

## 100PP

Architecture + Landscape + Interior + Graphic + Strategy  
12,600 sqm | Singapore | Built 2014

### OPENING QUESTION

How can the generic office building typology be transformed to create a more distinctive building?

### CLIENT'S BRIEF

MOD was commissioned by CEL Development to strategise, brand and design a creative epicenter for the emerging black collar creative class, in the more gritty side of Singapore. In recent years, design firms have been migrating out of the CBD areas in waves, gravitating towards more affordable light industrial or warehouse districts, with larger floor plates and higher ceilings.

### MOD'S DESIGN APPROACH

Ministry of Design's design for such a commercial building capitalizes on these key traits and also introduces a number of key architectural gestures. These gestures aim to redefine the nature of such commercial buildings and also to provide an experience that adds a substantial premium to the development.

Firstly, to exploit the sea-fronting context of the site, we have introduced a series of "stepped" balconies across the different floor levels. These allow the building to appear to be shifting away from the busy elevated highway fronting the building.

Secondly, we have also shifted the building laterally to create a sense that it comprises a series of dynamic blocks stacked one above the other rather than a static singular block. This allows the building to create a unique profile against the skyline.

Thirdly, the facade of the building comprises a number of different elements which we bound together aesthetically: primarily the windows, balconies and air-condition ledges. We have intentionally blurred the definition of each element by layering a series of horizontal stripes throughout the facade. The stripes generate visually movement horizontally across the building and also emphasize the shifting and stacked nature of the different volumes. A palette of varying grays is employed to generate the variety of tones required for the horizontal banding. This horizontal striping is also applied consistently to the landscape and hardscape elements surrounding the building.

Lastly, the interior experience celebrates a stylized industrial aesthetic through the bold use of feature lighting, materials and environmental graphics across the different floors. Key interior spaces include the lift lobbies and passenger drop off point and the building also provides a roof top garden space overlooking the sea.

When experienced in totality, the project blurs the boundaries between the predictable commercial space and the gritty industrial space, creating instead a hybrid space, which offers an exciting alternative for the creative workplace in the 21st century.

### BRANDING

Derived from abbreviating the address 100 Pasir Panjang to 100PP, the name is both informative (of the address) as well as evocative of an energetic and contemporary environment. Symbolically, the number '100' alludes to perfection and completeness.

PROJECT CREDITS

|                                 |  |
|---------------------------------|--|
| Architectural & Interior Design | Ministry of Design:<br>Colin Seah, David Tan, Jeremiah Abueva, Zsombor Baktay, Don Castaneda, Charissa Ho, Norberto Olegario, Ruth Chong, Arnel Anoneuvo |
| Client                          | CEL Development Pte Ltd<br>Ivan Lim, General Manager   |
| Submissions Architect           | AC Consortium Pte Ltd  |
| Contractor                      | CES Building and Construction Pte Ltd  |
| C&S                             | Engineers Partnership LLP  |
| M&E                             | HPX Consulting Engineers   |
| Quantity Surveyor               | Davis Langdon & Seah   |
| Street Address                  | 100 Pasir Panjang Road   |
| Land Area                       | 5035 sqm   |
| Built in GFA                    | 12,600 sqm   |
| No. of Storeys                  | 8 Floors   |
| Facilities                      | 5-meter high industrial office spaces (5m ceiling height), Basement car parking, Roof level terrace  |
| Development website             | <a href="http://www.100pp.com.sg">www.100pp.com.sg</a>   |
| Construction duration           | 24 months  |
| Opening                         | July 2014  |
| Press Contact                   | Joy Chan Seah  |
| Website                         | <a href="http://www.modonline.com">www.modonline.com</a>   |
| General e-mail                  | <a href="mailto:studio@modonline.com">studio@modonline.com</a>   |

ABOUT COLIN SEAH

Architecturally trained in the US & licensed in Singapore, Colin Seah honed his sensibilities working for the likes of Rem Koolhaas and Daniel Libeskind. He also spent 4 years at the National University of Singapore's Department of Architecture researching design pedagogy and serving as design critic.

As MOD's Founder & Director of Design, Colin has been named Designer of the Year by International Design Awards USA 2010, and is a two-time recipient of Singapore's highest design accolade, the President's Design Award. He is also a two-time Grand Prize Winner of the Gold Key Award, the highest international hospitality accolade, named Hong Kong Perspective's '40 under 40 architects' and Marcus Corporation Foundation Prize 2007 'emerging architect with potential for greatness'. Recognized as "Rising Star in Architecture" by Monocle, Colin Seah has been invited by the Singapore Tourism Board to redefine Singapore as a destination for 2020 and beyond.

## ABOUT MINISTRY OF DESIGN

Question, Disturb, Redefine

Ministry of Design was created by Colin Seah to question convention and redefine the spaces, forms and experiences that surround us and give meaning to our world.

MOD's explorations are created amidst a democratic studio-like' atmosphere and progress seamlessly between form, site, object and space. At MOD, we provide our clients services that transcend mere design skill sets or technical prowess. We prefer to start far upstream and instead of merely designing solutions, we design holistic experiences. The resultant design thinking then translates into a wide variety of possible downstream design applications and media: be it architecture, product design, interior architecture, branding, graphics, landscape or even the weaving of diverse disciplines into a single project.

We love to question where the inherent potential in contemporary design lies, and then to disturb the ways they are created or perceived – redefining the world around us in relevant and innovative ways, project by project. This, we declare, is real change, not change for the sake of novelty. Fortified with these aspirations, we begin each distinct project anew by seeking to do 2 things – to draw deeply from the context surrounding each project, but also to dream freely so that we might transcend mere reality and convention. Each MOD project endeavours to be delightfully surprising but yet relevant, distinctly local but still globally appealing.

Headquartered in Singapore and with offices in Beijing and Kuala Lumpur, MOD was declared a "Rising Star of Architecture" by the Monocle Singapore Survey 2010 and "Designer of the Year" by the International Design Awards, USA 2010. Our recent portfolio includes Vanke Qingdao Plaza, Ascendas Guangzhou Knowledge City, award-winning Vanke Triple V Gallery & UOL Edge Gallery (World Architecture Festival 2012), Tangs Flagship Store and Macalister Mansion hotel (Best Luxury Hotel at Gold Key NYC 2013).

Earlier works include the Barcode Office (Best Office in WAF Barcelona 2011), BBH Office (President's Design Award 2008), Zig Zag House, Sho-U Restaurant (Gold Key Award Grand Prize 2007), Leo Burnett Office (Interior Design of the Year 2010, USA), SOHO China Sanlitun condominium, The Mark Business Park, New Majestic Hotel (President's Design Award 2006) & The Saporiti Italia Luxury Tower (Grand Prize & exhibited at Salone de Mobile Milan 2010).

## SERVICES

Strategy | Masterplan | Architecture | Landscape | Interior | Product | Graphic

MATERIAL DETAILS – ARCHITECTURE

| Area          | Material   | Supplier                             |
|---------------|--|--------------------------------------|
| Roof          | Precast hollow core slab                               | Associated Concrete Products Sdn Bhd |
|               | Granite in flamed finish                               | Builtech Enterprise Pte Ltd          |
| External Wall | Precast hollow core concrete panels                    | Jan Fcade Technilogy Pte Ltd         |
|               | Insulated calcium silicate board panels on RHS framing | Jan Fcade Technilogy Pte Ltd         |
| Windows       | Powder-coated aluminum framed windows                  | Jan Fcade Technilogy Pte Ltd         |

MATERIAL DETAILS – INTERIORS

| Area           | Material  | Supplier                             |
|----------------|---|--------------------------------------|
| Ceilings       | Equitone water-resistant Fiber cement boards      | Yang Lin Construction Pte Ltd        |
|                | Painted plasterboard                              | Kiong Gay Plastercell Design Pte Ltd |
| Internal Walls | Hollow core concrete panels w/ skimcoat and paint | Welmate                              |
|                | Equitone water-resistant Fiber cement boards      | Yang Lin Construction Pte Ltd        |
|                | Custom decorative paint finish                    | Paint 101 Pte Ltd                    |
|                | Homogeneous tile finish                           | Futar Enterprise Pte Ltd             |
| Floor Finishes | Concrete flooring with power float finish         | Chip Eng Seng Corp Ltd               |
|                | Granite in honed and flamed finish                | Builtech Enterprise Pte Ltd          |
|                | Homogeneous tile finish                           | Futar Enterprise Pte Ltd             |

MATERIAL DETAILS – LANDSCAPE

| Area                | Material  | Supplier           |
|---------------------|-----------|--------------------|
| Ground & Roof level | Softscape | Greenscape Pte Ltd |