



B®ANDLife

Boutique Hotels & Hostels

Integrated brand systems in graphics and space



COO

Singapore, Singapore



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COO is Singapore's first 'societal' brand, a new-generation concept that endorses the importance of social experience. Ministry of Design touches upon the brand's three key aspects: glocal, social and playful. Inspired by features of neighbourhood Tiong Bahru, metal mesh at the hotel's entrance recalls the

metal gates of old housing estates, and chic neon art mirrors a map of the region. Graphics on the walls and ceilings of the hotel's corridors, bistro and lobby resemble digital blueprints, while shared rooms and collaborative spaces encourage physical networking. This interior layout and design reaffirms hotel's engagement with social networking and with the memories of local culture — an experience that captivates the spirit of millennials.