



D PERCEPTION

Inspiring Passion, Creating Possibilities



People, Space, Possibilities / At D'perception, we work around three important elements of our business to create world-class innovative interior design solutions to meet our clients' functional requirements and provide integrated workspace solutions. We integrate the client's brand and business strategy, placing great emphasis on staff comfort, productivity and technology to bring projects to fruition, taking our strong working relationship to the next level.

WHAT WE ASPIRE TO BE

The leading name in full-suite interior design consultancy around the region and beyond.

OUR COMMITMENT TO OUR CLIENTS

We create design and aesthetic strategies for corporate offices, retail premises and hospitality establishments by focusing as much on functionality as we do on innovative design, seeking always to go beyond expectations.

OUR BRAND VALUES

- We deliver to schedule
- We offer professionalism in all that we do
- We do business with the highest level of integrity
- We are flexible to meet our client's specific needs
- We look for ways to add value to our services
- We deliver personalised service at every stage
- We work as a cohesive team

About D'perception / Established in Singapore since 1991, D'perception has expanded into a full-suite interior design consultancy operating across the Asia-Pacific region. Over the years, we have emerged as a leading name in the commercial interior design industry, serving a large number of prominent and loyal clientele. Drawn by our reliability, pursuit of design perfection, proven track record and our adherence to budget guidelines, our clients return to engage our services time and again.

D'perception creates interiors of exceptional design and quality – offices that function as wholly integrated business solutions for our corporate clients; retail solutions that draw traffic to the store; and hospitality establishments that create the ultimate experience for the customer.

For interiors that complement the way our clients do business, D'perception consistently delivers effective and valuable workspace solutions.



OUR STRENGTHS

As a reputable interior design consultancy, D'perception offers solutions in both turnkey and consultancy services complemented by our large pool of experienced resources and our invaluable regional networks.

COMPLETE SOLUTIONS TAILORED TO FIT

We are one of the few interior design firms that offer in-house consultancy, design and build capabilities, covering the full suite of IT services, mechanical and electrical engineering, architectural and construction services. As a unified team, we tailor solutions that support our clients' business goals.

A PERSONALISED SERVICE

Our staff and management adopt a hands-on approach, working with a shared commitment to truly understand our clients' needs.

CERTIFIED STANDARD OF QUALITY

We are ISO 9001:2000 compliant. We are also certified by the Building and Construction Authority to undertake projects up to \$10m per project, under the category of Interior Design and Fitting-out Services.

STRENGTH AND DEDICATED RESOURCES

With manpower strength of over 70, we have the capacity to provide consistent service and to allocate resources to simultaneous projects regionally.

INNOVATIVE DESIGN SOLUTIONS

Our highly experienced design teams have the innate ability to conceptualise unique and engaging interiors without compromising on functionality.





Our Services / Our focus centres on delivering total solutions to our clients, going beyond what is expected and adding value to each stage of design and implementation. Our services include the following:

STRATEGIC PLANNING

- Facility Planning and Test Fit
- Technical Survey
- Cost Analysis

DESIGN PLANNING

- Conceptual Design
- Design Development
- Cost Planning and Procurement Advisory
- Inventory Survey
- Tender Documentation and Analysis
- Computer 3D perspective
- Walk-through Animation

PROJECT MANAGEMENT

- Turnkey Contracts
- Professional Quantity Survey
- Health, Safety and Risk Management
- Authorities Clearance

CONSULTANCY SERVICES

- Mechanical Engineering Consultancy
- Electrical Engineering Consultancy
- Interior Architectural Services
- Construction Services

VALUE-ADDED SERVICES

- Acoustics
- Audio Visual
- Landscaping
- IT & Data Centre
- Security Management
- Disaster Recovery Planning Advisory



Case Studies

TELECOMMUNICATIONS / SINGTEL

SingTel is Asia's leading communications group with operations and investments in more than 20 countries and territories around the world.

OBJECTIVE SingTel embarked on incorporating their identity onto the Hello! outlets, starting with the flagship store at Com 2. D'perception was chosen over four international design firms for our creativity from inception to completion with a clear understanding of the end user's detailed requirements and business strategy.

CHALLENGE The challenge was to revamp the retail stores by introducing a young, vibrant and energetic environment and an innovative design layout that would appeal to a wide range of customers and facilitate a smooth flow of customer traffic at the same time.

SOLUTION D'perception's incorporation of SingTel's display technology created an innovative digital space that appeals to the young, tech-savvy and business executives. The store design was installed with the new IPTV interactive mini theatre system and a special LED multi-colour light display pillar with colours programmed to suit promotional events and various festivals such as Chinese New Year and Christmas.

RESULT D'perception was subsequently awarded SingTel's Hello! outlets at Ang Mo Kio, Parkway and Westmall. The newly acquired consignments are a firm endorsement of our international competency for providing the highest standards of creative design and service quality. We were awarded the largest SingTel project to date – 'Space In Motion', which is a complete overhaul of a conventional and rigid office into a contemporary and interactive work space. The project is valued at S\$10 million.

D'Perception continues to strengthen the working relationship with Singtel with our full suite of services.

INFORMATION TECHNOLOGY / REUTERS

Reuters is a global information company providing indispensable information tailored for professionals in the financial services, media and corporate markets.

OBJECTIVE D'perception was invited to refurbish Reuter's 80,000 sq. ft. headquarters at Science Park.

CHALLENGE The refurbishment occurred while the office remained operational.

SOLUTION Due to the extensiveness of the project, D'perception dedicated a "site office" to handle the challenges of converting a conventional office into an open concept environment. A series of lunch-time exhibitions and talks were specifically organised to encourage Reuters' 800 staff to contribute ideas for the design proposal.

RESULT Through a dedicated and personalised service, we developed a relationship of mutual trust and understanding with Reuters. Our collaboration with Reuters' end users met the management's objectives of accommodating more staff and increasing 20% space efficiency in preparation for its regional expansion.

Following the success of the Science Park project, D'perception outbid three other international design firms to work on Reuters Customer Centre at One Raffles Quay, a premium address to serve its financial institutional clients. D'perception also extended state-of-the-art Acoustic and AV design to Reuters Academy training suites, auditorium and Customer Demo rooms.

Reuters Singapore set the design benchmark for all Reuters' offices throughout Asia and is a testament to D'perception's ability to set international standards.

SHIPPING / JARDINE SHIPPING SERVICES

Jardine Shipping Services is a leading shipping service provider with an extensive network throughout Asia. With 160 years in the business, Jardine is recognised as the undisputed leader in shipping services within the shipping industry in the region.

OBJECTIVE Jardine sought to consolidate all their different entities under one roof to facilitate smooth deliverance in their operations.

CHALLENGE As the new office premise is within a light industrial estate, the challenge was to design a spacious and open-plan office to promote interdepartmental communications.

SOLUTION The typical "warehouse/production" areas were converted to a homogenous and vibrant open work area to achieve maximum staff productivity and interaction, and instil Jardine's work culture.

This unique round reception design enhances Jardine's position as a leading player in the shipping industry.

RESULT The conversion of the industrial office premises to a vibrant open-plan interior encouraged greater interdepartmental communication.

RETAIL / NIKON

Nikon is the world leader in digital imaging, precision optics and photo imaging technology.

OBJECTIVE D'perception was commissioned to reflect Nikon's corporate identity for the company's new office premise, customer service centre and product showroom at Fuji Xerox Tower in Singapore. Nikon wanted to reiterate their strong branding which is reflected through their high quality professional photography equipment.

CHALLENGE The challenge was to effectively use the company's corporate colours of yellow and black to create a consistent Nikon identity for the new office, customer service centre and product showroom, to project an inviting and friendly image with emphasis on precision and professionalism.

SOLUTION Applying the design concept of "light" influenced by lighting technology used in the photographic industry, we created a contrast of colour and ambience to showcase Nikon's identity.

The striking combination of yellow and black created a masculine and solid feel for the showroom. Bright yellow accent ceiling lights and coloured pictures were selected to soften the ambience to balance an inviting environment.

RESULT A sleek and modern concept projected Nikon as a classy and timeless brand.

BANKING AND FINANCIAL / GALLEON GROUP

Galleon Group is a reputable New York, a US-based hedge fund company focused primarily on information technology and health care investments.

OBJECTIVE Galleon Group wanted Galleon Asia to project an up-market image compliant to NY's corporate design requirements for overall consistency. As Galleon Asia is the first regional office in Singapore, Galleon Group appointed a Geomancer to collaborate with D'Perception for the design and fit out.

CHALLENGE D'Perception was tasked to incorporate a linear and cluster workspace solution for the Octagon-shaped office with efficiency and functionality, integrated seamlessly into the design. As the trading zone stores active confidential data, D'Perception inculcated the sound and acoustic requirements and ensured uninterrupted power supply to safeguard top security data.

SOLUTION The eight corners of the office were fitted for the top executives working behind glass partitions to promote an open interactive work environment and to signal staff accessibility. Surround glass windows envelope the office exteriors whereby sun rays navigate seamlessly throughout the office. The visual segregation of the two carpet colours were separated by a tall clear glass panel for exclusivity. The 90° workstations and long trading desks utilized the odd-shaped spaces effectively and improved team interaction and work productivity.

The golden chrome signage 'Galleon Asia' stamped against the dark marble wall resurrects the authentic, grandeur and professional image, positioning the strong corporate financial identity.

The versatile conference room accommodates up to 60 people and converts into two meeting rooms with an operable wall. Rectangular wood veneer ceilings embedded with engineered lighting reignites the vibrancy of the conference room, promoting ergonomics and comfort.

RESULT D'Perception pivoted the material selection and design fit out from assembling the design concept to finish has earned us the reputation of a full fledge design consultancy with turnkey capabilities such as IT, AV, Security and CCTV works.

GENERAL / BLACKWELL

An Oxford-based publishing firm for medical and academic journals, and one of the market leaders in their field.

OBJECTIVE The objective was to help Blackwell create a strong presence for the Singapore office, the Asia Pacific headquarters. The office was predominantly a customer call centre servicing a global customer base.

CHALLENGE The challenge was to reflect the design of the historical "literature heritage" theme onto the company while inserting a fresh and contemporary feel.

SOLUTION The total design solution was to construct a Data Centre complete with 24-hour cooling, emergency power supply, FM fire protection system, racking and a complete IT cabling infrastructure for VOIP solutions.

RESULT The final design was refreshing and all-encompassing with the image of a "gentle folded paper" forming the shape of the reception wall. A large mural of Oxford University's cathedral is fixed against the wall, to constantly remind visitors of the company's rich heritage. Subtle colour schemes were muted to reflect an intellectual environment, but enlivened with splashes of Blackwell's corporate colours in breakout areas for "Talk Points".

Track Record

SINGAPORE /

ADVERTISING/PUBLISHING

Blackwell
Dentsu
Euro RSCG
JWT

BEVERAGE

Carlsberg Asia Pacific
Heineken
Pernad Ricard

BUILDING UPGRADE & RETRO-FITTING

78 Shenton Way
SingTel ComCentre
Tower 15

ENGINEERING & DEVELOPMENT

Chiyoda Engineering
Eagles Services
Lum Chang Development
Tyco Fire & Security

FINANCIAL INSTITUTIONS

ACR
AIA
Asia Insurance / TM ASIA
AT Kearney
BSI Bank
Coface
DBS Asset Management
Deloitte & Touche
Fraser Securities
Galleon Asia
Guy Carpenter
(Marsh McLennan)
HL Suntek
KPMG
MasterCard
OCBC Bank
Oojuo Capital
Philip Securities
Siam Commercial Bank
Societe Generale
Swiss Re-Insurance
Willis

REGIONAL /

MALAYSIA

APL
Asia Life / TM Asia
Kuehne + Nagel
Ceva Logistics
Emerson
Hewlett Packard
National Semiconductor
Schaeffler Bearings
Societe Generale
Text 100

FOOD COURTS

Century Square Food Junction
Funan Centre Food Junction
HarbourFront Food Junction
Lot 1 Food Junction
Marina Square Food Court
Raffles City Food Junction
Singapore Expo Food Court

HEALTHCARE

Boston Scientific
Cardinal Health
Procter & Gamble

LEGAL

Chan Tan & Partners
Drew & Napier
Khattar Wong & Partners
Legal Clinic LLC
Norton Rose

MANUFACTURING

3M
Agilent
Chartered Semiconductor
Halliburton
Hewlett Packard
Mitsui Chemical
National Semiconductor
Nitto Denko
Petrol Chemical Singapore
Philips

RETAIL

Nikon
SingTel Flag Ship
SingTel Retail - AMK
- Parkway
- Westmall

HONG KONG

Eurasia

SHANGHAI

Avago Technology

THAILAND

Atos Origin

SHIPPING/LOGISTICS/OIL & GAS

ANL Singapore
Ceva Logistics
ECU Line
Eurasia
Expeditors
Ezra
Jardine Shipping Services
KMT Line
Motion Smith
P&O Nedloyd
PSA
Rickmers
Seadrill
Singapore Petroleum Co.
Swire Shipping
United Arab Shipping Agency
United Ocean
UTI
Yang Ming Shipping

TECHNOLOGY/MULTIMEDIA

Alcatel
Belkin
Fair Issac
Lucas Film
Nikon
Raytheon

TELECOMMUNICATIONS & IT

Aibel
Atos Origin
Bridge Mobile
British Telecom
Business Objects
CCN
Datacraft
Genesys
Hua Wei Technologies
National Computer Systems
Reuters
Satyam
SingTel Telecommunications



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