

# NEU KONCEPTZ



From left:  
**Gary Wong**  
Director

**Jordan Lee**  
Designer

**Jack Chan**  
Director

**Alex Poh**  
Designer



### GREAT EXPECTATIONS

John Chan, one of the three founders of Neu Konzeptz, is a firm advocate of quality assurance.



### RECOGNITION OF EXCELLENCE

Neu Konzeptz won the Silver award in the 2014 International Design Awards.



### THE TEAM

The Neu Konzeptz team celebrated the launch of its new premises.

### DESIGN MANTRA

"DESIGN CAN INSPIRE AND INFLUENCE YOUR LIFESTYLE. WE BELIEVE THAT A WELL-DESIGNED HOME IS A PLACE THAT PEOPLE LOOK FORWARD TO AFTER A DAY OF HARD WORK."

With growing expectations from homeowners and commercial clients, quality assurance has been on the top of Neu Konzeptz's priority list. "We have been working hard to give our clients a sense of assurance," reveals John Chan, director and one of the three founders of Neu Konzeptz. It is because of this commitment to their work that Neu Konzeptz has been able to maintain a high standard of quality and receive an expanding pool of referrals.

Neu Konzeptz started out in June 2013 as a close-knit team of three. Over the past years, the company has taken utmost care in growing and nurturing its team. Today, Neu Konzeptz comprises a 10-man team. Each person is trained in digital design and is capable of producing his own drawings and renderings, ensuring that every design proposal is accurately customised and prepared for each client.

In the near future, Neu Konzeptz is looking forward to seeing a more mature design scene. Already they are getting requests for less carpentry and cleaner looks. "Homeowners are asking for more minimalism in their designs. There's also less use of colour, and just one or two tones in the interiors," John shares. With its fingers on the pulse of the industry, the dynamic team is anticipating and responding to the evolution of interior trends among local homeowners.



### Neu Konzeptz

28 Senang Crescent  
#03-11 Bizhub 28  
Singapore 416601  
T (65) 6746 3723  
F (65) 6746 8046

enquiries@neukonceptz.com.sg  
www.neukonceptz.com.sg

# URBAN LIVING WITH A CHILD- FRIENDLY DESIGN

With a young child and a substantial collection of wine, the couple who owns this spacious condo apartment definitely needs ample storage solutions in order to keep their new home looking neat and put together. Designer Jack and Gary from Neu Konzeptz reconfigured the space to serve their specific needs while ensuring that it looks stylish with a touch of sophistication.

TEXT JASMINE GOH

## MOODBOARD

The material palette is made up of organic textures that bring warmth to this polished home.



**Master bathroom wall**  
Volakas



**Bedroom headboard**  
Woodgrain laminate



**Living room feature wall**  
White laminate

Project type: 4-bedroom condominium unit | Floor area: 3,200 sqft



### Private enclave

The master bedroom is the perfect place to unwind at the end of the day. A petite living area with a TV and L-shaped couch provides a private space for the couple to cosy up and watch their favourite shows. At the sleeping area, a customised headboard made with laminate and a frosted glass top offers a restful ambience with recessed lighting.



### Fit for entertaining

Fashioned as a lounge for the family to host and entertain guests, the living room has a bar counter fitted with a basin and faucet. Since the couple has a large collection of wine, Jack and Gary designed full-height cabinets to house the wine chillers and to also provide plenty of storage space. Open shelving units provide not just a place to display the wine bottles but also function as a feature wall.



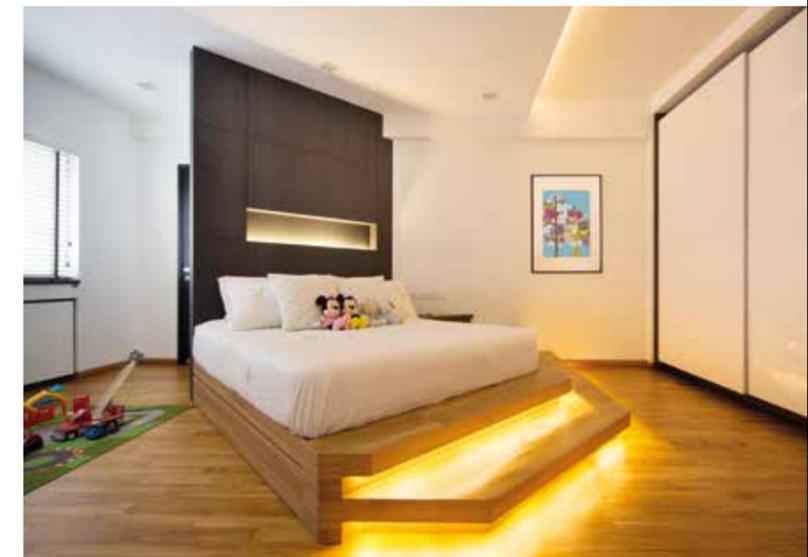
### Set the stage

Instead of relegating the bed to one side as per the traditional layout, Jack and Gary decided to let it take centre stage in this bedroom. Based on his design of a unique platform with angled steps, he positioned the headboard in such a way that it also functions as a privacy screen, effectively shielding the bed from the door that leads to the rear entrance. This change gives this bedroom a more interesting layout, ideal for a young child to play in and make discoveries.



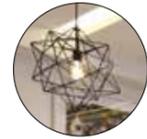
### Naturally relaxing

Despite the narrow elongated shape of this bathroom, the designer managed to fit in a bathtub and a separate shower area while maintaining a natural sense of flow. While the walls are clad in Volakas finishing, the atmosphere takes on a more woody and natural feel as one progresses deeper. To achieve this feel, homogeneous tiles with a wooden strip design were used.



## MOODBOARD

A combination of hard angles and soft textures help to define this home.



**Pendant lamp**  
Mild steel



**Carpet**  
Mix fabric



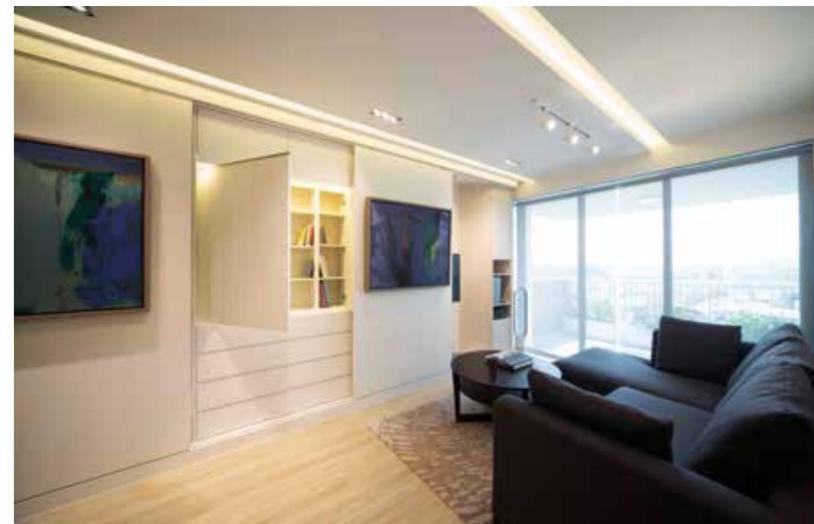
**Bedroom platform**  
Plywood support with laminate finish

# THE RIGHT CANVAS FOR ART

How can interior design accentuate the beauty of an artwork without fighting with it for attention? That was the challenge that designer Alex Poh faced when tasked with the job of designing this home. At the same time, he had to consider the homeowners' storage requirements and the spatial restrictions of the apartment. Despite these challenges, the result is a beautiful home that meets the homeowners' every need.

TEXT JASMINE GOH

Project type: 3-bedroom condominium | Floor area: 1,100 sqft



*"A masterpiece in an inadequate place collects nothing more than dust. Placed appropriately, it collects admiration and praises."*

— Alex Poh, designer



### Art gallery

Being an art collector, the homeowner needed a place to display his collection of art pieces. The homeowners travel often and require space to store their souvenirs. In order to create both storage and display spaces, Alex fabricated the TV feature wall as a full-height storage unit with solid-coloured panels. Clad in a matt white finish, the panels resemble a white wall backdrop for displaying art.



### Hidden storage

Designed to sit on sliding tracks across the TV feature wall, the white panels holding the artwork can be pushed to the side to reveal an array of custom-built storage compartments, shelves and drawers. When necessary, the panels can also be used to conceal the TV. This clever design also gives the homeowners a hassle-free way to move their art pieces about and easily change the look of their home.



### Dining with art

The dining area shares an open-concept space with the living room. To allow attention to be given to the artworks on the surrounding walls, the dining space is decked out in simple furnishing in a neutral palette. Alex custom-designed an L-shaped bench with a cushioned top and hidden storage to maximise the space and seating capacity. The tapered base also prevents the bench from looking bulky and helps to make the space feel lighter.



### Picture of serenity

A desk has been cleverly incorporated into the design of the customised platform bed. The combination of wood grain and a white cushioned headboard creates a relaxing atmosphere for the homeowners. Alex also ensured that the platform contained hidden storage compartments that can be used to keep small items and declutter the area.



### Light-filled study

Allowing the study room to be a space conducive for work, Alex designed an L-shaped desk and a full-height built-in bookcase that efficiently utilises the space in this room. For more privacy, a sliding pocket door offers the homeowners an alternative way to move between the master bedroom and the study without having to step out into the hallway.

