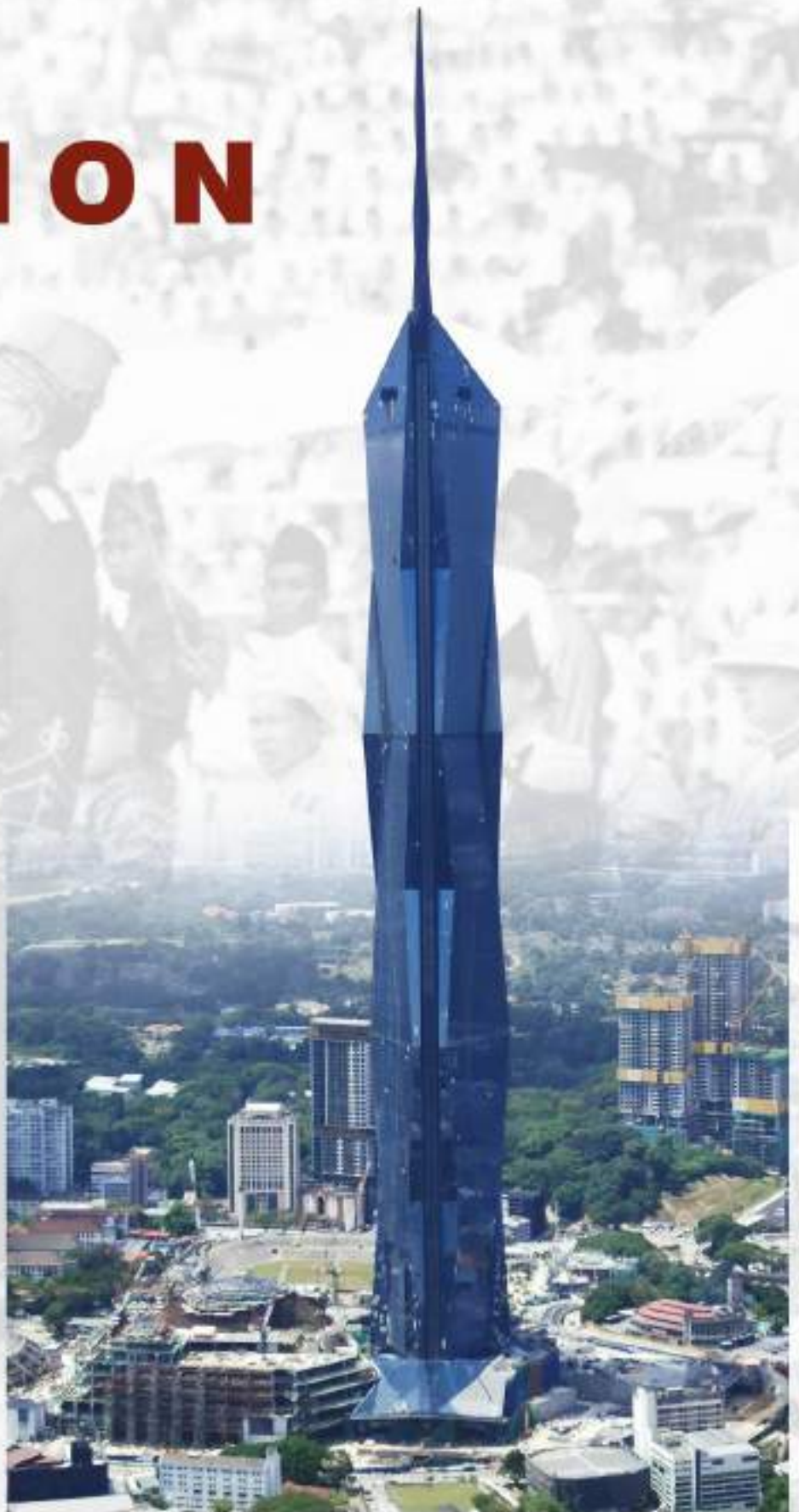


# NATIONAL DAY EDITION

INSIGNIA  
ISSUE 8/23



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# Happy 66<sup>th</sup> Birthday Malaysia

Greetings to all our readers!!!

It is time to celebrate with pride for the upcoming 66th Independence Day of Malaysia. As we reflect on our past and look toward to the future, let us remember the sacrifices made by our forefathers and the progress we have made as a nation.

As we are taking this opportunity to appreciate the uniqueness of Malaysia, Lets have a peek at one of the historical buildings in Kuala Lumpur- Sultan Abdul Samad Building. To help you plan your upcoming holidays, we've put together an insider's guide to some iconic attractions to visit in Malaysia.

In this issue, we are delighted to present our recent completed projects for ArtFriend and XiaMen Conjoin, showing you the collaboration between the client and our talented team who worked tirelessly to create a commercial space that was not only beautiful but functional.

What's more, our editor's team has also filled this issue with news, inspiration, and updates from the world of interior design. You will find articles on a range of topics, including how to create a Wabi-Sabi Minimalistic living space, and the most premium hardwares in the hospitality industry. We have also included a profile of architecture talents - BIG & Bjarke Ingels Group, who have recently completed The Plus For Vestre in Norway, as well as a roundup of the upcoming design events and exhibitions in Singapore and Malaysia in the coming quarter.

We hope you enjoy reading this edition of our newsletter, and as always, we welcome your feedback and suggestions for future editions.

From the early struggles of our forefathers to the present-day advancements, our nation has come a long way. We have overcome challenges and emerged stronger, more resilient, and more united. Happy National Day Malaysians!

# / PROJECT COVERAGE



## **ARTFRIEND @ MID VALLEY SOUTHKEY**

**Client:** Art Friend, Singapore  
**Project:** Art Friend Mid Valley  
**Project Involvement:** Design Consultancy

Artfriend, serving fine art & graphic artists, hobbyists and by bringing the finest and best-priced materials to their customers. They are now in the heart of Johor Bahru- Mid Valley Mall, Southkey!



THEIGMA CONCEPT





## XIAMEN CONJOIN RECEPTION COUNTER

**Client:**

*XiaMen Conjoin Electronics  
Technology Co., LTD*

**Project:**

*XiaMen Conjoin Ground Floor  
Reception Counter*

**Project Involvement:**

*Design Consultancy*

A reception counter is often the first point of contact for clients and visitors when they enter a building. As such, it is important to make a good first impression with a modern contemporary reception counter. One of the latest trends which combines clean lines, minimalist aesthetics, and high-quality materials to create a stylish and simplistic look!





**N**

**S**

**DESIGN**

**The Japanese Aesthetics Sense**

# WABI SABI

**Wabi Sabi / 'wa bi' sa bi / (侘寂)**

**'Wabi': 'rustic simplicity' or 'understated elegance';**

**'Sabi' : Enjoying The Imperfect**

Wabi Sabi is a philosophy that originated in Japan, taking inspiration from Buddhist teachings on the three marks of existence- emptiness, suffering and impermanence, it's a world view centered on the acceptance of transience and imperfection.

In the Interior design industry, Wabi-Sabi is a philosophy that disregards absolute symmetry and the idea of perfection, instead, it values the concept of natural and authentic over the artificial and perfect.

Among various design trends that relied on lavish depiction, Wabi Sabi is definitely a contrast design concept that focuses on the usage of rare, simple and natural ornamentations and detailing.

## **TUNE WITH JAPANESE SENSIBILITY: The Design Principles & Guidelines**

Wabi Sabi principles and Wabi Sabi aesthetics are an unique guidance to introducing these principles in your life, and sometimes the best way to start is to bring first into your home, and then try to alter and adapt your habits and life perspective after that.

Wabi-Sabi is all about nature's rule. There are some basic essentials to designing a wabi-sabi home, that will lead to spacemore real, pure, honest space with more immersive ambiance and a stronger synergy between individuals and objects.

---

There are 7 principles Of **Wabi Sabi**:

- Kanso      - Simplicity
- Funkinsei   - Asymmetry
- Shibumi    - Beauty In The Understated
- Shizen      - Naturalness
- Yugen       - Subtle Grace
- Datsuzoku  - Freedom From Habits
- Seijaku     - Tranquility

### **Authentic & Neutral Colors**

Authentic and earth oriented-muted such as brown, green, gray, beige and teracotta are the main colour palette to channel Wabi Sabi into the space, as originally the walls of a Japanese home were made from earth and mud. These colours also reflect the inimitable beauty of the natural world, despite its ever-changing and impermanent nature.



## ***Asymmetry & Imbalance***

Unlike the Chinese art of Feng Shui which celebrates symmetry and balance, Wabi Sabi design goes in the opposite direction with asymmetry being one of its main principles. This further embraces the imperfection and acceptance qualities of the Japanese design ethos.



## ***Natural Elements***

Natural materials and un-dyed fabrics are the key things to use, such as crafted and handmade pieces such as natural rugs, textiles and ceramics, rough and uneven textures. Undyed fabrics like gauze, jute, linen, paper, reclaimed wood and timber.

Integrating natural materials into interior design is known to enhance well-being, which can further the positive impact that a Wabi Sabi inspired space can have, helping to create a relaxing, relaxing and grounding space that exemplifies the principles of Wabi Sabi.



## ***Simplicity***

Just like the principle Shibumi- Beauty In The Understated, simplicity is the key.

The Japanese art of Ikebana, flower arranging uses as few flower stems as possible to highlight the beauty of the flowers, Wabi Sabi is definitely more of a minimal design style which is reflected in everything from arrangements and textures within the home.



## ***Reclaimed, Repaired and Recycled Décor***

The principles of Wabi Sabi extend to impermanence and many people believe this to refer to the passage of time.

Repurposing furniture and items celebrates imperfection and blemishes which are highlighted instead of hidden away. These imperfections signify the passage of time and tell a story.

All too often we overlook the intrinsic and external value that time adds to people, places and things in favour of 'newness' yet Wabi Sabi reminds us to appreciate the charm and elegance that the passage of time adds to people and objects.



## ***Organic Shapes***

When you're incorporating Wabi Sabi into interior design, a focus on organic, authentic shapes is beneficial. The artificial shapes and constructs we often see in furniture and decorative accessories represent synthetic perfection that is at odds with the inherent beauty that's found in nature.

If you're selecting lighting fixtures, for example, steer clear of styles with rigid lines and clean finishes. Instead, opt for fixtures that are amorphous and distinct. As well as achieving an asymmetrical aesthetic that's closely linked to the Wabi Sabi philosophy, the space will benefit from pieces that are visually appealing and attention-grabbing.





**Wabi-sabi** interiors can manifest in many different ways. Like all interior design styles, depending on the person, they can be more stringent in following the guidelines and use it as a lifestyle tool or adopt a more freeform approach that merges many different interior styles.

This small, but cozy studio combines different rooms in one singular space, spacious and sober throughout its expansion, whose rustic touch perfectly combines with the elegance and preciousness of the pieces.

Embrace the beauty of imperfection in our Wabi Sabi living room, where the simplicity and natural elements create a peaceful and harmonious space



# IINS

## DECOR

**The Premium Hardwares In Hospitality Space**

*by*

PULLCAST

In the realm of hospitality, where comfort and elegance intertwine, luxury is the pinnacle of refined indulgence. Catering to the discerning tastes of the upper class travelers, the hospitality industry has long embraced the art of opulent ornamentation to create memorable experiences. From lavish hotels to extravagant resorts, the use of sumptuous décor and intricate detailing has become synonymous with an elite getaway.

Together with PullCast, let's delve into the world of luxurious premium hardware within the hospitality industry, examining the refined elements that transform high-end establishments into enchanting havens for the privileged few.

## / **Baruka** **Doorpulls**

Dimensions: H 45cm L 148cm D 52cm

Materials: Body- Brass & Velvet

Standard Finishes Body: Polished Brass & Black Velvet

Baruka door hardware is the cultural manifest, a perfect reflection of a thousand years old legacy, an ode to Japan. Made of brass, Baruka represents culture, customs and values, becoming a modern and strong big-size door pull to embellish your entryway decor.



## / **DOOR PULL FLOW** **PullCase**

Height: 520 mm      Length: 140 mm      Depth : 50 mm

Materials: Brass & Polished Brass

Standard Finishes Body: Polished Brass & Black Velvet

Possessing a natural and invigorating way of movement, Flow mid-size door pull presents an organic shape decoding sophistication and personality. The perfect addition to door designs, enhancing any ambiance with its strong character. This door pull is part of the Earth collection.



## / JALO PullCase

Height: 200mm      Length: 45mm      Depth : 40mm  
Materials: Brass & Polished Brass  
Standard Finishes Body: Polished Brass & Black Velvet

Jalo was inspired by the Green bean plants, and the pole varieties, that grow long vines. The amazing forms and colors that Jalo creates can be green, but you'll also find purple, red, yellow and streaked varieties. Coming in perfect sizes, shapes, textures and earthy tone, Jalo Cabinet and Drawer Handles enhances elegantly in any cabinet or door design.

Earth is the upmost iconic PullCast Collection, turning sensorial journeys into exclusive art pieces. In its essence is driven by our incessant pursuit of the most distinguished forms, shapes, textures, colours and hues. A collection deeply rooted both with heritage and craftsmanship artistry. A statement for our adventurous individual style, driven by wanderlust, where discovery is perceived as a daily overflowing enjoyment.



## / DRAWER HANDLE URCHIN OC2015 PullCase

Diameter: 27 mm      Depth: 22 mm  
Materials: Brass & Polished Brass  
Standard Finishes Body: Polished Brass & Black Velvet

Inspired by the striking beauty of the small, globular sea animals found across the ocean floors, our Urchin is a delicate and majestic range of furniture drawer handles with a noble texture. A fine cabinet hardware addition to cabinets and sideboards, enabling the arrangement of a sculptural scheme for your furniture designs.





**/ DOOR LEVER LIBERTY**  
**Cabinet Door Lever**

Height: 50mm Length: 150mm Depth: 60mm  
Materials: Brass & Polished Brass  
Standard Finishes Body: Polished Brass & Black Velvet

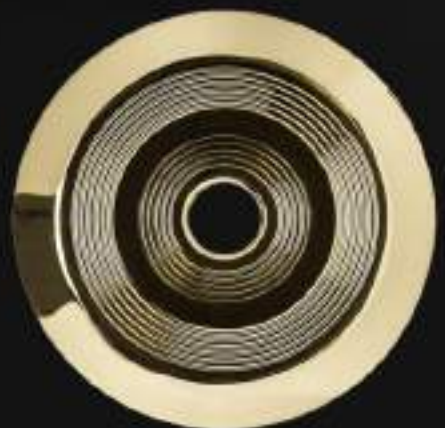
The Liberty door lever was inspired by the imponent shapes and curves of One Liberty Place. This skyscraper fulfills the skyline of Philadelphia and is one of the tallest buildings of the North American city. This door lever is made in polished brass and it's also available in aged and brushed brass, promising to bring a unique glamour and elegance to doors. This door lever belongs to the Cosmopolitan Collection.



**/ DOOR LEVER LIBERTY**  
**Door Pull**

Diam: 105 mm Depth : 40 mm  
Materials: Brass  
Standard Finishes Body: Gold Plated (Also available in Brushed Brass, Brushed Nickel, Aged Brass, Copper Plated, Nickel Plated, Black Nickel Plated)

Inspired in Mid Century Style, with contemporary influences, an appropriation of Delightfull's luxurious design complements. Hendrix is a series of Door & Cabinet Hardware with Door Pulls and Cabinet Handles, to create an architectural silhouette in your door designs.



# HAPPENINGS

## Discovering The Interior Inspirations

In a world where creativity and innovation intersect, interior design exhibitions serve as an invaluable source of inspiration for both professionals and enthusiasts alike. These captivating events offer a unique opportunity to immerse yourself in a world of design, unveiling the latest trends, innovative ideas, and awe-inspiring creations. If you're looking to ignite your imagination and infuse fresh energy into your living spaces, attending upcoming exhibitions in different places is a must. Join us as we embark on a design journey and discover the unmissable events that promise to leave you inspired and eager to transform your surroundings!



26 - 29 JULY 2023  
KLCC

KLAF2023  
NEXT100

ARCHIDEX

ASIA'S LEADING ARCHITECTURE BUSINESS EVENT

ECO-B

100 YEARS

www.ARCHIDEX.com.my

## FIND DESIGN FAIR ASIA, SINGAPORE

21-23 September 2023 |  
Marina Bay Sands, Singapore

FIND - Design Fair Asia presents the latest in contemporary design, showcasing innovative and inspiring products, solutions, content, and features while acting as the definitive link for suppliers of furniture, lighting, kitchen, bathroom, and homeware to the lucrative Asian market.

## ARCHIDEX, MALAYSIA

26-29 September 2023 |  
KL Convention Centre, Malaysia

Focused on sustainability, future architecture and well-being, this year's ARCHIDEX's will present a platform for the latest showcases, conferences and talks with enormous exposure to architecture, design, materials, technology and culture.



21-23 SEPTEMBER 2023  
MARINA BAY SANDS, SINGAPORE

dmg::events | FIERA MILANO



# HOMEDEC

HOME DESIGN & INTERIOR EXHIBITION

## HOMEDEC EXHIBITION

26-29 October 2023 | KL Convention Centre

HOMEDEC exhibition offers Malaysian homeowners an exciting experience with life-size show homes, great attractions, and enormous savings on quality brands. Browse lighting, decor, furniture, appliances...

## REKA INTERIOR EXHIBITION

26-29 October 2023 | KL Convention Centre

RiX is an interior design exhibition that is uniquely curated by leading interior designers who are among the country's most forward thinkers and progressive achievers. RiX taps into Malaysia's interior design industry – Offering a truly outstanding experience in a typically crowded marketplace with power-packed programmes and activities such as industry talks and updates, networking and workshops for the design fraternity.

## HOMELove HOME & LIVING EXHIBITION 2023

26-29 Aug 2023 | IOI Grand Exhibition & Convention Centre, Putrajaya, Malaysia

Natural home decor remains stylish and a living area for kids and pets can still be stylish. Blank walls can feel refreshing, but often appear neglected. Minimalism involves removing unused utensils and appliances. This open-concept kitchen features black and grey marble with a waterfall edge that pairs well with vivid-glam decor.

## ARCHXPO

15-17 November 2023 | International Exhibition Of Architecture & Build Environment

The ArchXpo is an international trade fair for architecture and construction. At this annual event taking place in Singapore building related materials, products, services and technologies are presented. The fair is an important information and communication platform of the construction industry enabling industry experts to share experience, keep their knowledge up to date and to make important business contacts.

Rix

REKA  
INTERIORS  
EXHIBITION

[www.rixmalaysia.com](http://www.rixmalaysia.com)

26

▼

29

OCT 2023

10AM - 8PM  
KL CONVENTION  
CENTRE

HOMELove

RENOVATION & REFRESHMENT | DESIGN & DECORATION

Home & Living expo



ArchXpo

An International Exhibition of  
Architecture & The Built Environment

# ARCHITECTURE & BUILDINGS

*by* ArchDaily

## **FACTORY - The Plus For Vestre / BIG**

*Location:* MAGNOR, NORWAY

*Architects:* Bjarke Ingels Group

*Year:* 2022

*Photographs:* Einar Asfaksen





Vestre has recently completed the world's most environmentally friendly furniture factory - **The Plus** in just 18 months. The Plus has become the single largest investment in Norway's furniture industry for decades, amounting to almost NOK 300 million. The 7000 m<sup>2</sup> factory, which will demonstrate the sustainability and efficiency of its production to people from all over the world, aims to be an important draw for the visitors.

# Plus

In fact, BIG has developed its form as a natural transition from logistics to architecture for The Plus. Four wings around the courtyard are devoted to four production facilities, namely a Color factory, a wood workshop, an assembly facility and a warehouse. A visitor center that can accommodate school groups, students, enterprises, organizations and private individuals is located at the heart of The Plus.



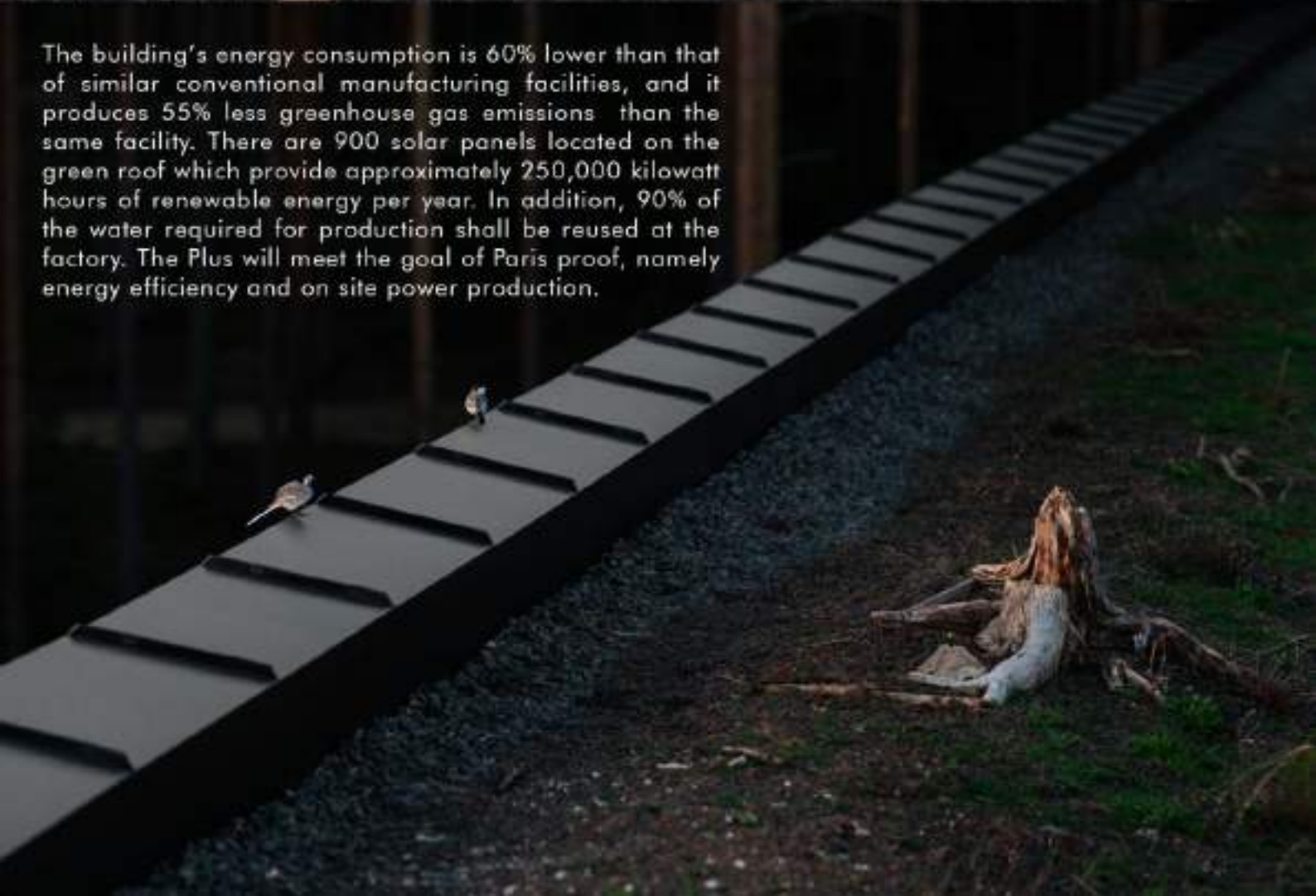


A new standard for industrial sustainability. Sustainability, environmental considerations, and transparency have been central to exactly all aspects of the factory, both in terms of the building itself and everything around it. From ensuring good working conditions to facilitating electrified heavy transport and managing the forest areas around The Plus.

Through this project, Vestre aims to show that industrial projects can also be global innovators in the environmental field. In order to achieve the highest environmental BREEM rating and to be classified as outstanding, The Plus is well paced to become the first project of its kind in the world. An outstanding building is defined as an international innovator. In theory, less than 1 per of all new non- domestic buildings will achieve this extremely high level, although in practice it is even more difficult. There are currently no industrial projects in the Nordic region that are close to qualifying as Outstanding.



The building's energy consumption is 60% lower than that of similar conventional manufacturing facilities, and it produces 55% less greenhouse gas emissions than the same facility. There are 900 solar panels located on the green roof which provide approximately 250,000 kilowatt hours of renewable energy per year. In addition, 90% of the water required for production shall be reused at the factory. The Plus will meet the goal of Paris proof, namely energy efficiency and on site power production.





The roof of the manufacturing facility is covered by forest vegetation that coexists with solar panels which provide power to the building. The roof is open to the public all year round, it's a place where the visitors are close to the production facility and observe the operation of the business, as well as enjoying the natural surroundings.

All wings have large windows, which allow a view of all parts of the factory at any time during the day. Visitors can walk up the outer ramps and get an overview of the building's interior and the surrounding pine forest, where there is a large network of hiking trails.



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Full transparency everywhere. Unlike most conventional industrial buildings, there are no fences, borders, or confidential premises on The Plus. Instead, the factory is a tribute to the Right to roam, in Norwegian "Allemannsretten". One of Vestre's goals has been to also build the world's most open and transparent factory, thereby creating greater interest in industry, technology, and sustainable production. Visitors can, among other things, have access to the Vestre Energy Center and Vestre Clean Water Center, where they can learn about energy production, energy recovery, water purification, and the life cycles of the materials used in the production. For Vestre, sharing and openness are fundamental to driving the world's development forward.

Activity-filled grand opening. For the official factory opening, Vestre has invited over 800 special guests to a Forest Festival with a line-up including the Norwegian artist Dagny with 450 million streams, and The Mamas from Sweden, among others. The guests also get plenty of time to discover all the details that make up the world's most environmentally friendly furniture factory. Bjarke Ingels, along with colleagues from BIG will present the factory, the design process, and the architectural vision.



# NATIONAL DAY SPECIALS



*Peek Inside The Historical Building In Malaysia*  
***Sultan Abdul Samad Building***

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#### **Location**

*Jalan Raja, Kuala Lumpur City Centre, 50050 Kuala Lumpur*

#### **Architects**

*Bjarke Ingels Group- Arthur Benison Hubback, Arthur Charles Alfred Norman,  
Regent Alfred John Bidwell*

#### **Architectural Style**

*Indo-Saracenic Architecture, Mughal Architecture, Moorish Revival Architecture*

#### **Construction Started**

*3<sup>rd</sup> September 1884*

#### **Opened**

*1897*

#### **Height**

*37m*



## THE BACKGROUND & HISTORY

*The Sultan Abdul Samad Building is an iconic landmark with over a century of history in Kuala Lumpur, Malaysia. It has been a part of Kuala Lumpur and has become one of the most treasured heritage buildings in the capital city of Kuala Lumpur, Malaysia.*

*Its original name was simply Government Offices, Kuala Lumpur. It was renamed in 1974 after Sultan Abdul Samad who was the Sultan of Selangor at the time of construction, who commissioned the construction of the building in 1894. The building was designed by British architect A.C. Norman in the Indo-Saracenic style, which combines elements of Indian, Islamic, and European architecture. Commissioned by the British administration in an effort to centralize administrative offices, it was then constructed on top of vegetable farmland bought by the government. The construction of the mega project commenced on the 6th of October 1894, and was completed in 1897.*

*In the same year, a dinner was held by the Selangor Public Works Department in the building to celebrate its completion. On 4 April 1897, The building was officially opened by Sir Frank Swettenham, the General Resident of the time. A ball was held at the building, and its exterior was floodlit by gas burners, the first time such illumination was used in Kuala Lumpur.*

*The clock tower was damaged in a Japanese air raid in 1941 and its clock stopped.*

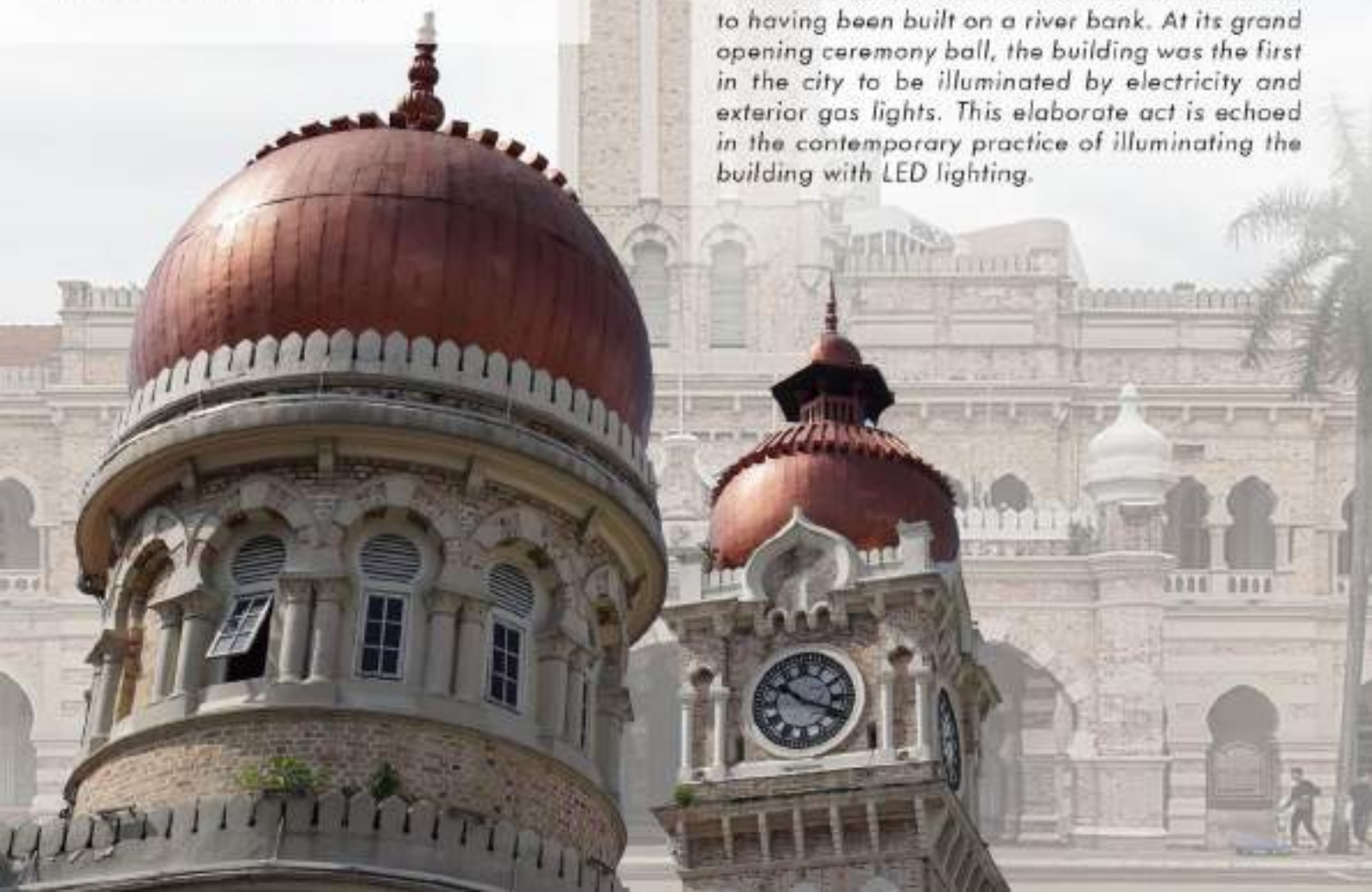
*Today, like its neighbouring buildings, it now serves as a backdrop to the annual Merdeka celebrations held in Merdeka Square. Partially occupied by the Ministry of Information, Communications and Culture, though most of that department's operations have relocated to Putrajaya.*

## DESIGN FEATURES

The building has two stories, with the floor plan roughly in the shape of the letter F with an extended top bar representing the frontage. The facade of the building faces the Padang and stretches over 137.2 metres (450 ft) along Jalan Raja, at that time the largest building in Malaya. The building has 3.5 metres (11 ft) wide verandas on both floors. A central clock tower is 41 metres (135 ft) in height, and designed to echo the Big Ben but in an Indo-Saracenic style. Two lower towers flanked the clock tower, each containing a staircase. The style of the building is sometimes referred to as the "blood and bandages" style – red bricks with white plastered arches and banding.

The design of these two towers may have been influenced by Muir Central College of Allahabad in India, they are topped by a copper-clad onion dome and with a symmetrical design with a central clock tower and two wings on either side. The building's facade is made of red bricks and white plaster, and features intricate arches, columns, and domes.

With four million bricks, 50 tons of steel and iron, and 3,000 cubic feet of timber went into creating the two-storey, F-shaped building, which had to be reinforced in certain areas due to having been built on a river bank. At its grand opening ceremony ball, the building was the first in the city to be illuminated by electricity and exterior gas lights. This elaborate act is echoed in the contemporary practice of illuminating the building with LED lighting.



# The Best of Malaysia:

## *An Insider's Guide to Hidden Gems and Iconic Landmarks*

*Planning to have a domestic trip in Kuala Lumpur this coming National Day? Here's a list with top attractions to help you plan your trip, from modern dining spots to natural wonders, and to cultural treasures...Pack your bags, grab your camera, and get ready for an adventure you'll never forget!*



### **Explore The Truly Tropical Life- National Park (Taman Negara), Pahang**

*Taman Negara is Malaysia's oldest national park and one of the most biodiverse areas in the world. It's home to a vast array of flora and fauna, including tigers, elephants, and rare species of birds and butterflies. Visitors can explore the park on foot, by boat, or even by canopy walk, which offers an unforgettable view of the rainforest canopy.*



### **Experience the Artistic Flair of Kuala Lumpur at Arte 66, Kuala Lumpur - Where Creativity Meets Culture**

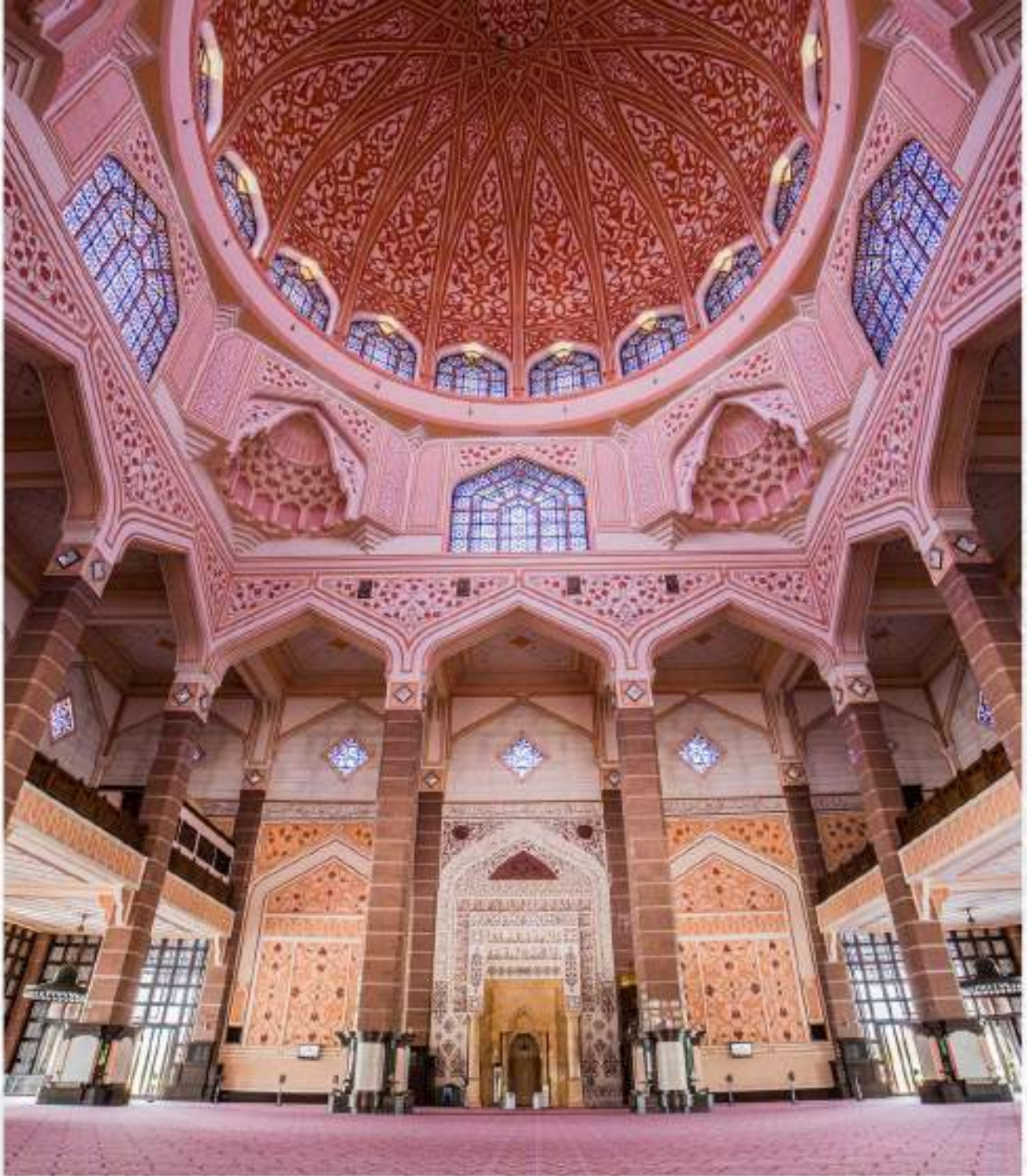
*Located on the 66th floor of Arte by Thomas Chan, a decadent French-inspired luxury hotel in Mont Kiara, Arte 66 bar's ornate details, gold finishes, Baroque-style pillars and hand-painted fresco ceilings could rival the Versailles itself. Arte 66 restaurant too is rife with Rococo influences, a place for guests to enjoy fine French fare over stunning views of the city. It's been said that Arte 66's high tea sets are exquisite: the work of celebrity pastry chef Bernard Chan (whose happy customers include the Sultan of Brunei and the King of Bhutan).*

*Keep in mind that the dress code for Arte 66 is formal or smart casual.*



***An overview of Malaysia's history-  
National Museum of Malaysia ( Muzium Negara),  
Kuala Lumpur***

*Located in the heart of the city of Kuala Lumpur, the National Museum (Muzium Negara) built in the style of a Malay palace is the guardian of the nation's history. The recently upgraded galleries present an exciting and innovative approach to exploring the history of Malaysia from prehistoric times to the present. The museum houses four exhibition galleries featuring Malaysia's history and rich cultural diversity. Muzium Negara endeavours through its collections, exhibitions, research, publications, educational and public programmes, to inspire a broader understanding of our nation and her multiracial people.*



### **Major Attractions- Putra Mosque, Perdana Putra, Putra Bridge, Putrajaya Lake**

Lying over 30 km away from Kuala Lumpur, the planned city of Putrajaya happens to be among the most scenic tourist destinations in Malaysia and has the government's administrative body. Possessing impressive architecture, monuments, green spaces, lavish parks, and other tourist attractions, this developed city reflects Malaysia's ambition and vision for the future. More than anything else, it's a great place to experience the nightlife of Malaysia. You'll find it beautifully lit up at night with a lot of trendy bars and clubs luring you in. Also, the city is thinly populated, making it one of the most offbeat and peaceful places for sightseeing in Malaysia.



### **Walk Amidst The Marine Life- Aquaria KLCC**

*Said to be the largest aquarium in the world, the Aquaria KLCC consists of more than 5000 marine and freshwater creatures including the likes of garfishes, massive arapaimas and giant groupers and more. Seahorses, huge tiger sharks and bright and colourful coral fishes are the major attractions of this place. The place is one of the best tourist attractions in Malaysia and you won't wanna miss out on this one.*

# INSIGNIA CONCEPT

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

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INSIGNIA CONCEPT