



“We begin each distinct project anew by seeking to do two things — to draw deeply from the context surrounding each project, but also to dream freely so that we might transcend mere reality”

Photo: MICKY WONG Art direction: CATHERINE WONG Grooming: JOIE LEONG (9766-1869)

COLIN SEAH

Founder, Ministry of Design

The brain and eye behind New Majestic Hotel and The Club boutique hotel, Colin Seah's vision has taken him beyond designing buildings and brand strategy to even redefining Singapore as a tourist destination for 2020 and beyond. Architecturally trained in the US,

the 39-year-old honed his sensibilities working for the likes of Rem Koolhaas and Daniel Libeskind before setting up the Ministry of Design (MOD) “to question, disturb and redefine the spaces, forms and experiences that surround us and give meaning to our world”. As MOD's founder and director of design, he has been named 2010 Designer of the Year at the International Design Awards, and is a two-time recipient of Singapore's

highest design accolade, the President's Design Award. “I do believe there is such a thing as a sublime space — a space that without a need for rationale or explanation somehow grabs you at a level that makes you speechless,” he tells us. Seah also spent four years at the National University of Singapore's Department of Architecture researching design pedagogy and is a member of the Tourism Compass 2020 Steering Committee.