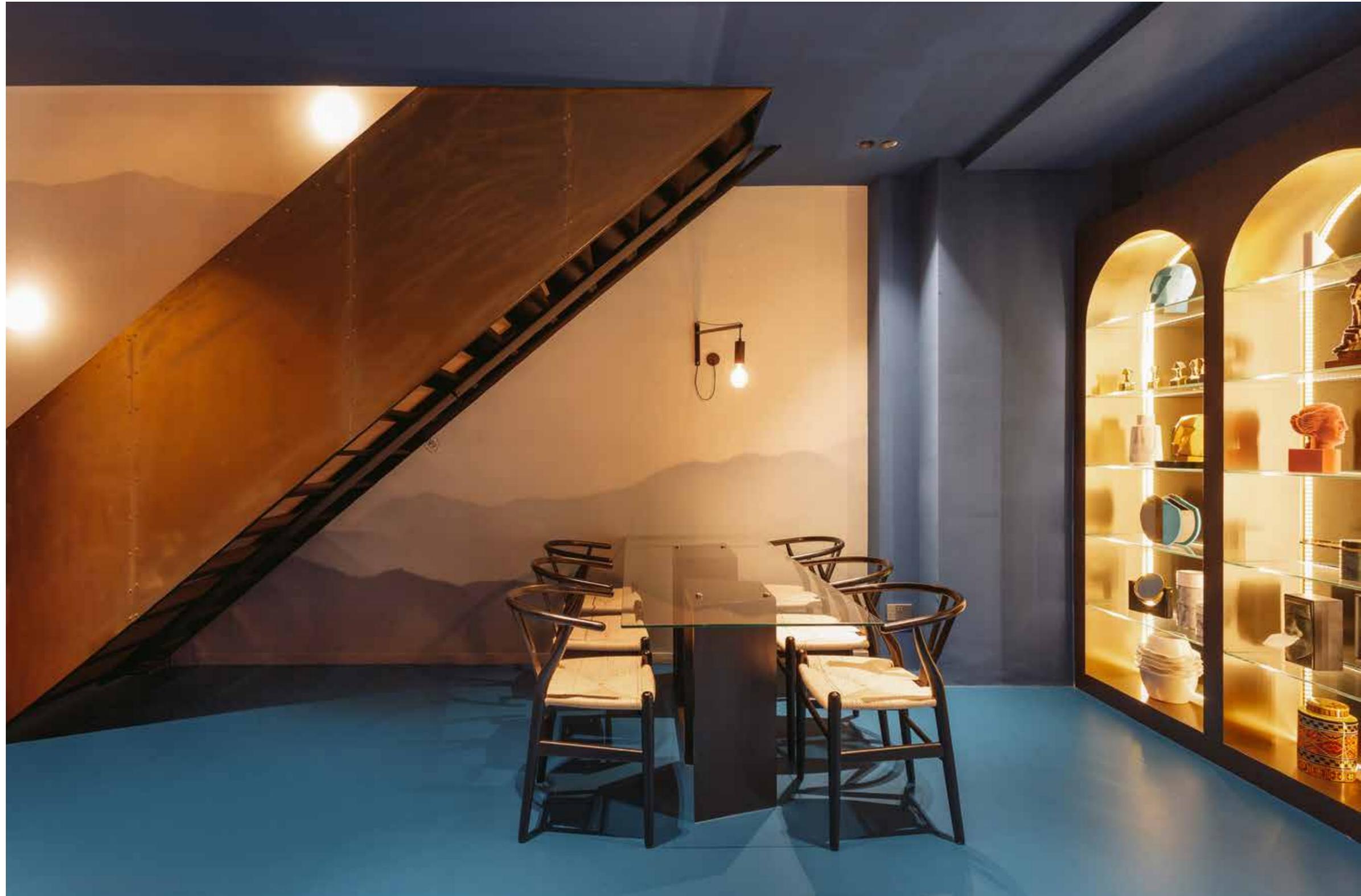
Each room in this one-of-a-kind showroom by D' Initial Concept has a distinct character and function. Although it employs a different anchor colour for each space, D' Initial Concept managed to maintain a sense of consistency and continuity in the design nonetheless through the use of colour blocking and pared down, yet luxurious furnishings.

TEXT ANGELA LOW



Mastering spaces

The dining space, which makes use of the oft-neglected area under the stairs, has been painted in two shades of blue – a lighter hue for the floor, and a darker shade for the walls and ceiling – for the serene wall mural to stand out. The double arched display cabinet serves as a second feature, brightening and opening up the tiny area with warm lights and an assemblage of decorative objects.





Restrained luxury

A fluted feature wall, spray painted in white, hides the bathroom entrance and provides an understatedly posh backdrop that sets the stage for the blue floors, and the orange painting to take precedence in this smaller dining space.



Bold paint

(Left) A deep, lush shade of green dominates the bathroom, juxtaposed with light-coloured terrazzo-like porcelain tiles that deck the floor and vanity counter. "The use of vivid paint colours is a simple way to create a strong, distinct look without breaking the bank," the team share.



Double duty

The centrepiece of this combined kitchen and dining space is a massive, custom-made ping-pong table with three cylindrical legs of different diameters. This unexpected addition is a multifunctional statement piece that doubles as an extra large dining table for grand gatherings.



Artsy elements

The team carved out a corner, "where art lovers can gather around and chill", and furnished it with a modern, monochrome custom-made designer sideboard and a painting hanging above it. The artwork with its red hues also works to contrast the blue floors, creating a beautiful colour-blocking effect.

