

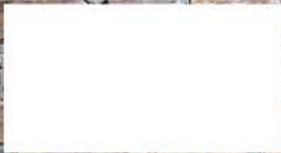
touch

issue no. 45 october 2016 - january 2017

Keivani Architects'
Mehr Khaneh
Contemporary
Apartment in Kiev

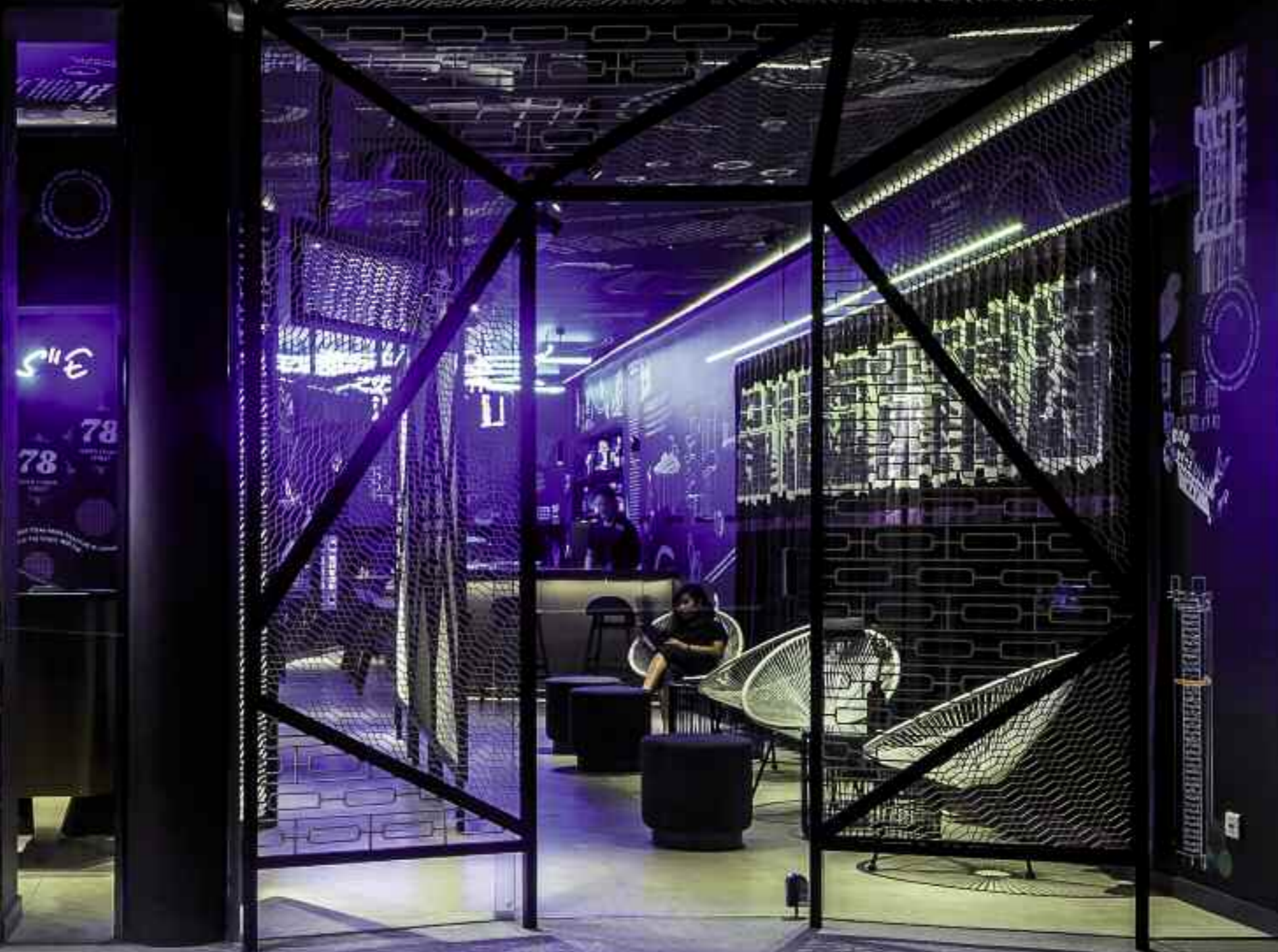
Designs & Projects

Beautiful transformations
eccentric visions and brilliant fusions



MOD Enhances Hospitality Experience
Through Digital Platforms at the
COO Hostel
in Singapore

Photos: Edward Hendricks (C&A Photography)





COO is the first boutique hostel project (68 beds over 4 floors), with a casual 60-seater bistro on the ground floor, opened for bookings in August, with official launch in December 2016 for the ever so talented MOD (Ministry of Design) design firm. Situated in Singapore, its aimed at the millennials, where the designers also introduced what is believed to be a world's first: COO Connect, a digital interest-matching tool aimed at connecting like-minded hostel guests. That means, guests can book, login & chat with guests who have the same overlapping dates and the same top 5 matching interests, and maybe, explore Tiong Bahru neighbourhood together.

Millennials have changed the travel landscape in a massive way. They recognize value, crave authenticity, digitally savvy, and constantly connected. That's why MOD created Singapore's first 'Sociatel' brand, digital and physical experience that captures this, and its brand DNA is built on 3 key touch points – Glocal, Social, Playful, which apply holistically across the entire COO experience from the design of the spaces, website, menu and graphics, down to the choice of neighbourhood.



True to its design approach, the eye-catching entrance is framed by metal mesh, taking cues from the metal gates of the old housing estates around the area, while the pièce de résistance, located at the COO Bistro is a suspended neon art piece shaped as an abstracted map of the neighbourhood. Hints of the neighbourhood continue to be seen across the ground floor, including a ceiling that is artfully covered with punchy graphic prints of 'kopitiam' (coffee shop) uncles, Bob the neighbourhood cat, modernist architecture and traditional 'kueh' (sweet cakes). The longitude and latitude coordinates of COO's location also appear behind the reception area in cursive graphic neon.

Accessible to hostel guests only, the upper levels in the four-storey shop house space features 11 newly furnished rooms with bunk beds, holding up to 68 guests at maximum capacity. Greeting guests across the hallways, house-rules in bold prints are plastered on the walls while witty icons are punctuated across the common areas like the bathrooms. The second floor features an open-air terrace with a pantry and washer/dryer facilities. Cushioned seats and chairs inspired by traditional naturally ventilated rattan chairs spread across the terrace, providing a sanctuary for guests seeking some fresh air.