

# D' INITIAL CONCEPT



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

## PALM SANCTUARY

Designed for a single professional seeking calm after demanding workdays, this home by D' Initial Concept organises space through continuous carpentry, concealed doors and a framed glimpse into a lush study retreat.



### Framing nature

The living area was reorganised around a continuous light-wood feature wall that integrates storage while concealing doors to adjoining rooms. A curved glass opening offers a framed view of palm-patterned wallpaper within the study beyond. Designed for a homeowner with a demanding schedule, the composition keeps the space visually calm and easy to maintain.



### Study reveal

With the doors opened, the study reads as a natural extension of the living space, allowing light and views to flow between the two areas. "We wanted the moment to feel like discovering a small sanctuary within the home," says designer Ashley Loh. The arrangement balances openness with the option for privacy when needed.



**Project type:**  
4-room HDB flat  
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**Floor area:**  
980 sq ft

### ESTABLISHED: 2011

### FRESH PERSPECTIVE

A youthful and energetic studio, D'Initial Concept approaches each project with curiosity and a willingness to explore beyond the expected. Interiors are treated not simply as functional exercises, but as spaces shaped by lifestyle, emotion and intent. This openness to experimentation gives their work a contemporary edge, balanced by careful consideration of how each space will be lived in.

### DETAIL IN FOCUS

Meticulous attention to finishes and craftsmanship anchors the studio's process. Textures and materials are studied closely

so that individual elements come together cohesively. Ideas are translated into spatial concepts that feel clear and resolved, rather than driven purely by visual impact.

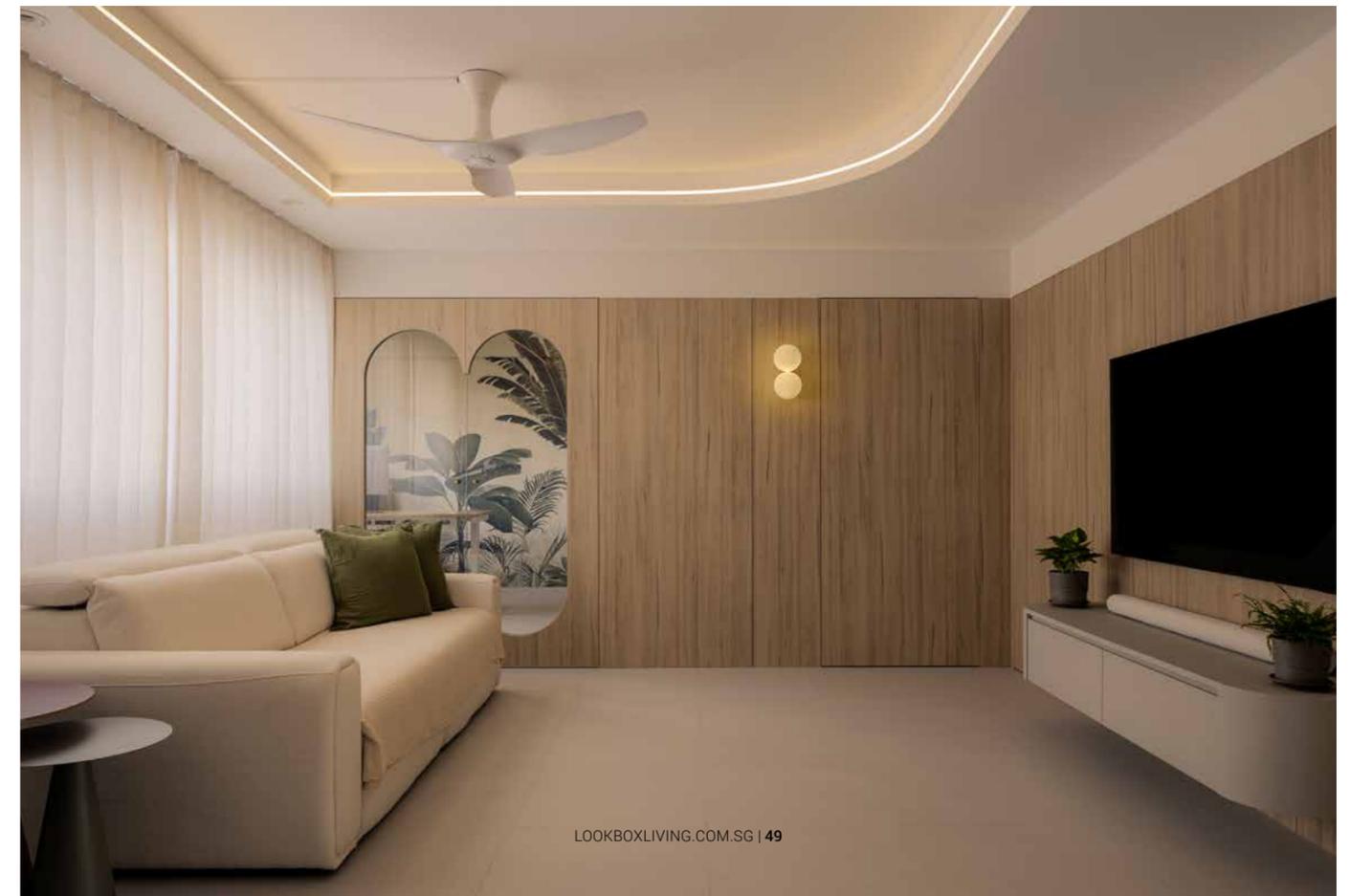
### COLLABORATIVE PROCESS

Collaboration guides the journey from concept through completion. By listening closely and refining ideas alongside homeowners, the team ensures creativity remains grounded in practicality. As Pea Chong, creative director of D'Initial Concept, notes, "Good design lasts longer than trends. Don't rush the process — take time to understand your space and how you live." This measured approach results in interiors that are expressive, cohesive and built to endure.



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*Continuous carpentry and concealed doors create a home where calm, clarity and privacy unfold naturally.*



**Wall continuum**

The television wall, dining area and passage toward the kitchen align along the same continuous wall treatment, creating a clear visual spine through the unit. This approach allows the living and dining areas to read as a unified environment rather than separate rooms while maintaining an orderly and uncluttered appearance.



**Quiet utility**

Within the kitchen, cabinetry was arranged in a clean linear configuration to optimise workflow within the compact footprint. Muted finishes keep the space visually restrained while supporting everyday cooking needs. The pared-back palette allows the kitchen to sit comfortably alongside the adjoining dining area.



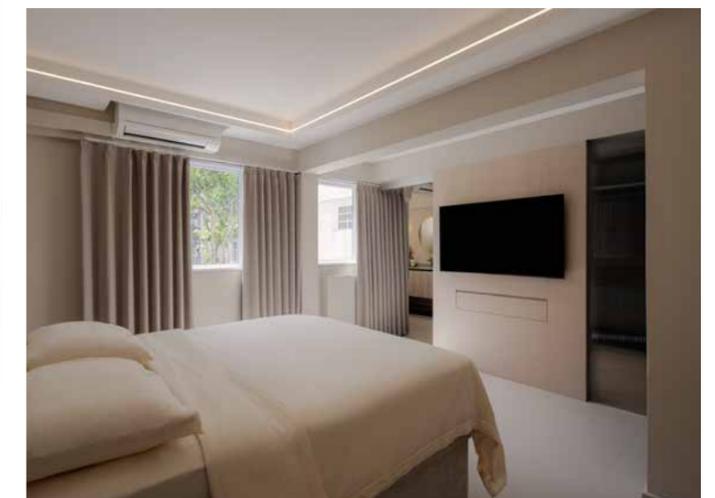
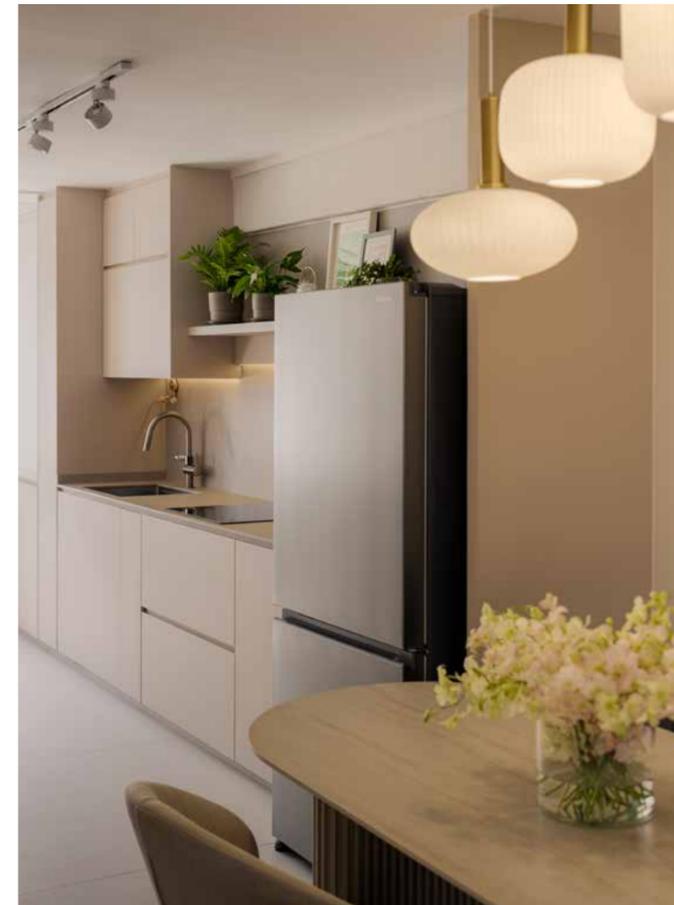
**Visual harmony**

In the bathroom, light-toned surfaces create a composed backdrop for daily routines, while a streamlined vanity keeps the layout efficient. Gentle lighting softens the interior and adds warmth, giving the compact space a calm and balanced character.



**Rest chamber**

(Right) The bedroom continues the home's palette of light tones, creating a serene environment for rest. A wall-mounted television anchors the sleeping area while integrated storage keeps the room uncluttered. With minimal furnishings and soft lighting, the space supports both quiet evenings and everyday comfort.

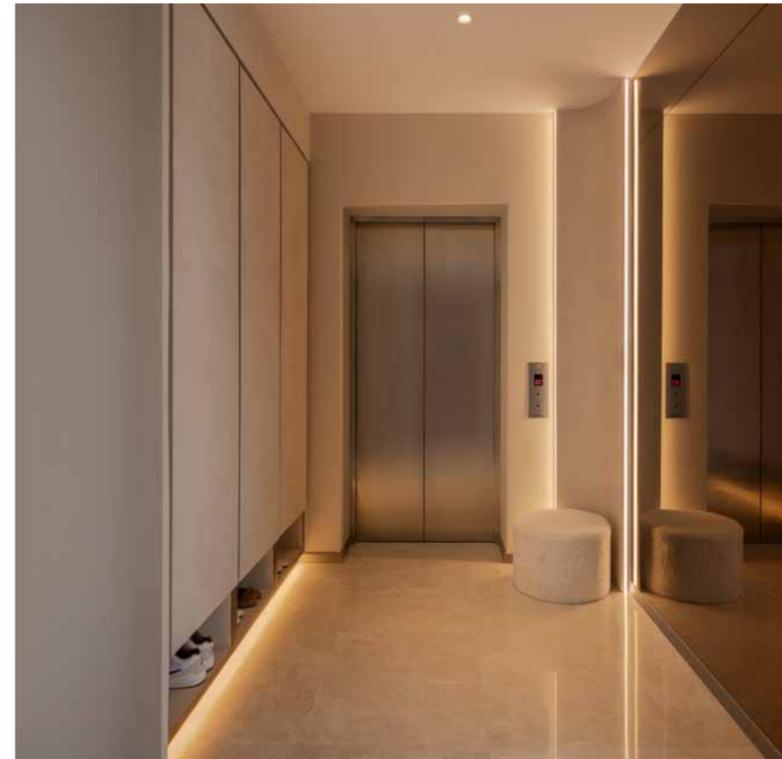




**Project type:**  
4-bedroom  
condominium unit

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**Floor area:**  
1,195 sq ft



## ROOMS IN DIALOGUE

A continuous feature wall and warm neutral palette bring cohesion to this condominium by D' Initial Concept, allowing different rooms to remain visually connected while supporting everyday routines.



### Welcoming entry

The foyer establishes the apartment's warm palette of muted tones and soft lighting. Vertical slats subtly frame the transition into the living area while maintaining openness. Designed for a household with young children, the arrangement creates a clear arrival point while introducing the calm atmosphere that runs throughout the home.



### Lift landing

(Top left) The previously enclosed private lift lobby was opened up to improve circulation into the apartment. Mirrors and concealed lighting extend the perception of depth while maintaining continuity with the rest of the interior. "Opening up the lift area helps the home feel more welcoming from the moment the owners arrive," says designer Ashley Loh.



### Daily dressing

(Top right) Within the bedroom, a compact dresser and vanity zone provides a practical corner for everyday routines. Muted finishes and integrated cabinetry maintain the home's restrained palette while offering reusable storage. The arrangement supports the homeowners' preference for a cosy and organised bedroom environment.



### Unified backdrop

(Bottom) The television feature wall forms a continuous surface linking the living area with adjacent rooms. Finished in light-toned laminate, it conceals access points to the study, bedrooms and bathroom while maintaining a clean appearance. A glass panel at the study allows the homeowner to keep an eye on the children while working.

