

# D' INITIAL CONCEPT

ESTABLISHED: 2011

**WHO WE ARE:**

We are a vibrant team of young and passionate designers and enjoy pushing the limits of creativity through the exploration of novel concepts.

**HOW WE DIFFERENTIATE OURSELVES:**

At D' Initial Concept, we empower homeowners by providing tailored guidance on choices that truly suit their needs, rather than simply following personal preferences. Our approach involves actively listening to comprehend their unique lifestyle and ensuring that our designs consistently elevate and enhance their living experience.

**WHAT WE LIKE TO TELL OUR CLIENTS:**

We advise our clients to invest in what holds genuine significance for them, assuring them that our expertise is dedicated to augmenting that value. Our commitment lies in harmonising practicality with beauty, demonstrating that these elements can coexist seamlessly.

**WHAT TO EXPECT FROM US IN 2024:**

In 2024, we will be producing videos specifically curated for first-time homeowners. Our aim is to provide them with a comprehensive understanding of what to expect and insight into the entire process well before they receive their house keys. Additionally, we will be creating videos catered to those in the planning stages of purchasing their future home.

*“We value deep communication over surface-level conversations as it fosters a genuine understanding of homeowners and their unique needs.”*

— Pea Chong, Creative Director



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Location: Space Furniture

**From left:**

ASHLEY LOH Manager  
AKEMI POH Senior Designer  
JASLYN HONG Manager  
PEA CHONG Creative Director



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

pea@dinitialconcept.com  
www.dinitialconcept.com





**Project type:**  
4-bedroom  
condominium unit

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**Floor area:**  
1,819sqft

# DOMESTIC COMFORTS

Clean lines and neutral tones reveal a cosy home that harmoniously combines creative space planning with subtle material accents, achieving a delicate balance between practical functionality and aesthetically pleasing design.

TEXT OLHA ROMANIUK

**Subtle cosiness**  
Spaces suitable for the gathering of family and friends were of great importance to the owners of this condo unit – a couple with two daughters. To craft a sense of warmth and comfort suitable for such occasions, D' Initial Concept opted for an eye-pleasing palette of muted wood tones, warm greys and beiges, mixed with cosy furniture upholstered in subdued colours.

**Less is more**  
The living room showcases a striking feature wall, complemented by a matching console and couch. A snug cove light detail adds warmth to the sleek, cohesive backdrop, fostering an inviting ambience.

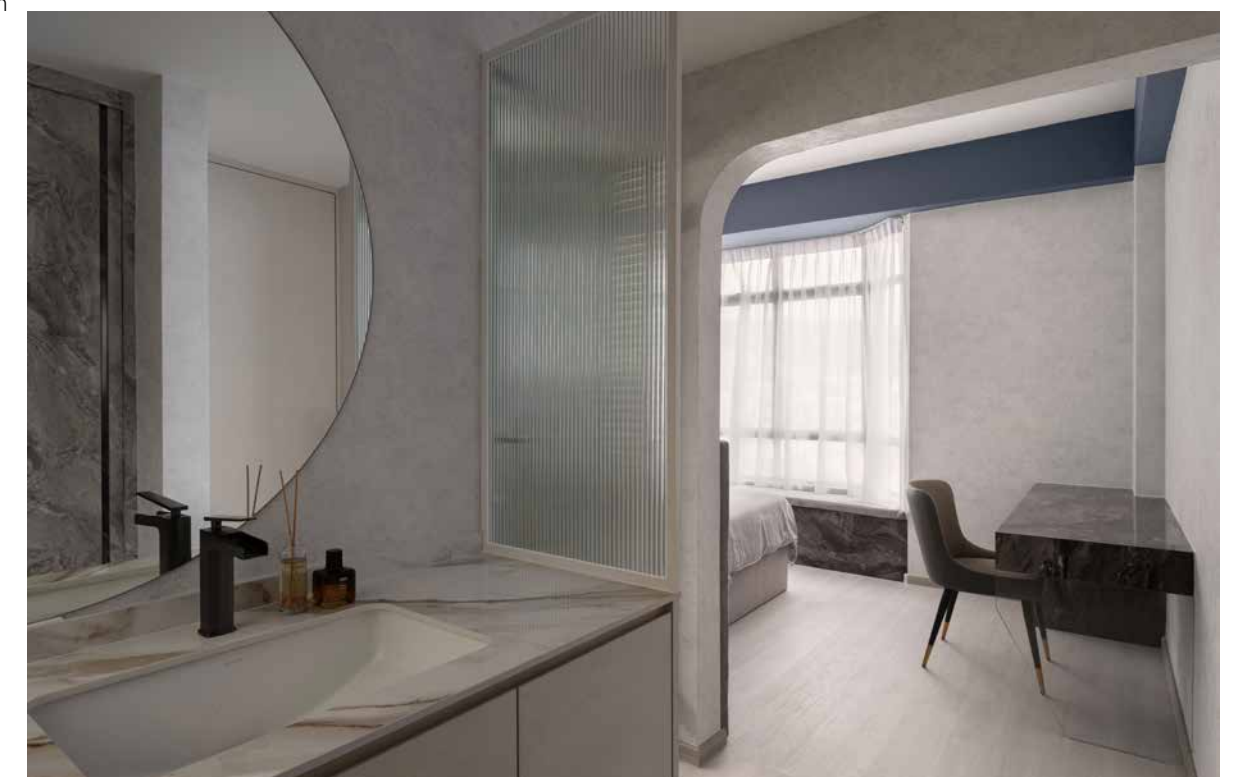


**Beauty in detail**  
(Top left) The discreet bathroom door is minimally detailed with bronze trimming to blend with the built-in cabinetry with similar accent details. When closed, this entrance becomes a part of the feature wall arrangement, seamlessly concealing the bathroom behind it.

**A closer look**  
(Top right) The dining room cabinetry reveals more of the discreet detailing and subtle lighting that highlights the display shelves and personal items displayed on them. Complemented by simple yet cosy furniture pieces, the set up strikes a balance between the serene and practical.



**Practical uniformity**  
Spaces previously designated as a study, a helper's room and a bathroom in the original layout were converted into the client's younger daughter's bedroom with an en-suite bathroom and a walk-in wardrobe. Walls had to be reconfigured and entryways shifted to create a more seamless connection between the bedroom and the bathroom, while the vanity was moved into the wardrobe area to further expand the bathroom space.





*Walls were demolished to improve the layout of the bedrooms and to make the common bathroom more accessible and comfortable for guests to use.*



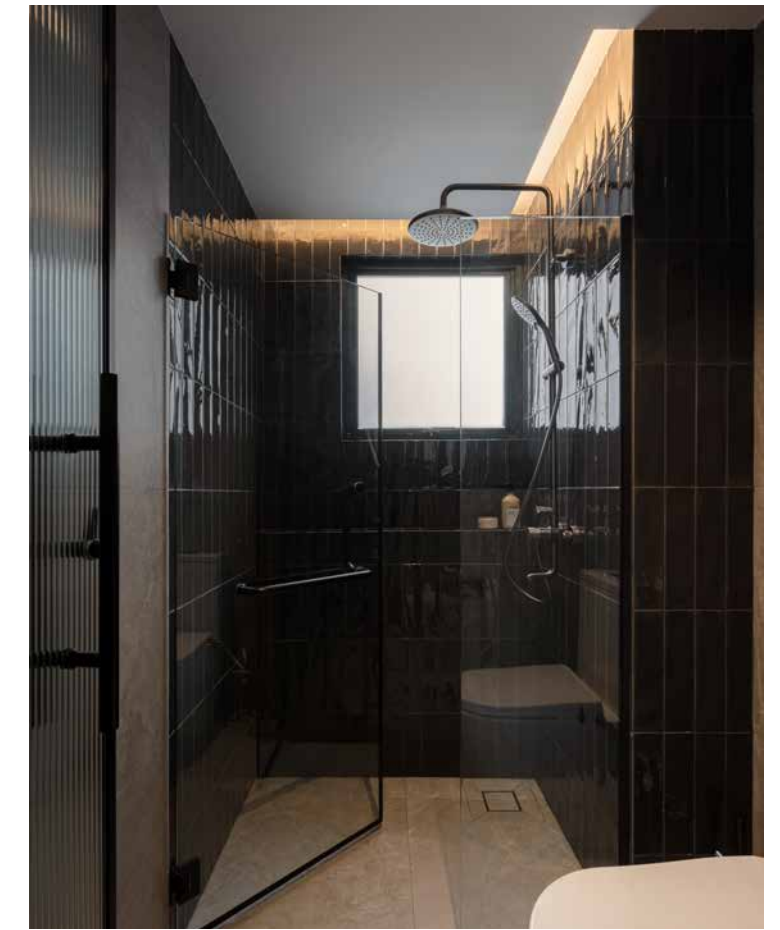
**Morning routine**

A vanity corner intersects with a round mirror, creating an uncluttered space for morning preparations. The tonal palette is carefully confined to shades of grey and enhanced with texture. Furniture plays a key role in infusing warmth into the corner.



**Bathroom planning**

In the master bathroom, D' Initial Concept removed the original bathtub and relocated the shower to make space for a longer vanity area. The resulting double sink is decked in marble for a touch of sophistication, while the finishes of the cabinetry below add warmth to the bathroom's material palette.



**Zen time**

(Left) In the elder daughter's bedroom, deep green and warm grey hues set up a calming atmosphere conducive to relaxation and rest. A fluted glass door separates the sleeping area from the bathroom, allowing light to pass through and maintaining a sense of connection between the spaces.



**Spatial flow**

(Right) The previous bathroom in the yard was converted to a guest bathroom with a proper shower stall. Here, inky dark tones take centre stage and create a private sanctuary with a cosy atmosphere.



**Private corner**

The elder daughter's bedroom features an external vanity area. Deeper tones replace the neutrals found elsewhere in the apartment, fashioning a private enclave. Enhanced by warm lighting, this space exudes a sense of privacy and relaxation.

