

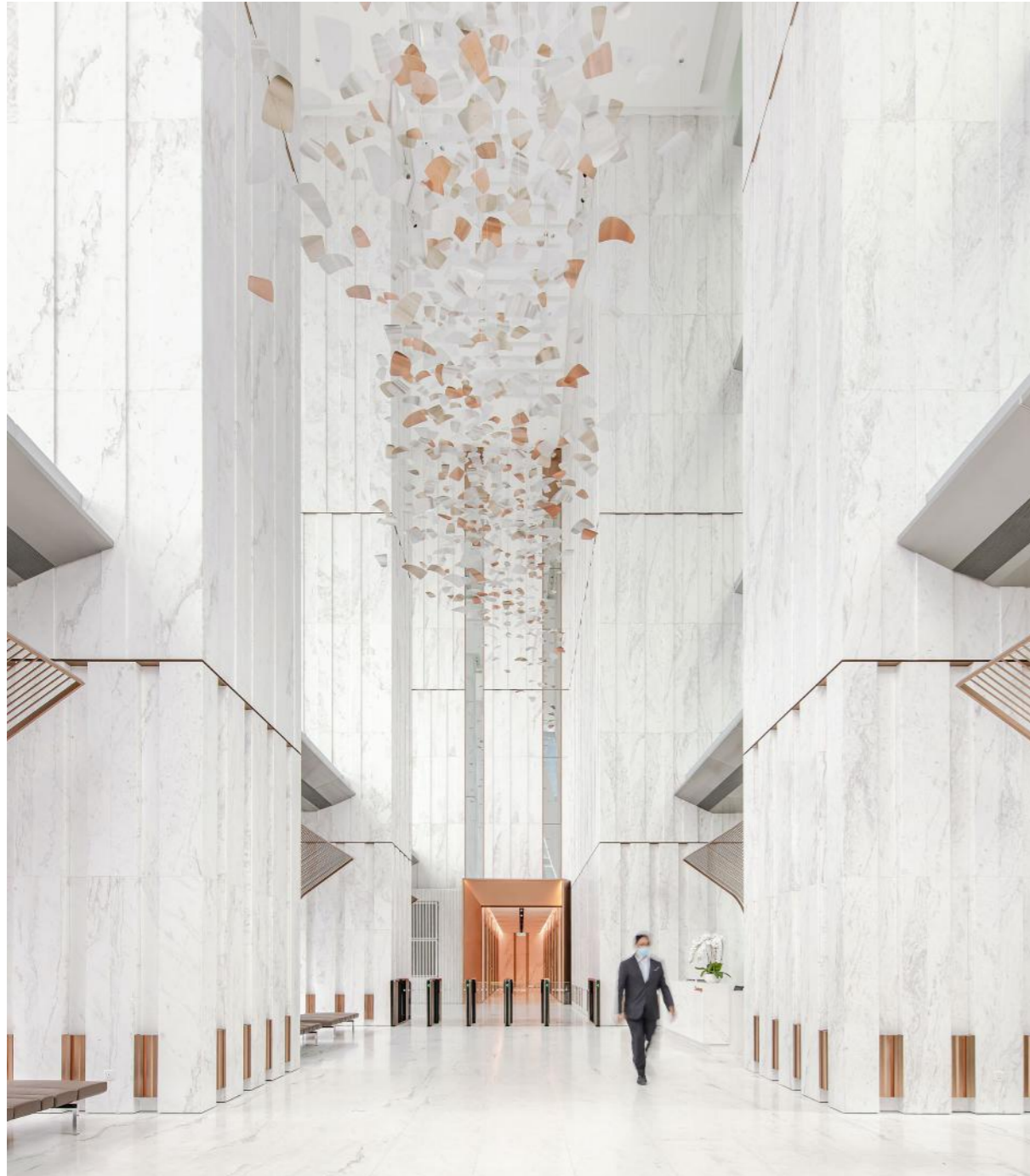
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All Together Now



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Understanding a client's vision for their brand and then expressing it in a physical space can be a tricky business, especially for an entity as familiar as YTL Corporation Berhad. Founded in 1955, the Malaysian conglomerate grew from a small construction firm into a global company with interests spanning utilities, property development, hotels and technology. Located in Kuala Lumpur's 'golden triangle', YTL's new headquarters is a milestone not just because it finally brings all key departments under one roof, but also because it's a unique opportunity to showcase a unified brand identity in a company with a history of siloed cultures and operations.

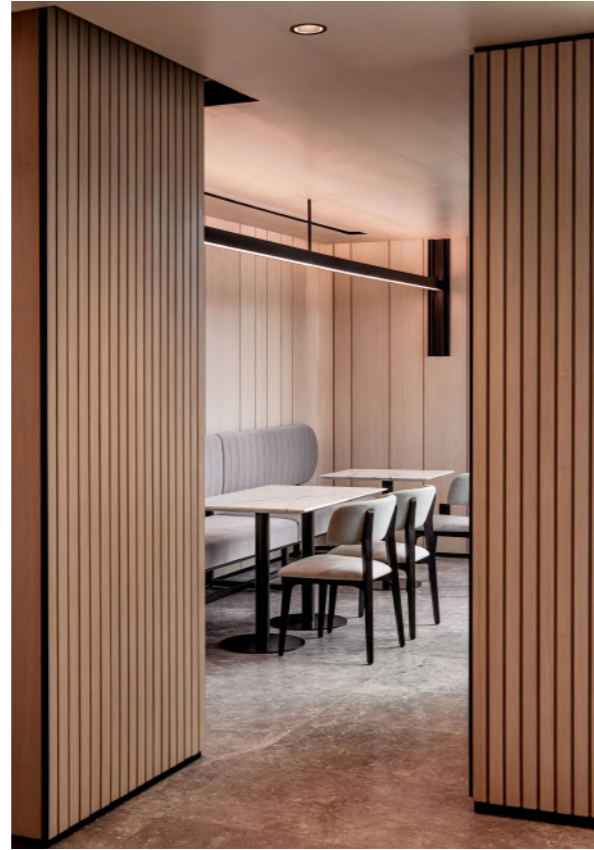
To this end, YTL commissioned Singapore-based architecture, interior design and branding firm Ministry of Design (MoD) to design the shared public areas, including the lobby and three upper floors. 'YTL is made of many business units, each with a slightly different character, so the challenge was finding something common to unify them all,' explains MoD founder and design director, Colin Seah. 'We distilled YTL's identity into two main traits: heritage and legacy is the bedrock, while innovation and a future-forward stance are built upon that.'

The concept translates to the tangible via a consistent colour and material palette of elegant bronzes, greys and whites in noble materials like marble, oak and granite. This begins from the ground-floor lobby, which features a cathedral-like atrium that soars 25 metres high. To maintain the majesty of the space without losing the human scale, the towering white Bugatsa marble-clad columns were designed with bronze-accented ridges to visually break up the expanse. Seating areas are presented as pavilion niches featuring bronze trims and Mies van der Rohe's iconic Barcelona couches; an ethereal art installation by Japan-based Studio Sawada Design floats above. Highly decorative and matching the prescribed colour palette,



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In designing the public spaces of the new headquarters of YTL Corporation Berhad, Ministry of Design interpreted themes of heritage and innovation with a palette of bronzes, greys and whites in rich materials. This scheme is introduced in the soaring ground-floor lobby, where a hanging bronze installation gives a sense of both grandeur and lightness

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White marble and bronze accents feature throughout, creating a unifying presence that symbolises the coming together of the company's many departments



the installation reinforces the sense of human scale in the vast space. While the results may appear effortless, the designers found the lobby to be the most challenging aspect of the project. 'It was problematic in terms of proportion and orientation, so we had to use a fair amount of visual trickery to resolve its balance,' says Seah.

Levels eight to ten are reserved for the cafe, function room and meeting areas, which were conceptualised as the interface between YTL staff and external visitors. Two of the three floors are connected through a void that houses a dramatic spiral staircase encased with bronze vertical rods sitting on a bed of black gravel. A variety of meeting areas were designed to suit different functions, from casual cafe-style spots to private suites and larger conference rooms, with all spaces adhering to the disciplined use of material and colour established on the ground floor; this 'unifying presence' brings together the various departments and their respective cultures, realised in a seamless, aesthetically pleasing flow.

As the interface between staff and guests, the cafe, function room and meeting areas are clad in a warm, welcoming palette of timber and grey marble. The three public floors are connected via a void and dramatic spiral staircase, its bronze rods echoed in the linear timber wall panelling, furthering the sense of continuity that is central to the design narrative

