

ASK

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Exploring New Possibilities



THE ART BOOK



LET'S GO CLUBBIN'!

Photography by CI & A





01-11 GUESTROOMS 12 LIFT LOBBY + CORRIDOR 13 HOUSEKEEPING STORE

THE CLUB

L3 LAYOUT PLAN



Singapore can be a splendid summer getaway! It's a tropical paradise opening its doors to the public like never before, especially the Singapore Botanical Gardens, a natural preserve of 3,000 species of orchids.

Tropical splendor has always been great for those striving for sanctuary from the screaming bosses and constant ringing of the cell phone; but, you get to enjoy half of the luxury at the hotel. Some would say that it certainly beats Sharm El-Sheikh or the Hawaiian islands as destination for recreation.

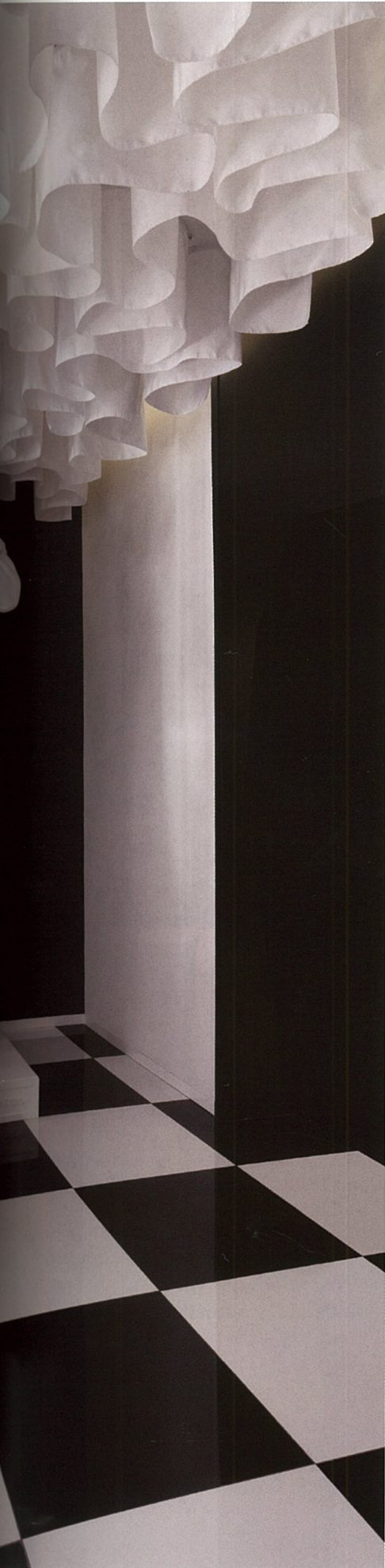
The Club Hotel is a new interesting luxury boutique hotel, designed by Singapore-based design firm Ministry of Design. One of the first major objectives in designing this new boutique paradise was to ensure that the locality was maintained, while using global design typology.

"Searching to ground the hotel in the context of Singapore as well as the historically rich conservation area of Club Street and Ann Siang Hill, we drew its inspiration from 2 sources," said Colin Seah, Design Director.

The country has had an extensive colonial period and is known to be at the crossroads of many civilizations, in addition to the native culture. Moreover, Singapore's economic prosperity has also made it a magnet for foreign workers and other Asian migrants, whose culture has been incorporated as part of Singapore. Yet, based on Singapore's colonial past, designers were able to extrapolate something quite unique.

"The first is Singapore's colonial past, which we have made modern tongue-in-cheek references to through art installation like features such as an larger-than-life statue of Raffles with his head in the clouds as well as through some key furniture pieces and artifacts," said Seah.





“We have taken the memories of these exchanges and created features that hint of this legacy in the rooms of The Club, where the modern day nomad and the nomad of yesterday cross paths for a moment.”





Just as the Statue of Liberty was used as a welcoming note for immigrants cramped up in steam ships, waiting for opportunities in the New World; 'The Club' was also built in an area known to offer Chinese immigrants open doors for a better life. Movement is the most important aspect of the design. It is made to evoke many to believe that human being are nomads, constantly travelling and moving on, waiting for another opportunity to present itself.



"The second inspiration was drawn from the area's popularity as a remittance center for turn of the century Chinese immigrants where hard earned money and wistful letters were sent back to the homeland," said Seah. "We have taken the memories of these exchanges and created features that hint of this legacy in the rooms of The Club, where the modern day nomad and the nomad of yesterday cross paths for a moment."



Taking into account the cultural and ethnic environment, designers managed to successfully combine the sleek modern motifs; adhering to a more global design typology; while, hybridizing it with local motifs inspired by the colonial past. Overall, the design successfully caters to the lifestyle savvy nomad; as well as, the enthusiastic adventurer. Become Indiana Jones; but, you can also live in the spoils, as the royals always did!



Nader Ramadan