

SINGAPORE \$8
MALAYSIA RM 18
HONGKONG HKD 90
AUSTRALIA AUS \$14.95
OTHERS US\$12

da[®]

DESIGN AND ARCHITECTURE

/ ISSUE 097. 2017 • S\$8 /

WWW.DESIGNANDARCHITECTURE.COM

COURTYARD HOUSE MING ARCHITECTS
THE WAREHOUSE HOTEL ZARCH COLLABORATIVES + ASYLUM
NATIONAL TAICHUNG THEATER TOYO ITO
GRAND HYATT CHENGDU TONYCHI & ASSOCIATES
PAVILION PONDEROSA PCA ARCHITECTURE
PAPER SPACE J.C. ARCHITECTURE

RIPPLE EFFECT
BRANDON HAW



9 770219 514001

DESIGN OF THE YEAR

IMAGES BYND ARTISAN, WOHA ARCHITECTS & SCDA ARCHITECTS

Awards are conferred to those who make changes. Changes that create values and could potentially bring new opportunities in the long run. Sustainable solutions bring not only a sustainable sensibility, but also a longevity that conforms endless possibilities in the field of design.

The President's Design Award Singapore 2016, Design of the Year award category recognises the national significance and creative value to Singapore of projects or products in any design discipline. Whilst breeding its importance and value, these designs also weave in a high level of sustainability that goes beyond its surface meaning.

Sustainability encompasses not only, on green living, but also the emphasis on relevance, timelessness and long-term public acceptance within the built community. These designs guarantee people the possibility to live in a balance and harmonious environment; en route to being self-sustainable in the long run.

"I am inspired to see the architectural fraternity continue pushing for visually engaging, forward-looking and liveable spaces that delight and enable social interaction. Our architects play an important role in defining the character and quality of our built environment, and I applaud their dedication to creating attractive places for us to live, work and play," shares Mr Ng Lang, Chief Executive Officer of the Urban Redevelopment Authority (URA).

d+a goes in-depth into three selected Design of the Year award recipients to further accentuate the prominence of sustainability and how designs play a huge role in preserving the core values of harmony, history and heritage.



BYND ARTISAN / &LARRY PTE LTD

Bynd Artisan is an experiential retail concept featuring customisable paper stationery and leather accessories, designer capsule collections and crafting workshops. Founded by James Quan and Winnie Chan, Bynd Artisan is a modern interpretation of Winnie's grandfather's bookbinding business incorporating elements of personalisation inspired by James' twenty years of experience designing leather gifts premiums and gifts.

"My wife, Winnie, grew up in a family specialising in paper stationery. We've always wanted to have our own line and brand. This aspiration became stronger as digitalisation takes over the traditional form of writing and crafting art that seemed mundane and backwards. And the fact that Winnie and I could bring our expertise together was very tempting," Quan shares. "This really spurred us to put our dreams into action."

The duo also inherited a band of very seasoned craftsmen whom that they could upskill, introduce to the frontline and allow interaction with customers. Bynd Artisan believes that people is a crucial element in this business. Since many have been in the

production role for at least twenty years, with a combined experience of more than a hundred years, the new approach allows the senior artisans to challenge the age stigma, pick up modern skills while remaining genuine and true to the trade.

Creative agency &Larry develops the concept of Bynd Artisan – to preserve and share the art of traditional craft with future generations to come. The idea draws on the emotional appeal of nostalgia in this digital age and aims to build on the momentum in the support of local design. Headed by Creative Director, Larry Peh, of &Larry, he brought on board Cherin Tan of architectural interior design firm Laank, to illustrate the beauty of sharing through space design. Using wood, black steel and copper as the primary materials, the ambience brings one back to the atelier of the good old days while the stylish juxtaposition of modern furniture achieves the intention of "new framing the old".

The aroma of paper and leather excites the senses in the shop. With a myriad of handmade products available in various sections including the One-in-A-Million Notebook station, Designer Capsule and Workshop corner,



1. The shopfront

2. James Quan (far left) and Winnie Chan (seated in white) with the team behind Bynd Artisan.

3. The artisan in action



customers can also enjoy instant gratification in under 30 minutes by either watching or be part of an on-the-spot custom-notebook making.

With elements of personalisation and customisation, the essence of bookbinding is revitalised into one that highlights the beauty of crafting.

This allows customers to be part of the creative process and encourages interaction between people through discussions. Craft is transformed from a personal art to a skill that can be shared with all who are interested to learn. It is with this final outcome in mind that Bynd Artisan's brand ethos of "Something's Worth Sharing" is developed.

Quan believes there is a renewed appreciation in well-made stationery and leather products, as well as a burgeoning interest in handmade things. Craftsmen spend their entire life perfecting their skill, and at Bynd Artisan, it is about celebrating talents and passing traditions and aged old craftsmanship to the new generations today.

"Design doesn't start and end with the designers in Bynd Artisan. Everyone is involved in varying degree of process because I believe design without function is not sustainable.

We have had many good ideas that are conceived through creative thinking between our craftsmen and the team," says Quan who usually have five cups of coffee to complete his day.

Growing from just an entity that produce products, Bynd Artisan is now a platform for budding talents to realise their dreams of realising their ideas and concepts. Collaborations keep audiences more engaged through out-of-the-box projects. It gives an opportunity for people to learn from one another; using the past as a foundation, the present as a learning curve and the future as a dream-chaser.

"We firmly believe that we do not exist in this world alone. Collaboration with designers from every field of expertise has become a quarterly event since our first collaboration with Larry Peh of 8Larry. This form of design-thinking optimises our capacity to extend beyond the comfort zone, grow, and in turn, stretch the boundaries of the business. We aim to spread the word that Bynd Artisan is a part of a greater business ecosystem and that there is power in our collaborations," shares Quan in retrospect.