

Above All

LOCAL DESIGN FIRM **THE PLUSH** TRANSFORMS A MODERN FIVE-ROOM APARTMENT INTO A TASTEFULLY DESIGNED LIVING SPACE FOR THIS YOUNG FAMILY OF XX

WHEN IT COMES TO INTERIOR DECORATING, A MAJOR challenge for many homeowners is having the ability to decide on their preferred style and think out of the box in the process of visualising how that space will look. The discerning homeowners will appreciate the value in engaging a trusted interior designer that not only helps to overcome this problem, but at the same time propose a home design that caters to the specific needs of the family.

Working In Tandem

Evelina Hu, director of The Plush, and chief designer Alvin Felipe both possess a keen understanding of what homeowners need when it comes to creating spaces that are not just aesthetically pleasing but functional as well. Approaching each project with the utmost respect to the homeowners while still offering outstanding design solutions have helped to establish the design studio as one of the leading boutique firms in Singapore and around the region.

For Hu and Felipe, establishing a connection with the homeowner is the first and most important part of their work. "As the director, I want my clients to trust our team and be confident that we can provide them with all the support that is needed to see the project from the start to the end. As a result, many of my clients have become our friends and we continue to work with them on their new homes too. At the same time, it is heartening to see that many of our new clients were referred to us by homeowners who were happy with what we've done for them."



At the heart of The Plush's close bonds with its clients is the company's philosophy in treating clients as a part of their family. "We make it a point to listen to what the homeowner is looking for and treat every home project as a personal undertaking. That is the level of dedication we inject into our work and because of this, many homeowners we work with are so comfortable that they have the confidence to allow us to decide on the final look and manage the entire project. I am thankful to have the freedom to carry out the vision on their behalf," Hu says.

Having founded the design studio over a decade ago, Hu continues to be actively involved with the projects The Plush undertakes. Along with Felipe as the company's chief designer, the team has completed an extensive range of residential and commercial projects. So satisfied were its clients that The Plush is also involved in designing the interiors for other types of spaces, such as luxury superyachts, show flats and public spaces for high-end condominiums.

Home Suite Home

The owner of this new apartment home gave The Plush carte blanche when it came to the design of its interiors. "We spent some time with the homeowner to find out the family's lifestyle, and the kinds of spaces they needed in the home. The owner also informed us to work with a neutral colour theme, and that helped a lot when we were planning the creative vision," Hu explains.

The finished look is decidedly clean, sophisticated and practical. Following the request of the homeowner, the colours used in the various rooms are subtle, earthy and light. The design team optimised the use of the spaces by utilising clean lines to open up the spaces as part of its concept.

Looking Up

"The design needed to be practical so we didn't want to go overboard, but we wanted to add some flair to the interiors," Hu points out. The creative solution was to add a unique ceiling design that would become a highlight of the main living space without affecting the functionality of the space.

The Plush created a bespoke drop-ceiling design, in line with the linear theme running throughout the rest of the home, surrounded by ambient cove lighting. To evoke a classy atmosphere, the design team also reduced the use of direct lighting. A warm glow emits from the concealed lighting behind the drop panel, with a specially designed pendant lamp above the dining table offering gentle yet bright functional lighting in the evenings.

"The right lighting is essential in creating the type of mood in a room. As soon as one steps into this living room there is a sense of hospitality, warmth and comfort," Hu says.

The ceiling design also connects the living and dining areas, creating a seamless look that feels spacious yet stylish and elegant. "As designers, it is vital to present a style that accords with the personality of the homeowner and this modern and understated look reflects the character of our client," Hu remarks.

Style Savvy

While The Plush proposed a modern style for this apartment home, a look at the firm's portfolio shows the diversity of its creative capabilities. "Our role as designers is to be able to create the type of style that the homeowner desires, so we must be equally proficient in understanding what is needed when a client prefers a classic contemporary, resort-like or ultra-modern settings. At The Plush, the design possibilities are endless and homeowners can enjoy the freedom of allowing us to help them achieve their dream homes," Hu assures.

