



D' INITIAL CONCEPT

ESTABLISHED: 2011

WHO WE ARE:
We are a team of young, energetic and passionate designers. We love to explore new ideas.

HOW WE WORK WITH CLIENTS:
We pride ourselves on being transparent by communicating every detail to our clients. Project management is key in terms of meeting timelines. We believe in honesty and responsibility, and there are no hidden costs in our work. Ultimately, we hope to make homeowners' dreams come true.

UPCOMING PLANS:
Other than designing even more dream homes, we will continue to nurture the talents of our designers and let them be known for their work.

CHANGING PATTERNS WE'RE SEEING IN RESIDENTIAL DESIGN:
Since most of us are working from home, we notice that colour has the power to affect our moods and ability to hunker down and get work done. For example, orange is our go-to colour for when we need to focus.



SCAN FOR MORE

From left:
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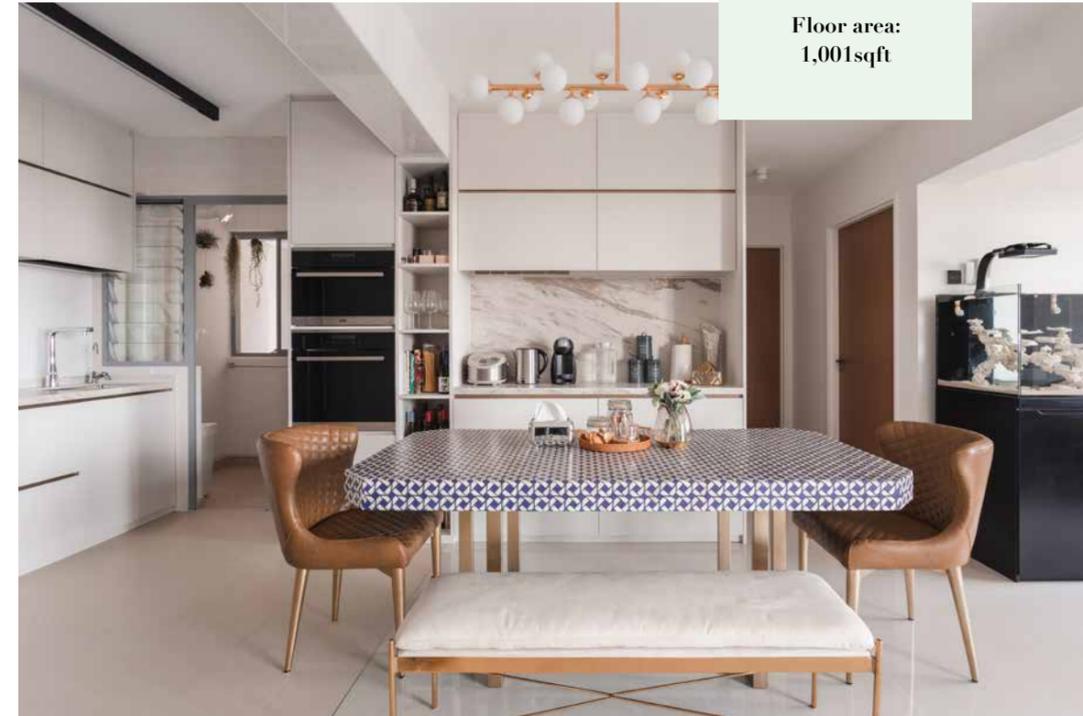
An inviting space

This bright and airy four-room flat is suitably spacious for a couple, and has room for their dog to run about. Designed by D' Initial Concept, it features custom-made furniture and handmade details that elevate day-to-day living situations.

TEXT STEPHANIE PEH

Project type:
4-room HDB flat

Floor area:
1,001sqft



Details matter

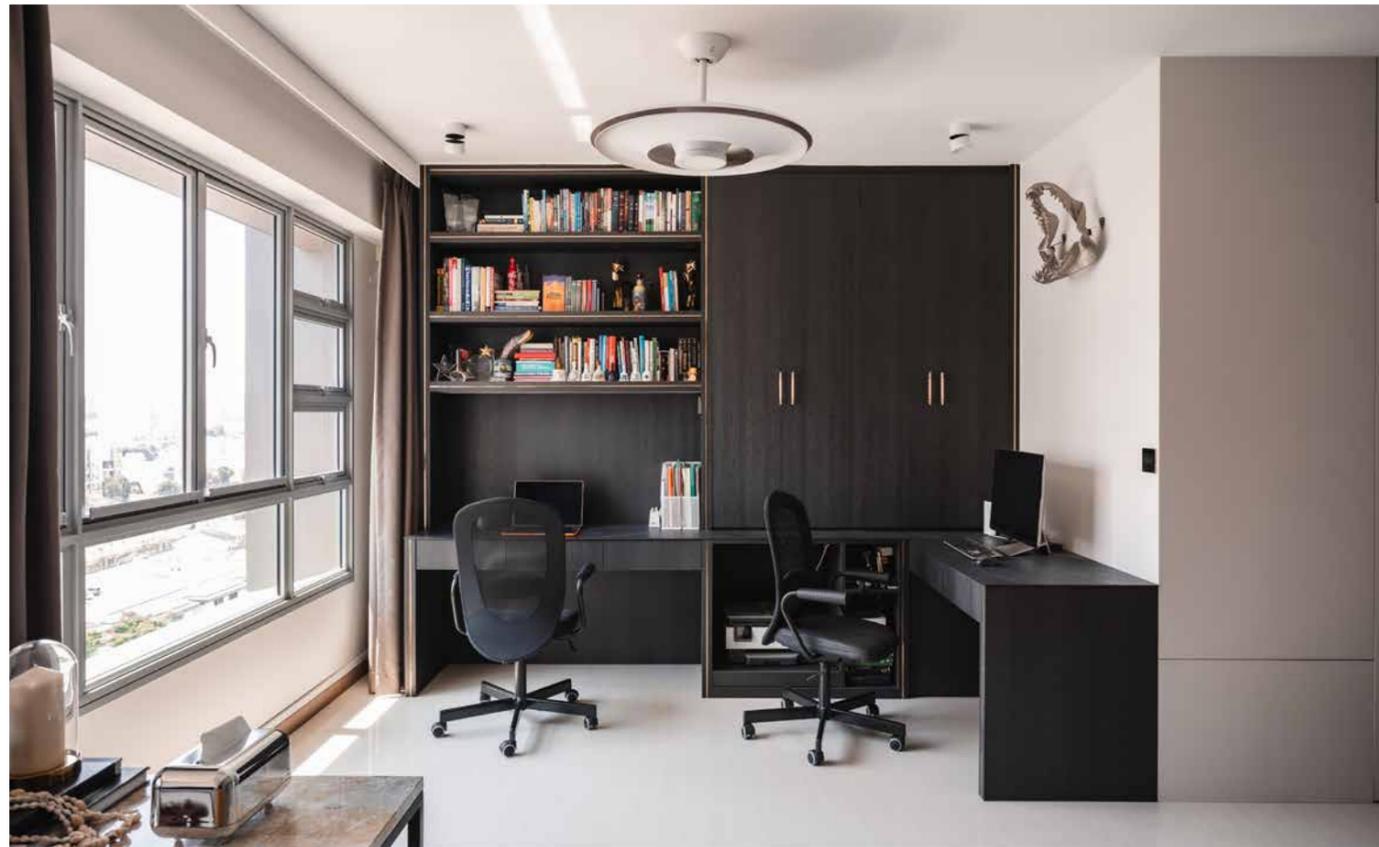
Customised furniture serves as the focal point in this home. Upon entering, an intricate dining table catches attention with delicate bone in-lays – each pattern painstakingly embedded by hand. Like the other furniture pieces in the flat, the dining table is one of a kind, lending a sense of grandeur that fulfils the homeowners' desire for a contemporary space that is homely yet elevated.



Making room

The kitchen and third bedroom wall were hacked away, combining the kitchen and the living and dining rooms in a spacious common area. This enables the homeowners to host family and friends comfortably while giving their dog more space to run around. The lack of walls also means that natural light and air can flow more efficiently throughout the home to lift the mood.





Despite working in a shared space, the owners still have their clearly defined work zones. Plenty of storage makes for a neat and organised home office.



Alone together

A corner of the living room was carved out for a spacious study as the couple work from home quite often. "The L-shaped study table allows both owners to work in the same space without distracting each other," explains the team at D'Initial Concept who deliberately positioned the workstations at two different corners rather than side by side.



Dark mode

(Top) The master bedroom features a darker palette to promote rest, inviting the couple to wind down at the end of a long day. Details in the bedroom feel lavish yet comforting with smooth leather, rounded edges and calming colours. Recessed lighting and a floor lamp set the mood for a relaxing atmosphere.



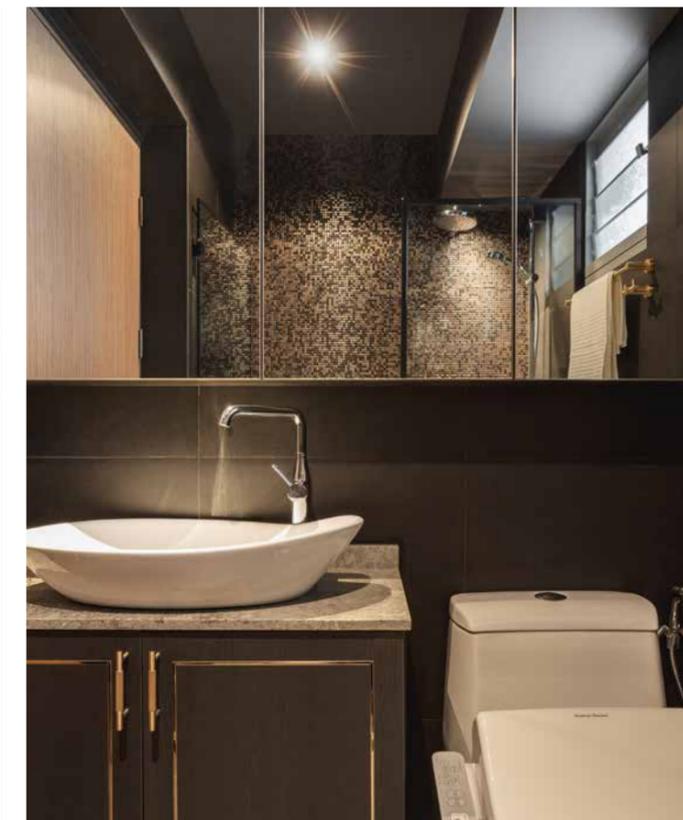
Bronze lines

(Left) The wardrobe carpentry is finished in timeless black laminate with handlebars that spot a bronze brush texture for a luxurious touch. "The reflection of the bronze laminate add details to the wardrobe," say the designers. The bronze bars run in straight vertical lines, visually enhancing the height of the room.



Pixel art

(Right) The master bathroom wall was meticulously lined with 12-millimetre mosaic tiles that lend elegance. The vanity cabinet features brass in-lays for contrast, continuing the aesthetic from the bedroom wardrobe. According to the designers, both bathrooms in the home feature distinctively unique aesthetics. The common bathroom features a brighter palette that's consistent with the communal space.





Project type:
3-room HDB flat

Floor area:
1,037sqft

A cave for minimalists

By incorporating seamless ceilings, sculpted edges and flushed doors, D' Initial Concept has transformed a BTO flat into the dream abode for a couple who subscribes to a minimalist lifestyle.

TEXT STEPHANIE PEH



Smooth curves

As the structural beam of the original BTO unit falls 60 centimetres from the ceiling, creating an imposing and heavy feeling, the team at D' Initial Concept added curved edges to both ends of the beam, giving the walls a sculpted aesthetic that is rarely seen in HDB flats. The curves flow seamlessly from the entrance of the flat to the living room, elongating the house.



White out

The kitchen was transformed from a standard square box into an open space where a 4.5-metre island with a sintered stone top was erected, offering the missus ample space for baking. The parallel full-height storage and door to the service yard is camouflaged with a white palette, creating the dream backdrop for the minimalist couple.



Calming bath

Complementing the white interiors, the bathroom features calming and muted tones. "To minimise water stains on the sanitary ware, we proposed an integrated shower mixer to keep the bathroom clean and neat," say the designers. They also opted for a wall-hung toilet bowl for easy cleaning. Maximising the ceiling height of the top floor unit, cove lighting was implemented to set a soothing atmosphere.



Suite for two

(Right) The bedroom walkway was turned into a display corridor with motion lighting that illuminates this space while lighting up the owners' collection of objects. Black tinted glass and mirror backing create a sense of mystery while enhancing their collection when the lights are turned on. Herringbone floors add to the sophistication.



Seamless alignment

Despite the designers' desire to maximise the wardrobe doors to visually emphasise the height of the room, the 2.8-metre ceiling posed a limitation to the carpentry. Hence, the same curved detail from the living space was incorporated in the bedroom above the wardrobe. This creates a seamless alignment between the bedroom and bathroom doors, fitting the homeowners' love for flushed details.

