

interiors . ideas . inspiration

# SquareRooms.



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## proudly local

• **From tradition to innovation** Sunday Bedding's journey to quality and sustainability • **Coffee conversations** Unveiling the stories behind Singapore's creative minds, one cup of coffee at a time • **House of hues** A vibrant family home transformation by Project Guru •

[squarerooms.com.sg](https://squarerooms.com.sg)





Creative grounds

When I was brainstorming for this issue, I approached my peers and colleagues with the idea of interviewing a “group” of creatives to celebrate this National Day. “How many?” was the first question. “As many as 59,” I replied (Singapore turns 59 this year). Not that we ever lack creative individuals in Singapore, but I wanted to reach out to Singaporeans who “did their own thing,” gain insights into the challenges they faced in their journeys, and gather advice for the next generation or people who are looking to take the same path. The point here is, we celebrate people for their success, read stories of victory, but we all know that the journey to get here is marked by true perseverance, dedication and continuous learning. You can tell a lot about a person perhaps by their playlists, or shoes, but how about the type of coffee? What does your coffee order reveal about you?

Maybe I was just being *kaypo lah*, but just as diverse as the types of coffee we get in Singapore, our creative backgrounds and perspectives are equally varied. Interior designers, architects, artists, and entrepreneurs all rely heavily on creativity to excel in their respective fields. In all these fields, creativity is essential for generating and implementing ideas, solving problems, and pushing industry boundaries.

Although we are small, we are quite powerful *lah*.

Ps. Personal thanks to all who participated wholeheartedly in this series.

Leyna. P

PROUDLY LOCAL

Kopi Conversations.

Unveiling the stories behind Singapore’s creative minds, one cup of coffee at a time.



In celebration of Singapore’s National Day, SquareRooms is delighted to present “Kopi Conversations,” a series that takes you on a journey through the heart of our nation’s creative pulse. Featuring interviews with luminaries from the fields of interior design, architecture, entrepreneurship, design, and art, each sharing their unique perspectives and stories over their favourite cup of coffee.



More stories brewing online.





### Stacy Tan, Yabai Yabai

**Choice of coffee:** My usual order is a hot flat white, but when I need a quick caffeine and sugar rush, I will get my favourite Kopi Peng Siu Dai opposite my studio.

**Intro:** My name is Stacy and I am a textile designer. I run an independent textile studio in Singapore called YABAI YABAI Textile Studio. This is a free space where I can explore making textiles and fabrics with hands-on techniques. I find it exciting to make new forms and meaningful objects with fabrics as a medium.

**How do you think art can influence society?** I think art can influence society in powerful ways. Art has become so accessible and exists in many kinds of mediums. A single image, painting, or even a handwritten thought shared by an artist can inspire someone, educate someone, or make someone's day. It is something that should not be regarded as non-essential.

**How do public spaces in Singapore influence your designs or creative concepts?** As I live in one of the oldest heartland neighborhoods, many of the colors, objects, and things I see around me have influenced my color choices and textile patterns. Nostalgia and relatable memories have been a running theme in my work,

**Hopes for the next generation:** Let's keep on going, keep on making!. :)

[yabaiyabai.com](http://yabaiyabai.com)



### Pat Law, Goodstuph

**Choice of coffee:** If there's one thing straight about me, it's my coffee - Long Black, no sugar. I absolutely do not have the patience to watch my coffee drip at the crack of dawn, so I rely on the MORNING Machine to start my day right. Life is hard enough as-is, so no, I can do better than settle for a Nespresso. I prefer my coffee full-bodied and smoky, and my current favourite capsule is Old Dog by Fritz Coffee Company.

**Intro:** I'm a creative director who has been making a living with my creativity for the past 2 decades, for brands such as Nike, HBO, Hewlett-Packard, Meta, and Unilever, just to name a few. I was named one of Singapore's Most Influential Creative Directors in 2017 and 2018, and one of just two women to ever have been so named. I wonder if it was because I was mistaken for a guy.

**Values:** Those who make excuses don't make history. As an entrepreneur, I value accountability and resilience most because the entrepreneurial journey is anything but smooth. There is no finishing line. It goes on and on until the day you decide you no longer want to run. It takes a lot of mental fortitude to decide when that finishing line is. It sure as hell takes a lot of emotional strength to go the distance when your body is screaming for you to stop. From a business perspective, given that I'm in the business of Advertising, authenticity is non-negotiable. Being true to ourselves and our brands is what sets us apart.

**How has Singapore's multicultural environment influenced your work?** Singapore's rich multicultural environment has been a huge influence on my work and GOODSTUPH as a whole. With one-third of us non-Chinese, from a country with the majority being Chinese, across 7 different Asian nationalities in our team, our diversity is our strength. It brings a wealth of perspectives, ideas, and cultural nuances that enrich our creativity and keep our work fresh and relevant. This melting pot of cultures allows us to craft campaigns that resonate with a wide audience. We can tap into a variety of cultural insights and traditions, making our content more authentic and relatable. Whether we're working on a campaign for a global brand or a local initiative, the diversity within our team ensures that we approach each project with a unique and multifaceted perspective. It's like having a superpower that keeps us a step ahead in the ever-evolving world of advertising.

**Hopes for the next generation:** That we'll remain fearless in our pursuits, unafraid to challenge the status quo, and always remember to keep the door open for the next generation after them.

[goodstuph.org](http://goodstuph.org)








### Alex Liu and Jay Liu, Right Angle Studio

**Describe your interior design philosophy. :** A: The Studio's design approach distills a space to its fundamentals, considering the intent and objective to encourage interaction between users and their environments. The interior solutions also seek to provide a form of emotional and visual balance.

**What are some current trends in Singapore's design or art scene that excite you?** A: There is an increasing amount of commercial spaces that have charming interiors, this reflects a shift in the mind-set and expectations of local clients and their projects.

**How do the tastes and preferences of Singaporean clients influence your work?**






**Choice of coffee:** Alex prefers a long black in the morning, while Jay opts for a sweetened hazelnut latte.

**Intro:** Right Angle Studio is co-founded by brothers Alex Liu and Jay Liu.

**Hopes for the next generation:** J: One of the (many) statement projects in Hong Kong, K11 Musea, collaborated with more than 100 studios, agencies, and architects locally and internationally. It is heavily regarded as a transformative beacon and we hope that it will inspire a similar collaborative design scene for Singaporean creatives.

[rightanglestudio.com.sg](http://rightanglestudio.com.sg)

J: We have been fortunate to work on spaces that have given us the full liberty to express our concepts and aesthetics preference without restraints. In addition, our clients are also very well-informed on noted projects across the world, which aid to the final outcome of our work. We are greatly appreciative of these broad-minded and inclusive working partnerships.



*From left: Germaine, Chanel and Mitchell with an artisan*

### Chanel Go, Co-owner of Barehands

**Choice of coffee:** I love cold brew coffee with oat milk. It's smooth and refreshing, perfect for starting my day. I also love my coffee to be convenient and accessible, so I have a subscription that delivers it right to my doorstep.

**Intro:** I'm Chanel, one of the co-founders of Barehands - an ethical lifestyle brand I

