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MEDIA RELEASE
CASE STUDY HOMES LAUNCH





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MEDIA RELEASE

OUR FIRST SET OF CASE STUDY HOMES

BOUTIQUE CO-LIVING IN CONSERVATION SHOPHOUSES DESIGNED BY LOCAL CREATIVES

In a hyper-urban age where people are on the move, Figment seeks to create functional living spaces that have a sense of place. We turn a house into a home by working with local creatives to design fully-furnished co-living suites that are inspired by the culture and heritage of the dwelling, neighbourhood, and city.

Case Study Homes is our expression of this approach. Our first set in this series of homes see the traditional shophouse being reimaged by a local designer for modern co-living. Each has created distinctive interiors and furnishings that respond to the unique heritage of these historic buildings. The homes are also decorated with specially commissioned works by local artists and artisans. The result: 3 shophouses found across 3 neighbourhoods, each brimming with its own personality.

PARTNERS AND HOUSES

MINISTRY OF DESIGN | SCENE SHANG | STUDIO JUJU

Conceptualised by Ministry of Design, CANVAS HOUSE is a stunning and theatrical exploration of our relationship with time. For Scene Shang's SHANG HOUSE, their first conservation shophouse project was an opportunity to create special edition homeware that reference Balestier's rattan manufacturing past, all the while staying true to their signature Shanghai Art Deco style. For Studio Juju's STILL HOUSE, expect a thoughtful, gentle sense of welcome, an abode designed for respite from a bustling city.

INSPIRATION

LORONG 24A SHOPHOUSE SERIES, SINGAPORE | CASE STUDY HOUSES PROJECT, LOS ANGELES

The Case Study Homes is a follow up to our award-winning Lorong 24A Shophouse Series. In 2012, we tasked 7 architects to each dream up 8 different units along a street in Geylang and successfully showcased how traditional living spaces could be reinvented for our times. Our latest project takes us to 3 other historic neighbourhoods in Singapore – Balestier, Joo Chiat and Blair Plain – where we continue working with the city-state's leading creatives to create one-of-a-kind places for local living.

We were also inspired by the pioneering mid-century Case Study Houses project in Los Angeles, where Arts & Architecture magazine commissioned renowned architects to experiment with new ideas for living. Figment's Case Study Homes is our response to contemporary city living, where people want to stay mobile and value the experience of living in vibrant places. By offering well-designed homes that are fully-furnished and with all-inclusive rent for easy move-ins and low maintenance, residents can spend more time exploring and discovering their neighbourhood and the city.

For media enquiries,
kindly contact Hadziqah at hadziqah@figment.live.

EVENT CALENDAR

FEBRUARY 2020

MON	TUE	WED	THU	FRI	SAT	SUN
		12 M			15 L	
		19 M			22 L	
		26 M			29 L	

M MEDIA PREVIEW | Wednesdays | Various slots

L LAUNCH NIGHT | Saturdays | 6.30PM onwards

 CANVAS HOUSE by FIGMENT x MINISTRY OF DESIGN @ 28 Blair Road

 SHANG HOUSE by FIGMENT X SCENE SHANG @ 10 Pegu Road

 STILL HOUSE by FIGMENT X STUDIO JUJU @ 15 Koon Seng Road



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CANVAS HOUSE
FIGMENT X MINISTRY OF DESIGN

MINISTRY
OF
DESIGN[•]

About Ministry of Design

Ministry of Design is an integrated architectural, interior design, and branding firm.

Created by Colin Seah to question convention and redefine the spaces, forms and experiences that surround us, MOD's explorations are created amidst a democratic studio-like atmosphere and progress seamlessly between form, site, object and space. MOD prefers to start far upstream and design holistic experiences rather designing solutions. This translates into a wide variety of possible downstream design applications and media: be it architecture, product design, interior architecture, branding, graphics, landscape or even the weaving of diverse disciplines into a single project.

Committed to their vision of designing holistic experiences, MOD helmed CANVAS HOUSE as both interior designers and artists, creating three pieces for the house: Shadows, Layers, and Dream.

About the House

Historic dwellings like our conservation shophouses are repositories of memories, with previous lives and a past of their own. Ministry of Design explores history and our relationship with the past, present, and future through the concept of layers in CANVAS HOUSE at Blair Road.

Blurring the boundaries between space and object, visitors and residents are welcomed with a layer of white that invites them to disentangle from the present and remember both the past and the future. The house rhythmically reveals parts of its past, with Shadows of old timber as well as Layers of revealed brick and intricate details of pre-owned furniture. At the same time, MOD invites visitors to imagine a future with Dream, a text-based neon piece with a quote by Thomas Jefferson that encapsulates MOD's approach to CANVAS HOUSE.

CANVAS HOUSE

FIGMENT X MINISTRY OF DESIGN

About theKANG

CANVAS HOUSE also features work from Kang (theKANG).

Kang is a self-taught artist and designer specialising in upcycled and unconventional materials. Since 2013, Kang has mainly been crafting fashion accessories, but has since branched out into homeware and lighting. He is constantly learning through experimentation with different materials, patterns, and textures.

Like the rest of CANVAS HOUSE, the material he uses has a past life that is reimagined to create something new. For CANVAS HOUSE, Kang created a luminaire piece with fused plastic made from cling film. Keeping to the theme of layers, the cling film was layered and then ironed and heated to create a waterproof, leathery material. Kang experimented with the material and form for months to create pieces that will be featured on the ground floor.

About Ezzam Rahman

The launch of CANVAS HOUSE on 15 February will feature a site-specific performance piece by Ezzam Rahman.

Ezzam Rahman is a multi-disciplinary installation and performance artist. He was awarded a joint winner of the Grand Prize for the President's Young Talents 2015 and the People's Choice Award by the Singapore Art Museum. In 2016, Ezzam was awarded the Goh Chok Tong Youth Promise Award by Yayasan Mendaki and the prestigious Young Artist Award by the National Arts Council, Singapore. In 2017, he presented in Singapore Inside Out in Australia by the Singapore Tourism Board. In 2018, Ezzam was invited by Frieze Art Fair in London, part of Frieze Symposium in a panel discussion on, A Brief History of Performance in South East Asia.

Ezzam Rahman sees his artworks that take forms in sculptures, installations or performances as an unfinished glimpse into basic human emotions. They are improvisational objects in which the constructed of readymade are used to question our own making of the world through memories, feelings and senses. Most of his artworks and research are time-based ephemeras, inviting viewers to question the value and worth of impermanence. Ezzam relies on our instinctual desires for beauty, abject poetics and seduction through unconventional visual aesthetics, may they be in various materials and presentation to the presence and absence of his breathing body.

Ezzam will be presenting *what i need may not be what i want from you*, a durational live performance art presentation, in CANVAS HOUSE on 15 Feb.

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CANVAS HOUSE

FIGMENT X MINISTRY OF DESIGN

📍 28 Blair Road,
(S)089928

4 suites
Starting from S\$3300/month
(For a 3 month lease)



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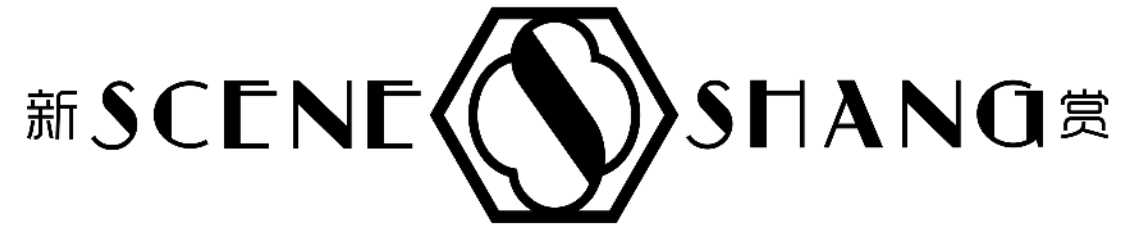
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CASE STUDY HOMES LAUNCH

MEDIA RELEASE

SHANG HOUSE

FIGMENT X SCENE SHANG



About SCENE SHANG

SCENE SHANG inspires a new appreciation for history and heritage through award-winning contemporary homeware and furniture designs that are rooted in a rich Asian heritage. In the spirit of 1930s Shanghai in all its Art Deco glory, the SCENE SHANG aesthetic is a contemporary take on classic Chinese elements designed for the urban dwellings of today. SHANG HOUSE is the first of its kind for the homegrown furniture and homeware label: an exquisite conservation residential space to explore, dream, and interpret with their love for blending tradition with modern-day sensibilities.

About the House

SCENE SHANG brings their signature aesthetic to SHANG HOUSE while remaining sensitive to the context of the space: located in the Balestier Conservation Area that has a history in rattan manufacturing, this restored pre-war terrace house features custom-made SCENE SHANG furniture with rattan elements as well as special edition homeware and art that highlight the century-old facade of SHANG HOUSE.

SHANG HOUSE features their signature SHANG system, the award-winning customisable, modular storage system with elements reminiscent of Ming Dynasty design. As a nod to the history of rattan weaving in the Balestier area, the SHANG system in SHANG HOUSE is a special wicker edition, while the beds, hanging lights, and entrance screens that greet visitors at the door have also been customised to include rattan elements.

A set of SHANG HOUSE coasters will also be launched alongside the reveal of Arthur P. Y. Ting's intricate three dimensional take on the SHANG HOUSE facade.

Paying attention to the finer details, SHANG HOUSE is also softly furnished with brass and marble as well as handcrafted porcelain vases made by Middle Kingdom kiln in Jingdezhen, China. Driven to revive and broaden Chinese porcelain traditions for a modern audience, their exquisite pieces are collected and sold at the Victoria & Albert Museum in London and the Baltimore Museum of Art. The SCENE SHANG-Middle Kingdom kiln partnership is founded on the shared ethos of invigorating craftsmanship for a contemporary audience.



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SHANG HOUSE

FIGMENT X SCENE SHANG

About Arthur P. Y. Ting

SHANG HOUSE features work from mixed-media artist, Arthur P. Y. Ting. His oeuvre includes oil and watercolour paintings, 'metsculp', or metal sculpture creations, and his signature Singapore Window Series, a documentation of fast disappearing shophouse windows in intricate three-dimensional detail. Responding to the site of SHANG HOUSE and the neighbourhood of Balestier, SHANG HOUSE will feature a special commission by Arthur P. Y. Ting on the ground floor.

About Weekend Worker

Weekend Worker is a 3-person ceramist collective that creates simple yet profound pieces out of passion for the material and craft, thus their name. Deeply critical and process-oriented, they carefully consider material and pigment and even source for clay locally and regionally.

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CASE STUDY HOMES LAUNCH

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SHANG HOUSE

FIGMENT X SCENE SHANG

📍 10 Pegu Road,
(S) 328364

5 suites
Starting from S\$2500/month
(For a 3 month lease)

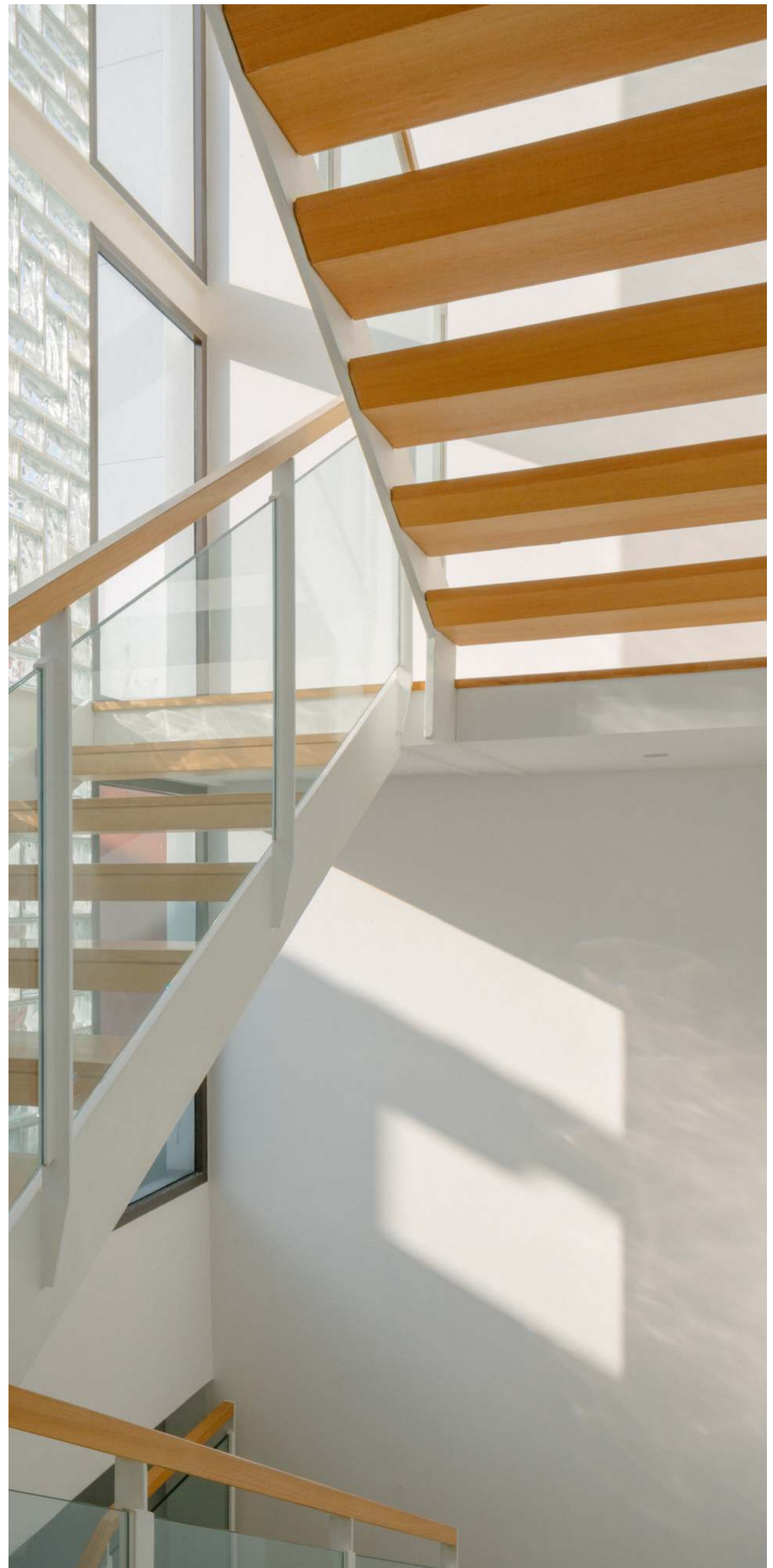


PHOTO CREDIT: SCENE SHANG (Top and bottom left)

FOR EVENT UPDATES, [CLICK HERE](#)

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CASE STUDY HOMES LAUNCH

MEDIA RELEASE

STILL HOUSE

FIGMENT X STUDIO JUJU

 15 Koon Seng Road,
(S) 426965

5 suites
Starting from S\$2400/month
(For a 3 month lease)

About Studio Juju

Studio Juju was established in 2009 by Timo Wong and Priscilla Lui to practice design across disciplines in furniture, products, and spaces. The studio's approach is fresh and optimistic and each project is a union of simplicity and warmth, functionalism and whimsy, refinement and relevance.

Studio Juju has been honoured the "Designers of the Future" by Design Miami/ Basel 2011 and the Singapore President's Design Award, the highest recognition for design in Singapore, in 2014. The studio created a site-specific 'Garden Benches' commissioned for Gardens By The Bay (Singapore) and their first permanent public art installation, titled 'Big Round & Tall Long', unveiled by the Land Transport Authority of Singapore at the Downtown Line Tampines train station in 2017.

About the House

More information about STILL HOUSE will be released at a later date.



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FAQ

STARTING RATE

- Our rates for a shophouse suite start at \$2200/month for a 3-month lease. Longer-term leases (1 year) are also available.

OUR RATES INCLUDE

- Our rates are inclusive of utilities, internet, a complimentary set of bedlinen and towels, weekly housekeeping of the Shophouse common areas and personal suites, and regular maintenance support. We have laundry facilities on-site in each Shophouse that members are able to use.

LOCATIONS

- We are centrally located across vibrant historical enclaves such as Tanjong Pagar (Blair Plain), Orchard (Emerald Hill), Balestier, Jalan Besar, Geylang, Joo Chiat.

SIZE AND NO. OF SUITES

- We are managing a total of about 60 suites around Singapore.
- They range from ~300 sq ft for studio suites to 1100 sq ft for penthouse lofts.

MEMBERS

- Our members are expats from the Creative Class - coming from UK, Australia, US, Japan, South Africa, Thailand, and Brazil amongst others. They are a mishmash of creative professionals, knowledge-based workers in their late 20s to 40s looking to experience curated Singapore living in a design-led boutique home.
- "The (Petain) location gives a great feel of daily life – upon stepping out of the shophouse, from all directions you'll be able to find something interesting happening." Colin, Design Director, Figment member for about 10 months.

FOUNDING DATE

- Figment was launched in June 2019, but has been around as The Lorong 24A Shophouse Series since 2012.

Acknowledgements

PHOTOGRAPHY Ivan Tan