

# ANNUAL 2011

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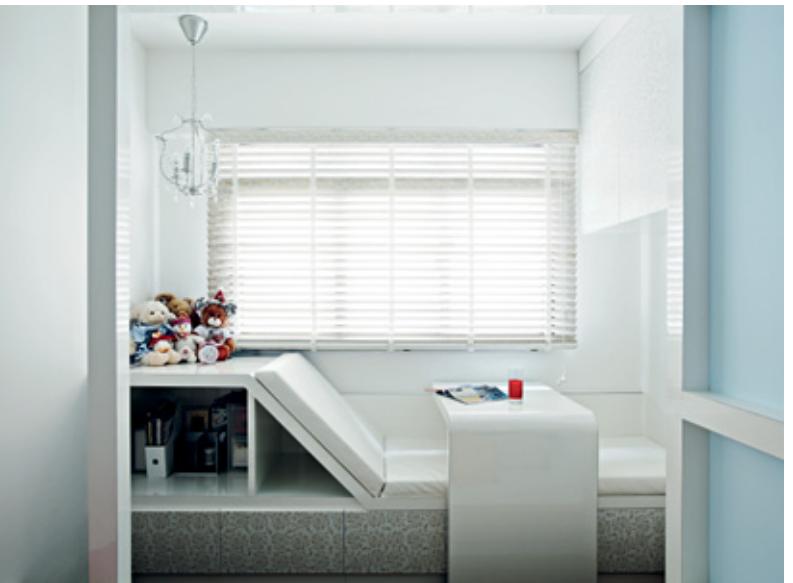
# IDEAL DESIGN INTERIOR

Company names are often indicators of what the firm stand for. And when you come across a firm like Ideal Design Interior, you can expect them to do just that – realise ideal spaces.

As a boutique design studio, what Ideal Design Interior, a new arm of Ideal Design Studio, provides is personal service – and service in their dictionary extends from design consulting to project management. A team of more than 20 designers are the experts behind its portfolio of mid to high-end residential projects, commercial development and retail projects. And still, the team continues to welcome new challenges in work. To them, good design is all about making the right design choices to promote cohesiveness and balance in the places we work, live and play in – and this is where they can help.

**“The future is  
in smart homes.”**

(from left)  
manager **shawn goh**  
manager **tony kang**



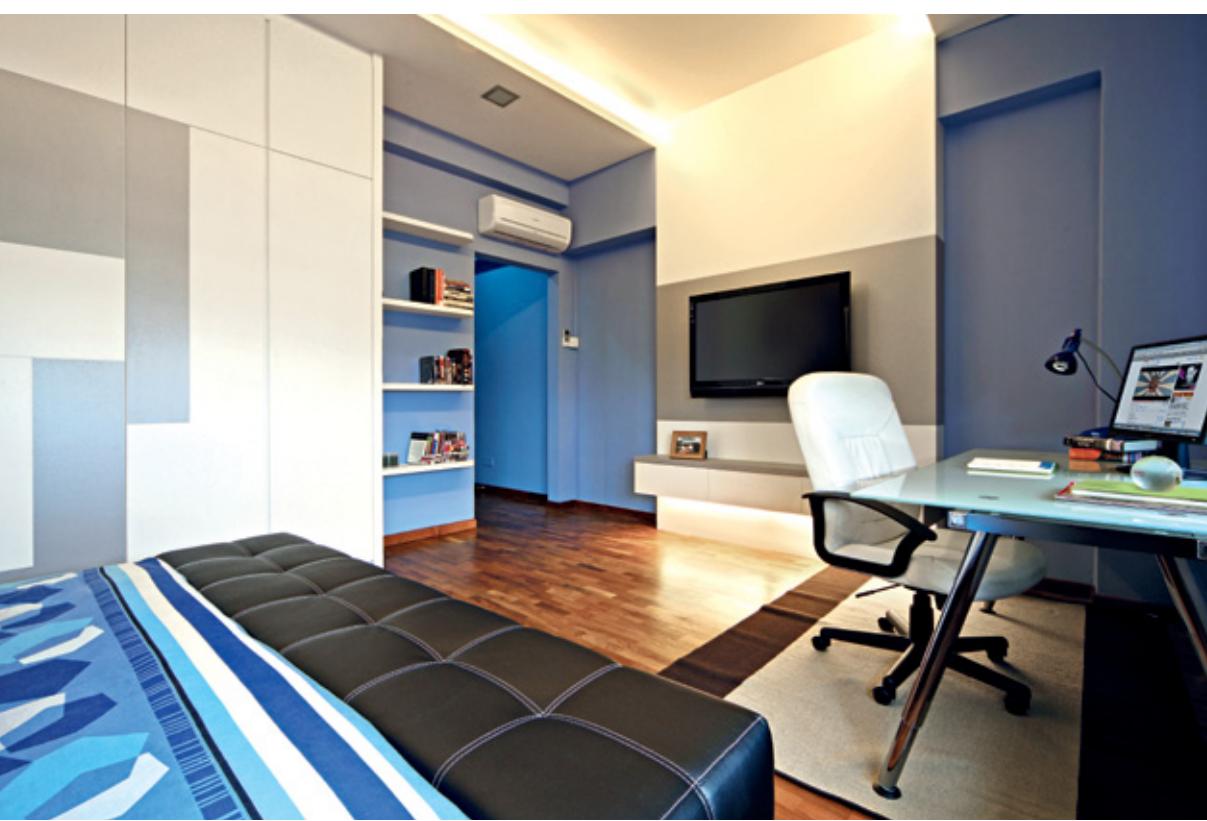
**IT'S ALL GOOD**  
Whether they make bold statements or exercise subtlety in design, the interiors by Ideal Design are always tasteful and well-balanced



# ZONING plans.....

text by **yvonne xu** images courtesy of **ideal design interior**

Spaces within the three-bedroom apartment are clearly demarcated, yet a refreshing sense of openness comes through.



**“Ideal Design Interior portioned interior spaces by way of colourways and partitions, but only carefully so that the sense of spaciousness is not compromised.”**

**T**ALK TO ENOUGH INTERIOR DESIGNERS AND YOU WOULD KNOW THAT apartment dwellers have one common request: “Please make my home feel more spacious.” The family living in this three-bedroom condominium apartment didn’t want to feel crammed in either, but they also liked to have clearly demarcated spaces at home. To their request, the team at Ideal Design Interior portioned interior spaces by way of colourways and partitions, but only carefully so that the sense of spaciousness is not compromised.

#### FINDING FOCUS

Given the spacious living room, the design team instinctively marked out one large wall as the focal point of the space. White laminates keep the look modern and clean, while wood grain accents add the requisite warmth. Doubling the feature up for practicality, the team incorporated a mix of built-in cabinets and open shelves to provide storage space.

#### GLASS WORKS

This being an apartment without outdoor spaces, the team decided to adopt an open-concept scheme to enlarge the sense of the interior space. For visual continuity in the apartment’s common areas, the wall between the living room and the dining area was hacked away. Refraining from an entirely open-plan space though, the team cleanly demarcated the dining space with glass panelling. The glass-enclosed space, furnished suitably with modern lines and an intriguing chandelier, is reminiscent of a chic café with a casual vibe that more than makes up for the lack of outdoor spaces.

From this dining room, a frosted glass door leads into the kitchen. Built-in cabinetry here reflects the contemporary setting of the home. An unfussy, monochromatic scheme reiterates the owners’ preference for neat and clean spaces.

#### IN BALANCE

With a spacious bedroom to work with, the team focused on creating the right ambience. A panel that backs the television console sweeps upwards to allow space for cove lighting. The effect imparts a warm, intimate glow to the room. White laminate cabinetry and shelving have been built into the space to complement the clean lines found throughout the home. The team also reveals that the homeowners chose the specific colours to adhere to geomancy practices, saying that the colours add harmony and balance to the home.

#### HOME LUXURIES

Deferring from common resort styles, the homeowners specifically requested for a stylish bathroom that would look at home in a five-star hotel. Dark homogenous tiles are lined from floor to ceiling and even in the deluxe-sized bathtub for a sensual ambience. **16**