



**AWARD:**  
IDA 2014 - SILVER

**COMPANY:**  
NEU KONCEPTZ PTE LTD

**PROJECT:**  
SWANKY WHITE

**CATEGORY**  
INTERIOR DESIGN-RESIDENTIAL

**DESIGNER(S)**  
JACK CHAN

## **THE ANNUAL INTERNATIONAL DESIGN AWARDS WINNERS ANNOUNCED**

The IDA Juries have finalized this year's annual Design Awards winners selections

Apr 15 2015

LOS ANGELES, Mar 26 2015 Los Angeles, Neu Konzeptz Pte Ltd of Singapore was awarded: Second Prize in Interior Design Competition for the Swanky White Project.

IDA honorary juries examined over 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries throughout the world. After final decisions had been made, the jury rewarded the best professional and emerging designers for their achievements in terms of design, creativity, usability and innovation. Judging was a rigorous process, with winners receiving publication of their work in the International Design Awards Book of Designs. The coveted IDA Trophy will be awarded to all Designer of the Year title winners at the official biennial International Design Awards Ceremony in Los Angeles.

This annual competition recognizes, honors and promotes legendary design visionaries and uncovers emerging talents in Architecture, Interior, Product, Graphic and Fashion Design on global level.

The members of the jury included **Alice Blackwood** Editor, Design Quarterly, **Kahi Lee** - Host, HGTV's "Design on a Dime", Style Network's "My Celebrity Home", **Melissa Sterry** - Interdisciplinary Design Scientist, Founder, Societas, **Josh Rubin** - Editor-in-Chief, Founder, and Publisher, Cool Hunting, **Martin Venzky** - Stalling, Senior Advisor, CMU STeP, **Jeffrey Nemeroff** - Co-Founder, Creative Director, Entra Magazine, **Jordan Landes-Brenman** CEO, Haute House PR & Marketing, **Raj Nandan** - Managing Director, Indesign Group, **William Menking** - Founder, Editor-in-Chief, The Architects' Newspaper, **Nicole Lloyd** - Senior Art Buyer, Deutsch, Inc., **Rebecca Epstein Kong** - Co-founder, Artware Editions, Aaron Kenedi - Editor-in-Chief, Print, **Geraldine Grisey** - Editor, Punky B Fashion Diary.

The Neu Konzeptz Pte Ltd of Singapore, was awarded: Second Prize prize in Interior Design competition for the Swanky White project

### **PROJECT DESCRIPTION**

The most interesting feature in the house is on the ceiling where we customised a light feature that is an abstraction of the owner's name. The entire living room adopts a pristine white colour scheme that has been applied to both furniture and finishes. A white colour scheme can feel very cold, so we wanted to include softer finishes. These come in the form of cushioned wall panels that line the sides of the living area, as well as soft drapery. Much thought also went into the TV console and feature that has been repositioned against a backdrop of the city view from the 17th floor. We didn't want to block the view, so we went with three slim stainless steel bands as a support for the TV. The attention to detail is carried through into the master bedroom. Impressive both in size and look, the bedroom comes with a walk-in wardrobe that can easily pass off as a fashion boutique space. Illuminated open shelves by the side were designed specifically for the owner's collection of limited edition Nike shoes.

**ABOUT** Neu Konzeptz Pte Ltd:

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**Designer's Contact:**

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**About IDA**

A handful of designers, thinkers and entrepreneurs created the International Design Awards in 2007 as a response to the lack of recognition and celebration for smart and sustainable multidisciplinary design. The International Design Awards (IDA) exists to recognize, celebrate and promote legendary design visionaries and to uncover emerging talent in Architecture, Interior, Product, Graphic, and Fashion Design. IDA aspires to draw attention to the iconoclasm of design world wide, conceptualizing and producing great work.

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