

# The Art of Simplicity

AWARD-WINNING DESIGN FIRM **THE PLUSH** TRANSFORMS THIS BUNGALOW INTO A STYLISH YET COMFORTABLE HAVEN



When it comes to designing interiors, The Plush believes in creating spaces that reflect the personality and wishes of its clients. Curating the design of this sprawling bungalow was no different.

The owner's desire for a simple yet classy home has been artfully translated by The Plush's creative team. This is seen even in the design of the front entrance. The Plush's founder Evelina Hu and her design director Alvin Felipe have chosen to keep the look welcoming yet simple so that attention is not drawn away from the living area.

## FIRST IMPRESSIONS

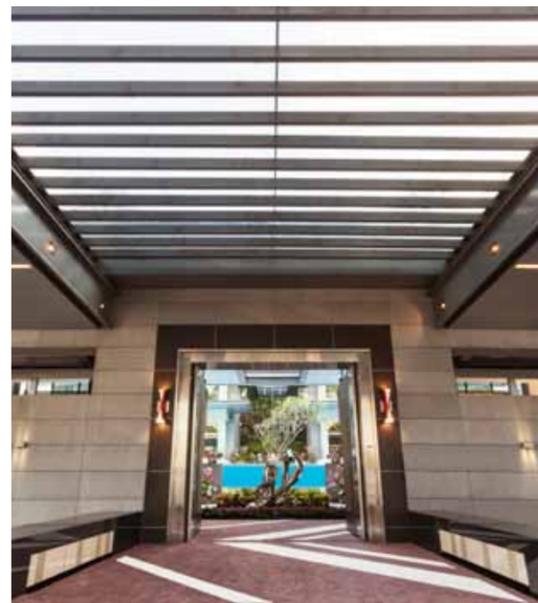
The front entrance splits off to the left and right wing of the house – the design concept for both has been kept the same to create uniformity, which at the same time serves to

bestow a sense of grandeur to the living room. "We wanted a design that is so simple that when you enter, you will notice the space," explains Hu.

## FIT FOR ROYALTY

The spacious living room exudes elegance, in line with the owner's preference, as well as Hu's design approach, which revolves around the trifecta of elegance, proportion and uniqueness. A bespoke feature that stands out here is the ceiling.

Although it appears simple, the design of the ceiling is a study in fine craftsmanship. It features a high gloss of polyurethane on wood, high gloss car spray paint and wallpaper as well as paint. "We tried to accommodate the existing architectural detail and built our design concept around it," says Hu. Reflection has also been used as a design element, with the ceiling design perfectly reflecting on



the existing glass surfaces at night, endowing a mysterious aura to the space. This enhances the design of the room, ensuring that it looks good not only in the day, but also at night.

## AESTHETIC VALUE

Another attention-grabbing space is the formal dining area. As the owner wanted the dining-cum-kitchen area to have a form and shape that departed from the norm, the design team at The Plush played around with angles and shapes in designing the area while maintaining its simplicity and elegance. The formal dining table can seat 35 people or more. While huge, the table looks light, lending an airy feel to the space.

Whether designing for homes, offices, showflats or yachts, The Plush is known for its dedication to aesthetics. Hu, in fact, describes her design philosophy as 'interiors for the sake of art'. The eye-catching interiors of this house certainly bear this out.

Her aesthetic sense is further revealed in her meticulous attention

to detail. In the designing of the dining table, for instance, care has been taken to study the lines, so that the joining lines are cleverly concealed between the materials.

While spacious, the bungalow's interiors are far from ostentatious. Instead, an easy sophistication pervades the home, making it a

comfortable retreat for the owners and welcoming for their guests.

The creative team's dedication to aesthetics and perfectionism has resulted in a home that has clearly exceeded its client's expectations. These are also undoubtedly the reasons the firm is highly sought after by clients around the region. 



**THE PLUSH**

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