

partners



DEC 2014

Scotch in Taipei

**Introducing SL+A
Hotels**

Citizen M

Scouting KL

The AXE Factor

Christmas Card

Scotch in Taipei

Project : The Edrington Group, Taipei Office
Location : Taipei
Function : Corporate Office
Area : 1,425 m²



The Edrington Group brings the world's best-loved Scotch Whiskies, including The Macallan, The Famous Grouse, Cutty Sark and Highland Park. They grew speedily beyond your imagination. After years in their old office and enclosed cubicles, Edrington Taiwan decided to relocate to the President International Tower (PIT) located in Xinyin District. SL+A Taipei was honored to be selected as Edrington's preferred partner to develop their 1,425 sq. meters office at the 9th Floor in PIT facing Taipei 101 with plenty of daylight view.

An innovative concept - "The Journey through the Golden Water" welcoming visitors with a whisked and oaken reception incorporating a cozy waiting lounge with curvy ceilings and a most striking feature is a curve timber signage wall. The flooring of Interface's new collection Net Effect Pacific series within the reception is a simple navy and earth tone carpet tiles, providing a lasting connection to nature and adding textural depth to the entire space.





However, Steven Leach turned the balcony into another informal collaborative space, creating a contrast which brings staff inspiration and relaxation by offering them a wall-to-wall window view.

LEED certified is always a PLUS! Edrington Taiwan is a LEED Commercial Interior (CI) 2009 v3 Certified Office. We successfully bringing Edrington Taiwan not only an Efficient, Operational Working Place but also a Great place that creates healthiness, comfort and environmental awareness.

The Managing Director – Jennifer Wu, is happy and satisfied with the refreshed office. It was a great experience and collaboration working with Jennifer and team.

“Staff-concerned is always the key issue we need to think about” Jennifer quoted.



From reception, there is an open view through to the Meeting Rooms leading to a luxury Bar Lounge, which can act as a overflow and entertaining space, as well as a buffer between the staff, visitors and Back of House functions to foster interactions.

The Bar Lounge with a bottle pattern ceiling design have its own luscious forms and elegant lines shaped in flowing pattern that providing a special experience in the space. The design concept brings together both classic and contemporary, with an antique luxury toned furniture. Combination of high stool and soft seating setting interspersed with contemporary touches to create a variety of formal and informal settings and providing an instants comforts for all sorts of activities. It also further enhance the space with a note of aesthetic coherence.



It is always Steven Leach’s goal to balance the design’s sumptuousness and taking advantages of buildings’ fantastic views by bringing the space to life and creating a comfortable office environment. Steven Leach design team has ingeniously separated the working zone into 2 sections by establish an interesting symbolic vinyl film upon a full height clear glass panel as well as to comply with the local legislation. It provides a visual interest by subtly dividing the working space whilst providing a flowing rhythm to the open office.

Conversion of existing balcony to an ad hoc cum breakout area is absolutely an extra value! Despite the local code prohibits the use of balcony at PIT, most clients are troubled with balcony planning.



Joyce Chen, We proudly welcome Joyce as a Manager of the design studio.

Joyce has been instrumental in implementing and maintaining global, regional, and local standards for a large multinational banking operation. First implemented in Taipei, the concept further developed for the remainder of Taiwan. Moving on to Hong Kong and Shanghai, the standards set needed to be fine-tuned for the localities’ end-users. Code compliances, public and fire safety, and issues of feng-shui strongly factored in.

Joyce also developed, from the start to finish, the concept through build-out premises for fast moving consumer goods offices and its call centers.



Design: SL+A International Asia Inc.
Project Team: Vivian Chang • Pei-Fen, Siew • David Pipkin
Services Provided: Interior Design
Joyce Chen • Beth Shen • Rob Chen • Simon Sue • Jason Wang • Lizzie Gerock • Leo Wang • David Wu •

Introducing... SL+A HOTELS



In 1972 Steven J. Leach Jr., an American Architect, founded the firm in Hong Kong as an interior design practice undertaking projects in corporate and the hospitality sectors.

Steven opened offices in Singapore and Manila by the mid-1970s, and expanded throughout Asia in the 1980's and 1990's. The practice today includes speciality groups focusing on corporate offices, retail, hospitality, large commercial spaces, high end residential, and architecture.

Our speciality group, SL+A Hotels, has been designing hotels across Asia since the 1980's. The firm is currently owned and managed by the partners and key associates from each office.

Who are we currently working with?

citizenM Hotels, Taipei Ximending

citizenM is a new Dutch based hotel chain that opened their first hotel at Schiphol Airport in the second quarter of 2008. Until now, there are only 4 locations only world wide and we are thrilled that citizenM Taipei will be the 5th spot, which is located at Chunghua Road Taipei, the first Asia iconic location of citizenM.

SL+A Taipei was honored to be selected as the detail designer to coordinate design from detail design to tender package. Our works on drawings, value engineering is had be completed within 98 working days including weekly meeting with citizenM designer, the owner, and the operator.

The concept of the hotel is to cut out all hidden costs and remove all unnecessary items, in order to provide it guests a luxury feel for a budget price. The hotel exists of 267 rooms of 10,092 sq.m.

The rooms are stacked on a ground floor with a dynamic lobby / living-room space, creating rooms and F&B functions. Since citizenM believes a great bed, a simple and clean bathroom is all we need during a city or business trip, the design is focused on these items. The bed is placed in front of a floor to ceiling, wall to wall window and is super-king size, 2.2 x 2.0 meter. It's white bed-linen and pillows offer a lounge area to watch TV on the flat screen.

citizenM not only reflects but also learns from the needs of modern travellers. It follows that citizenM should talk in a language that fits these citizens. citizenM never likes to act like a stiff or formal hotel.

Rather, citizenM wishes to treat the guests and anyone who stays there with knowledge, friendliness and understanding. citizenM always treats the city where the hotel is located with respect. citizenM may be local but is also a guest in your country. The boutique character of citizenM is one of the most important elements of the citizenM brand. More further, citizenM likes to speak in a factual, down-to-earth and relaxed manner.



Kevin Chung
Senior Designer



Amy Huang
Senior Designer / LEED AP



Winnie Chen
FF&E Designer



Andrew Hong
Designer

Kevin works on assignments independently or as team player for large-scale projects. He has wide experience & outstanding performance in creative design from space planning, interior designs to commercial, hospitality and residence. He displays strong organization and communication skills enduring the client link and information exchange within the office. Educated in Sydney, Australia and Hong Kong and with global design experience.

Selected Projects: Chimei Group Chi Mei Culture Foundation Chi Mei Museum • Ericsson • FarGlory Head Quarters • The Landis Taipei Hotel • Cyber Port Clubhouse, Hong Kong • Heichinrou Chinese Restaurant, Hong Kong • Penda Development Ltd., China • Shangri-La Hotel, China • Sheraton Dameisha Resort, China • Venetian Cotai Resort- Four Seasons Hotel, Macau China • Marina Bay Sands, Singapore • W Hotel, Bali Indonesia •

Very organized, **Amy** is effective for both independent projects and teamwork.

She was educated in Savannah College of Art and Design , she proved her design and management capabilities on many multinational projects. Amy also participates in projects for China and is apt to travel as required.

Selected Projects: AIG • Bank of America • CITIBANK • Cross Straits Club, Taipei • Deloitte • General Mills • Humble House Taipei • Le Meridien, Taipei • Mandarin Oriental, Taipei • My Humble House, RAKU Kitchen, Taipei • Outback Steakhouse • Sheraton, Taipei • Suzhou Taihu Golf Hotel , China • W Hotel, Taipei • Westin, Taipei •

Winnie developed a professional career as Furniture, Fixtures & Equipment designer, working experience thru Asia wide, creating numerous collections for the retail and contract markets and participating in major hotel projects.

Strong liaison skills with client, team members, architects, and various consultants. Prior to joining SL+A this year.

Selected Projects: Banyan Tree Hotel, Tianjin • Crowne Plaza • Grand Hyatt Hotel, Hefei • Li Residence • Studio City, Macau • The World Private Residences, Tianjin •

Efficient and quick to grasp last minute client changes; as well as, complex large-scale projects, **Andrew** serves as a key team player for the studio teams. Often the overlap of deadlines has his multitasking between new concept layouts and renovations.

Andrew plays a great still in Sketchup to express the design concept and dialogue with clients.

Selected Projects: Arcadyan • Dalian High-End Residence • Farglory Land Development Headquarter • Farglory Residential Projects • Nestle • Volkswagen Financial Services •



KUALA LUMPUR
MALAYSIA

Scouting in KL

Project : World Scout Bureau — Kuala Lumpur Office
Location : Kuala Lumpur
Function : Corporate Office
Area : 540 m²

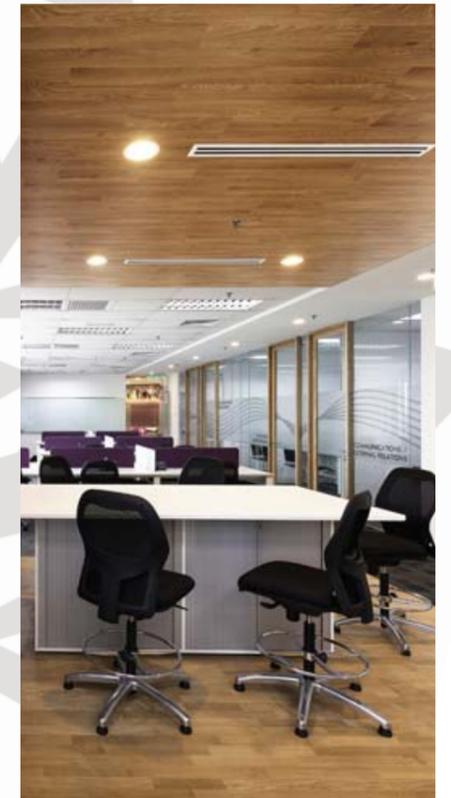
The World Organization of the Scout Movement (WOSM) is an independent, worldwide, non-profit and non-partisan organisation which serves the Scout Movement. To better serve its growing membership of 40 million Scouts worldwide, the World Scout Bureau — Kuala Lumpur Office was set up, making it the 8th World Scout Bureau (WSB) office in the world.



With the idea of openness and transparency guiding the design for the office, the end user experience begins with the reception desk, intentionally angled to provide better visibility from the entrance. This is further enhanced by locating all enclosed rooms towards the core of the building, maximising natural daylight shining through the main office area and onto desk surfaces encouraging sustainable principles.

The concept tracks closely with the effective utilisation of naturally available resources, a value promoted by the Scout Movement.

The layout of workstations also facilitates easy staff connection, with low partitioned workstations allowing lines of sight right across each floor creating an open-plan workplace. This further promotes the organisation's ethos of transparency, promoting connection and interaction between people. Expanding the theme of connection, the breakout area is purposely located in close proximity to the meeting and training rooms for group coffee breaks and lunches whilst adaptable training rooms can also be converted into one larger room to accommodate larger groups of people.



With the growth of SL+A KL into a leader in corporate interior design, they were tasked with the design and creation of the World Scout Bureau's latest office.

In designing the World Scout Bureau — Kuala Lumpur Office, it was SL+A's intent to achieve a workplace that reflected the organisation's sense of unity as a global scouting organisation and that reflected the organisation's proud heritage focusing particularly on their vision, "creating a better world". As a result, throughout the design prominent brand identification is evident. This comes in the form of environmental graphics and strategic use of their corporate purple on workstation dividers, fabric upholstery and carpet. Complement these tasteful touches, further brand themes can be seen in the reception signage, the rope motif predominant on all sticker film and the image of the Scout Movement Founder, Baden-Powell creatively applied on the demisable walls in the training room.



“ It was SL+A's intent to achieve a workplace that reflected the organisation's sense of unity as a global scouting organisation. ”





Throughout the office, an emphasis was placed on the use of white and light-toned wood which beautifully compliments the general colour scheme leaving a very warm and welcoming atmosphere. As a result, an environment is created maintaining a strong visual connection with the organisation's corporate identity. Moreover, the contiguous space enables the WSB team to work together organically creating the relationships and connections the organisation represents. The environment is now a visual catalyst for WOSM's values coming to life leaving no mistake regarding the organisation's ethos.



Design:
SL+A Sendirian Berhad
Martin Axe

Services Provided:
Design + Build

Project Team:
Phillip Marchione • Aedil Ramsi •
Dylan Tham • Nicky Wong •
Eric Loke • Wong Kuan Yew



THE AXE FACTOR



In this month's newsletter, we are featuring Martin Axe, the man behind SL+A Sendirian Berhad, Kuala Lumpur.

Why architecture?

Well, really "Why Interior Design"? I like the tie scale of ID more than that of architecture, ad the sculptural aspects of objects. In this day and age its also the richer part of design as we get to play and work with texture, pattern, and colour much more than architects who seem overly cramped by availability and the industry offerings.

Main influences?

Lou Reed, Bowie, Roxy Music of course, but really all of the early 20th century modernists, and FL Wright, Mackintosh and Kahn. For furniture Saarinen, the Eames' and Stark.

What do you like best about your office and the people in it?

Easy going, friendly, collaborative. We have a solid team of committed and distinctive staff who are determined in delivering the very best in design and project solutions to each and every one of our clients. The senior members take real ownership of the community and drive the firm towards success.

Most challenging part of your job?

The evolution of change. Over the past few years we have experienced rapid lifestyle changes due to the advancement of technology, which in turn modernises the way we all work, simplifying work processes and methods and hence the corporate culture of our clients.

Because of this constant change, it has revolutionized the way we offer our design solutions to our clients. It is indeed gratifying to be involved as the agent of change in helping our clients to improve and strategize the way they work in the design of their physical environments. However, the challenge for us as an ID Consultant is in the management of the behavioural changes of our clients. Certain conventional clients need to be nurtured more than those gung-ho clients who are ready for the change but are unsure of how to manoeuvre towards the right direction.

What's next?

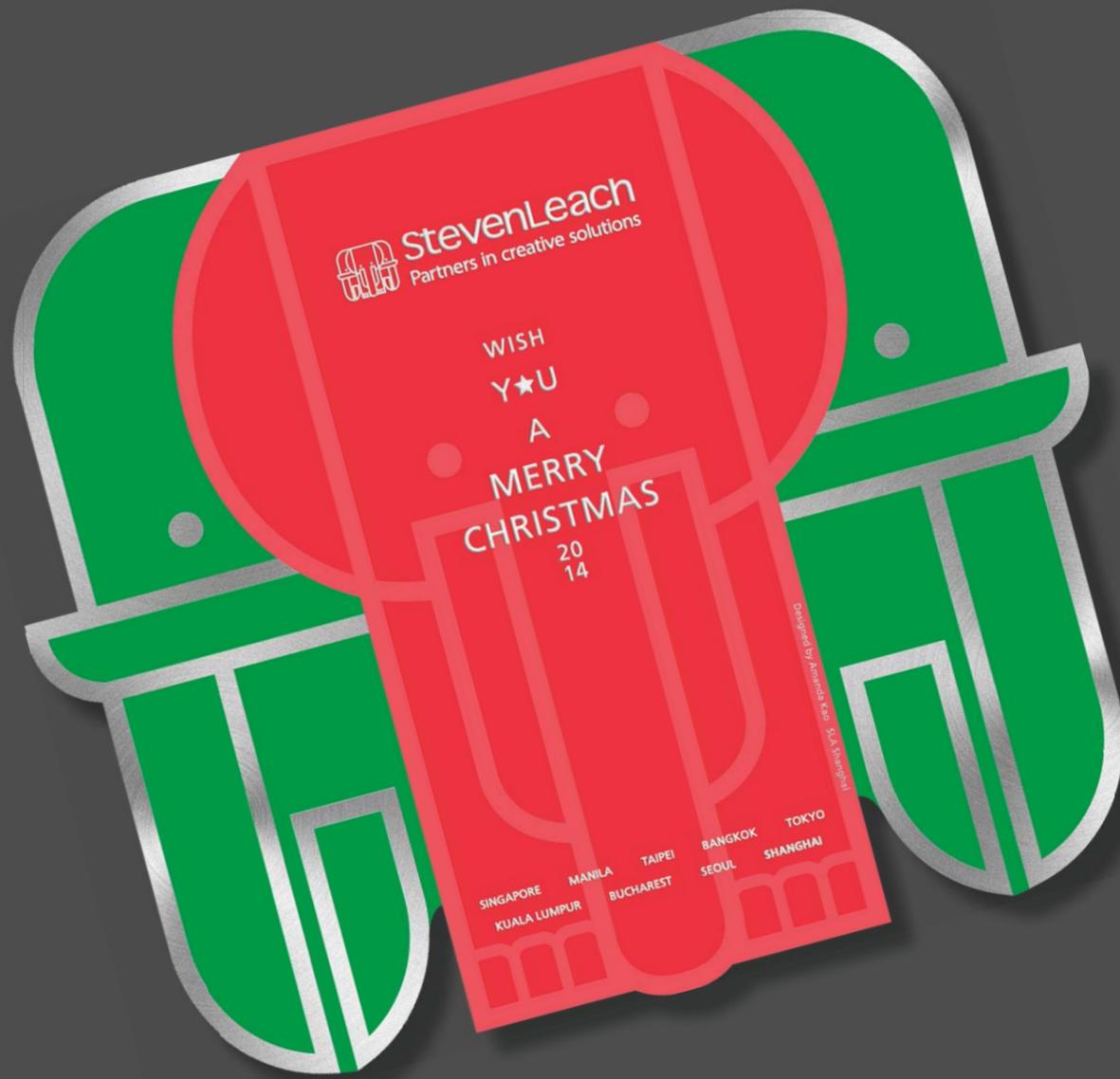
Tomorrow.

What do you like to do outside of work?

Sail... completely erases everything else.

ANNUAL CHRISTMAS CARD COMPETITION

and the winner is ...



OFFICE LOCATIONS

- Bangkok, Thailand
- Bucharest, Romania
- Kuala Lumpur, Malaysia
- Manila, Philippines
- Phuket, Thailand
- Taipei, Taiwan
- Tokyo, Japan
- Seoul, South Korea
- Shanghai, China
- Singapore, Singapore

SERVICES

- Architectural Design
- Design + Build
- Interior Design Consultancy
- Project Management
- Sustainability Consultancy