

Design  
for  
Asia  
à



給亞洲設計

DFA  
Awards  
設計獎  
2014

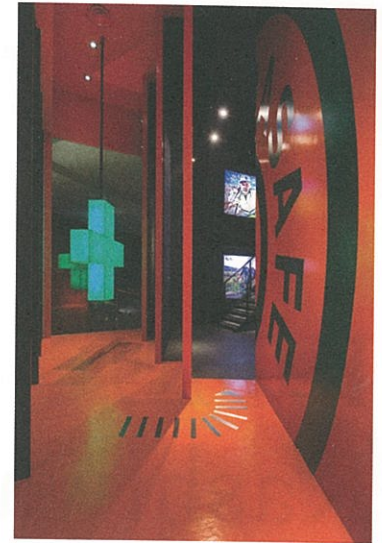
## Bronze Award

Environmental Design / Commercial Spaces

環境設計 / 商業空間

# Durasafe Retail Gallery / Singapore

Ministry of Design Pte Ltd. / Singapore



**Safety First** This flagship retail space for Singapore's leading supplier of premium safety gear was designed with the brief to elevate the business of safety to a lifestyle choice, and one that celebrates the fusion of design and function. This was a departure for the company, in reaching beyond its business-to-business model to create a consumer-based store. When opened, the store made headlines for its pioneering move to target the mainstream public. Situated in a modern warehouse, the store is planned as a multi-layered spatial experience to enliven the process of shopping. The industrial chic vibe begins at the entrance with a boldly coloured façade forming a backdrop to an oversized logo and a spinning illuminated cross, and continues with a 'scaffold' display structure lining the 6m high space.

**安全至上** 新加坡安全裝備龍頭供應商的零售旗艦店，旨在將專業內行生意提昇至生活風格的選取，以及展示功能與設計的極酷結合。從B2B模式擴張至大眾安全意識的消費。穿過橙色入口的立體十字和超巨型商標，六米高分兩層的摩登黑色倉庫，以升降吊架、水密艙門、金屬網欄、橡膠地板、運輸帶、黃色虛線和各種工業安全標記，襯托五顏六色的安全帽、靴、鏡和手套等，將工業美學變成潮流。



### Ministry of Design Pte Ltd.

An integrated spatial-design practice, Ministry of Design was created by Colin Seah to 'Question, Disturb & Redefine' our spaces, forms and experiences. The work atmosphere is democratic, progressing seamlessly between form, site, object, and space.

余崇霖創立的綜合空間設計公司，旨在詰問、干擾和重新定義空間、形式和體驗。工作氣氛民主，於不同形式、場地、物件和空間中無縫發展。