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a grand dame reinvented

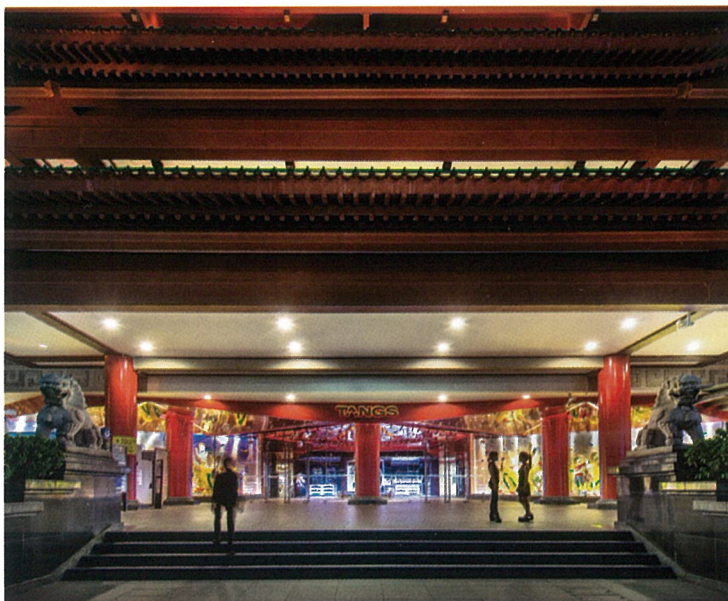
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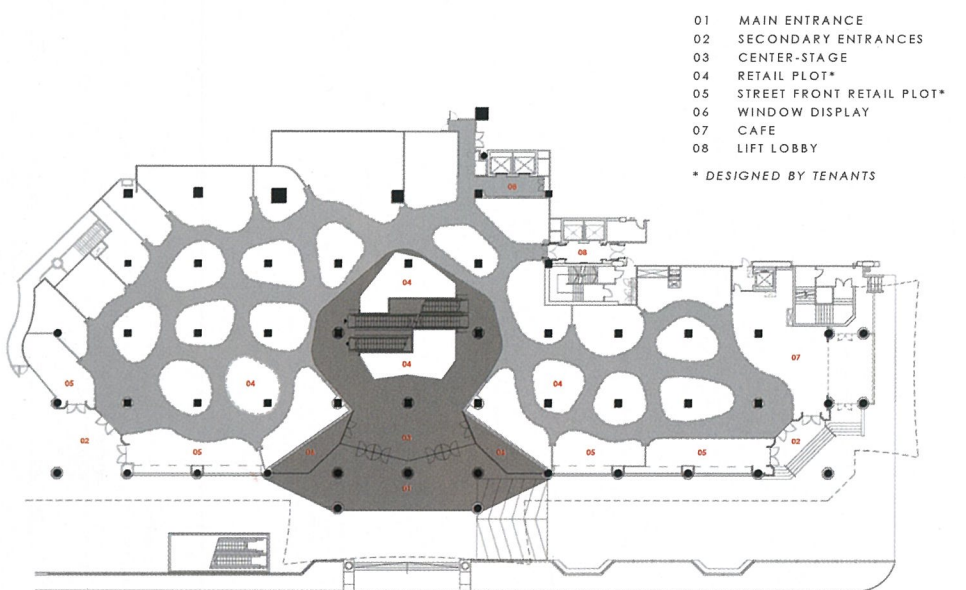
To mark its 80th anniversary in Singapore retail, Tangs Orchard began a S\$45m programme of extensive renovations in 2012 that resulted in a grand new entrance and radically transformed Beauty Hall on the first level in early 2013. The basement, a houseware and food paradise, reopened recently to shoppers eager for the slew of interesting food choices. Renovations in the third and final phase are continuing through to the upper levels, scheduled to complete this year. **MINISTRY OF DESIGN (MOD)** elaborates on their vision for the new Tangs entrance and beauty hall that had garnered them the 'Best Retail Concept of the Year 2013' by the Singapore Retailers Association, and 'Best Shopping Experience 2013' in the Singapore Experience Awards.

The new Tangs identity and positioning were refocused primary at today's generation of shoppers. MOD was appointed to establish a new retail strategy, public space planning and holistic design for the ground and upper three levels. 'We wanted to create an environment that is not merely a space to shop but a layering of experiences. Window displays are not static, but treated as a 3D stage which can be used dynamically and thematically,' said Colin Seah, founder/director of MOD. A four-month study, prior to designing, was initiated in which the design team worked closely with 'key stakeholders from all departments of Tangs' to identify problems and find solutions. Among the key questions asked was, 'how could they reinvent themselves and yet not abandon their strong heritage positioning?'

entrance

The main entrance design pays due respect to the iconic Tangs roof by drawing inspiration from it and updating it to create a dynamic and eye-catching experience. Set along Orchard Road's bustling pedestrian walkway, the new entrance channels shoppers into Tangs by creating two large window display





showcases that flank the doorway. These large-scale full-height window display walls are angled to funnel views as well as pedestrians towards the store entrance, and to be large enough to allow live displays or demonstrations within them. They also extend into the store and flank a 'Center Stage', an innovative display concept that provides Tangs an opportunity to curate fully immersive and potentially interactive 3D environments and scenes. Together with the mega-sized window displays, the Center Stage concept allows Tangs to position itself as a curator of lifestyle inspired experiences.

Another key design element is the dynamically faceted entrance, made with MDF panels spray painted with red high gloss paint, with concealed light strips between panels. Originally detailed to extend outwards and interface with the edge of the existing Chinese roof, the roof design provides a visual link between two eras, the rich heritage of Tangs versus its progress into the future. The facets are inspired by the structural ribs and beams of the heritage Chinese roof and act as a visual continuation of the language of lines. The existing red Chinese columns and stone plinths were also incorporated into the design and provide another instance of the visual contrast between the past and present.

The interior portion of the entrance portal where the escalators are located also serves as a common anchor point between the different levels and environments of the Tangs experience. Here, the colour and material palette, as well as the floor and ceiling treatments, are significantly different between the entry zone and Beauty Hall, creating a threshold as one moves between the different shopping environments.

beauty hall

The new design provides each distinct beauty brand an opportunity to create a unique and memorable retail experience. A series of 3D 'pods' were created, where each brand could determine the look and feel of their retail environment by manipulating the floor, walls/columns, furniture and ceiling of their pod, according to a set of guidelines that established basic perimeters for each tenant. The ceiling plane was intentionally recessed for each pod to have a greater sense of enclosure and colonized space. The Tangs Beauty Hall experience is now markedly more exciting and immersive. A floral inspired ceiling relief above the common walkways between pods subtly separates each brand and pod. +