

# Winter Wonder

X.MAS SPECIAL EDITION 2024

# Contents

## **EDITOR'S NOTE**

## **PROJECT COVERAGE**

The Serenity Inspired by Biophilia - Scientex Sales Gallery, Bandar Kulai  
The Homestead Mercantile - Hwa Tai Commune

## **INS CONCEPT**

Modern Contemporary Precinct Show Unit By Insignia Interior

## **TEAM**

Team Lunch at Loft Cafe by V

## **INS FURNI**

IKEA: Bring The Christmas Magic Into Your Home!

## **COZY SPACE**

The Perfect Scents For This Christmas Season

## **EDIBLES**

Bûche De Noël (Yule Log)

## **ARCHITECTURE**

Trekroner Church / Rørbæk og Møller Arkitekter

## **HAPPENINGS**

Check Out Upcoming Christmas Events



## *Editor's Note*

Season's Greetings and Welcome to the Winter Wonder Holiday Edition!

As we wrap up a year of creativity, collaboration, and inspiration, we're excited to share our latest updates with you in this special holiday issue of Winter Wonder. This season, we've packed our newsletter with stories that reflect both our passion for design and our love for the festive spirit.

In this edition, you'll find a glimpse of our recently completed projects, where our team's unique design concepts have come to life in exciting new spaces. From fresh, innovative ideas to timeless designs, our recent work truly showcases what happens when creativity meets collaboration.

We're also thrilled to take you behind the scenes with a look at our team lunch, where good food and great company make for unforgettable moments. In our Cozy Space column, we share our favorite Christmas scents to help make your home feel extra warm and inviting this holiday season.

For a touch of festive indulgence, don't miss our Edibles feature on a delectable Yule log recipe, perfect for your Christmas table. And for those who appreciate architecture with a story, we've highlighted a stunning example of religious architecture from Denmark, showcasing how modern design can beautifully merge with tradition.

As we reflect on this year's accomplishments and look ahead to the future, we're filled with gratitude for the continued support of our community. It's your enthusiasm that makes everything we do possible, and we're so excited to share this special edition with you.

From all of us at Insignia Team, we wish you a joyful holiday season filled with warmth, love, and plenty of festive cheer. May the New Year bring even more inspiration, creativity, and success for us all!

*Insignia Group*



# INS\_ PROJECT COVERAGE

*The Serenity Inspired by Biophilia- Scientex Bandar Kulai, Sales Gallery*

**Project:** Scientex Bandar Kulai, Sales Gallery

**Client:** Scientex Berhad

**Project Involvement:** Interior Design & Build

**Design Inspiration:** Biophilic Design Concept

---

The newly established Scientex Bandar Kulai in Kulai is a testament to the integration of biophilic design within commercial architecture. This innovative space is thoughtfully crafted to offer potential buyers an immersive experience of our latest developments.

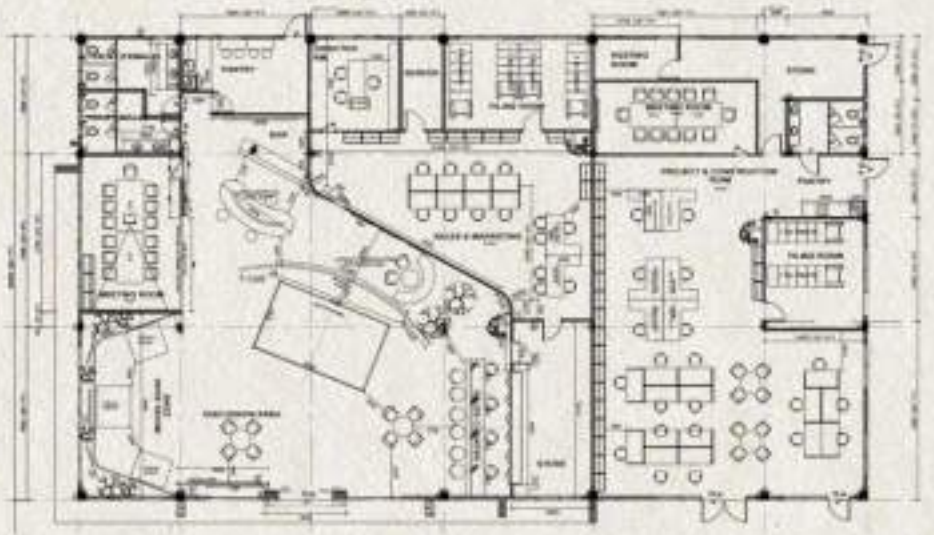




## The Exterior

The entrance sets a remarkable tone with striking architectural features that introduce the building. Dominated by a granite finish, wood ceiling panels, and bold black columns, these elements not only provide structural support but also create a visually dynamic framework that draws visitors in.





## Space Planning

Featuring a meticulously designed layout, the gallery offers visitors a comprehensive understanding of upcoming projects while providing a serene environment that fosters a connection to nature. Serving as a pivotal hub for exploring new opportunities in commercial real estate, this gallery reflects our commitment to creating spaces that harmonize with the natural world and promote a productive work environment with excellent connectivity.

The space includes several key areas for the sales gallery: workspaces, a reception and sales floor, workstations, a bar and pantry, and a back-end office.





## Reception Area

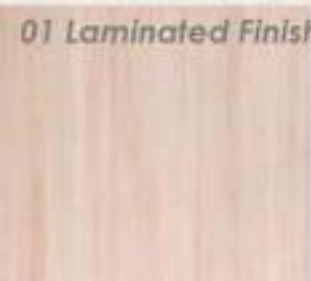
The highlight of this reception area is the biophilic wood backdrop and the striking aluminum louvered design, which together create an inviting atmosphere with optimal natural light while maintaining privacy and comfort.

The cove lighting softly illuminates the space from above, accentuating the natural textures without harsh glare. This design element introduces a subtle interplay of light and shadow, enhancing the overall aesthetic.



## Sales Counter

01 Laminated Finish



02 Wall Panel



03 Marble





02

03

02

## Model Base Area

Encircled by a sleek discussion table, this space invites teams to engage in productive conversations while examining detailed models. Overhead, a striking light feature casts a warm glow, enhancing visibility and creating a focused yet inviting atmosphere. This area seamlessly blends functionality with design, making it an ideal setting for brainstorming and strategic planning sessions.



01

01 Laminated Finish 02 Wallpaper

03 Stainless Steel Ceiling





**Meeting Room**



**Discussion Nook**



**Bar Counter**

01 Laminated Finish

02 Solid Surface

03 Wall Panel





# INS\_ PROJECT COVERAGE

*The Homestead Mercantile- Hwa Tai Supermart, The Commune*

**Project:** Hwa Thai Supermart, The Commune

**Client:** Hwa Thai Supermart

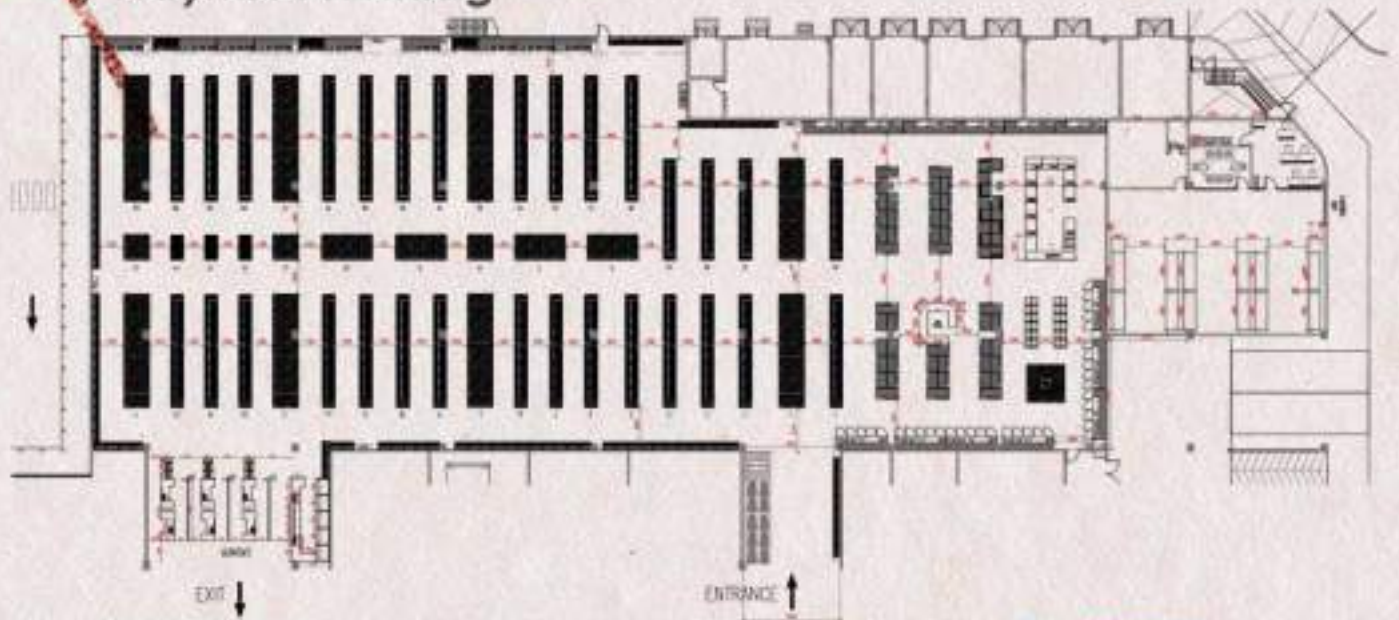
**Project Involvement:** Design Consultancy

**Design Inspiration:** Farmhouse Concept

---

This time, Insignia Team brings you Hwa Thai Supermart, The Commune, a grocery store with a fresh and rustic atmosphere that blends the charm of farmhouse living.

## / Layout Planning



## / The Trolley Area

The Trolley Area, featuring a wall adorned with the company's slogan, reinforcing the brand's identity with every glance. To add a playful touch, vibrant neon lights shaped like fresh fruits and vegetables illuminate the space, making it a fun and inspiring start to their visit.





## / Counter Area

The grocery counter area is designed for both functionality and visual appeal, with side-lit shelves showcasing products in an elegant, organized manner. The warm glow from the lighting highlights the items, making it easy for customers to find what they need.





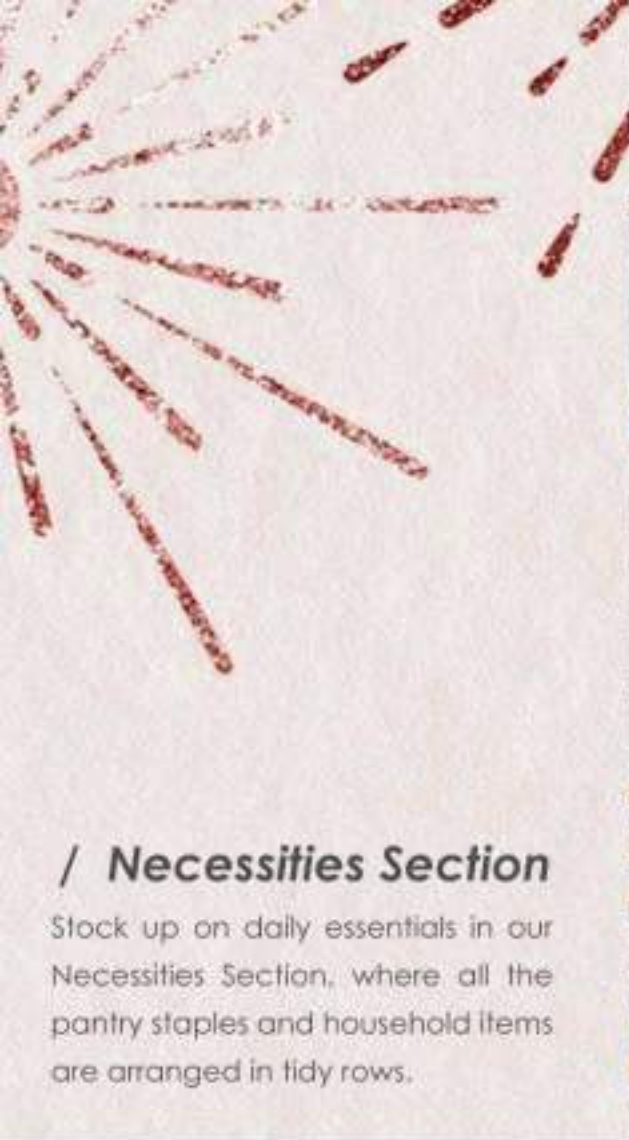
## **/ Fruit & Vegetable Area**

A vibrant, colorful display of handpicked seasonal fruits and vegetables on the wooden fruit racks, complemented by our unique suspended ceiling feature that truly echoes the bounty of the farm.

## **/ Meat & Seafood Area**

This area combines functionality with style, showcasing tiled counters that provide a polished and hygienic surface for premium meats and fresh seafood. Above, an elegant ceiling feature adds visual interest, creating a focal point that complements the high-quality offerings below.





## / **Necessities Section**

Stock up on daily essentials in our Necessities Section, where all the pantry staples and household items are arranged in tidy rows.



## / **Exit**

The exit features a sleek, modern design with three rows of counters, each illuminated by a lightbox that softly glows, indicating the number of available service points. Additionally, a bold design statement waves goodbye to customers, leaving them with an unforgettable impression.

WELCOME

# INS \_ CONCEPT

## Modern Contemporary Precinct Show Unit/ Insignia Interior

In this column, we are excited to unveil the exclusive and innovative design concept envisioned by Insignia Team, specially crafted for a precinct show unit spanning two floors. The first floor is dedicated to the sales and marketing area, featuring key spaces such as the sales counter, discussion room, meeting room, and pantry. The second floor, designed as a versatile, empty space, serves to showcase the potential of the units, with graphic floor stickers illustrating a proposed layout to demonstrate how the space can be transformed.

### • Design Elements

#### **Colour: The Classic Neutrals**

A timeless color palette that evokes a sense of calm, balance, and sophistication. The soft gray provides a sleek, modern foundation, while the earthy green introduces a touch of natural tranquility and subtle vibrancy. The warm brown tones add depth and richness, creating an inviting and grounded atmosphere. Together, these colors create a serene, versatile space that feels both contemporary and timeless, with a perfect balance of warmth and neutrality.



## ***Lines: Wood Panels***

To reinforce the modern, sleek aesthetic, we intentionally incorporated straight-line design patterns throughout the interior. The wood panels are used strategically to emphasize these clean lines, creating a sense of structure and flow. The natural grain of the wood enhances this linear design, adding depth and visual interest, while maintaining an inviting and balanced atmosphere.



## ***Furniture: Modern & Functional***

With both style and function in mind, the furniture for the precinct show unit combines sleek, contemporary aesthetics with practical, user-friendly features. The selected furniture focuses on modern forms, and high-quality materials, offering a sophisticated yet comfortable environment. Each piece is carefully selected to maximize space and enhance usability, ensuring the show unit is not only visually appealing but also highly functional for everyday use.



## ***Design Tool: Graphic Sticker***

The graphic stickers on the floor not only illustrate the proposed layout but also enhance the spatial experience by defining key areas and guiding visitors through the space. This design element adds a creative, interactive layer, helping clients visualize potential transformations while reinforcing the overall concept.

## ***Design Elements***

# Design Outcomes



*Reception / Discussion Area*

# Design Outcomes



# TEAM

Team Lunch at LOFT CAFÉ by V



Our team had the pleasure of coming together for a delightful lunch gathering, filled with warm welcomes, great conversations, and delicious food!

We were thrilled to welcome our new intern designer, Atul, who brings fresh energy and ideas to the team. Atul's enthusiasm for design is infectious, and we're excited to see the creative contributions she'll bring to our projects. Additionally, we celebrated the return of our dear colleague Angela, who is rejoining us after her maternity leave. Angela's presence has been dearly missed, and it feels wonderful to have her back!

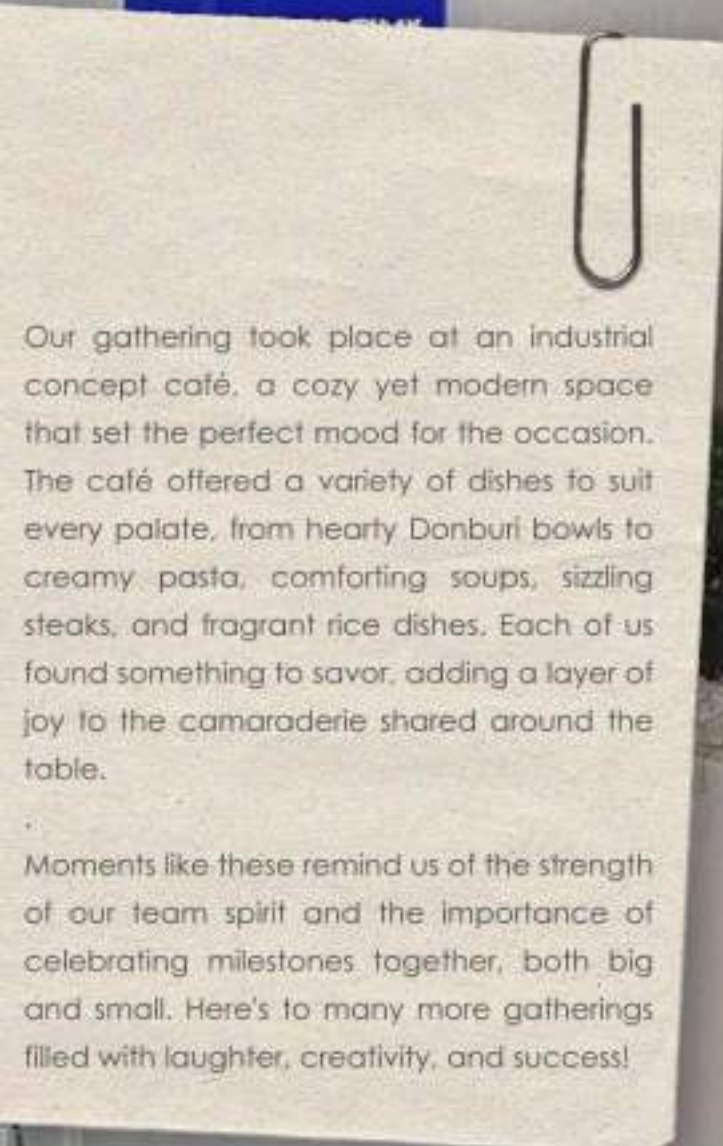


LOFT CAFÉ

coffee  
coffee  
coffee



LOFT CAFÉ  
by v



Our gathering took place at an industrial concept café, a cozy yet modern space that set the perfect mood for the occasion. The café offered a variety of dishes to suit every palate, from hearty Donburi bowls to creamy pasta, comforting soups, sizzling steaks, and fragrant rice dishes. Each of us found something to savor, adding a layer of joy to the camaraderie shared around the table.

Moments like these remind us of the strength of our team spirit and the importance of celebrating milestones together, both big and small. Here's to many more gatherings filled with laughter, creativity, and success!





# INS\_FURNI

## ***IKEA: Bring The Christmas Magic Into Your Home- VINTERFINT & STRÅLA Collection***

This Christmas, it's all about more at IKEA! Transform your home into a cozy holiday retreat with joyful decorations, twinkling lights, and Swedish-inspired dining setups. Explore the VINTERFINT collection and STRÅLA lighting to bring festive cheer and warmth to your space!

Plus, find everything you'll need to make Christmas 2024 extra special:



## Vinterfint Collection

Get ready to transform your home into a cozy holiday retreat with our VINTERFINT collection. Add vibrant ornaments to your Christmas tree and create a joyful atmosphere, all with a charming Swedish touch.

Artificial potted plant,  
in/outdoor/Christmas tree  
green, 55 cm  
RM39

Tree ornament, bauble  
glass/mixed colours  
RM32/8 pack



Decoration, Santa Claus  
grey/red, 71 cm  
RM55

Tree ornament set of 3,  
bauble animals  
RM40

Tree ornament set of 6,  
mixed shapes white  
RM15

## Light Up The Festive Mood- STRÅLA Collection

Get ready to transform your home into a cozy holiday retreat with our VINTERFINT collection. Add vibrant ornaments to your Christmas tree and create a joyful atmosphere, all with a charming Swedish touch.

LED table decoration,  
battery-operated house/ceramic  
white.  
RM45/16 cm

LED lighting chain with 200 lights,  
outdoor/icicle-shaped  
RM75



Lamp shade, linen/beige, 70 cm  
RM35

Lamp shade, bamboo,  
35 cm RM45

LED decoration lighting,  
table, pine, 32 cm  
RM85



# COZY SPACE

## / The Perfect Scents For This *Christmas Season*

As the holiday season approaches, there's nothing like the warm embrace of a festive fragrance to transform your home into a cozy winter retreat. This Christmas, let the perfect scent fill your space and enhance the magic of the season.

Whether it's the comforting aroma of fresh pine, the sweet notes of cinnamon and vanilla, or the crisp scent of winter berries, the right fragrance can create a welcoming atmosphere and make your home feel even more special. Explore our carefully selected range of holiday-inspired scents, and find the one that will make your home smell just as festive as it looks this Christmas!

**/ THE PERFECT CHRISTMAS BY BATH & BODY WORKS**

**What it smells like:** Settling out treats for Santa on Christmas Eve.

**Fragrance notes:** Fresh cut pine, cinnamon sugar and toasted marshmallow.



**/ MANDARIN, CLOVE & CINNAMON BAUBLE CANDLE BY MARK & SPENCER**

**What it smells like:** Presented in a bauble-shaped glass jar, making it perfect for the festive period. Fragranced with our timeless seasonal blend of mandarin, clove and cinnamon.

**Fragrance notes:** Lemon, bergamot, grapefruit, orange and mandarin.



**/ SOURCE D'HARMONIE HARMONY CANDLE BY L'OCCITANE**

**What it smells like:** Like a walk in the shade of a pine forest cradled by the green freshness of trees, the Harmony scented candle recalls the smell of the sun-heated needles blends with the aromatic and resinous notes of thyme and juniper berries from the scrubland

**Fragrance notes:**

Top note: Thyme, Juniper

Heart Note: Eucalyptus

Base Note: Ylang-Ylang, Cypress



### / **PTOLEMY AROMATIQUE CANDLE BY AESOP**

**What it smells like:** With its sophisticated look and sweet smell, this scent is sure to turn heads. You're guaranteed over 30 days of heavenly fragrances without having to constantly replace them. Enjoy all of Peppermint Grove's gorgeous aromas without any hassle or mess!

#### **Fragrance notes:**

Top notes: spearmint and bergamot.

Middle notes: eucalyptus, sage, caramel, pine and rosemary.

Base notes: cedarwood, musk, petitgrain, vanilla and patchouli.



### / **AROMA DIFFUSER GEORGE L RO RED WINE BY NITORI**

**What it smells like:** A fruity fragrance reminiscent of red wine.

Red Wine: fruity scent reminiscent of red wine



#### **Quick Tips:**

- Always trim the wick to 1/4 inch before lighting and keep debris out of the wax pool.
- Never burn longer than 4-hour intervals.
- Set the candle on a heat-resistant surface and avoid drafts.
- Always burn within sight and extinguish before leaving the room.

# EDIBLES-

## Bûche De Noël (Yule Log)

*Bûche De Noël (Yule Log), a classic Christmas dessert, the Yule Log is a traditional French cake made from a rolled sponge cake filled with buttercream, often decorated to look like a log, complete with edible mushrooms and holly leaves. It's both visually striking and delicious.*



### For the Sponge Cake:

- . 4 large eggs, at room temperature
- . 1 cup (200g) granulated sugar
- . 1 tsp vanilla extract
- . 3/4 cup (90g) all-purpose flour, sifted
- . 1/4 cup (30g) unsweetened cocoa powder, sifted
- . 1/4 tsp baking powder
- . Pinch of salt

- . 1/4 cup (60ml) boiling water
- . Powdered sugar (for dusting, optional)

### For the Chocolate Buttercream Filling:

- . 1 cup (240ml) heavy cream
- . 8 oz (225g) semi-sweet chocolate, chopped
- . 1/2 cup (115g) unsalted butter, softened
- . 2 cups (240g) powdered sugar, sifted
- . 1 tsp vanilla extract

### For Decoration:

- . Powdered sugar (for dusting)
- . Marzipan mushrooms, optional (for a traditional touch)
- . Fresh holly leaves or edible decorations (optional)



## Steps:

### 1. Bake the Sponge Cake:

Preheat oven to 350°F (175°C). Grease a 10x15-inch pan and line with parchment paper.

Beat eggs and sugar until thick and pale (5-7 mins). Fold in sifted flour, cocoa, baking powder, and salt.

Add boiling water and fold until smooth. Pour into pan and bake for 10-12 minutes.

Once baked, invert the cake onto a towel dusted with powdered sugar. Roll it up and let it cool.

### 2. Make the Chocolate Buttercream:

Heat cream until simmering. Pour over chopped chocolate and stir until smooth.

Beat softened butter with powdered sugar, then add melted chocolate and vanilla, mixing until smooth.

### 3. Assemble the Yule Log:

Unroll the cooled cake. Spread chocolate buttercream over the cake, then re-roll it.

Trim the ends at an angle to create a log effect.

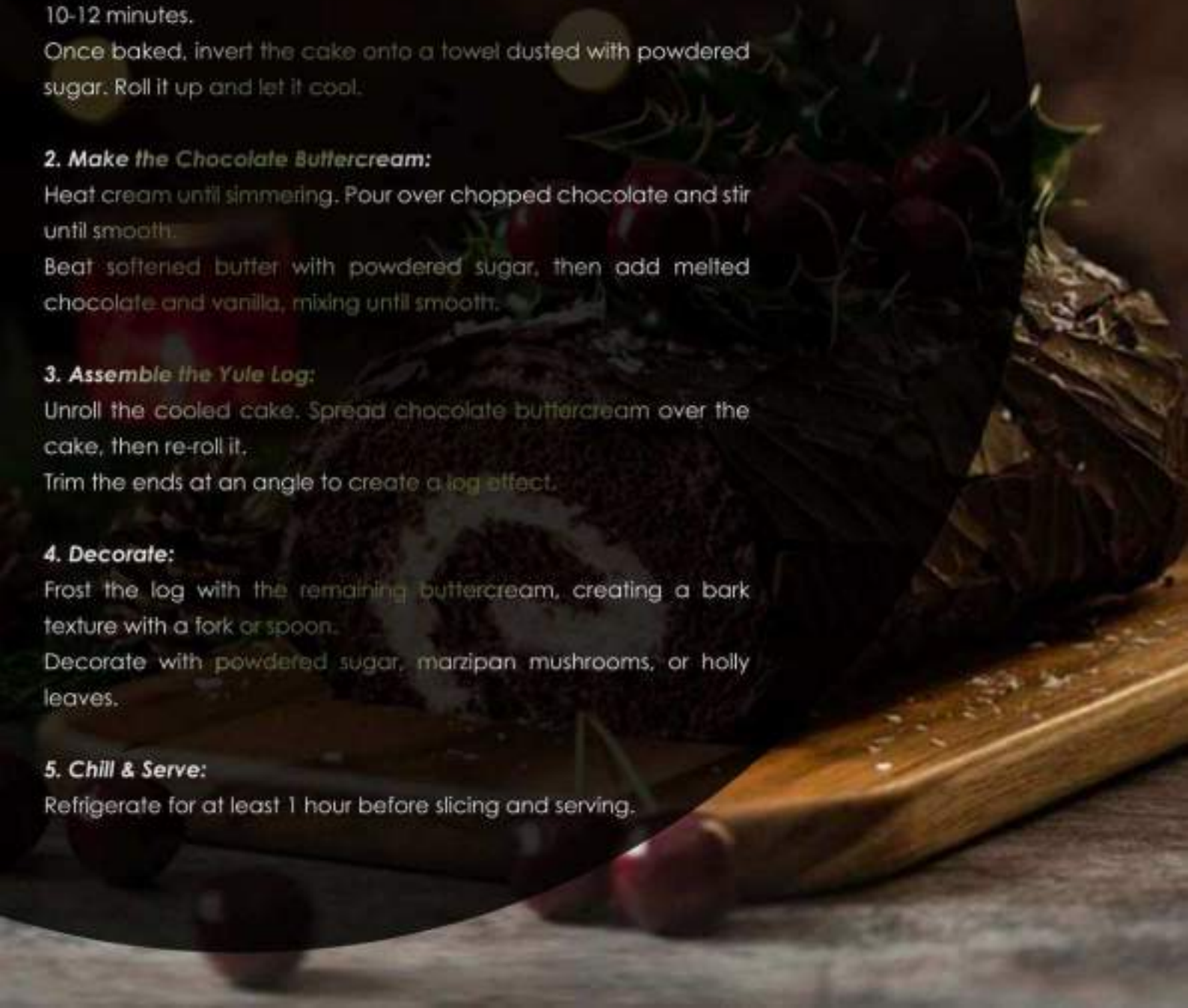
### 4. Decorate:

Frost the log with the remaining buttercream, creating a bark texture with a fork or spoon.

Decorate with powdered sugar, marzipan mushrooms, or holly leaves.

### 5. Chill & Serve:

Refrigerate for at least 1 hour before slicing and serving.





## **SIDE NOTES:**

### **How to Decorate a Yule Log Cake**

When it's time to decorate the cake, you'll make the chocolate ganache. Whip the chocolate ganache to make it a little lighter (in color and texture), but you could also use it as is – without whipping it.

So while the cake is chilling, make the chocolate ganache. Allow the ganache to come to room temperature, then whip it on high speed until lightened, fluffy and spreadable.

Cut a piece of the log off (about 3 inches in length) and use a little chocolate ganache to attach it to the side of the cake to make it look like a little branch.

Spread the chocolate ganache over the cake, leaving the ends exposed. Use a fork to create bark lines in the cake, then decorate with sugared cranberries and rosemary sprigs.

When you're done, you'll have an amazing chocolate Yule Log to serve for Christmas!

# ARCHITECTURE

## *Trekroner Church / Rørbæk og Møller Arkitekter*

Architects: Rørbæk og Møller Arkitekter

Area: 850 m<sup>2</sup>

Year: 2024

Lead Architect: Nicolai Overgaard

Design Team: Rørbæk og Møller Arkitekter

Country: Roskilde, Denmark

In the city of Roskilde, Denmark, the Trekroner Church stands as a modern architectural masterpiece that challenges traditional notions of religious spaces. One of its most notable features is its flowing, organic curves, which were created through an innovative process of casting nine concrete sections on-site using over two hundred molds. This bold approach underscores the church's dedication to pioneering architectural techniques. At Trekroner Church, architecture and art seamlessly blend together. From the outset, the architects and artists collaborated closely, fostering a deep mutual respect that resulted in a harmonious fusion of art and design.



+10.000

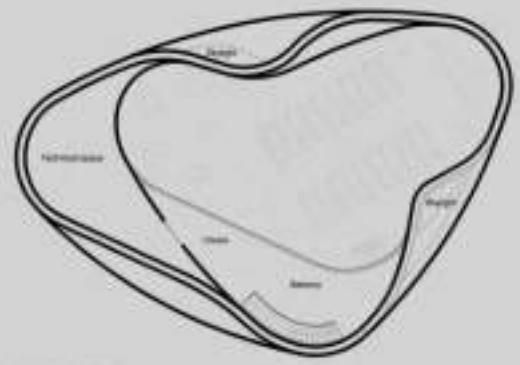




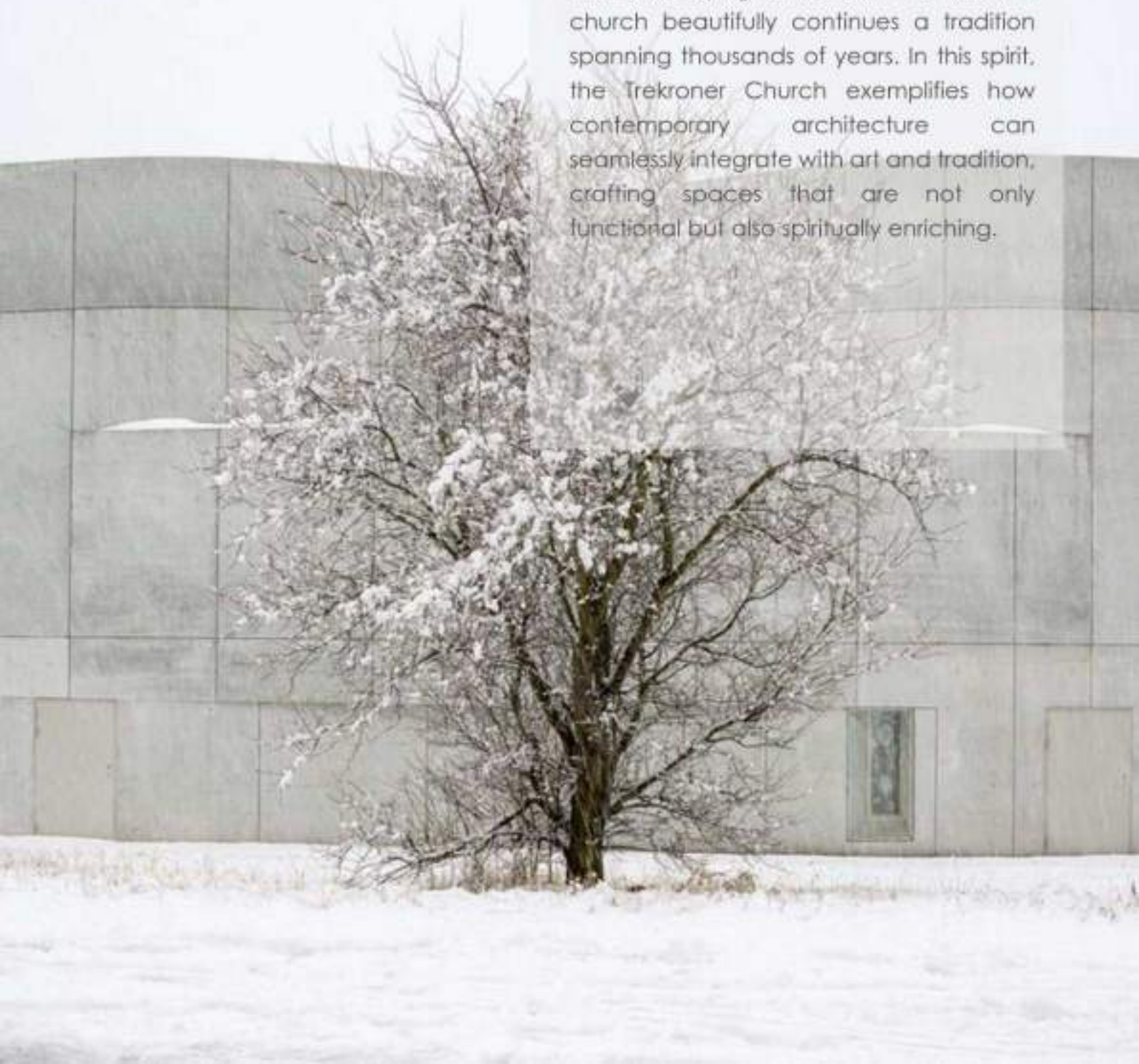
**T**he floor, adorned with pentagonal tiles made of German blue clay, continues its pattern onto the ceiling. This design choice not only enhances the aesthetic appeal but also serves practical purposes; the ceiling, made of expanded, jet water-cut aluminum from recycled cars, plays a dual role in reflecting light and absorbing sound, creating a serene and contemplative atmosphere within the church. As a symphony of ash and clay the church's interior is a testament to the thoughtful selection of materials. Wall cladding, benches, and very skilled carpenters handcrafted the altar from ash wood, chosen for its light tones that beautifully complement the pale, yellowish hue of the floor tiles. This harmony of materials creates a space that is both visually stunning and spiritually uplifting.



**A** striking skylight wraps around the church's curving perimeter, allowing soft, natural light to gradually spill across every surface. This design element not only serves as illumination but also symbolizes a spiritual link to the heavens, a theme further reinforced by the perforated cross designed by Henrik Plenge Jakobsen, which subtly incorporates the Northern Cross star constellation. As an artist, Jakobsen played a key role in blending art with architecture in the church's design. Additionally, the church features works by artists Alexander Tovborg and Lea Porsager, including oak altars and a baptismal font crafted from South African sodalite.



Jakobsen found inspiration for his ground-breaking floor design in a new type of pentagon capable of forming tiled surfaces, a discovery by mathematicians at the University of Washington. The resulting pentagonal clinkers, laid in wet mortar joints, not only enhance the indoor environment but also encourage a meditative state among churchgoers. In Tre Kroner Church modern design meets tradition and art in a culmination of artistic vision, architectural innovation, and a deep respect for tradition. Laying a tile floor in a modern church beautifully continues a tradition spanning thousands of years. In this spirit, the Tre Kroner Church exemplifies how contemporary architecture can seamlessly integrate with art and tradition, crafting spaces that are not only functional but also spiritually enriching.



A festive winter scene featuring a woman in a white coat carrying large wrapped gifts. The background shows a building with 'HIVY M' signage and snowflakes. The overall tone is warm and celebratory.

# HAPPENINGS

## ***Check Out Upcoming Christmas Events***

The most wonderful time of the year is almost here, and we're thrilled to kick off our holiday celebrations with a series of festive events that promise to bring joy, laughter, and a little bit of magic! From fun activities to heartwarming traditions, this Christmas season is all about coming together to celebrate the spirit of giving, gratitude, and togetherness.

So, let's get into the Christmas spirit and make this season one to remember!



### ELMO JOLLY'S QUEST

🕒 14 Dec 2024, 8:30 AM

📍 HarbourFront Centre

📏 Est. 3.4 KM & 12 Checkpoints 💰 From \$35.90

How many hidden gifts can you find? Join to receive your exclusive Christmas Quest Fun Pack, filled with surprises and festive goodies!



### ABBY'S CHRISTMAS PRELUDE QUEST

🕒 16 Nov - 30 Nov 2024 📍 HarbourFront Centre

💰 FREE

Join our first In-mall treasure hunt! Solve puzzles, earn exclusive badges, and enter for a chance to win in our lucky draws!



### EXCLUSIVE SESAME STREET CHRISTMAS EDITION GIFTS

Don't miss the limited edition Sesame Street merchandise! 🎁



## CHRISTMAS ON A GREAT STREET- ORCHARD ROAD

Singapore's famous shopping belt, Orchard Road transforms into a dazzling winter wonderland of stars and festive decorations, leaving you with no doubt that 'tis the season to be jolly. Christmas lights will fully adorn Orchard Road from Nov. 9, 2024.



## SUNNY SIDE UP MARKET (CHRISTMAS EDITION)

🕒 30 Nov 2024 - 1 Dec 2024 📍 Slate At The Row  
44 Jalan Doraisamy, Kuala Lumpur 💰 FREE

Get all your seasonal shopping done with our handpicked curation of local community vendors- covering everything from apparel to accessories, home decor, natural beauty and wellness products, pet lifestyle products, homemade, festive eats, and other charming souvenirs and gifts!



### AFTERNOON JAZZ EXPERIENCE: SWING & JAZZY CHRISTMAS

🕒 22 Dec 2024 2.30pm-4pm  
📍 OACC Hall 2 💰 RM70

Introducing the "Afternoon Jazz Series," a new educational jazz experience series blending music appreciation with live performances. Led by local jazz maestro Tay Cher Siang and special guests, this series will share the stories of jazz and showcase the charm of improvisation.



### CHRISTMAS VILLAGE BY ECO GALLERIA AT ISKANDAR MALAYSIA

🕒 22 Nov - 29 Nov 2024  
📍 Eco Galleria, Iskandar Malaysia 💰 FOC

Filled with festive activities and a wide range of appealing vendor booths, this destination is ideal for both families and couples during the holiday season. Event highlights include the largest illuminated castle-themed playground, a 17-foot giant gachapon machine, enchanting snowfalls, dazzling light shows, and much more!



# INSIGNIA INTERIOR

Interior Design  
Architectural Design  
Design & Build  
Fit Out Specialist  
Project Management

## WEBSITE

[www.insigniainterior.com.my](http://www.insigniainterior.com.my)

## FACEBOOK

Insignia Interior

## INSTAGRAM

insignia\_interior

## LINKEDIN

Insignia Interior Sdn Bhd

## ADDRESS

75 Jalan Anggerik Emas 1  
Taman Anggerik Emas 1  
81300 Johor Bahru  
Malaysia

## CONTACT

016 733 0710



INSIGNIA INTERIOR