

# Singapore's first "Sociatel" brand COO design hostel by Ministry of Design

Ministry of Design enhances hospitality experience and engagement through digital platforms and social spaces.

2016-09-29

## Project Specs

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📍 Location	: Singapore (/country/singapore)
🏠 Type	: Hospitality (/type/hospitality) Hostel (/type/hostel) Restaurant (/type/restaurant)
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🏷️ Tags	: Interior (/tag/interior) 室内设计 (/tag/%E5%AE%A4%E5%86%85%E8%AE%BE%E8%AE%A1)

非常感谢Ministry of Design (<http://www.modonline.com/>)将项目介绍和项目图片授权gooood发行。更多关于他们: Ministry of Design on gooood (<http://www.gooood.hk/office/ministry-of-design>). Appreciation towards Ministry of Design (<http://www.modonline.com/>) for providing the following description:

COO是新加坡第一个“社交旅社”品牌,它为当地居民和旅行者带来了新时代的酒店体验。它的第一个酒店项目在中峇鲁中心区,由获得多个国际奖项的知名设计机构Ministry of Design 设计打造。

这个品牌结合了设计型青年公寓和休闲的小酒馆,并引入了世界上第一个:COO connect ,这是一个兴趣匹配的数字网络平台,旨在为有相似兴趣爱好的客人提供更多的交流和联系的机会。

Singapore's first 'Sociatel' brand, COO, introduces a new-generation hospitality experience to locals and travellers alike. The brand and its first property in Tiong Bahru have been developed and designed by multi- award winning design firm Ministry of Design.

The brand synergizes a design hostel and a casual bistro; and introduces a world's first: COO Connect, a digital interest-matching tool aimed at connecting like-minded hostel guests.

▽ 酒店立面, COO facade



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## 业主设计任务书 Client's Design Brief

“开发COO的灵感来自新生代旅行者们希望减少路途旅行,对他们而言,旅行不再是独自追求休闲放松,而是一个获得当地见解和体验的更真实的感受。我们希望COO是一个本土的,并结合了特性及以亚洲人感受的为基础的品牌...”- COO的创始人Silas Lee说道。“我们很快就选择了中峇鲁地区作为COO的第一个项目开发地,因为它是典型的体现了本土特色的区域,而且也是新加坡最酷的街区之一,同时也以丰富的遗产和文化而闻名。”

“The inspiration behind COO is the emergence of millennial travellers who are willing to take the road less travelled. To them, travelling is no longer a leisure pursuit alone, but an opportunity to gain local insights and garner authentic experiences. We want COO to be a home-grown brand with a regional reach and grounded with Asian sensibilities....” says Silas Lee, Founder of COO.

“Choosing Tiong Bahru for COO’s first property was an easy decision when we were considering neighbourhoods that embodied the quintessential local experience. It is after all one of the coolest neighbourhoods in Singapore while also simultaneously known for its rich heritage and culture,” Silas adds.

▽ 提供独特体验的酒店, an opportunity to gain local insights and garner authentic experiences



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## 设计提问与解决方案 **The Design Question to ask and Our Design Answer**

如何使一个新一代的酒店体验和参与性通过数字平台和社交空间加强? 简短而言就是“如何通过空间和数字平台使人们融入其中”

新生代的旅行方式和以往有了很大不同。旅行不再只意味着一次简单的度假,而是更加有意义的逃离——体验比享乐更加重要。当今的旅行者有真实的价值观,渴望真实,精通数码,并且相互联系紧密。

COO通过电子平台以及真实的体验来捕捉到这一点,这个品牌的三个最重要的切入点是——全球化,交流,趣味性。这几项贯穿于COO的整个体验,包括空间的设计,网站,菜单以及平面设计,到对环境的选择。

COO致力于将建筑打造成独一无二的品牌体验,并将此延续至独立房间以及共享房间,不同的餐饮概念店,综合零售店以及共享工作环境中,而不是局限于当前仅有的居住,餐饮,联系。

How can new-gen hospitality experience and engagement be enhanced through digital platforms and social spaces? Or in short:

“Engaging people physically and digitally.”

Millennials have changed the travel landscape in a massive way. Travelling is no longer about a passive vacation, but rather a meaningful getaway: where active experience trumps passive consumption. The Millennial recognizes value, craves authenticity, is digitally savvy, and constantly connected.

COO is a digital and physical experience that captures this, and its brand DNA is built on 3 key touch points – Glocal, Social, Playful. These apply holistically across the entire COO experience from the design of the spaces, website, menu and graphics, down to the choice of neighbourhood.

Beyond the current unveiling of STAY, EAT, CONNECT, COO aims to continue building a distinctive brand experience, and future expansion plans include single rooms alongside shared rooms, varying F&B concepts, integrated retail and co-working environments.

▽ 贯彻各个环节的品牌体验，a distinctive brand experience



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## 住宿 STAY

每个COO项目的设计理念都来源于它所处环境的精神和记忆。譬如对它的第一个项目,位于文化气息浓厚的中峇鲁的COO来说“毋庸置疑,它需要向它所处环境的文化遗产和传统致敬,我们希望设计每一个部分都能讲述我们所处环境的一个故事,但是以一种更好玩的形式,这才是COO品牌的本质所在。”Colin Seah,Ministry of Design的创始人和设计总监说。

落实到实际的设计中,COO的入口是一个金属网包裹的入口门廊,这个材料的想法来源于周边老房子的金属门。在背景墙也就是COO接待台处,是一个悬挂的霓虹灯艺术品,这个艺术品是由酒店所在位置的地图抽象化而成。

The playful yet chic design concept of each COO property will be inspired by the spirit and memories of the neighbourhood its located in. For its first property in the culturally rich neighbourhood of Tiong Bahru, “it was imperative that the design of COO pays homage to the strong essence of local heritage of its location. We wanted every part of the experience to be able to tell a story of the neighbourhood we are in, but in a playful way that reflects COO’s DNA,” says Colin Seah, Founder Designer of Ministry of Design.

True to its design approach, the eye-catching entrance is framed by metal mesh, taking cues from the metal gates of the old housing estates around the area, while the pièce de résistance, located at the COO Bistro is a suspended neon art piece shaped as an abstracted map of the neighbourhood.

▽ 金属网包裹的入口门廊, eye-catching entrance is framed by metal mesh

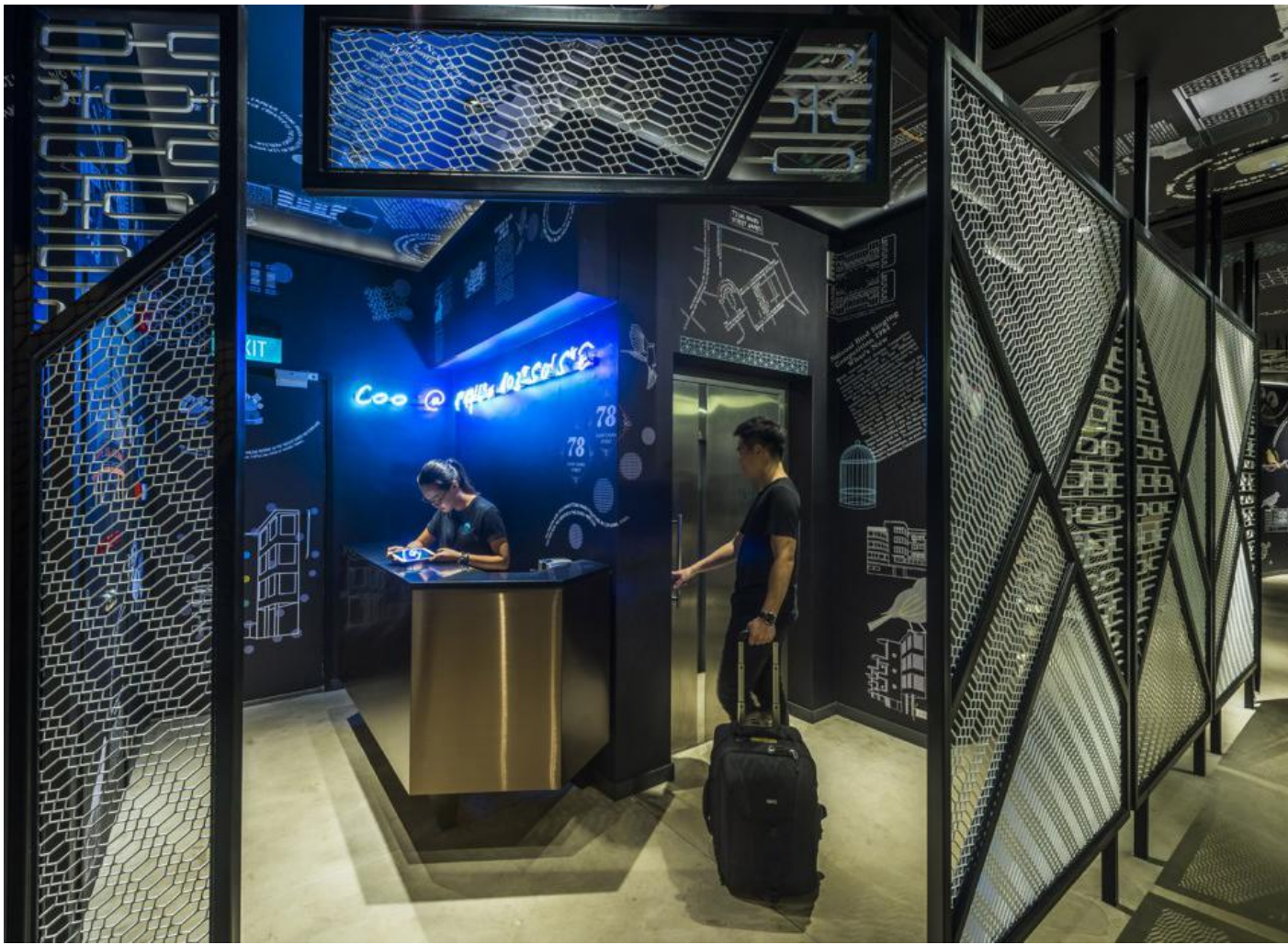


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环境元素的暗示在一层整个空间随处可见,所有的墙面,包括天花,都巧妙地被富于当地文化的图案所覆盖——咖啡店大叔,邻居家的猫Bob,最现代的建筑,以及最传统的kuehs(蛋糕)都会在被显示在图案中。

Hints of the neighbourhood continue to be seen across the ground floor, including a ceiling that is artfully covered with punchy graphic prints of 'kopitiam' (coffee shop) uncles, Bob the neighbourhood cat, modernist architecture and traditional 'kueh' (sweet cakes). The longitude and latitude coordinates of COO's location also appear behind the reception area in cursive graphic neon.

▽ 整个空间被富于当地文化的图案所覆盖, the ground floor is covered with punchy graphic prints



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接待台后方设有霓虹灯的艺术品,标明了COO位置的经度和纬度,进入住客专享空间,4层店屋的楼上几层是11间全新打造的房间,房间内设有双层床,最多可容纳68名客人入住。客人会在走廊上发现许多有趣的东西,传统家规被打印出来贴在墙上,公共区如卫生间等贴满了诙谐有趣的图标。

Accessible to hostel guests only, the upper levels in the four-storey shop house space features 11 newly furnished rooms with bunk beds, holding up to 68 guests at maximum capacity. Greeting guests across the hallways, house-rules in bold prints are plastered on the walls while witty icons are punctuated across the common areas like the bathrooms.

▽ 电梯厅, lift lobby



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▽ 客房空间, hostel beds



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▽ 示意行李放置区的贴心设计，graphic indicating luggage placement



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▽ 浴室, bathroom



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bathroom)



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▽ 浴室标示细节, shower signage



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二楼最具特色的是一个配有餐饮吧和洗衣机/烘干机的露天阳台。软垫座椅遍布露台,它的灵感来自传统的自然通风的藤椅子,这个露台为寻求新鲜空气客人提供了一个良好的场所。

The second floor features an open-air terrace with a pantry and washer/dryer facilities. Cushioned seats and chairs inspired by traditional naturally ventilated rattan chairs spread across the terrace, providing a sanctuary for guests seeking some fresh air.

▽ 露台, open-air terrace



## 餐饮 EAT

COO酒馆坐落在项目的中心位置,是一个拥有“全球化”菜单的全日的休闲餐厅,菜单的灵感来源于全球和本土的特色美食,为了使COO品牌更符合“本土化”的精神,休闲酒馆展示并阐述它来自中峇鲁地区的奇特的本土食物。

In the heart of the property sits COO Bistro, an all-day casual dining outlet with a contemporary “Glocal” menu that draws inspiration from an array of global and local cuisine. In keeping with the COO brand ethos of being ‘locally rooted’, the casual bistro showcases its whimsical interpretation of local dishes that resonate with the Tiong Bahru neighbourhood.

▽ 休闲餐厅内部, the bistro



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60个座位的COO酒吧被设计成为整个项目最主要的社交空间,它包括一个僻静的聚会角,客人可以在这里享受他们的免费早餐并制定游玩计划,或者就这样聚集在这里待上一整天。

Designed as the main social space within the property, the 60-seater COO Bistro also includes a private corner where hostel guests get to enjoy their complimentary breakfast in the mornings and set-up their workstations, or simply just gather around throughout the day.

▽ 僻静的聚会角, guest alcove



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酒吧的私密空间和公共空间被外观相同的金属网分隔开来,从而来限制空间的流动。设计还对布局留有很大的灵活性和流动性,通过开放不同空间的空间屏障,为旅社和酒吧的客人提供了互动和交流的机会。

Using the same metal mesh seen on the exterior, the private and public areas in the bistro have been cleverly separated while retaining the flow of space. The design also allows for fluid arrangement, creating interaction between hostel and bistro guests by opening up the barrier between the two spaces.

▽ 客人用餐区, dining area



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▽ 酒吧, the bar



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特色的本土菜系包括中峇鲁拼盘:一个混合了烤五花肉,沙爹鸡肉,盐和胡椒的澳洲盲槽,以及鲭鱼排,配以自制的咖喱辣椒,以及中峇鲁“水粿”——这是一种甜品,由奶油布丁配以虎皮核桃和奶油草莓制成,看起来像传统的“水粿”,最后是‘chai po’(配大头菜)以及辣椒。其它新派主菜包括猪脸肉Cappelinni以及由面条,龙虾和辣椒酱制成的COO虾面。

The locally inspired dishes include the Tiong Bahru Platter: a medley of Roasted Pork Belly, Grilled Chicken Satay, Salt & Pepper Barramundi, and Mackerel Keropok with a serve of house made sambal chilli, as well as the Tiong Bahru ‘Chwee Kueh’: a dessert of Panna Cotta with Candied Walnut and Balsamic Strawberries assembled to look like the traditional ‘chwee kueh’ dish complete with ‘chai po’ (preserved turnip) and chilli. More refined choice of mains include the Pork Cheek Cappelinni and COO Prawn Noodles of Fettuccine with Tiger Prawns and Chilli Sauce.

▽ 特色菜系, the locally inspired dishes



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([http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/35\\_coo-bistro\\_burnt-banana-waffles](http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/35_coo-bistro_burnt-banana-waffles))

## COO connect

为了真正体现“社交旅社”的价值,COO也推出世界上第一个“COO Connect”,这是一个兴趣匹配的 数字网络平台,使旅社的客人们在预定时就可以进入,联系到在COO里居住的兴趣相似的旅行者们,是和网络友人一起探索 and 了解未知城市的宝贵工具。

这个COO Connect平台的概念源自新生代们对网络的依赖和喜爱。我们看到这样的机会,可以利用技术手段增加联系,这不止停留在数字空间而是进行超越。受COO委托,这个平台由BBH 实验室,Blacksheep媒体,和MOD一同打造。

True to its ‘Sociatel’ values, COO also debuts a world’s first: “COO Connect”, an interest-matching tool available to hostel guests upon making a booking, allowing them to be linked up with a network of like- minded travellers staying with COO – .an invaluable tool to explore or learn about a foreign city with newfound companions.

The idea for COO Connect stemmed from the millennial generation’s love for digital connectivity. We saw an opportunity to leverage off technology to facilitate connectivity which doesn’t just stop in digital space but goes beyond that. Commissioned by COO, the platform was created in collaboration between BBH Labs, Blacksheep Live and Ministry of Design.

▽ COO Connect平台, COO Connect



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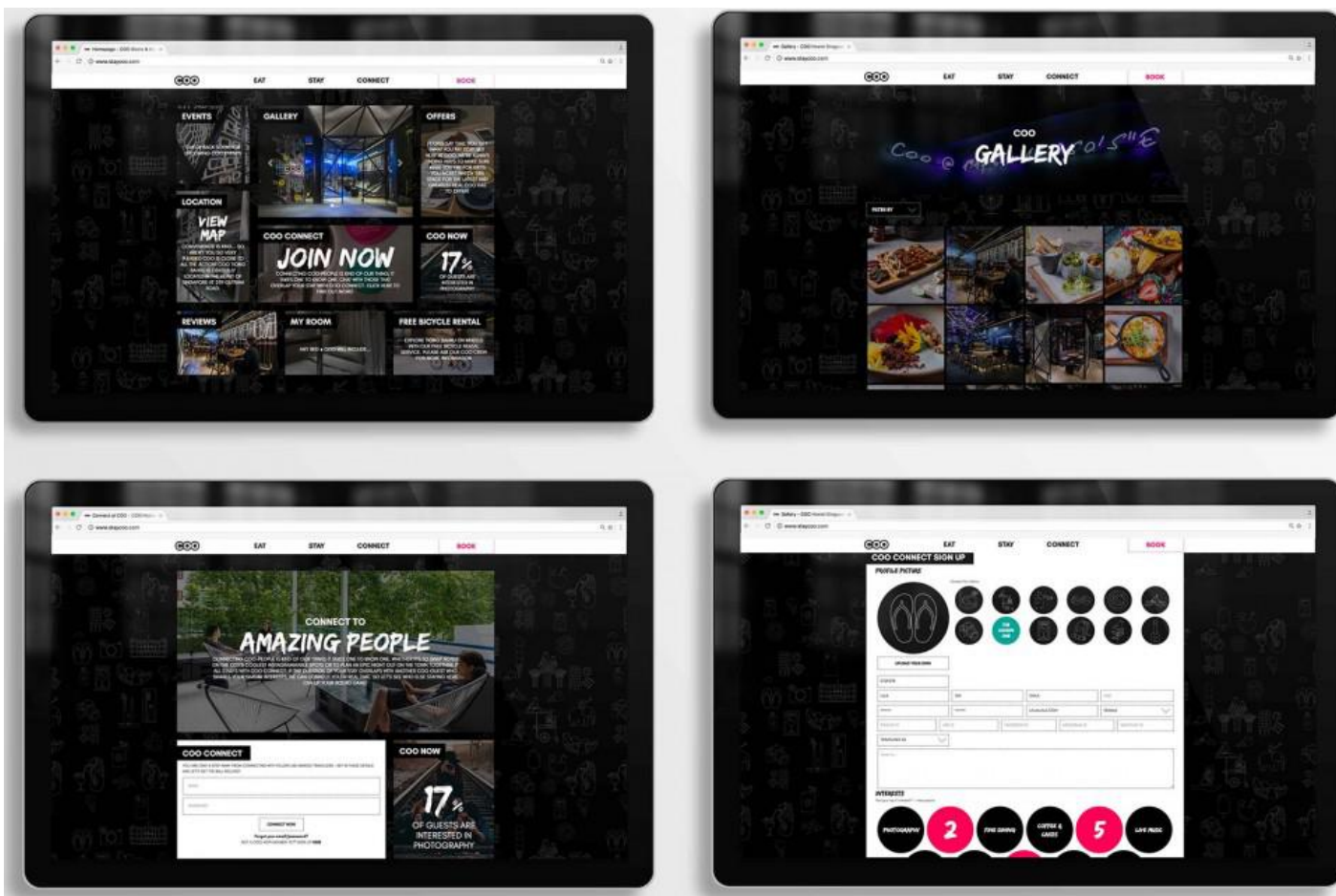
“COO Connect 的概念来源于我们希望 COO 既可以体现老式背包客社区的精神,同时也可以利用当今数字平台的力量”Sila 如是说,为了履行 COO“社交”的定位,这个平台在客人入住之前就积极创造客人的参与和互动机会。

“The idea of COO Connect was conceived as we wanted COO to embody the convivial spirit of an old- fashioned backpackers community whilst harnessing the power of today’s digital landscape,” says Silas. Fulfilling the ‘Social’ aspect of COO, the platform rounds up the hospitality experience by actively creating engagement between guests, prior to or during their stay.

从预定房间开始,客人就可以依据自己的兴趣爱好创建一个个性化的信息,登录进入 COOConnect平台。这使他们在真正的旅行之前就可以和同时入住的客人获得联系,有些可能会约定一起制定旅行计划,或者交换旅行信息。

From the time a guest books his/her stay, he/she will be able to create a personalised profile based on key interests and log in to the COO Connect platform. This allows them way ahead of their actual travel to chat with other guests who will be staying at the property during the same time period. Some may choose to make travel plans together or simply trade travel tips.

▽ COO Connect平台, COO Connect



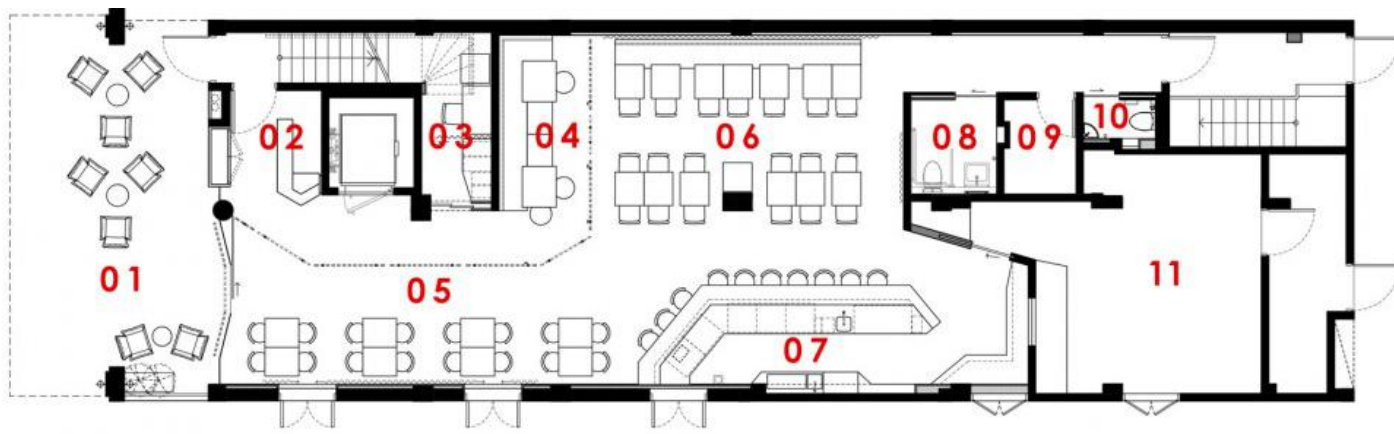
([http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/26\\_coo-connect](http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/26_coo-connect))

这个平台还提供两种功能,早餐俱乐部和晚餐俱乐部,来创造机会使客人们不用提前遇到或约定好,就可以通过酒馆的一餐饭获得联系。

The platform also offers two programmes, the Breakfast Club and Supper Club, creating the opportunities for guests to connect over a meal at the bistro without having physically met one another prior.

▽ 一层平面, level one





- |                           |                    |
|---------------------------|--------------------|
| 01 OUTDOOR SEATING AREA   | 07 BAR             |
| 02 RECEPTION              | 08 HANDICAP TOILET |
| 03 LUGGAGE ROOM           | 09 STORAGE         |
| 04 GUEST ALCOVE           | 10 WC              |
| 05 BAR HEIGHT DINING AREA | 11 KITCHEN         |
| 06 DINING AREA            |                    |

1 2 M

**COO | LEVEL ONE PLAN**

([http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/36-level-one\\_a4](http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/36-level-one_a4))

▽ 二层平面, level two



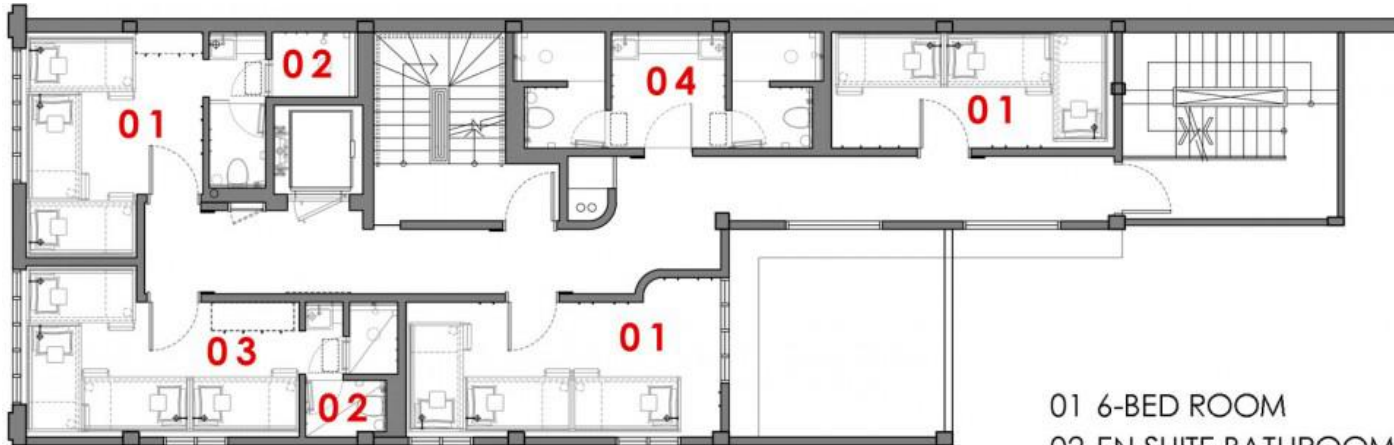
- |                      |
|----------------------|
| 01 8-BED ROOM        |
| 02 EN SUITE BATHROOM |
| 03 4-BED ROOM        |
| 04 SHARED BATHROOM   |
| 05 6-BED ROOM        |
| 06 LAUNDRY AREA      |
| 07 GUEST TERRACE     |

1 2 M

**COO | LEVEL TWO PLAN**

([http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/37-level-two\\_a4](http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/37-level-two_a4))

▽ 三层平面, level three



- |                      |
|----------------------|
| 01 6-BED ROOM        |
| 02 EN SUITE BATHROOM |
| 03 8-BED ROOM        |
| 04 SHARED BATHROOM   |

1 2 M

**COO | LEVEL THREE PLAN**

([http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/38-level-three\\_a4](http://www.goood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/38-level-three_a4))

▽ 四层平面, level four



## COO | LEVEL FOUR PLAN

([http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/39-level-four\\_a4](http://www.gooood.hk/singapores-first-sociatel-brand-coo-design-hostel-by-ministry-of-design.htm/39-level-four_a4))

Ministry of Design团队: Colin Seah, Patricia Segado, Richard Herman, Norberto Olegario, Rais Rahman, Sandra Goh, Angie Ng, Madeline Lim, Anna Langier

设计范围: 设计范围 1: 建筑及品牌策划 / 设计范围 2: 品牌策划, 室内设计, 环境设计, 标识, 平面设计, 网站艺术指导

场地面积: 188 平方米

建筑面积: 总建筑面积: 752 平方米

首层建筑面积 (接待台&酒馆): 187 平方米 二到四层建筑面积 (设计型旅社): 495 平方米 夹层建筑面积 (酒馆): 146 平方米 详细面积分布:

L1: 187 平方米

L2: 151 平方米(屋顶平台: 42 平方米)

L3: 151 平方米

L4: 135 平方米(屋顶平台: 16 平方米)

配套设施: 11 间客房 (68 床位), 1 休闲餐馆, 接待台, 客用屋顶平台, 四层以上

网站设计: BBH 亚太办公室

时间进度: 设计委托: 2016 年 1 月

施工开始: 2016 年 5 月 (12 周)

预开业: 2016 年 8 月 (开始订房)

正式开业: 2016 年 12 月 / 2017 年 1 月

摄影师: Edward Hendricks (CI&A Photography)

甲方/业主: Flying Potato Group Pte. Ltd.

主承包商: Alric

项目位置: 259 Outram Rd, Singapore 169056

Ministry of Design: Colin Seah, Patricia Segado, Richard Herman, Norberto Olegario, Rais Rahman, Sandra Goh, Angie Ng, Madeline Lim, Anna Langier

Design Scope: Scope 1: Brand Architecture & Strategy

Scope 2: Branding, Interior Design, Environmental Graphics, Signage, Collateral design, Website art direction

Land area: 188 sqm

Built in GFA: Total GFA: 752 sqm

Built in GFA for L1 (Reception & Bistro): 187 sqm Built in GFA for L2-L4 (Design Hostel): 495 sqm Built in GFA for L1 (Bistro only):

146 sqm Detailed breakdown:

L1: 187 sqm

L2: 151 sqm (Terrace: 42 sqm)

L3: 151 sqm

L4: 135 sqm (Terrace: 16sqm)

Facilities: 11 hostel rooms (68 beds), 1 casual bistro, reception, Guest's Terrace, over 4 Floors

Web Design: BBH Asia Pacific

Timeline: Design commencement: January 2016

Construction commencement: May 2016 (12 weeks)

Soft Launch: Aug 2016 (Open for Bookings)

Official Launch: Dec 2016 / Jan 2017

Photography: Edward Hendricks (CI&A Photography)

Client / Owner: Flying Potato Group Pte. Ltd.

Main Contractor: Alric

Location of Project: 259 Outram Rd, Singapore 169056

MORE: Ministry of Design (<http://www.modonline.com/>) 更多关于他们: Ministry of Design on gooood

(<http://www.gooood.hk/office/ministry-of-design>)

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(上海) 度合建筑设计事务所 - 建筑设计总监 / 主持设计师助理 / 室内设计师 / 设计实习生

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(北京) META-工作室 (META-Project) - 高级室内设计师/建筑施工图设计师/项目建筑

(上海) DEFINE 建筑师工作室 - 建筑师 / 助理建筑师 / 建筑实习生 / 平面设计兼媒体文案

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(北京) 第一实践建筑设计 PRAXIS d' ARCHITECTURE - 项目建筑师 / 高级室内设

(北京) 京北吉 (北京) 建筑咨询有限公司 - 资深建筑师 / 建筑师 / 助理建筑师



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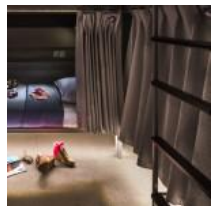
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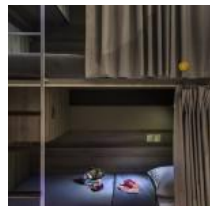
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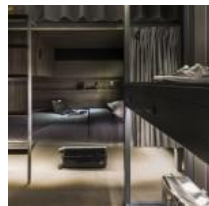
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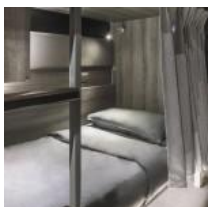
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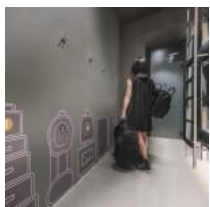
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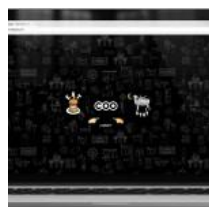
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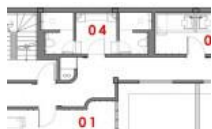
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