

INSIGNIA CONCEPT



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# *Editor's Note*

## **Welcoming The Majestic Year Of The Dragon!**

Dear Insignians,

As we stand on the threshold of a new lunar year, We're thrilled to extend warm greetings to every Insignians as we enter the Year of the Dragon! This mythical creature, a symbol of strength, wisdom, and good fortune, graces us with its majestic presence, promising a year filled with excitement and potential!

The Year of the Dragon is steeped in ancient lore and carries a sense of grandeur that captivates the imagination. It is a time when the spirit of the dragon ignites our aspirations, encouraging us to dream boldly and strive for greatness. Much like the dragon's fiery breath, let us approach the coming year with passion, determination, and the belief that anything is possible.

As we gather with family and friends to celebrate this auspicious occasion, may the dragon's energy infuse our festivities with joy and harmony. Let us reflect on the lessons of the past, cherish the present moments, and look forward to the adventures that await us in the future.

May the Year of the Dragon bring you courage in the face of challenges, wisdom to navigate life's twists and turns, and the strength to pursue your dreams with unwavering resolve. Embrace the dragon's spirit within you, and together, let us soar to new heights in the coming year.

Thank you for being an essential part of Insignia throughout the years. Wishing you a spectacular and prosperous Chinese New Year filled with the magic of the dragon, we look forward to more excitement and great things to come!

GONG XI FA CAI  
INSIGNIA CONCEPT

# 2024

## The Year Of The Wood Dragon

The dragon holds a significant place that symbolizes it as the most auspicious and powerful among all zodiac animals in ancient mythology. It's a revered creature with the strong symbol of power, fortune, wisdom and prosperity.

People born in the year of the dragon are known to be ambitious, courageous and enthusiastic. They're also viewed as natural leaders, driven to achieve their goals and willing to take risks.

**2024 is the year of the Wood Dragon.** The Year of the Wood Dragon occurs in the Chinese zodiac cycle once every 60 years. It is a specific combination of the dragon animal sign with the wood element.

In Chinese astrology, each zodiac sign is associated with one of the five elements: wood, fire, earth, metal, and water. The wood element signifies growth, flexibility, and creativity. When combined with the dragon, which represents power and strength, the Wood Dragon is believed to possess a unique balance of vitality and adaptability.

People born in the Year of the Wood Dragon are thought to inherit the dragon's natural leadership abilities and determination, while also exhibiting the characteristics of the wood element. They possess creative energy, vision, and the ability to adapt to changing circumstances. This combination makes them easygoing, compassionate, and socially adept individuals.



How do you know if you're a dragon?

To determine if you were born under the sign of the Dragon, you need to match your birth date with the corresponding Dragon cycle periods.

For example, these are the exact dates for the last six Dragon years in the past:

2012: January 23, 2012 – February 9, 2013  
2000: February 5, 2000 – January 23, 2001  
1988: February 17, 1988 – February 5, 1989  
1976: January 31, 1976 – February 17, 1977  
1964: February 13, 1964 – February 1, 1965  
1952: January 27, 1952 – February 13, 1953





***FORTUNE***

# Chinese Horoscope 2024

In Chinese astrology, each year is associated with an animal sign and an element, and this year brings the powerful and vibrant combination of the Dragon and the Wood element.

As we embark on this new lunar cycle, get ready to embrace the dragon's strength, the wood's growth, and embark on a journey of possibilities in the Year of the Wood Dragon. Discover how the Wood Dragon's energy will intertwine with your life, influencing your personal traits, relationships, career aspirations, and overall fortune that await us in this exciting and auspicious year!





# Dragon

(... 1952, 1964, 1976, 1988, 2000, 2012, 2024 ...)

Moderate fluctuations in fortune. Need more effort in career for rightful rewards. Be cautious in investments to prevent losses. Practice tolerance, focus on each other's feelings.

*Traits & Characteristics:* confident, intelligent, enthusiastic.  
*Lucky Colours:* gold, silver, grayish white  
*Lucky Numbers:* 1, 6, 7

# Snake

(... 1953, 1965, 1977, 1989, 2001, 2013, 2025 ...)

Smooth fortune. Creative at work, praised by leaders. Improved financial luck, but prioritize cooperation. Show more care, focus on family matters.

*Traits & Characteristics:* enigmatic, intelligent, wise.  
*Lucky Colours:* black, red, yellow  
*Lucky Numbers:* 2, 8, 9



# Horse

(... 1954, 1966, 1978, 1990, 2002, 2014, 2026 ...)

Fortune fluctuates greatly. Others might see Horse natives' lives as touch, but they find joy in it. Accumulate experience and skills in problem-solving. Feeling tired, focus on self-care regularly.

*Traits & Characteristics:* animated, active, energetic  
*Lucky Colours:* yellow & green  
*Lucky Numbers:* 2, 3, 7





## Goat 未

(... 1955, 1967, 1979, 1991, 2003, 2015, 2027 ...)

Fortune goes both ways. Plan life clearly, avoid confusion. Make timely adjustments for excellence and success.

*Traits & Characteristics:* calm, gentle, sympathetic.

*Lucky Colours:* brown, red & purple.

*Lucky Numbers:* 2, 7

## Monkey 申

(... 1956, 1968, 1980, 1992, 2004, 2016, 2028 ...)

Whether in career, finances, relationships or health, the trends are on a steady rise. Avoid laziness and seize rare opportunities. Embrace new experiences fearlessly.

*Traits & Characteristics:* sharp, smart, curious.

*Lucky Colours:* white, blue, gold

*Lucky Numbers:* 4, 9



## Rooster 酉

(... 1957, 1969, 1981, 1993, 2005, 2017, 2029 ...)

Good fortune. Rewards match efforts proportionally. Stay humble, avoid getting carried away. Never take reckless risks.

*Traits & Characteristics:* observant, hardworking, courageous

*Lucky Colours:* gold, brown and yellow

*Lucky Numbers:* 5, 7, 8





## Dog 戌

(... 1958, 1970, 1982, 1994, 2006, 2018, 2030 ...)

Fortune seems less optimistic. Strive for a more positive approach, avoid settling. Unexpected expenses may arise, spend wisely. Prioritize good health.

*Traits & Characteristics:* Lovely, Honest, Prudent

*Lucky Colours:* red, green and purple.

*Lucky Numbers:* 3, 4, 9

## Pig 亥

(... 1959, 1971, 1983, 1995, 2007, 2019, 2031 ...)

Fortune remains quite good, yet minor troubles might surface. Get support from others easily. Maintain a positive outlook in career and finances to seize opportunities.

*Traits & Characteristics:* compassionate, generous, diligent.

*Lucky Colours:* yellow, gray, brown, gold

*Lucky Numbers:* 2, 5, 8



## Rat 子

(... 1948, 1960, 1972, 1984, 1996, 2008, 2020 ...)

Career breakthrough, earned leader's recognition. Improved financial luck, profitable investments. Listen more to your partner, show care, and deepen relationships.

*Traits & Characteristics:* quick-witted, resourceful, versatile, kind.

*Lucky Colours:* blue, gold and green

*Lucky Numbers:* 2, 3



## Ox

(...1949, 1961, 1973, 1985, 1997, 2009, 2021...)

Steady fortune. Stay grounded at work, gain colleagues' support. Financial luck: focus on managing, avoid blind investments. Spend more time with family, show care for their feelings.

*Traits & Characteristics: diligent, dependable, strong, determined.*

*Lucky Colours: white, yellow & green*

*Lucky Numbers: 1, 4*

## Tiger

(...1950, 1962, 1974, 1986, 1998, 2010, 2022...)

Fortune favors them. Impressive career performance, recognized by leaders. Financial gains, but prioritize integrity to avoid disputes. Control impulses, communicate more, main harmony.

*Traits & Characteristics: brave, confident, competitive, unpredictable.*

*Lucky Colours: blue, gray and orange*

*Lucky Numbers: 1, 3, 4*



## Rabbit

(...1951, 1963, 1975, 1987, 1999, 2011, 2023...)

Stable fortune. Diligent at work, earns colleagues' respect. In finances, prioritize caution over risk. Learn to express emotions, deepen mutual understanding.

*Traits & Characteristics: quiet, elegant, kind, responsible.*

*Lucky Colours: red, pink, purple, blue*

*Lucky Numbers: 3, 4, 6*



# TEAM

## Joyful Farewell To 2023

A much-anticipated Insignia's annual lunch unfolded at the doors of Kuroma Buffet & Dining, our yearly feast for the senses, laughter, and camaraderie! This year's gathering promised not only an exquisite culinary journey but also a delightful gift exchange session and interactive activities, weaving together a tapestry of cherished memories.

The event kicked off with an array of delectable Japanese delights, the buffet spread was a feast for the senses, featuring an array of sushi, sashimi, tempura, and other traditional Japanese dishes.

In conjunction with the Christmas's season, we had also featured a lively gift exchange session in this annual lunch, where laughter and camaraderie filled the air as we exchanged the gifts, creating unforgettable memories and strengthening the bonds of friendship among colleagues!

The delectable cuisine, heartfelt gift exchanges, and interactive festivities served as a reminder that the annual lunch is not just about seasonal treats; it's about coming together, forging connections, and spreading the spirit of goodwill.

*See you guys next year!*



# The K-Subway Experience In MDT Kape, The Mines

## MyeongDong Topokki

#1Fast Casual Korean Restaurant



### PROJECT COVERAGE

**Project :** MDT Kape, The Mines

**Project Involvement :** Design Consultancy

**Design Inspiration :** Seoul Subway Elements

**Location :** The Mines, LT-83



Annyeonghaseyo! Embark on an exhilarating culinary journey at MDT Kape@The Mines, with a design idea that takes inspiration from the captivating elements found in the bustling Seoul subway.

By incorporating this concept, we aim to emphasize the notion of "express" within the space, perfectly aligning with the client's focus on serving fast casual Korean food.

Get ready to experience the express joy of fast-casual Korean dining like never before!



**Material:**  
**The Energetic Fusion**

This name reflects the dynamic energy associated with the Seoul subway, incorporating elements such as iron and bold Korean signage to create an exciting and vibrant dining atmosphere.

**Primary Colour:**  
**Red, Gray & White**

Taking the color code of the brand- red as primary color, the colour that is associated with appetite and energy, Whilst neutral colors gray & white play a vital role in the background.

**Secondary Colour:**  
**Pop Art Palette**

A vibrant and dynamic collection of colors inspired by the bold and lively aesthetics of the Pop Art movement.



# *Fit-Out Implementation: Unleash Your Potential at NIKE KLCC!*



## *PROJECT COVERAGE*

**Project :** NIKE, KLCC

**Project Involvement :** Fit-Out Implementation

**Location :** Kuala Lumpur City Center,  
332-334, 3rd Floor Suria KLCC.

NIKE has dawned with the grand opening of the latest outlet at Suria KLCC. This flagship store is not just a shopping destination; it's an immersive experience that showcases the brand's commitment to innovation, performance, and cutting-edge design.

It has been conceptualized and designed to reflect the dynamic and energetic spirit of the brand. The store's interior seamlessly blends modern aesthetics with functional design, creating an inviting atmosphere for customers to explore and connect with the world of Nike.

The layout is strategically organized to provide a smooth flow, allowing customers to effortlessly navigate through different sections, from running and training to basketball and lifestyle. The design incorporates Nike's iconic color palette and incorporates innovative display techniques to showcase the brand's diverse range of products.

332, 333, 334 DAN 335 BUTIK



WELCOME TO NIKE SURIA KLCC

JUST DO IT. WELCOME TO NIKE SURIA KLCC

SELAMAT DATANG DI NIKE SURIA KLCC

3 Centre Court





JUST DO IT. WELCOME TO NIKE SURIA K



WITHOUT LIMITS.



INSIDENIA.COM/PT



JUST DO IT. SELAMAT DATANG KE NIKE SURIA KLCC JUST DO IT. WELCOME TO NIKE SURIA KLCC JUST DO IT.



JORDAN

JORDAN

BASKETBALL



# *INS CONCEPT*

## *The Art Of Minimalism By Insignia Concept*

Minimalism in interior design is a design approach that emphasizes simplicity, functionality, and a focus on essential elements. It involves stripping away unnecessary details and clutter to create clean, serene spaces that promote a sense of calm and order.

In the dynamic world of interior design, minimalism has emerged in distinctive forms. Far beyond the conventional notions of minimalism, we- Insignia Interior have conceptualized different types of minimalism. Join us in this article through the various features and captivating allure of our creative approach to minimalism, be amazed with our unique ideas!



# *Post-Modern Minimalism: A Simple Extensive Look*



Integrating the core ideas of modernism & minimalism concept to embrace unconventional ideas with an emphasis on an artsy & simplistic interior design.



There's beauty even in imperfections, and that's what wabi-sabi means. The concept of wabi-sabi finds its roots in old Japanese traditions. It embodies the true spirit of Japanese design, lifestyle, philosophy, art, culture, and personal feelings, all in one.

## *Wabi-Sabi Minimalism: Luxury of Minimalism*





# *Luxurious Minimalism: The Elegant Interiors*



Using the bare essentials to create a simple and uncluttered space. This space is defined by simplicity, clean lines, and a monochromatic palette with bright colour used as an accent.







# HOME

*"FÖSSTA Fusion: Infuse Your Living Space with  
IKEA's Dragon Year Collection!"*

During this Chinese New Year, invite positive vibes, prosperity, and joy into your home with the FÖSSTA collection of home accessories. Embrace the auspiciousness of the dragon's luck and bring smiles to your guests with FÖSSTA.

### **Cushioning your New Year Bliss**

IKEA's FÖSSTA collection offers a fantastic array of stylish and comfortable cushions that are perfect for ushering in the Year of the Dragon. Whether you prefer bold patterns or subtle textures, FÖSSTA has a diverse range to suit every taste and home decor.



**FÖSSTA**

Cushion, dragon, 50x46 cm



**FÖSSTA**

Cushion cover, pink, 58x40 cm



**FÖSSTA**

Lamp shade, red





**FÖSSTA**

Serving container with lid, red/bamboo



**FÖSSTA**

Bowl, yellow petals, 13 cm

**FÖSSTA**

Plate, yellow petals, 27 cm

**FÖSSTA**

Place mat, red, 45x35 cm



**FÖSSTA**

LED lighting chain with 30 lights, battery-operated dragon.





# ***SPREADING GOOD FORTUNE:***

## ***The Sumptuous Chinese New Year Corporate Gift***

Gift-giving during the Chinese New Year is a time-honored custom rooted in the belief that the exchange of presents brings good luck, prosperity, and happiness. The act of presenting gifts symbolizes the sharing of blessings and the cultivation of positive energy, fostering a sense of community and togetherness.

This year, we have meticulously selected a range of premium gifts that exude sophistication and reflect the essence of this joyous celebration.

May the premium gifts you share with your clients this Chinese New Year serve as a symbol of your appreciation, fostering goodwill and strengthening the bonds that contribute to a flourishing business year ahead. Gong Xi Fa Cai – may prosperity and success abound for you and your esteemed clients!

# SWAROVSKI



## **Crystalline Dragon & Phoenix ballpoint pen (RM345.00)**

Octagon shape, Dragon, Red, Gold-tone plated  
This shimmering Crystalline ballpoint pen will set your creativity alight during the Year of the Dragon. Filled with over 400 red crystals, the auspicious gold-tone plated design is crafted for maximum elegance in Swarovski's signature octagon shape. An extra flourish is added through the cute Phoenix dragon charm, crafted with an array of multicolored crystals.



## **Asia Symbols Dragon (RM795.00)**

Celebrate the Year of the Dragon by bringing this playful figurine into your home. Representing strength, honor, and good luck, the design is crafted in the auspicious colors of red and yellow, with 218 facets that are made to catch the light. Metal accents in red lacquer and gold-tones create a piece that is meaningful as well as joyful. Collect this figurine for Chinese New Year and enjoy the power of the dragon all year round. Decoration object.

# GODIVA



## **Chinese New Year Carré Gift Box 15pcs (RM158.00)**

This premium red gift box showcases the exuberant colors of the Chinese New Year with its golden dragon and fireworks motifs, as well as delicate peach blossom and fan-shaped designs buried within the dazzling golden scales. Fifteen carrés in two limited-edition Chinese New Year flavors—Strawberry Dark Chocolate Carré and Milk Chocolate Almond Carré—are included in the gift box.

## **Godiva Chinese New Year Assorted Chocolate Carré Gift Box 15pcs (RM158- RM200.00)**

The GODIVA Chinese New Year Assorted Chocolate Carré Gift Box introduces two distinct flavours for this very season: Crunchy Dark Cocoa Nibs and Milk Orange. These two new flavours enhance the joy of celebration, giving you a great start to the New Year.



# ROYAL SELANGOR

ROYAL SELANGOR



2024 Year of the Dragon Figurine

ROYAL SELANGOR



Limited Edition 2024 Year of the Dragon Plaque

ROYAL SELANGOR



2024 Year of the Dragon Chopsticks & Rest Set

## **2024 Year of the Dragon Figurine (RM1950.00)**

A magnificent five-clawed dragon, from the chest roundel of a Qing dynasty Qianlong-Jiaqing (1735 - 1820) period blue summer gauze dragon robe, makes the transition from silk embroidery to three dimensional 24K gilt pewter in impressive fashion. Stylised motifs of waves, rocks and clouds decorate the base of crimson composite resin.

\*

## **Limited Edition 2024 Year Of the Dragon Plaque (RM3680.00)**

Adapted from one on a Qing dynasty Qianlong-Jiaqing (1735 - 1820) period dragon robe, the 24K gilded dragon appears to emerge from the backdrop of a repeating wan or 'ten thousand years' longevity pattern.

Stylised waves, rocks and clouds provide a dramatic backdrop in crimson composite resin. Considered together, the plaque's bold disc and its rectilinear frame reference the Chinese concept of the dome of heaven and the earthly plane, with its allusions to universal harmony.

\*

## **Limited Edition 2024 Year Of the Dragon Chopstick & Rest Set (RM 280.00)**

A set comprising a pair of chopsticks with terminals of coiling dragons and a feisty dragon chopstick rest makes for a charming gift. In pewter and wood.

# LACHÉR PATISSERIE

## Lachér Patisserie- A Year Of Growth (RM255.00)

Our 2024 CNY Cookie Set invites growth and prosperity. It honours the Nipplefruit tree that symbolizes abundance, Lucky Bamboo tree for strength, and Yin Liu for beauty and fortune. This vibrant collection redefines festive elegance with modern hues, invigorating your Chinese New Year celebration with a fresh and joyful energy.

- \* Pineapple Tarts Set
- \* Sable Cookies Set
- \* Shortbread Sandwich Cookies Set



# HERBAL FARMER

## Blooming Prosperity (RM468.00)

### Product Features

- Australian Premium Soup Abalone 1's x1
- Superior Soup Golden Abalone 85g
- Imperial Bird's Nest with Manuka Honey 70ml x2
- Australian Sea Cucumber 3-4's x1
- Golden Flowered Jade Bird's Nest 1's x1
- Molasses Ginger Tea with Red Ginseng 10's x1
- Korean Red Ginseng with Lutein 7'sx1
- American Ginseng 50gx1



## Plentiful Abundance (RM788.00)

### Product Features

- Crystal Jade Bird's Nest 3's x1
- Australian Sea Cucumber 6-8'sx1
- Imperial Bird's Nest with Manuka Honey 70ml x2
- Imperial Bird's Nest 70ml x2
- Australian Premium Soup Abalone 1's x1
- Australian Premium Braised Abalone 1'sx1
- Korean Red Ginseng Root Good 37.5gx1

*Pantone Colour Of The Year 2024:  
Peach Fuzz- Bringing Kindness To Life*

*TREND*

**PANTONE®**

Peach Fuzz

“

In seeking a hue that echoes our innate yearning for closeness and connection, we chose a color radiant with warmth and modern elegance. A shade that resonates with compassion, offers a tactile embrace, and effortlessly bridges the youthful with the timeless.

”

PANTONE 13-1023

**Peach Fuzz** embodies our inclination to care for ourselves and those around us. This soft, velvety peach shade exudes a nurturing essence that enhances the well-being of the mind, body, and soul.

The gentle and warm hue was selected not only for its capacity to "enhance aesthetics in the digital realm." Serving as the trend-forecasting division of the Pantone company, the Pantone Colour Institute has, since 1999, annually designated a color that aptly reflects the prevailing atmosphere and anticipates the forthcoming year.

Commemorating the 25th anniversary of the program, the subtle Peach Fuzz was determined through extensive research conducted throughout 2023.

*How To Use Pantone's 2024 Color Of The Year :*

This beautiful hue can be beautifully paired with a wide range of hues.

Embrace the soft, nurturing hue in your creative projects by pairing Peach Fuzz with other warm colors. The different color palette can make for beautiful aesthetic visuals. Add Peach Fuzz to your moodboard to warm up your designs and add depth. Opt for buttery yellows, bright oranges, and soft pinks and others to create a stunning look.

### THE MONOCHROME<sup>x</sup>



### THE VINTAGE<sup>x</sup>



### THE VIBRANT<sup>x</sup>



## **Incorporating Peach Fuzz In Interiors**

When used in residential settings, Peach Fuzz can serve as a vibrant accent, whether covering an entire wall or a specific section of a room. This imparts a serene, dreamy ambiance with a distinctive vintage touch.

For those desiring a more daring approach, Peach Fuzz complements a monochromatic scheme exceptionally well. Its gentle hue remains timeless and harmonizes effortlessly with various colors, including other pastels like green or nude tones.





▶ Peach Fuzz isn't limited to pastel palettes; it also pairs effectively with bold colors. Combining it with purples, burgundy, and emerald green tones lends an air of luxury and sophistication, with a touch of bohemian charm.

▶ Nature enthusiasts can merge Peach Fuzz with earthy and sea tones like beiges and soft blues for a breezy, calming effect. This creates a connection with nature, encouraging a sense of relaxation and rejuvenation. The inherent "baby color" quality of Peach Fuzz instills feelings of care and nurturing.



# INSIGNIA CONCEPT

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

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