

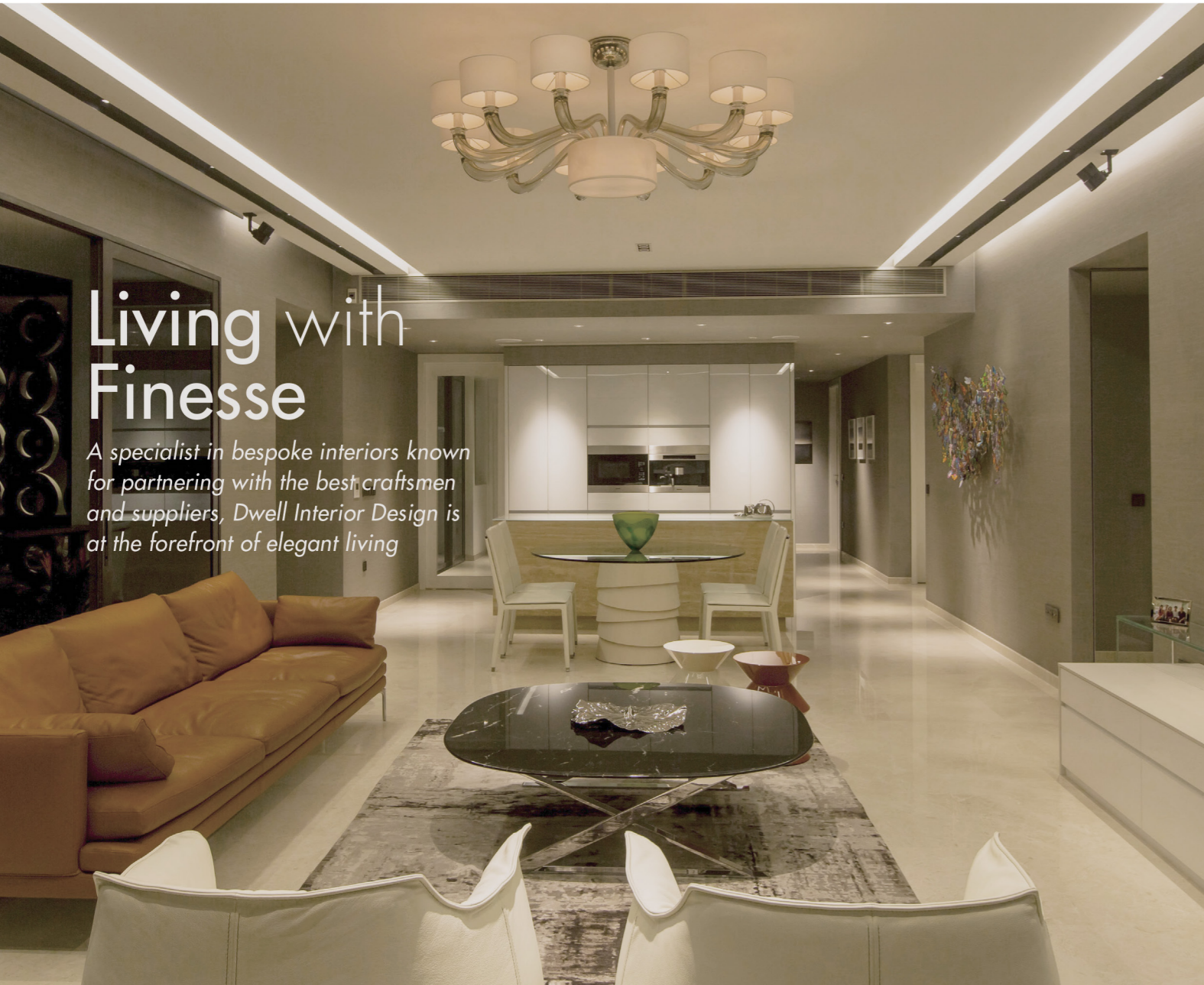
The background features large, stylized gold letters 'BOS' in a serif font. The 'B' is on the left, the 'O' is a large circle in the upper right, and the 'S' is on the right side, partially overlapping the 'O'.

**BEST OF SINGAPORE**

The Ultimate Lifestyle Guide To The Country's Finest

**2018**

**SINGAPORE  
TATLER**



## Living with Finesse

A specialist in bespoke interiors known for partnering with the best craftsmen and suppliers, Dwell Interior Design is at the forefront of elegant living



**“Design must respect and serve the needs and wants of the client.”**

— Ed Ong, creative director and founder, Dwell Interior Design

**W**hen it comes to refined interiors, one name frequently comes to mind. Dwell Interior Design has been creating elegant interiors for the past 12 years. Its portfolio spans not just private apartments and landed homes in prestigious districts but also commercial projects and overseas ventures.

The design studio is housed in an award-winning heritage conservation house in the upscale River Valley area and new clients are immediately impressed by the live kitchen studio, a tribute to its founder Ed Ong’s personal passion for designing high-end bespoke kitchens.

Since its founding in 2005, Dwell has quickly grown into a full-service interior design studio. Among its notable projects are bespoke residences at Regency Park at Nathan Road and The Coast in Sentosa Cove. In 2010, Ong became the first Asian designer to be appointed as the creative lead for the design of European kitchen

fittings company Blum’s showrooms across Southeast Asia. The two-year collaboration culminated in the launch of new showrooms in Singapore, Jakarta, Surabaya, Ho Chi Minh City and Manila, but more importantly, it propelled the young studio onto the international stage.

Aside from its versatility in handling projects of different types, Dwell is known for delivering exceptional quality. It works with craftsmen, service providers and suppliers who are the best in their trade, so clients can be assured of durability, reliability and safety, as well as timely completion for every project.

Dwell’s strengths and success are largely attributed to Ong’s philosophy that talent is meant to serve. “Design must respect and serve the needs and wants of the client,” he says. “Only then can a business achieve its tangible goals.”

Every project begins with time taken to listen to the client. Ong believes that trust is the cornerstone of a healthy client-designer relationship, which in turn ensures the best possible design outcomes. Each designer at Dwell works hard to earn and keep that trust. The result is always distinctive designs that resonate deeply with clients. **E**

### DWELL INTERIOR DESIGN

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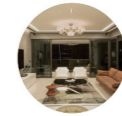
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### WAYS DWELL INTERIOR DESIGN BEATS THE COMPETITION



**HOLISTIC DESIGN PROCESS**

- Time is taken to fully develop a concept before actual design work is done. This ensures the theme of a residence or a commercial space is clearly defined.



**ALL IN THE DETAILS**

- The creative process and work is never delegated. The designer in charge does the actual interior design, right down to the details. The mantra stands: details matter.



**COHESIVE EXECUTION**

- For turnkey projects, the designer in charge oversees the execution of the works with relentless attention to details and proper execution of works.