



GALLERY
With its varied portfolio of Scandinavian, European, industrial, vintage and modern luxe styles, D' Initial Concept's success lies in its daring ability to try different concepts and approaches for each project it undertakes.

3-STOREY TERRACE HOUSE IN BISHAN
D' Initial Concept has drawn on the Hollywood Regency style with a balanced mix of rich fabrics, soft metals and clear glass to completely transform a narrow terrace house into a glamorous and comfortable abode for a family of five.

D' INITIAL CONCEPT SHOWROOM IN TAMPINES
The interior is a welcoming yet multi-functional space, with each room having a different colour anchor to define each space's function. The result is a showroom space that feels unique and pared down, yet luxuriously decadent.

4-ROOM HDB FLAT IN TELOK BLANGAH
This home is inspired by timeless English interiors, but updated with a more contemporary slant. Clever use of trimmings on the door hides the passageway to the bedrooms, creating an illusion of space and symmetry in the living room.

Clockwise from left:

"Trust, communication, appreciation and mutual respect are essential in building a solid client-designer relationship."

—Pea Chong, Creative Director

D' INITIAL CONCEPT

ESTABLISHED: 2011

DESIGN APPROACH:

Over the years, we've changed and evolved to meet our client expectations. More homeowners are influenced by western cultures and we've continued to incorporate more of that into our designs.

FAVOURITE MATERIALS TO WORK WITH:

Tile, quartz, steel and laminate as these materials are very versatile and can be used everywhere in a home with some creativity.

THOUGHTS ON TRENDS:

We try not to influence clients to simply accept the latest trends in design; after all, it might not be something they enjoy in the long run. What matters most is that they communicate well with us so we can provide the "dream home" that they want.

LESSONS FROM 2020:

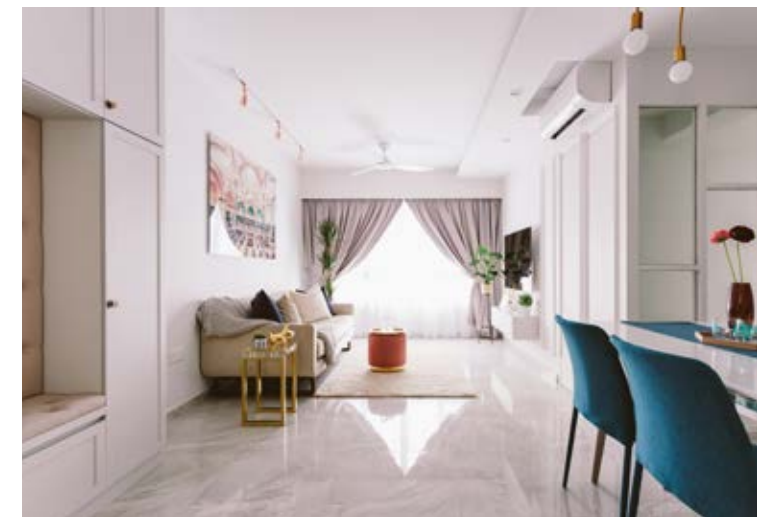
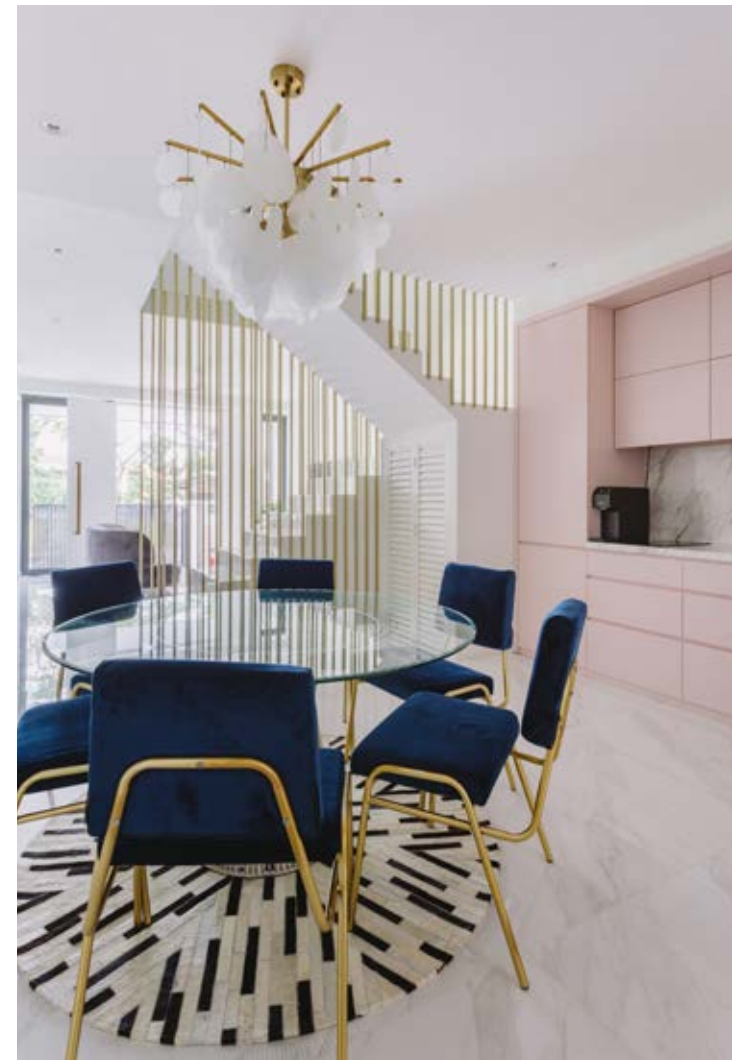
We've learnt to be stronger and bolder – to step out of our comfort zone and engage our clients in new and unique ways. We treat challenges as experiences that we can build upon.

From left:
AKEMI POH Senior Designer
PEA CHONG Creative Director
JASLYN HONG Assistant Manager
ASHLEY LOH Manager



1 Tampines North Drive 1
T-Space #01-30
Singapore 528559
T (65) 6348 8982
F (65) 6610 2396

pea@initialconcept.com
www.initialconcept.com





D' INITIAL CONCEPT

Project type:
2+1-bedroom
condominium unit
—
Floor area:
1,250sqft

Bringing new life to an old home

Having stayed here for more than 15 years, the homeowners wanted a fresh update to their family home. D' Initial Concept complied by reworking the layout into something more efficient, modern and comfortable.

TEXT REDZMAN RAHMAT

Comfort and style
One of the most prominent changes in the home renovation was converting the common room into a study and a walk-in wardrobe, which makes up for a larger master bedroom. The result is a well proportioned room where the sleeping area sits in its own private nook.

Seaside serenity
The en suite master bathroom features a scallop-tiled wall in teal, the homeowners' favourite colour. The colour choice was a conscious decision to give the space its own personality, separate from the rest of the apartment.

Open invitation
Most of the walls in this apartment have been knocked down to make way for a more efficient spatial flow. Now, the living room, dining space and kitchen form a single cohesive space. This allowed the designers to introduce key design features such as the concealed entrance to the service yard, and an island counter that serves as the heart of the home.

Blushing beauty
The colour palette is an important aspect of this interior design, with the overarching aim of having the same colour theme running through the main living areas. As such, a subtle yet prominent shade of rose gold is used on areas like the TV feature wall and some furniture pieces. This colour was chosen for its calming yet classy aura that suggests a sense of laidback luxury.



Project type:
3-bedroom
cluster house

Floor area:
2,756sqft

A contemporary take on the resort style

The couple living in this house both love the resort look, but they have differing opinions on how it should be executed. D' Initial Concept took their ideas and came up with a fresh take on the traditional resort look.

TEXT REDZMAN RAHMAT



Split space

One of the things that the owners requested was the Oriental-inspired divider in the living room. The designers removed the existing glass panel next to the staircase and customised this intricate divider instead. To balance out this addition, the opposite wall features dark grey cabinet fronts with hints of brushed gold accents and a large black-tinted mirror.



Raised high

(Bottom left) In the spare bedroom, the design team built a loft space that essentially splits the height of the room into two. The bottom is a cosy nook that's ideal for quiet reading, while the mezzanine becomes a petite space for quick naps.



New coverage

(Far right) Previously, the kitchen cabinets were clad in dark wood fronts that made the space appear gloomy. The designers replaced the laminates with a more contemporary design that elevated the look and feel of the space. They also installed a glass backing to cover up the existing wood-like wall tiles.



Delightful dreams

With its dark wood walls and trellised windows, the master bedroom epitomises this home's modern take on the resort-style interior design. The room is modern, elegant and yet retains a warm and cosy ambience that is ideal for a sleeping sanctuary.

