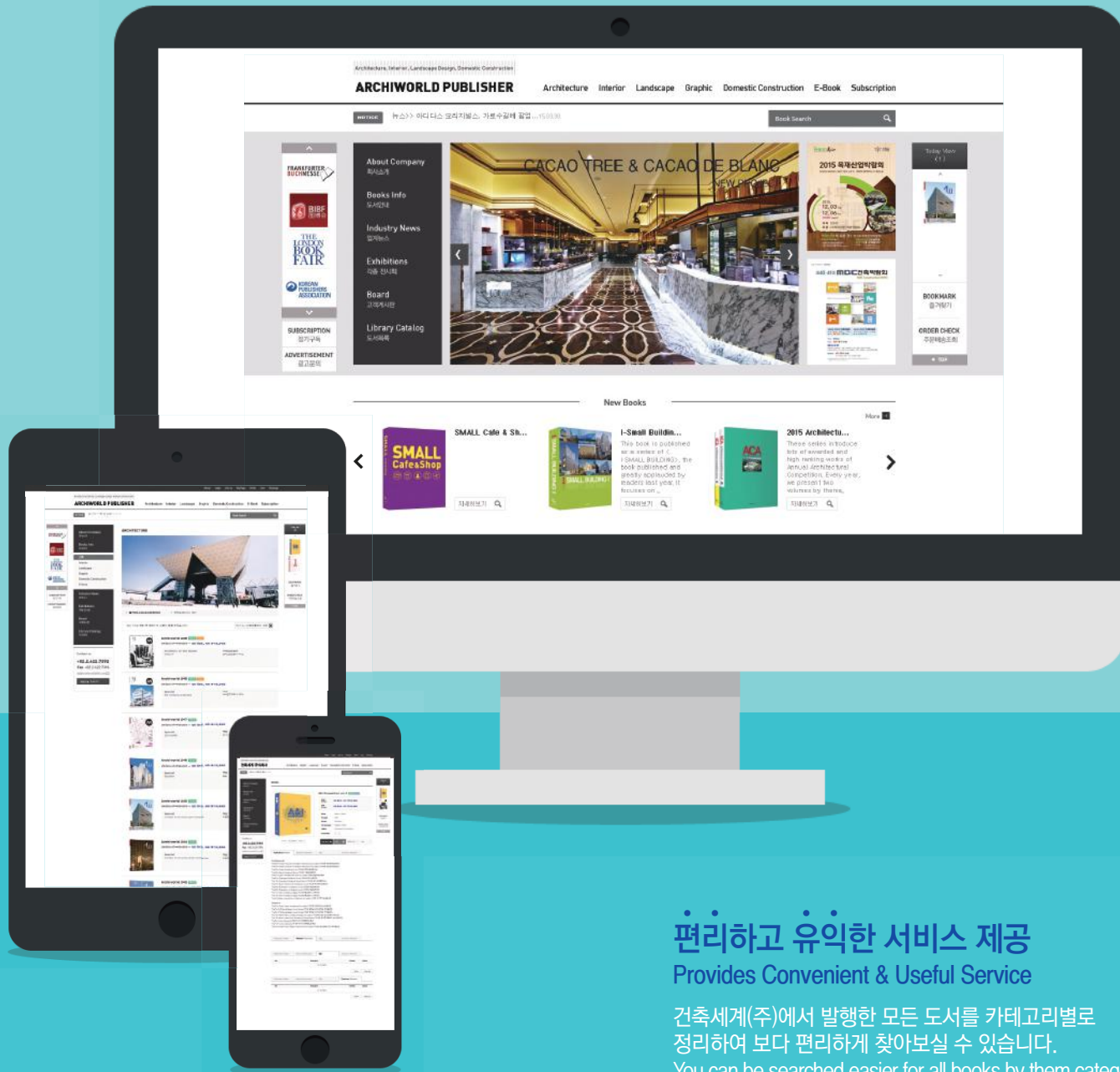


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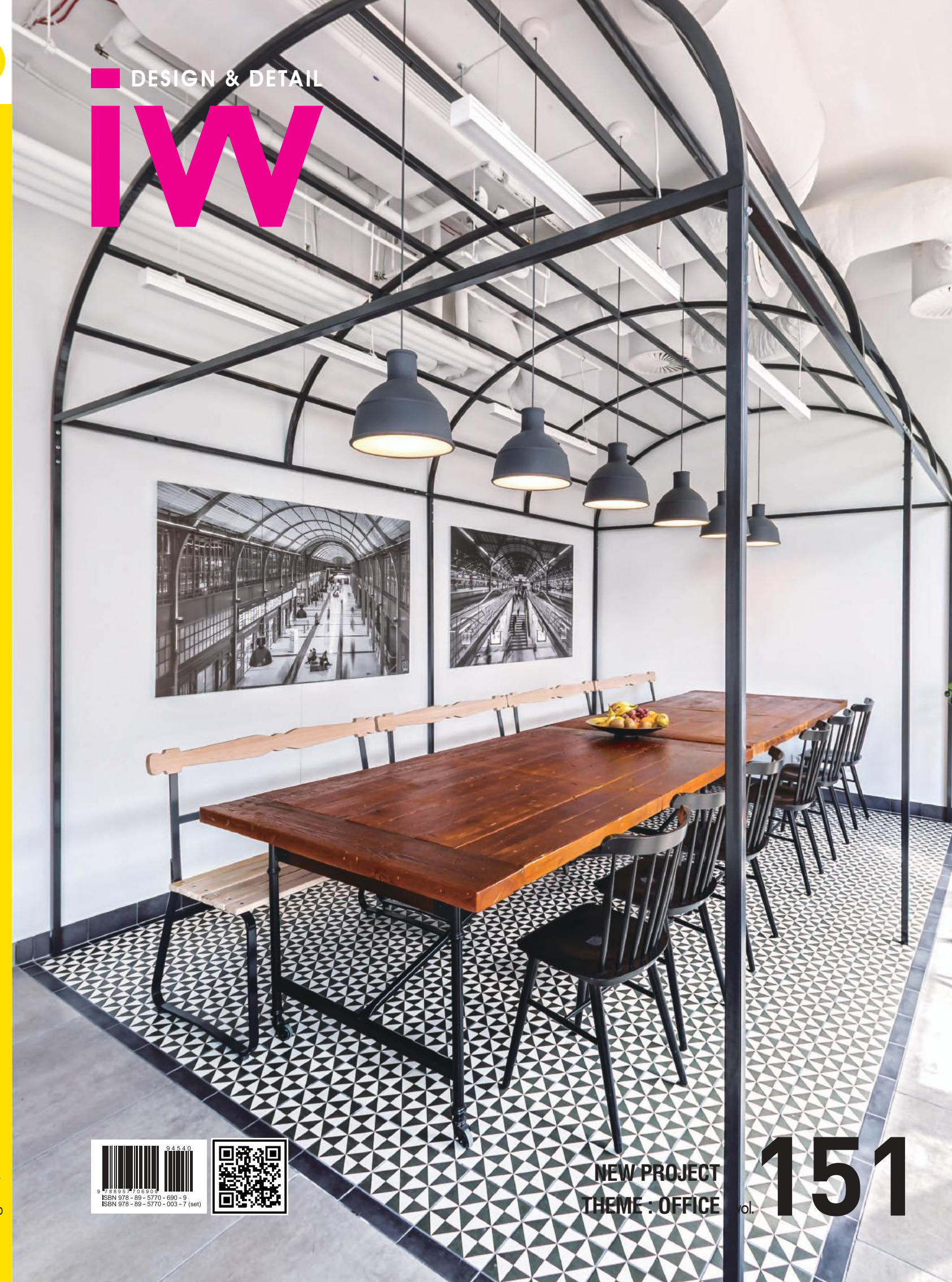
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DESIGN & DETAIL

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NEW PROJECT
THEME : OFFICE

151

COO

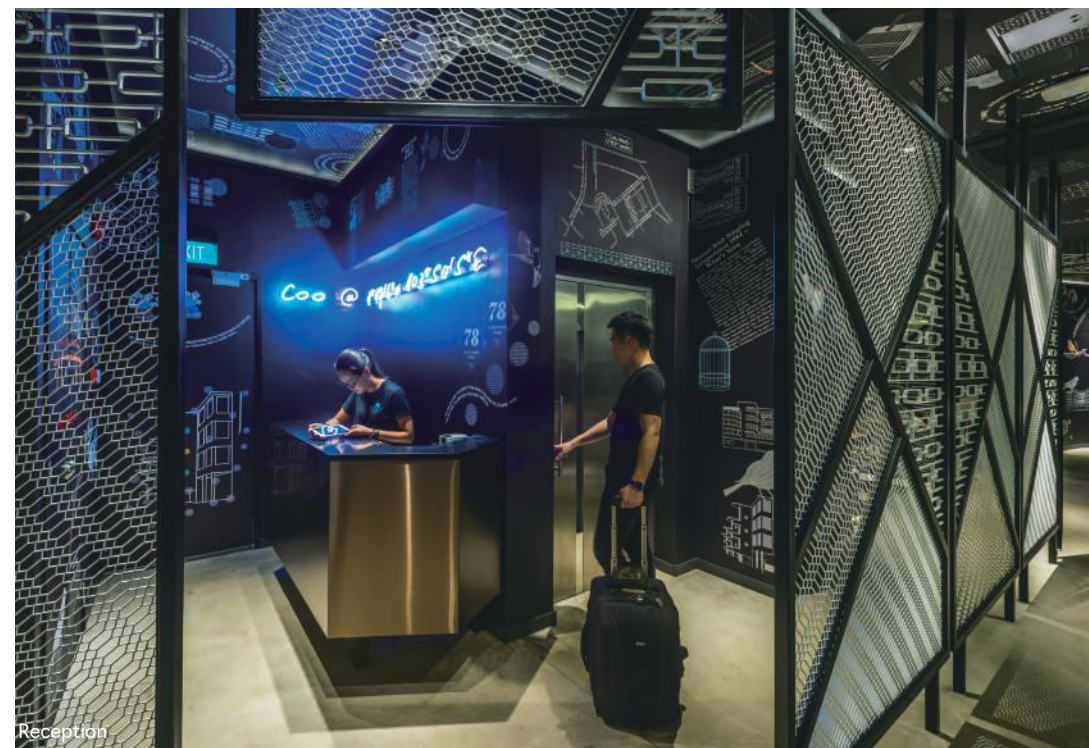
Design Ministry of Design · Colin Seah (www.modonline.com) **Design Team** Patricia Segado, Richard Herman, Norberto Olegario, Rais Rahman, Sandra Goh, Angie Ng, Madeline Lim, Anna Langier **Location** Tong Bahru, Singapore
Function Hotel **Built Area** 752m² **Finish** Metal, Wallpaper, Tile, Paint, Metal Sheet, Acrylic, Cement Tile, Stainless Steel, Deck **Construction** Alric **Photographs** CI&A Photography · Edward Hendricks **Editor** Choi Ji-hyun

설계 미니스트리 오브 디자인 · 콜린 세흐 **위치** 싱가포르 티옹 바루 **용도** 숙박 **면적** 752m² **마감** 금속, 벽지, 타일, 도장, 금속 시트, 아크릴, 시멘트 타일, 스테인리스 강, 데크 **시공** 알릭 **사진** CI&A 포토그래피 · 에드워드 헨드릭스 **에디터** 최지현

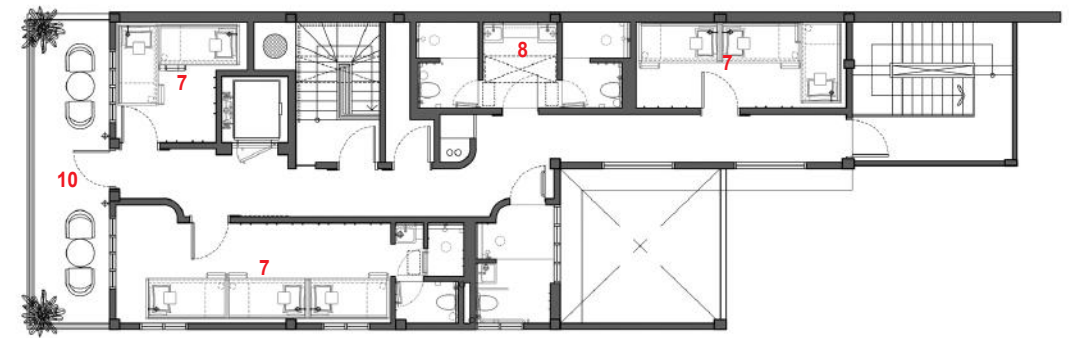




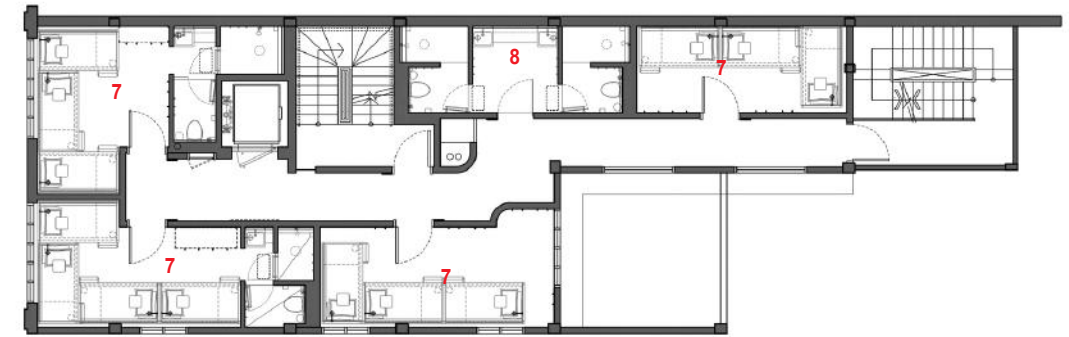
Entrance



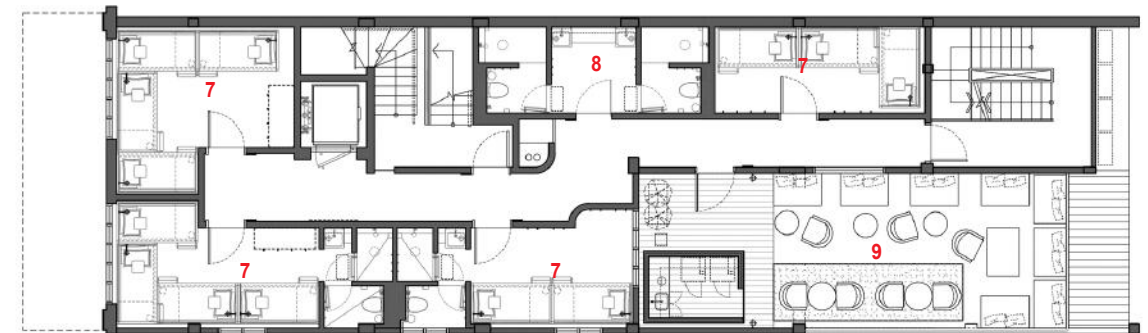
Reception



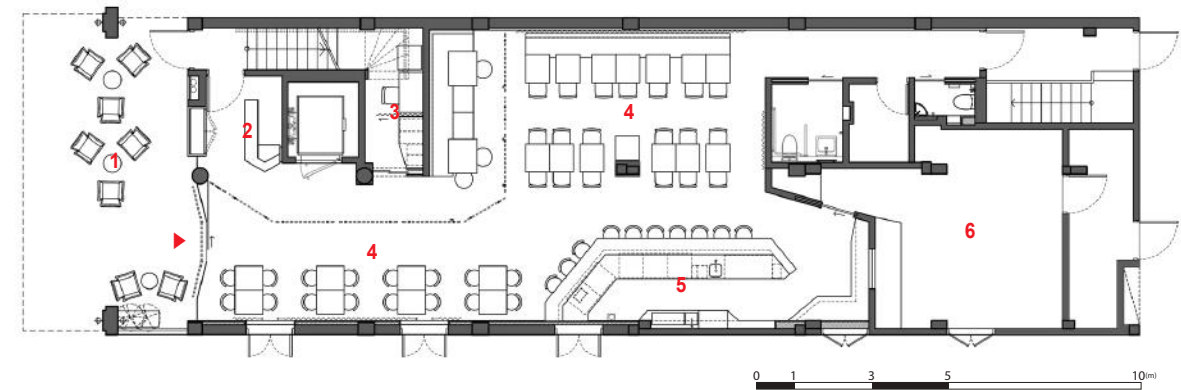
4th Floor plan



3rd Floor plan



2nd Floor plan



1st Floor plan

- 1. Outdoor seating area
- 2. Reception
- 3. Luggage room
- 4. Dining area
- 5. Bar
- 6. Kitchen
- 7. Guest room
- 8. Guest bathroom
- 9. Terrace
- 10. Balcony



Bar counter



Dining area

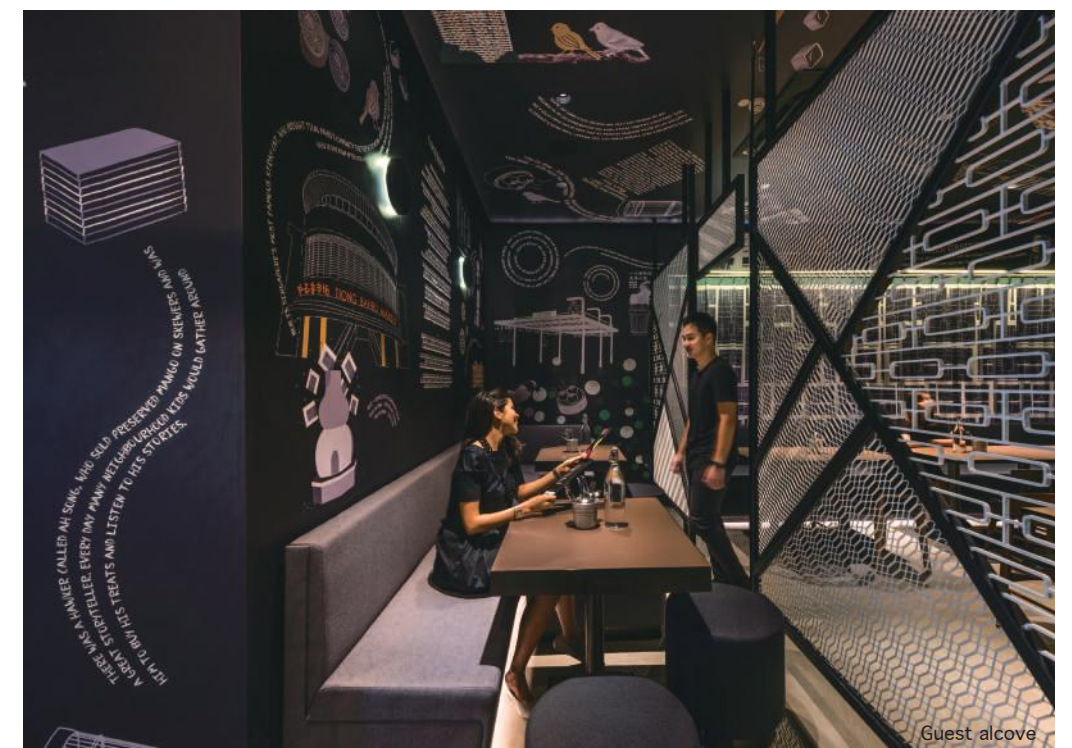
Millennials have changed the travel landscape in a massive way. Travelling is no longer about a passive vacation, but rather a meaningful getaway: where active experience trumps passive consumption. COO is a digital and physical experience that captures this, and its brand DNA is built on 3 key touch points - Glocal, Social, and Playful. These apply holistically across the entire COO experience from the design of the spaces, website, menu and graphics, down to the choice of neighborhood.

The playful yet chic design concept of each COO property will be inspired by the spirit and memories of the neighborhood its located in. For its first property in the culturally rich neighborhood 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 neighborhood 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 piece de resistance, located at the COO Bistro is a suspended neon art piece shaped as an abstracted map of the neighborhood. 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. 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. 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. Hints of the neighborhood 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 neighborhood 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.

Accessible to hostel guests only, the upper levels in the four-story 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. 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.



Guest alcove



Room



Terrace



Bathroom

여행은 단순히 쉬는 시간이 아니라 문화를 즐기며 경험을 쌓는 의미 있는 기회로 여겨진다. 이에 이곳은 싱가포르 티움 바루의 역사에 기반을 둔 유희적이면서도 세련된 설계로 지역성과 브랜드의 정체성을 담아낸 재미있는 공간을 선보이고 있다.

먼저, 출입구는 주변 고객들의 철문처럼 금속망으로 감싸 독특한 분위기를 자아낸다. 1층 리셉션을 지나 안으로 들어가면 먹을거리를 즐길 수 있는 비스트로가 나타나는데 외부에 쓰인 금속망으로 공간을 구획·배치하여 간편한 식사 외에도 개인적인 작업 공간 또는 함께 모여 이야기를 나눌 수 있는 공간으로 활용되고 있다. 여기에 천장에는 '코피티암', 동네고양이 '밥', 현대 건축, 달콤한 전통 떡 '쿠에'를 그래픽으로 표현하고, 티움 바루의 지도를 추상화한 네온 장식을 더해 지역의 특색을 강하게 드러내고 있다. 2~4층에는 최대 68명까지 머물 수 있는 객실 11개가 마련되었는데 복도와 욕실 등 공동 공간에 호텔의 규칙을 적은 재치 있는 아이콘을 더해 눈길을 사로잡는다. 이외에도 식기실과 세탁 설비를 갖춘 2층 야외 테라스에는 전통 등나무 의자를 모티프로 한 의자와 쿠션 좌석을 배치하여 맑은 공기를 마시며 편히 쉴 수 있도록 했다.