

BRAND GUIDE: Singapore Edition

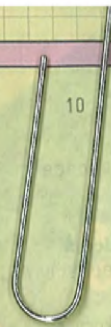
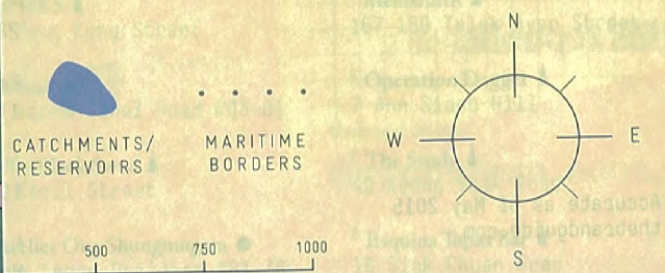


EXHIBIT	CO
A.	FROM TH
B.	FOREWOR Armin V
C.	INTRODUC Justin Z
01.	THE LO & BEHOLD GROUP
02.	DRGAL
03.	Supermama
04.	Plain Vanilla



© 2015 Foreign Policy Design Group

ISBN
978-981-09-5122-1

FIRST EDITION



BRAND

GUIDE

HISTORY; hist(ə)ri
noun

1. the study of past events, particularly in human affairs
2. the whole series of past events connected with a particular person or thing
3. continuous, typically chronological, record of important or public events of a particular trend or institution

BRAND; /brand/

1. mark with a **branding** iron.
2. assign an identity to.

BRAND GUIDE:

SINGAPORE EDITION

BRAND
REPORT
(N° 2)

The Lo & Behold Group

DESIGN
REPORT
(N ° 2)

5. CLUB [kluhb]
noun An association
dedicated to a particular
interest or activity

Tanjong
Beach Club ⁵

BRANDING:
ASYLUM

SPACE:
TAKENOUCHI WEBB

BRAND REPORT (N° 2)

The Lo & Behold Group

A secluded beach, an abandoned church, the roof on a building of unremarkable height, an aged office building — the properties of *The Lo & Behold Group* spring up at *unlikely locations*. Yet, the drawcard of these popular venues is not in their unique settings as such. Rather, it is the context-rich, *one-of-a-kind experiences* offered with them.

Tanjung Beach Club

6. TANJONG BEACH, SENTOSA ISLAND

Tanjung Beach is the most secluded of the triple-beach stretch on Sentosa Island's southern coast. The beach club is the only F&B operation here.



Singaporean lifestyle associates island life. And that's something that we wanted to create — to help to foster an island culture. So, yeah, that was the starting point for Tanjung Beach Club.'

DESIGN REPORT
(No. 2) Tanjung Beach Club

Photo by
The Lo &
Behold Group



DESIGN REPORT
(N ° 2) Tanjong Beach Club



The interior cues mid-century modernism and the classic yacht club era. Large circular skylights that echo portholes pour sunshine into the space.



To maximise its beachfront setting, the beach club is conceptualised to open up to its surroundings as much as possible. Semi-permeable walls made of custom concrete blocks stand at the entrance of the main building. The idea of permeability is reiterated in the timber brise-soleil on the beachfront façade. The patterns were inspired by the leaves of palm trees on site.



DESIGN REPORT
(N ° 2) Tanjung Beach Club





DESIGN TRANSCRIPT:
LOOF

Chris Lee
Asylum

BRANDING

What is your advice
for designers who are
helping a client turn
a personal idea into a
visible business?

A designer employs creativity to
solve business problems, and use
business to satisfy creativity.



BRANDING

Chris Lee

Asylum

What is your advice for designers who are helping a client turn a personal idea into a viable business?



[1]

Do your research

[2]

Ask yourself if the task at hand is suitable for you

[3]

Ask yourself if the business idea is viable

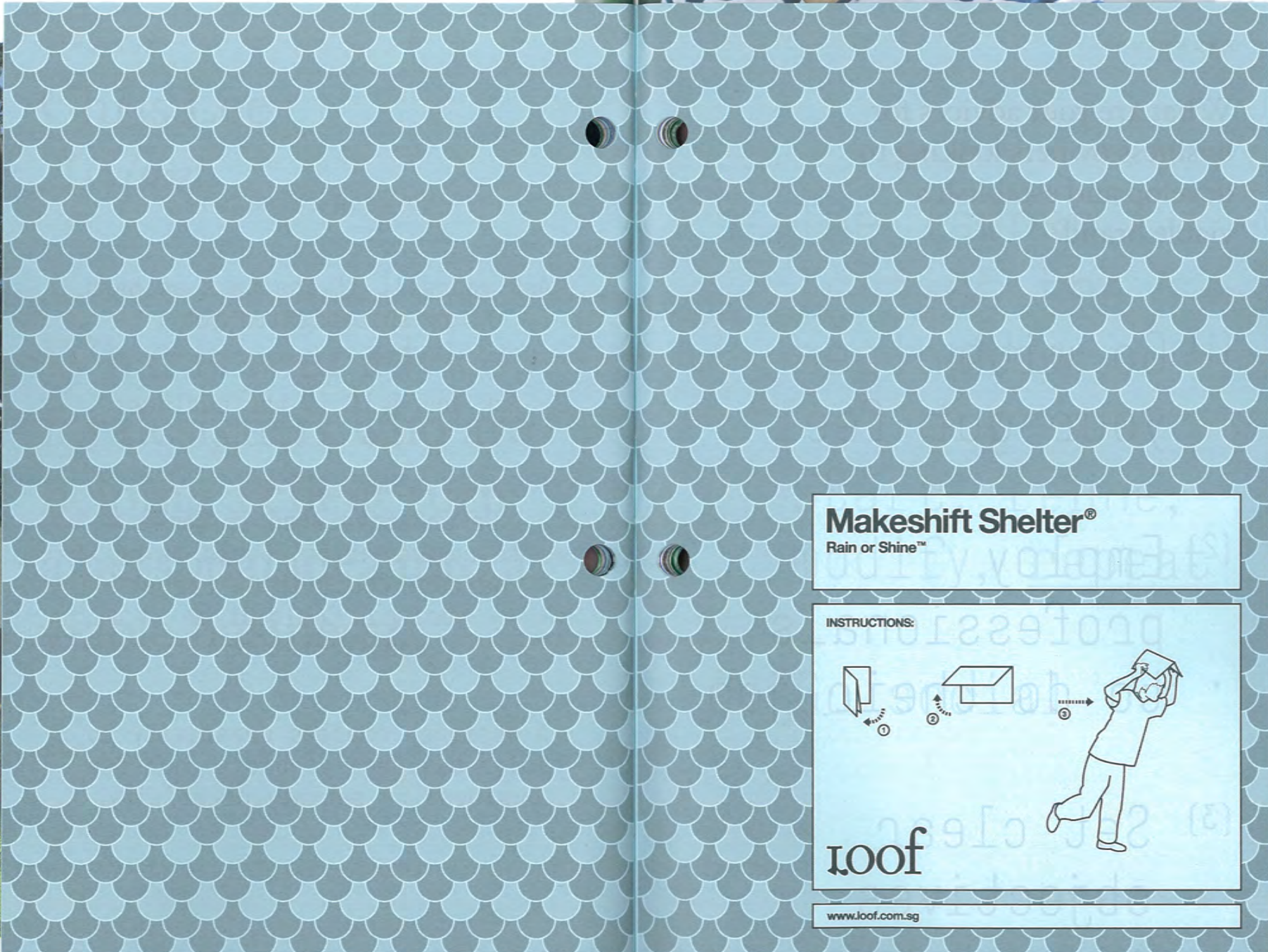
[4]

Be creative when it comes to remuneration. Could it be barter? Could it be target driven? Could it be equity sharing?

[5]

A designer employs creativity to solve business problems, not use business to satisfy creativity.





Makeshift Shelter[®]
Rain or Shine[™]

INSTRUCTIONS:

loof



BRANDING

What are your advices for business owners looking to develop and establish a viable brand?

- (1) Go with your gut feel
- (2) Employ professionals to do their job
- (3) Set clear objectives

- (4) The launch is just the beginning:
Start, refine, modify, repeat
- (5) Go social



BRANDING

What are the top 3 trends you see in the role of design helping businesses reach the next milestone?

Design is a vital part of decision making at every level of a business, it is not a look and feel, it is a tool to differentiate your business. It is a tool to connect you to your consumers.

