

DECORATIONS

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DECORATIONS

IMAGINATIVE
IDEAS FOR FESTIVE
ENTERTAINING

CREATIVE
CELEBRATION
REIGN IN THE
NEW YEAR WITH
STYLISH CURATIONS

MODERN SPACES
LADEN WITH
EXTRA GLITZ
AND DRAMA

EASY DINING
ROOM IDEAS
FOR SPACES
**BIG
& SMALL**

DECORATE
WITH *blacks*



SPECIAL *eat, love & play*

going glocal

WITHIN THE HOLIDAY COMMUNAL



Colin Seah

Designer at Ministry of Designer, conceptualised COO to incorporate local flavours within the boutique hostel

Human centricity and progressiveness are two beliefs in which founder Silas Lee attributes to a successful project. His latest scheme, the COO hostel, is exactly that, connecting tourists to a dynamic environment in design and living.

Being a visionary, the banker-turned-founder roped in Colin Seah of Ministry of Design along for the ride as COO's brand architect and designer. Through the ideology of living 'glocal', authentic local elements are showcased to the visiting pool of travellers in a new concept that connects local experiences with the global business of travelling.

The design of the boutique hostel is the first thing that presents itself as part of the migration in ideas. Considering the hostel's housing within the teeming neighbourhoods of Tiong Bahru, it is undeniably influenced by the many cultural elements surrounding the building.

At first sight, the metal mesh frames surrounding the hostel's entryway take cues from the gates of old flats in the nearby estates, its oblong-shaped design serves as a reminder of the city's past. The reception area bodes a casual vibe through its use of neon lights, infographics and visuals, narrating the building's surrounding history in bite-sized albeit modernised interpretations.

FROM LEFT:

The original shell of COO retains essence of the old neighbourhood, while the neon-lit interior throws a modern look across.

TOP: Throughout the entrance to COO is the engaging use of vintage mesh frames common in the gates of older flats in the surrounding neighbourhood.

BOTTOM: The open-air terrace, which looks over a view of lush greenery, has tables and lounge chairs made out of industrial pallets.

OPPOSITE PAGE: Filled with casual infographics and neon lights, the COO Bistro throws out a laidback vibe uncommon in boutique hostels.



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Inside, the atmosphere in COO bistro is equally laidback, with similarly styled illustrations sprawled across the ceiling and walls, keeping the curious well informed and with an outstretched neck. "We wanted every part of the property to be able to tell a story of the district that we are in", explains Colin.

Aside from the common areas, what is accessible to the hostel guests are the 68 sleeping pods spread out across four stories. Guests can take either the top or bottom rack on the bunk beds. The design is kept to an inconspicuous look. Loose items can be allocated into a storage box above the bed.

To create an atmosphere of space beyond the four walls, guests can stroll to the open-air terrace for an outdoor respite. Looking out into the lush greenery, the grey-hued ambience is complemented by the unrestricted nature filtering through. What catches the eye is the use of industrial pallets as the base for the lounge chairs and coffee tables. With a balanced curation of metal, concrete and wood from fixtures to furniture, its interiors reflect a progressive spirit indeed, which comes down to presenting form, function and simplicity in design.

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TO MILLENNIAL TRAVELLERS [...] TRAVELLING IS NO LONGER A PASSIVE PURSUIT, BUT AN OPPORTUNITY TO GAIN LOCAL INSIGHTS [...]. WE WANT COO TO BE A HOME GROWN CONCEPT [...] TO ROUND OFF THAT EXPERIENCE. ”

SILAS LEE, FOUNDER OF COO

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COO, www.staycoo.com

