

A black and white photograph of a wooden workbench with various wood shavings and a piece of wood. The shavings are scattered around the workbench, and a piece of wood is being worked on. The background is a light, textured surface.

DREAMS

ADMIRA

ISSUE 01



ADMIRA

SURFACES WORTH ADMIRING



OVER 40 YEARS OF COMMITMENT

PRESENTING ADMIRA'S NEW COLLECTION

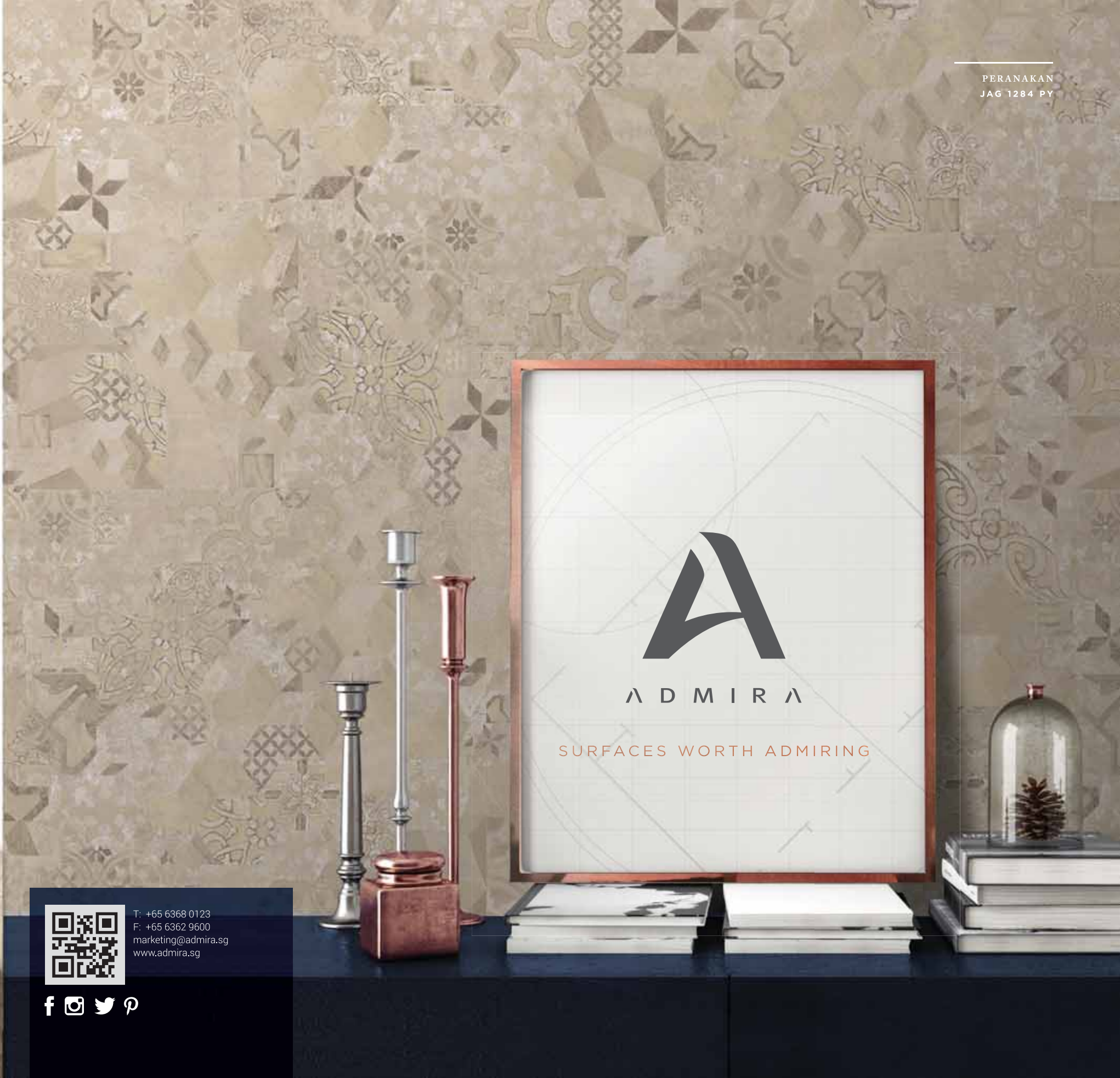
Admira is a surface design company for the finest designers, providing them holistic and crafted experiences that cater to their creative needs.

We believe in keeping ahead of times to generate innovative design solutions through quality and sophistication in laminate designs.

To find out more visit www.admira.sg



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ADMIRA

SURFACES WORTH ADMIRING

TABLE OF

CONTENT

MESSAGE FROM ADMIRA	
A message from Jake Tan	05
NEWS	
SingaPlural 2016	06
Admira Surfaces Collection	10
TALKS	
Dickman Tan	14
J.H. Poh	16
SPACES	
Admira’s Projects & Inspirations	20
INSPIRATIONS	
Peranakan Culture	28
HYPE	
Get Inspired	30

A MESSAGE FROM

JAKE TAN

EXECUTIVE DIRECTOR ADMIRA



At Admira, we seek to enliven every living space with a class of its own through our sophisticated range of laminate designs. Established since 1975, we have been serving the changing needs and demands of the furniture and interior design industry for more than 40 years. As we continue to expand our market presence and evolve as one of the leading surface solution providers over the years, Admira has now compiled a comprehensive range of unique designs in our collection that reaches out to modern urbanites seeking individual style and character.

While our iconic designs are featured in this newsletter, this is not just another product catalogue. This inaugural newsletter serves as a means for us to reach out and engage our clientele and stakeholders, and showcase the design talent of our customers who have creatively incorporated Admira’s surfaces into their works of art.

I hope that this newsletter can be your source of design inspiration, and we will strive to fill future issues with even more innovative and mind-blowing projects and ideas that can ignite that creative spark in you. To us, creativity knows no bounds.

If you have completed an interior project, a piece of furniture or an extraordinary usage of Admira’s laminates that you are proud of, please reach us through our communication channels, and we would be happy to showcase your masterpiece to the world.

Jake Tan

NEWS

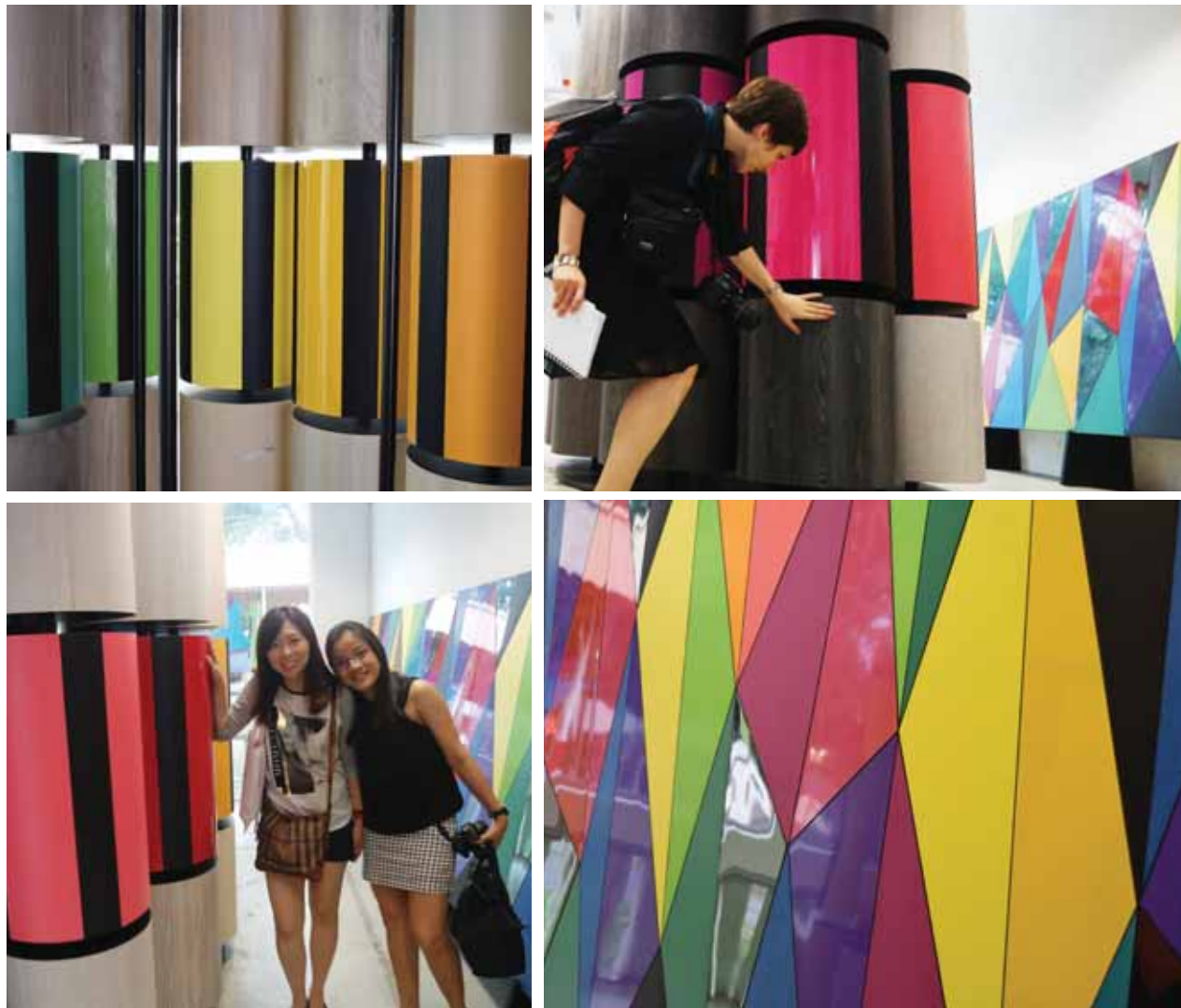
SINGAPLURAL 2016

JOURNEY BY **ADMIRA x M!LK**

In collaboration with artist and designer, Mr Dickman Tan from M!lk Inc., Admira participated in the special section “Design Installation” of the SingaPlural 2016 held in Singapore. In the event, we showcased a creative installation art piece titled “Journey” that featured high pressured laminate surfaces.

A modern take of the Tibetan prayer wheels, the installation was an experience of spiritual harmony in sight, sound and touch. Based on the self-explanatory concept of “Journey”, the visitor was taken on an evoked emotional ride, complete with visual and sound treats as well as the experience of touch.

The circular structure in the middle of the room was filled with rows of individual wheels in various forms and colours, beckoning the visitors to draw nearer. By spinning the wheels, the different colours interacted, and visitors could feel the different textures and witness how changes in texture affect the speed of rolling, alongside with the different sound effects during the course of spinning.



SURFACES
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ADMIRA SURFACES
CATALOGUE 2016 - 2017,
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ADMIRA

2016 - 2017

SURFACES

ADMIRA

NEWS

ADMIRA SURFACES COLLECTION

THINGS YOU SHOULD KNOW

ADMIRA's High Pressure Laminates (HPL) consist of several layers of paper types soaked in chemical resins and compressed under heat and high pressure. This material inherits a durable, water-proof surface, with high scratch and stain resistance, and is certified with Class "0" fire-resistance material rating.

**GREEN LABEL**

Admira's products are certified under the Singapore Green Label Scheme from the Singapore Environmental Council (SEC) as an eco-surface material with low toxicity and improved indoor environment usage.

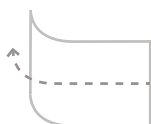
In 2011, Admira obtained the Singapore Green Building Product certification from the Singapore Green Building Council (SGBC) to further define its business direction to supply quality green materials.

**EDGE-BANDS**

Admira supplies design-matched PVC Edge-band options (with strip width of 23mm and 45mm, and a thickness ranging from 0.8mm to 1mm) to complement most of the laminate designs and create seamless edges.

**POST-FORM GRADE LAMINATES**

Suitable for various bench tops and door panel designs, Admira's post-form grade laminates with unique resin content properties that allow bending of the laminated edges to a radius of 3-5mm without cracking or breaking, adding dramatic curves and modern bends to your designs.

**BACTERIA RESISTANCE**

ADMIRA's anti-bacteria grade laminates are produced using silver-nano particles on the surface layers that eliminate up to 99% of harmful bacteria on contact. Even bacteria such as methicillin-resistant Staphylococcus aureus (MRSA), which are resistant to antibiotics are annihilated when come in contact.

**CLASS 0 FIRE RESISTANCE**

Admira's HPLs are tested by TÜV SÜD PSB for both fire propagation and surface spread of flame performance and have achieved Class "0" optimum fire resistance certification.



HOW TO EXPERIENCE THE NEW ADMIRA CATALOGUE

**FROM SENSORIAL**

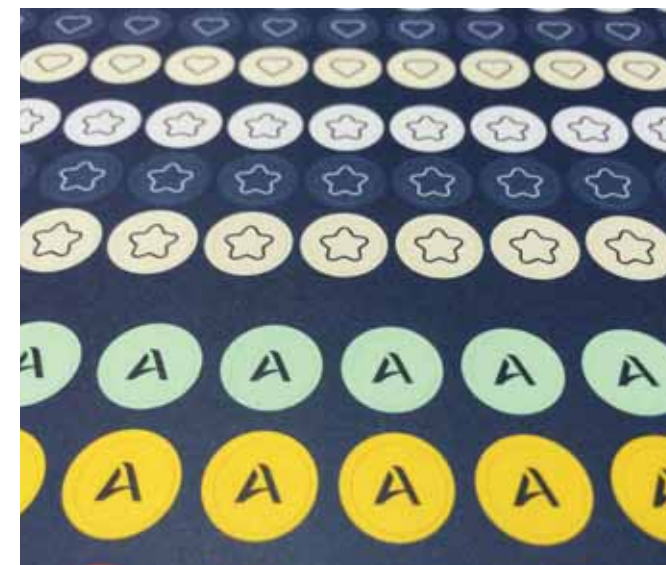
Admira Surfaces 2016/2017 provides an authentic tactile experience that starts from its cover.

**TO VISUAL**

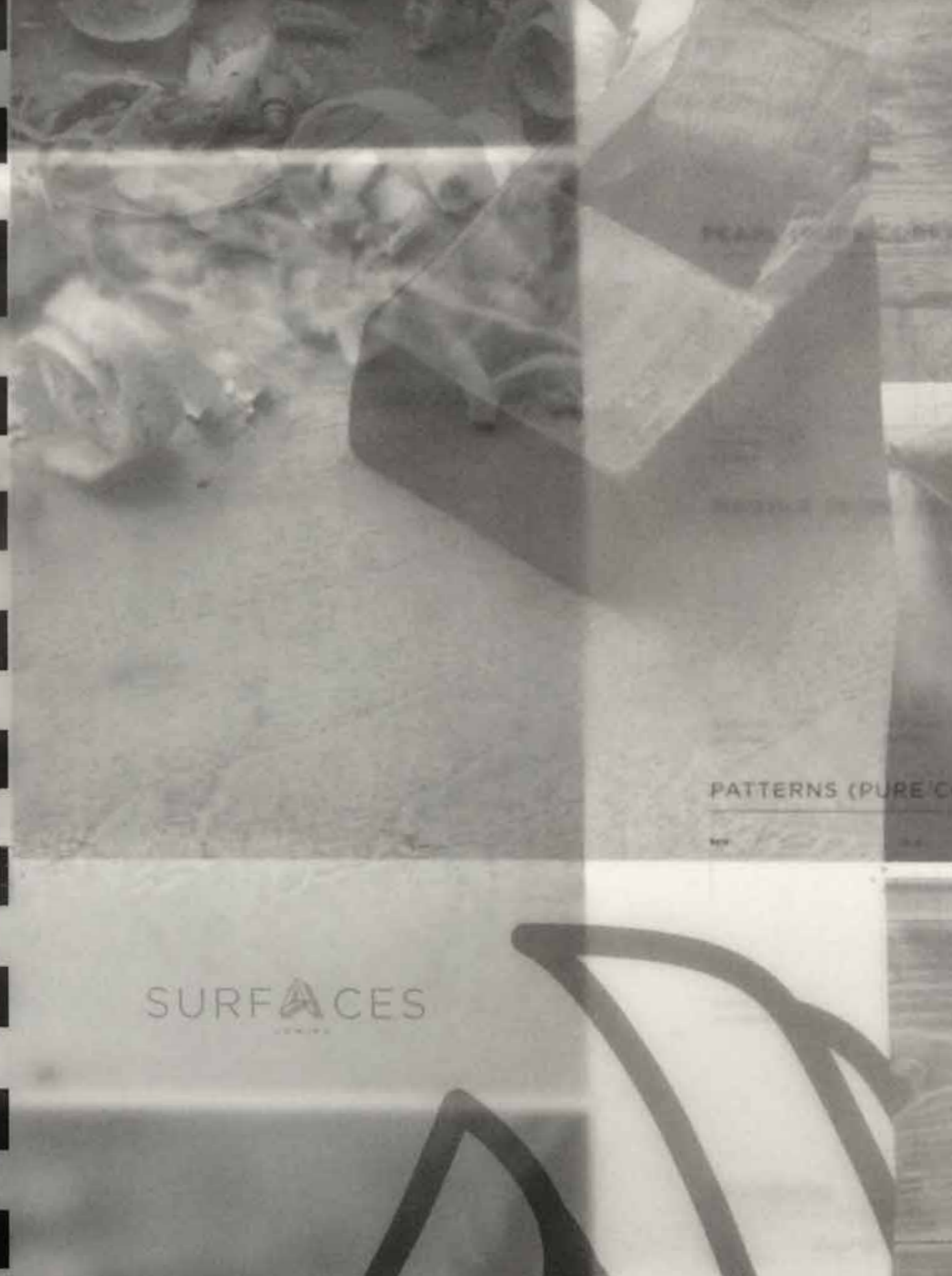
Page after page, Admira Surfaces tells the story of expertise and refined care, with a variety of new layout choices and surface design experiences.

**FROM A NEW NARRATIVE**

Each of our surfaces has a story, and Admira Surfaces collection is a journey of unveiling these stories and discovering new possibilities.

**TO THE TOOLS YOU NEED**

Admira Surfaces also offers functional stickers for designers to further customise the collection experience and optimise the design process.



TALKS

DICKMAN TAN

INTERIOR DESIGNER M!LK

The award-winning designer, Mr Tan Eng Liang Dickman of M!lk Inc, is the creative mind behind Admira's installation "Journey" that was presented at the Singapore Design Week 2016.

Share more with us about "Journey".

The idea was inspired by the Tibetan prayer wheels, which devotees spin for good luck while walking alongside the wheels, as well as a personal observation of my daughter, who experiences colours, textures and the world mainly through the sense of touch. Colours alone don't show the full aspect of the collection. I chose colours as the main focal point while using the top and bottom wheels to showcase a personal selection of laminates.

Tell us about your collaboration experience with Admira.

I know Admira for quite a while, so it was easy working with them in this collaboration. I also participated in the selection of some laminates for their collection, so I know their products well.

How has working with Admira's laminates influenced your creative process?

Laminates come in a lot of colours and inspiring patterns. They have multiple textures and finishings, so the process involved creating a gradient that visually guides people around the installation. The texture of each wheel changed as visitors went by, helping them experience the differences of the laminates as they touched them. There was also a sound experience while spinning the wheels, thanks to the different stones and marbles inside them.

After creating "Journey", have you found a favourite laminate colour or texture?

Colours play a huge role in design and to choose the right ones is not easy. Since colour makes such a strong statement, the result can be disastrous if you don't use them correctly. My favourites are the oranges and the greys, and in the process of creating "Journey", I fell in love with Xtreme Majestic Camphor Dark (QDP 4708 XM). It is good because the texture and pattern contrast is stunning, and it gives a really natural effect. Also, I think purple will be huge this year, and I used it extensively in "Journey".

What colour trends do you see in home interior design?

I definitely say rustic and industrial interiors have played a huge role in the past ten years. However, people are getting tired of these looks, and I see more refined finishing details with a mixture of solid colours, especially glossy colours that create an interesting contrast. The rustic trend started in 2007, so we are probably at the end of the cycle, and are ready to welcome more interesting ideas to interior design.

Is there any colour or trend you'd like to welcome back this year?

Nowadays, with Google, you can easily find pictures of nice interior design from overseas. However, I feel that we are losing the personal and unique identity and style that Singapore used to have. Therefore, I would like to see more of the characteristics and elements that were found in Singapore in the late 80's. People think that is old-fashioned, preferring to follow the Western styles. If I had the chance, I would love to bring back that style in a new form, through the use of new materials.

INTERVIEW BY ADMIRA

“I was inspired by my daughter,
who experiences colours,
textures and the world mainly
through the sense of touch.”



TALKS

J.H. POH

SENIOR SPECIALIST **SFIC INSTITUTE**

Master Poh is the Senior Specialist, Training & Projects at the SFIC Institute, a subsidiary company of International Furniture Fair Singapore Pte Ltd.

Tell us more about you and your background.

When I was young, I didn't like to study, but preferred to do something with my hands instead. So I attended a Singapore Skills School from the Vocational & Industrial Training programme. It was a school attached to a factory, and we learned basic skills such as operating machines, making engineering drawings and other engineering work. What we studied at that time is similar to what the SFIC Institute is providing now. It was hard, but very useful at the same time. After we had completed the course, we worked at the factory. I needed to wake up at 5am every morning and attend the 6.30am morning briefing. We would start work at 7am, and even though we were supposed to go home by 3pm, we often had to do overtime since we were running mass production.

Right after national service, I joined other companies and worked overseas in Indonesia, China, Vietnam and Malaysia. I returned to Singapore when I was around 48 years old. I have to admit furniture-making is a very difficult profession because the working condition is dusty and dirty with long working hours. It is not easy to find young, passionate students willing to learn the art.

I started as a factory operator and now, I am proud to be a factory manager. I have joined the SFIC Institute for 1.5 years, and I am happy I can now contribute back to my country. Competition from China is tough, so we must invest in a skilled local workforce again.

When did you first get in contact with Admira?

I knew Admira as soon as I joined the SFIC Institute. At the time, Singapore was almost a new country to me because I seldom came back while I was working overseas. We work with Admira a lot here at SFIC and recently, we even participated in the SingaPlural 2016, where Admira sponsored us its laminates. Admira is always supporting the Institute and we use its sponsored laminates in our school daily.

Is there any difference in the way carpenters work in Singapore and overseas?

Yes, there is a big difference. In Singapore, the tendency is to do things quickly. In the US, for example, furniture must meet specific tests and requirements. In Singapore, we do not have such requirements. Also, people here do not mind changing furniture after 2 years or so for a new one. Therefore, it is quite hard for carpenters to make ends meet in Singapore.

“As long
as people
love your
product,
you are
doing it
right.”

How is your experience teaching the young generation?

It makes me very happy to have the chance to teach them. I train them in both theories and practical. Schools like this are rare, and we need to support students who want to learn a practical skill. It is not easy to find professionals who are willing to teach, but I think it is my duty now to share my experience with everybody.

Working with wood is very different from working with laminates. What is your experience working with laminates?


Solid wood can be very expensive, difficult to source and manipulate in some circumstances. Nowadays, laminates come with amazing qualities, a huge variety of textures, colours and finishings and yet, affordable and easy to use. With laminates, it is really possible to have all kinds of effects for furniture and interior spaces, and with a little effort, the possibilities are endless. Think about effects like marble, stones, rare woods or special effects and colours; they are almost impossible to achieve due to costs or weight limitations. Laminates can create an effect that is close to nature and truly support the designer's creativity.

Do you have any preferred Admira's laminates?


I like everything they have (*laugh*). I find the mirrors, stones and the antique laminate series very interesting to use. Admira has a very high quality and comprehensive offering, which I had difficulties finding during my years overseas. Their superior quality really pays off, especially when it comes to interior jobs. Cheap laminates often crack, so the money and time wasted on fixing them are not worth it.

INTERVIEW BY **ADMIRA**

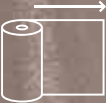
QDP 4706 XM
MAJESTIC CAMPHOR (LIGHT)




SUPERMATT
ACRYLIC SURFACE




ANTI-FINGERPRINT




CONTINUOUS HPL
PRODUCTION




CHEMICAL
RESISTANCE
(LAB GRADE)




SOFT, WARM &
VELVETY SURFACE



SCRATCH
RESISTANCE



POSTFORMABLE
GRADE



QUICK & EASY
CLEANING

XTreme Matt HPL captivates like never seen before. Enormous colour transparency and depth with a comfortably warm, velvety soft feel.

This low-reflection surface invites you to touch it without leaving any traces behind from fingerprints, or any hand traffic grease.

The electron beamed cured surface reflects its metallic polished look that suits contemporary living.

The looks will not deceive you - it is an extremely robust, durable and easy-care high-pressure laminate.



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XTreme
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* Contact us to request for Xtreme laminate samples.

QDP 4708 XM
MAJESTIC CAMPHOR (DARK)



SPACES

ADMIRA

Ever wondered if there could be a better way of designing your interior spaces?

Have a look at Admira's past projects and learn more about how our laminates can help add vibrancy and depth to your design.

SPACES ADMIRA XTREME HPL

BY DIONCH STUDIO

If you're looking to achieve a modern and sleek kitchen interior, Admira's Xtreme collection is all the answers you need.

Our Xtreme laminates are sleek, matte and scratch-resistant, making the perfect surfaces for kitchen countertops that undergo constant wear and tear from daily use.

Pairing Raven with Majestic Camphor creates an elegant and sophisticated palette of texture and colour.



CDP 1312 XM
RAVEN



QDP 4706 XM
**MAJESTIC
CAMPHOR LIGHT**



ICONIC LIVING ROOMS

BY D5 STUDIO IMAGE PTE LTD

Minimalism doesn't equate to plain designs. This living room interior, designed by D5 Studio Image Pte Ltd, is one such example.

The subtle wave-like texture of Admira's signature laminate Holographic Wave, paired with a pale stonewall feature, brings layer and depth to the interior design, accomplishing the perfect minimal look.



JDV 1311 H
HOLOGRAPHIC WAVE (BLACK)



INDUSTRIAL MODERNITY

BY THE SCIENTIST PTE LTD

Creating an inviting space with warm lights, wood elements and stylish twists, this apartment in Adora Green, Yishun becomes warm to live in with plenty of character.

The usage of the stylish pine woodgrain design with black complements of industrial elements gives a sense of raw modern representation for the occupants.



QEG 1228 CC
HUNTER PINE



CLASSIC ELEGANCE

BY M!LK INC

The spirit of creative urban diversity, freedom and convergence is captured in The Siena along District 10, using the captivating Baron Elm woodgrain design.

The usage of the woodgrain with bold combinations of wallpaper patterns and fabric touches extrude the elegance of classic living in the resulted apartment space.



QBK 4118 W
BARON ELM

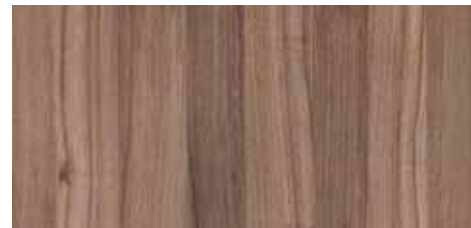


CONTEMPORARY WALNUT

BY DISTINCT IDENTITY PTE LTD

Effective use of neutral earthly palette within this Hougang maisonette unit displays the full beauty of the Walnut woodgrain in a horizontal fashion for the kitchen cabinets.

The result is an amazing holism of visual impact where the space contrast is also with the immediate clean, minimal living room, separated only by full glass sliding panels.



QBK 3001 W
WALNUT LYON



MODERN CURVATURE

BY CRIMSON ID PTE LTD

This 3-room HDB in Clementi was designed with eco-green motivation in mind. The incorporation of bold, dramatic curves and flowing structures common to retail design are added into the interior space considerations.

The usage of only green label certified laminates like this Oak laminate with complimentary floor tile designs created a space-age sensibility in the overall modern look and feel. The clever space planning of diverting natural light and utilising energy saving options also allowed overall energy consumption to be reduced by 54-60 percent.



QBK 794 W
OGON OAK



INSPIRATIONS PERANAKAN CULTURE

UNIQUE CULTURE AND HISTORY OF SINGAPORE

Peranakan has become a trendy theme in the last decade or so, ever since the popular period drama *The Little Nyonya* was shown on Singapore's national TV in 2008. The word in the Malay language refers to the descendants of intermarriages between locals and immigrants in the Malay archipelago during the 15th to 17th century. Specifically, Baba Nyonya refers more accurately to Peranakans who are of Chinese descent.

To assimilate into local communities, Baba Nyongas partially adopted local Malay customs while retaining some of their own practices. While many early Baba Nyonya practised the Malay culture, not many adopted the Islamic faith, with more keeping the practice of ancestral worship and others embracing Christianity.



They rose to prominence and affluence in the British Straits Settlements because of their hard work, keen business sense, willingness to adapt and learn languages like English, and forging friendly ties with their colonial masters.

Increased affluence led them to emulate the conspicuous lifestyle of colonial English officers in the Straits Settlement. While the richest built their own lavish villas, the average Baba Nyonya lived in two-storey shophouses, some of which still stand in Joo Chiat. Typically, they have Western-style pilasters and columns, ventilation openings with carved decorations, shuttered windows and floral plasterwork. They also tend to feature intricately handcrafted floral tiles on the walls and floor, which are said to be of Victorian influence.

Peranakan Chinese cuisine is typically a blend of Chinese, local Malay ingredients and cooking techniques. Traditional dishes and kueh (bite-sized snack) contain spices and coconut milk, a common and important ingredient in the cuisine.

Some would simplistically describe the colourfully embroidered, tailored-to-fit sarong kebaya as a traditional Malay mode of dress with Chinese influences, but the traditional costume really is the epitome of ideas and cultural exchange. A brief look into its history and developments will reveal other influences from India (weaving and dyeing techniques) Middle East (sewing techniques), Europe (lace and chemical dyes) and Java (batik floral design).

At the end of the day, if we were to pin down the most important feature of Peranakan culture, perhaps it is this openness and willingness to embrace another's culture and ideas, and adapting it into something that works.

BY ADMIRA

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provide everyone a magical experience through
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