

FRAME

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Hospitality Design

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Opposite Calligraphy-style graphics greet guests in the reception area, the corridors, the lifts and the guest rooms.

Where Singapore, Singapore  
Opening May 2010  
Client Harry's Hospitality  
Designer Ministry of Design → p.586  
Floor space 1950 m<sup>2</sup>  
Capacity 22 rooms

# THE CLUB BY MINISTRY OF DESIGN

A luxurious boutique hotel that is related to the past with a modern twist.

Photos CI&A Photography

LED lights behind the metal patterned wall can be changed at the bartender's whim, from blue to pink to yellow, to suit his mood and his drinks.





The designers aimed for a colonial chic aesthetic with a tongue-in-cheek slant that would put a smile on the customers' faces.



The designers incorporated a black circular dial at the door that guests can turn to leave messages for hotel staff.

## CALLIGRAPHY-STYLE WORKS OF ART ADORN THE HOTEL'S WALLS



The bathrooms are the only place in the hotel where the chequerboard design climbs the walls.



Each guest room is unique. All of the rooms have custom-made furniture, from the headboards to floor-to-ceiling decorative frames at the foot of the bed.

The Club, housed in a stately 1900s' heritage building, is a 22-room luxury boutique hotel on Ann Siang Road, one of Singapore's most fashionable districts. Designed by Ministry of Design (MOD), the establishment brings the area's rich heritage to life with a stylish blend of contemporary minimalism and antique, Oriental highlights.

In conceptualizing The Club's branding, MOD orchestrated a unified design vision for all related collateral, signage and spatial environments. The monochrome hotel features undulating folds of fabric hanging from the ceiling as well as black illustrations.

The design team drew its inspiration from two sources. The first is Singapore's colonial past: the designers pay tribute

to Sir Stamford Raffles, British statesman and founder of Singapore, by placing a larger-than-life statue of him with his head in the clouds (where would Singapore be if he didn't dream of its future?). Re-created terrazzo flooring and antique pendant lamps also tell the story of the building's legacy and the area's heritage. The second inspiration was drawn from the area's popularity as a remittance centre for Chinese immigrants at the turn of the 20th century, from which hard-earned money and wistful letters were sent back to the homeland. Guests are escorted from the lobby to their rooms by a flock of messenger birds bearing directions, resonating with a playful theme of friendly 'messengers', which refers to the

Chinese immigrants. The theme recurs in calligraphy-style works of art that adorn the bedroom walls, featuring animals like humming birds, squirrels, frogs, carp, mice – inspired by MOD and individually hand-painted by local artist Wyn-Lyn Tan. Besides the wall graphics each room also sports a bold design feature, such as a bed framed by a pair of grand columns adorned with traditional Chinese carvings. The striking bathrooms are, like the entire hotel, all in black and white.

Guests have the option of checking in at the ground-level lobby or in the panoramic rooftop Sky Bar. Two other food and beverage areas were designed by Jane Yeo: the lobby lounge and ground-floor tapas bar. ●