

## 100 PP



Ministry Of Design was commissioned to strategize, brand and design a creative epicentre for the emerging black collar creative class, in the more gritty side of Singapore.

MOD abbreviated the address 100 Pasir Panjang to 100PP (the number 100 alludes to perfection) and to exploit the sea-fronting context of the site, introduced a series of “stepped” balconies across the different floor levels, so the 12,600m<sup>2</sup> building appears to shift away from the busy elevated highway in front.

According to the architect Colin Seah:

“The facade of the building comprises a number of different elements bound together aesthetically: primarily the windows, balconies and air-condition ledges. We intentionally blurred the definition of each element by layering a series of horizontal stripes throughout the façade, generating visual movement horizontally across the building and emphasizing the shifting and stacked nature of the different volumes. A palette of varying greys is employed to generate the tones required for the horizontal banding and the striping was also applied consistently to the surrounding landscape.

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.

Blurring the boundaries between the predictable commercial space and the gritty industrial space, the project is a hybrid space, which offers an exciting alternative for the creative workplace in the 21st century”.

Design by: Ministry Of Design

Photos by: Ministry Of Design