

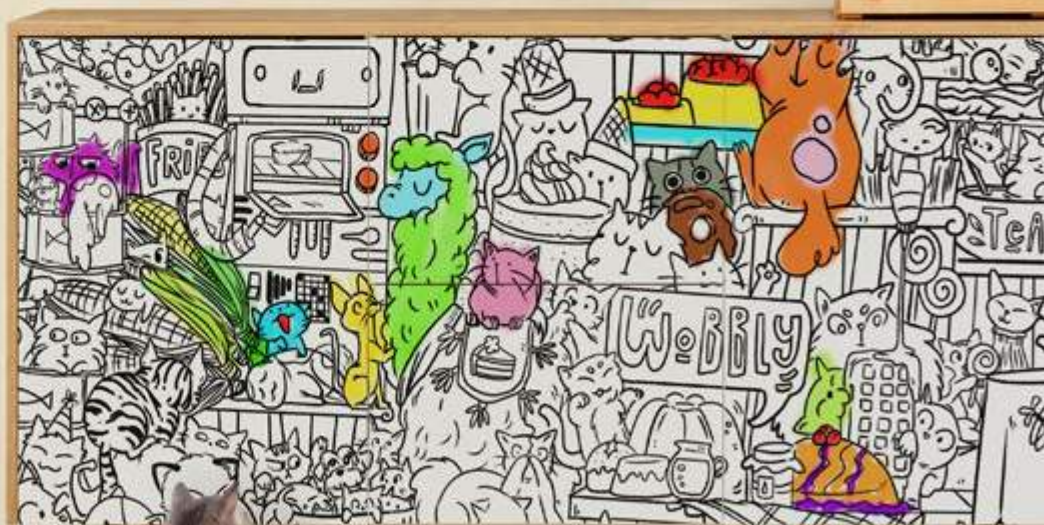


A D M I R A

SURFACES WORTH ADMIRING

DREAMS

A D M I R A



ISSUE 04



COLOUR-MY-ROOMS

ADMIRA's first COLOURABLE Laminate

Admira aspires to create imaginative interior spaces for toddlers and tweens. From the original Bespoke collection, Cat CONVERSations makes its debut.

Colourable and washable - Cat CONVERSations take in beautiful colours from water-based markers, crayons and colour pencils. It can easily be cleaned with water and mild detergent.

In collaboration with a rising local artist, Trivialities, this unique laminate is designed to stimulate creativity while invigorating interiors.



x



trivialities
Always the little things

WWW.ADMIRA.SG

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A MESSAGE FROM

JAKE TAN

EXECUTIVE DIRECTOR ADMIRA



In this first issue of the New Year, we will be highlighting some key events in the past year including the launch of our latest catalogue, Master & Muse.

My personal favourite, from Admira’s latest range in Master & Muse, would have to be our first-of-its-kind collaboration with Trivialities which is covered in this issue’s Talks interview with Singaporean designer, Trivia Goh.

I made it a point for this first-ever designed-in-Singapore laminate to be a collaboration with a local Singaporean artist, because I strongly feel that local companies should support local home-grown talent.

I hope that the interior design fraternity shares my enthusiasm and also shows support for the development of young aspiring designers by using Admira’s Cat Conversations in their projects.

Jake Tan

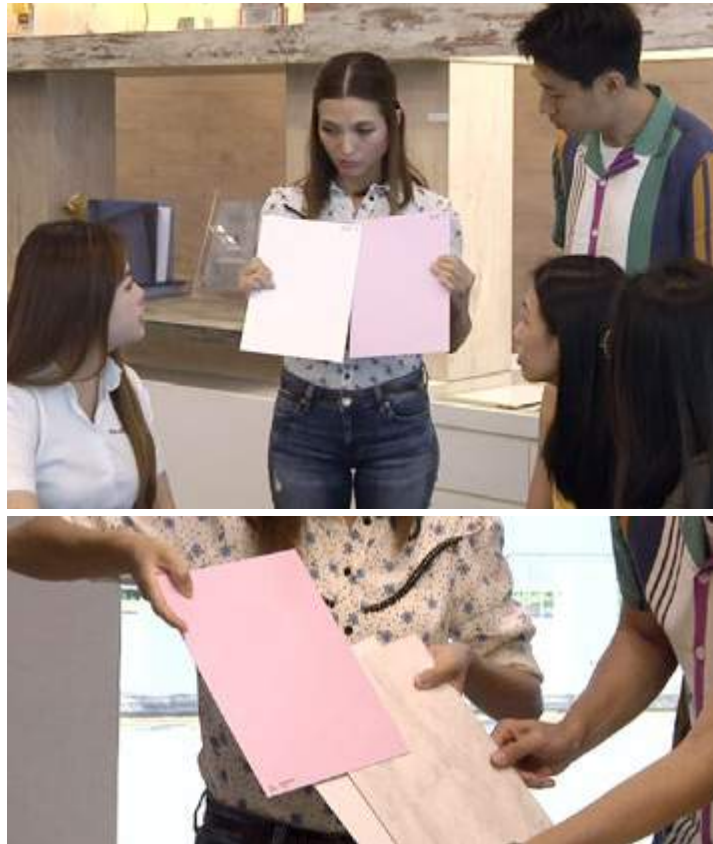
NEWS

A GIFT FOR MUM — #ILOVEYOU MUM CHALLENGE

Admira had an opportunity to partner with Absolook Interior Design on a Mediacorp Channel 8 variety show entitled I Love You Mum Challenge. Every week, a family would give a testimonial to how their mothers have contributed to the household and, creating a new look for the house to their mothers' desires would pleasantly surprise them.

One episode, in particular, put emphasis on CERARL panels to be used as kitchen backsplashes. The host and designer shared on its functionality and how it is an ideal alternative to tampered glass or tiles. Impromptu tests were conducted in front of the camera, proving its fire-retardant property and superior stain resistance that are both crucial to the kitchen application.

It was Admira's pleasure to be involved with beautifying another happy owner's dream home. The teams enjoy the whole process of laminate selection to installation. The final result of the kitchen was really beautiful.



NEWS

ADMIRA AT ARCHIDEX 2018

It was that time of the year again where Admira makes its big presence in Archidex, held in Kuala Lumpur Convention Centre (KLCC). Admira went bigger than ever, showing off more designs and colours.

Having a presence in Archidex is a necessity for Admira, as the platform acts as a central hub to connect with decision-makers, influencers and trend setters.

Admira's wide array of high-pressure laminates (HPL), CERARL and Xtreme collections were proudly displayed at the exhibition. A lift lobby mock-up, donned with CERARL panels, was one of the more popular and marvelled exhibits in the booth.

Many interested parties had the opportunity to test Admira's product competence in terms of style, maintenance, durability and other material properties. In addition, Admira brought in more fingerprint-resistant laminates such as Xtreme.

Given its industrial prominence, Archidex is a fantastic platform for Admira to constantly create brand and product awareness.



NEWS

WINE & DINE 2018

Wine & Dine 2018 was a customer appreciation event to celebrate the release of Admira's latest product catalogue. The brand-new issue prompted change and connection to our customers. In order to do this, Admira held its inaugural launch party in the Straits Bar at Tower Club Singapore to boast its Master & Muse 2019 catalogue.

The event was met with an overwhelming response. Esteemed guests were presented to a scrumptious international buffet spread, crafted cheeses and hand-picked French wines. It was the perfect setting for the guests to let their hair down on a Friday night, and for the Admira team to get to know their customers better.

The party provided a casual platform for designers to network with one another too. A roving close-up magician was also on the prowl during the evening, to surprise and entertain every table.



Aside from the eye-catching bronze-skinned catalogue, Admira's original colourable laminate, Cat Conversations, caught the curiosity and interest of many. There was a large canvas-sized sample tucked in a cozy little corner by the reception, where guests can interact with the laminate by colouring and doodling. Trivia Goh, the artist behind Cat Conversations, was also present to join fellow designers in a fun wine tasting session.

Other new laminate colours such as Forest Charcoal, Mexico and Contours series brought a lot of attention and buzz to the party.

The main highlight of the launch event, in which everyone was looking forward to, was a special comedic performance by the one-and-only Kumar! His act created more laughter, interaction and cheer to the party.

Just before the night concluded, the customers were presented to a surprise lucky draw. Three of our lucky customers won fancy gadgets and bottles of wine. All of these left a memorable note and it was a wonderful night to remember.



NEWS

ADMIRA ON WHEELS

A PORTRAITURE OF FACETS



X **STUDIO DAM**

see you at

SingaPlural Celebrating
Design 2019

4 — 17 March
National Design Centre



Admira brought a golden, Christmas surprise to the designers in the bustling district of Ubi Road, Singapore, in December 2018. A vintage Kombi van, wrapped in bespoke gold, nestled in the heart of Oxley Bizhub. The top of the van opened and quickly transformed into a food truck; serving hot, crispy churros and refreshing chendol ice cream!

This unique event tied in with the launch of Admira's latest catalogues, Master & Muse and CERARL. The food truck helped create lots of conversations about latest trends and laminate products. The sales and marketing teams assisted with samples and burning questions specifically on the fingerprint-resistant Traceless range, colourable Cat Conversations and waterproof CERARL panels.

A lovely Santarina joined in the food truck event as well, giving out freebies and taking photos with Admira's customers. Through this surprise event, Admira managed to garner magnanimous support from new and existing clientele. It was a wonderful way to close 2018.



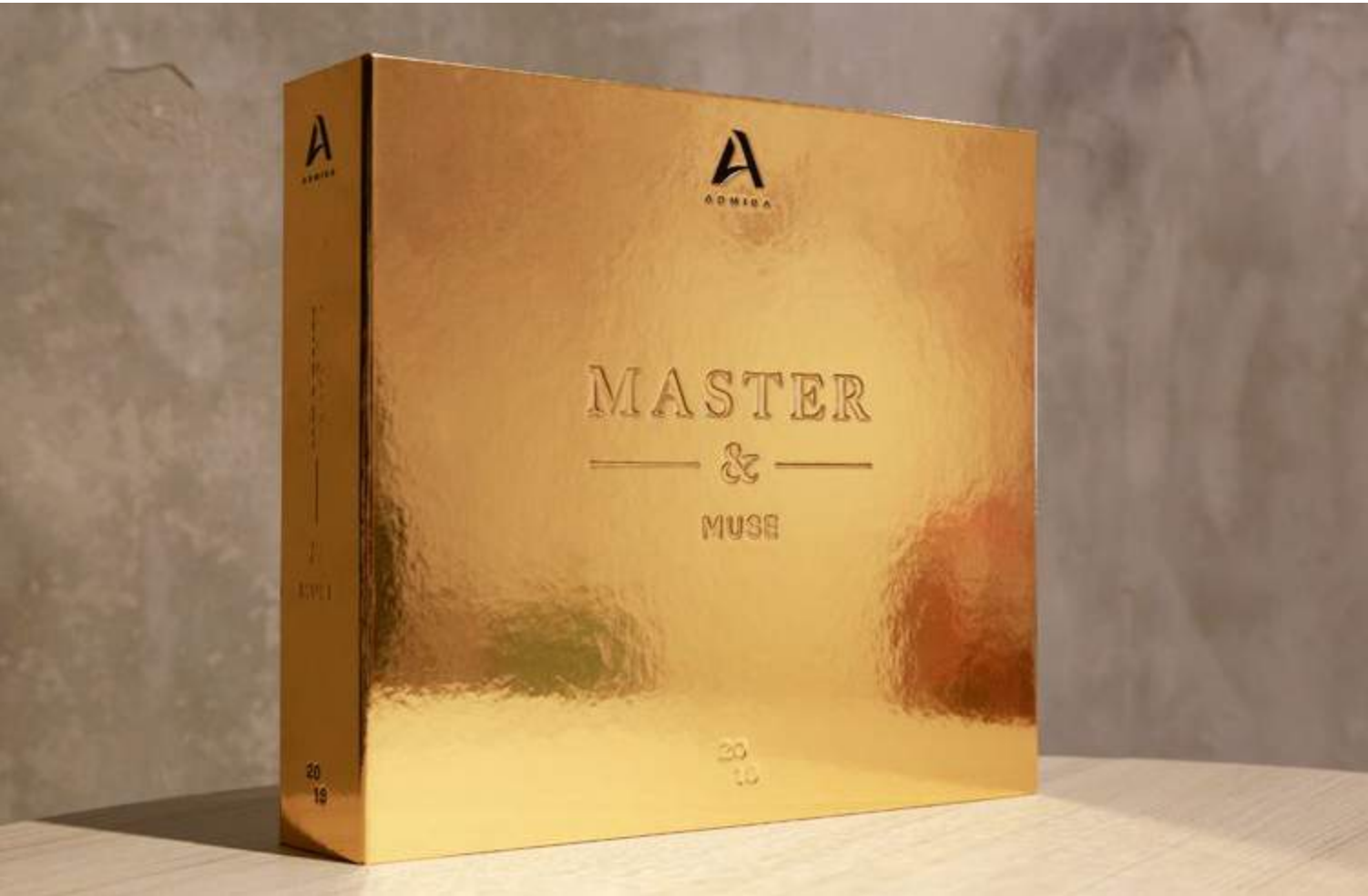
NEWS

ADMIRA MASTER & MUSE 2019

Admira presents an entirely different outlook to its laminate catalogue by setting our brand to higher stakes with a grand impression. Donned in a striking gold-bronze skin, the flamboyant Master & Muse catalogue is designed for the disciplined and creative. The concept echoes design principles practised by respected architects and artists of the world.

There are close to 100 new patterns and colours aimed to resonate the personalities of a space — be it commercial or residential. Master & Muse is packed with an assortment of raw, retro and ultramodern designs. The majority of Admira's laminates are responsibly sourced in Europe and Japan, and omit low toxicity.

Join in the prestige to be a Master of functional aesthetics and free-play Muses in shapes and colours of Admira's versatile laminates.



BRAND NEW ADMIRA HIGHLIGHTS



CAT CONVERSATIONS

Colourable and washable — this Admira-original laminate is a collaboration with local artist, Trivialities. The aim is to create engagement and push for imagination with laminates. Inspired by the famously favourite Where's Wally book series, Admira is the first in Asia to develop a laminate design such as Cat Conversations. Fun and easy to maintain for all ages.



+WONDER

Literally stare into space, but a beautiful space, of fantasy-like colours with the exclusive collection of +Wonder laminates. Designed and made in Japan, go starry-eyed with a palette influenced by unicorns, dreams or the cosmic universe. +Wonder laminates will look gorgeous on feature walls. Available in 3 colours.



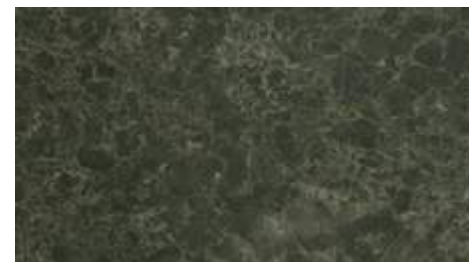
FOREST CHARCOAL

The first-ever Traceless wood laminate, Forest Charcoal, has already been a hit even before Admira unveiled the product. Pure, black wood of elegant grains with a fingerprint-resistant and smooth matte surface; Forest Charcoal goes well with any interior styling that is sure to please.



CONTOURS

The Contours collection presents wood laminates with synchronized surface texture, which assures realism at its finest. Comes in 5 colours, Contours accentuates the natural texture and contrast of wood finishing. Robust and lightweight, the surface's colour intensity creates an authentic depth. These laminates are great for Balinese or country style of interior design.



KINGS GREEN MARBLE

Kings Green Marble is a paradox of unspoken opulence yet it is not pretentious. The slightly faded green is alluring and does not tire easily. This laminate suits interiors that are geared towards renaissance ideas.

CERARL | セラール

TENACIOUS AESTHETICS ON DEMAND

CERARL panels are waterproof and fire-retardant. They are especially ideal for backsplashes in busy commercial kitchens. Furthermore, its superior impact and stain resistance also allow for hassle-free cleaning.

Offering practical aesthetic solutions with beautiful wood grain patterns, marble, industrial and brushed metal surfaces; CERARL can be applied in spaces you would not have imagined to be possible.

Made in Japan.



FIRE RATING
CLASS '0'



WATERPROOF



STAIN RESISTANT



EASY TO CLEAN



HIGH RESISTANCE
TO IMPACT



ANTI-BACTERIAL



T: +65 6368 0123
F: +65 6362 9600
marketing@admira.sg
WWW.ADMIRA.SG



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NEWS CERARL CATALOGUE 2019

THE NEW COLLECTION IS OUT NOW!

The 2019 issue of CERARL catalogue explores Japanese roots of presentability and elegance. Entitled 'Beautiful' in the Japanese language, Admira aims to portray the aesthetic brilliance of CERARL through the new catalogue without forgetting the finer details that will enhance the whole package. Even the leathery texture of the book leaves a worthy impression.

Admira has expanded its popular marble range and added unique patterns into the CERARL collection. There is increasing demand on matching the panels with high-pressured laminates, especially for kitchen applications. You will find more choices to complement your selected laminates when browsing through CERARL.

CERARL is waterproof, fire-retardant and has superior stain resistance; making it a top choice for wallcoverings especially in bathrooms and kitchens. It is a highly durable product for commercial spaces with high traffic as well, with its easy-to-clean and impact-resistant properties.



BRAND NEW CERARL HIGHLIGHTS



FCW 1763
SOL CHESTNUT

Sol Chestnut is an absolute representative of Japanese styling. Its au-naturel wood tone heightens Muji-inspired aesthetics, and creates a serene calming effect after being paired with other light oak decors. Subtle and stylish, Sol Chestnut is also great for minimalist interior designs. A matching high-pressured laminate from the Master & Muse 2019 collection is available.



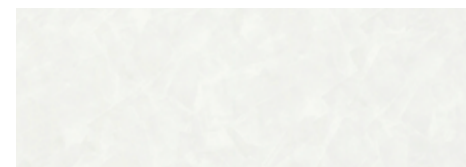
ACS 1403
EMPERADOR MARBLE

Incorporating luxe and grandeur? Then, the exquisite Emperador Marble will make a wise choice for your interior decisions. The rich, dark browns and meticulous marble veins can transform a humble space into one that's worthy to show off. A matching high-pressure laminate (Pure Core) from the Master & Muse 2019 collection is available.



FCW 1669
DARK MAHOGANY

This swanky wood exudes affluence in any given space. Its dark, rich reddish-brown is so outstanding that it draws instant attention. Dark Mahogany, however, appeals to very distinct tastes. Nevertheless, its beauty creates a very warm and cosy environment that is sure to transform a room.



FCA 1827
BRECCIA SILK

The uniqueness of Breccia Silk is akin to a hidden gem. Its shimmery surface sits on top of an abstract canvas filled with random polygonal patterns. Breccia Silk is an art form as it is, which will brighten up any residential or commercial space.



FCP 6230
PEARLY SAND

The earth tone of Pearly Sand is easy to match with any design theme and furniture in mind. Its quiet beauty shimmers under the spotlight, which will surprise your guests. The secret sparkles add life and eliminate the common perception of dullness for brown-coloured wallcoverings.

TALKS

TRIVIA GOH

ARTIST ILLUSTRATOR

Trivia Goh, who also goes by the moniker Trivialities, lives to document daydreams by creating whimsical and imaginary things, creatures and worlds. Her favourite mediums of choice are charcoal and watercolours. Admira had the pleasant opportunity to work with a Singaporean talent, like Trivia, to design and develop Asia's first colourable laminate – Cat Conversations. After finally launching the extraordinary product, we managed to sit down and chat with Trivia on her thoughts and work process.

Why did you choose to work on the theme of animals?

The selected target audience was mainly kids and young mothers so, the theme of animals would be appropriate to go about. The piece was to be tightly composed with interacting characters, so the elements had to be replicated throughout the entire artwork. Cats were chosen as the main creature here because most cats are similar in physique with variance in just their markings and facial features. They are also playful creatures, so imagining their antics made creation easier and allowing me to complete the piece in good time.



What is your creative process for this project?

In the creative process, I sketched 3 to 4 compositions on A4 pieces at one go, and then re-draw them digitally using Clip Studio Pro, with the sketches as the base reference. After which, I'd fill in the connecting areas so that the small sketches will build towards the final piece. That helps to imagine the setting in which the cats will interact in, for instance, a living room or a carnival. These settings will give me a mental list of things to draw and from there, the interactions will naturally come up in the illustrations.

“I love the idea of going big and highlighting little things. This project was a perfect thing for that.”

What are the challenges you faced in this project and how did you overcome them?

Since I couldn't scale up my illustrations or copy and paste sections of it to take up the space, there were two main challenges here. Firstly, it was highly repetitive. I was constantly drawing cats for close to two weeks, and they all had to be different. I maintained sanity by taking frequent breaks and switching out between traditional and digital mediums.

Another challenge was the clean-up process and it was quite a pain there. Admira provided large-scaled print-outs, which helped a lot because then the mistakes are magnified and I could get more eyes on the piece to weed out the stray marks and mistakes across the entire design. Ultimately, it boils down to just patiently combing through the digital piece to correct the mistakes.

Why do you named the laminate as “Cat Conversations”?

This laminate is both a colouring canvas and an Easter egg hunt. The engagement is akin to striking up a conversation with the piece itself. With all the cats that are sprawled about, you'd be having a chat with them, figuring out what's happening and discovering where the oddballs are, as they interact amongst themselves.



Is there any portion of the design that you particularly adore?

Apart from the cats, there are other characters drawn in this piece too. There are robots and other animals. Also, there are about six—themed settings fused together. Just to name a few, there are the nautical, carnival and space setting. There are tons of Easter eggs for you to go discover all by yourself.

Some of my favourites are the Vespa robot with my signature on it instead of a Vespa logo. There is also a spaceship that reads “Zoom 69/91”, which is my birthdate.

What makes you want to work on this project?

I love the idea of going big and highlighting little things. This project on Admira laminate was a perfect thing for that. The idea of people colouring my illustration was a big draw as well.

How is it like collaborating with Admira?

It was great! They are receptive of my ideas and things were always open for discussion. We were working towards a product that both parties could really be proud of. I’m definitely looking forward to future collaborations.

What are your thoughts on the final product?

I love the sheer size of the final laminate and can’t wait to see it on the walls. To be frank, nearing towards the end of the project, I was quite tired of this piece. But seeing the end product a couple of months later, it gave me this great sense of satisfaction.

INTERVIEW BY ADMIRA



SPACES

ADMIRA

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

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 FEELS LIKE HOME

CHOA CHU KANG HDB
BY HUE CONCEPT
DESIGNER: WELFREY ONG

There are no strict rules to how a perfect home should look. Your preference is what matters. Admira has a wide selection of laminates that can pair with your home's personality; be it rustic, industrial or contemporary. This lovely home is a great example to how you can transform spaces with laminates and CERARL panel designs.



FCS 1812
CERARL
ORIENTAL
MARBLE



QBG 4178 D
ADMIRA
GREY ENISHI



JAG 1050 PY
ADMIRA
LIBERTY

UPTOWN AND FRESH

ELIZABETH HEIGHTS
BY CAUGHT IN SPACE

Providing comfort in a shower room for residents is critical. Impressing their guests is important too. CERARL's woodgrain designs are exquisitely life-like, creating cosiness to literally any space! The waterproof panels are not afraid of steam, dirt or stains. Aesthetics and functionality make the best combination!

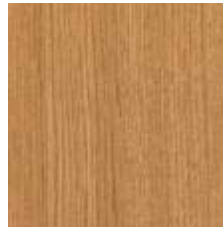


FCW 1711
CERARL
TORINO WALNUT

OGLE IN AWE

TANGLIN CONDOMINIUM
BY BUILDERS PLUS

Admira's furnishings are simply made for bigger things, just like this extravagant bungalow in Orchard Road that had been completed with wood and mineral laminates. It is grandeur meets modernity and the entire outlook guarantees lasting impressions. Admira's wide array of laminates and versatile CERARL panels are set to wow your guests.



QEG 1173 DM
ADMIRA
FRENCH OAK



JFS 1912 M
ADMIRA
CORONA MARBLE



▲ TANGLIN CONDOMINIUM



▲ TAMPINES HDB



SEAMLESS SERENITY

TAMPINES HDB
BY THE VISION PROJECT

Don't want unsightly grout lines on your walls? Remodel with CERARL where sleek, seamless joining between panels becomes possible. This home unit exudes serenity with its Japanese interior theme, complemented by the light wood hues of CERARL. Add in aluminium trimmings at the corners to elevate the finer details, creating a very posh look. Best of all, no messy wall hack-works are required for CERARL installation. It is, in fact, simple wall cladding that promises durability.



FCW 1788
CERARL
PHRYGIAN ASH



FCW 2171
CERARL
WHITE WALNUT

VERSATILE WOOD STYLING

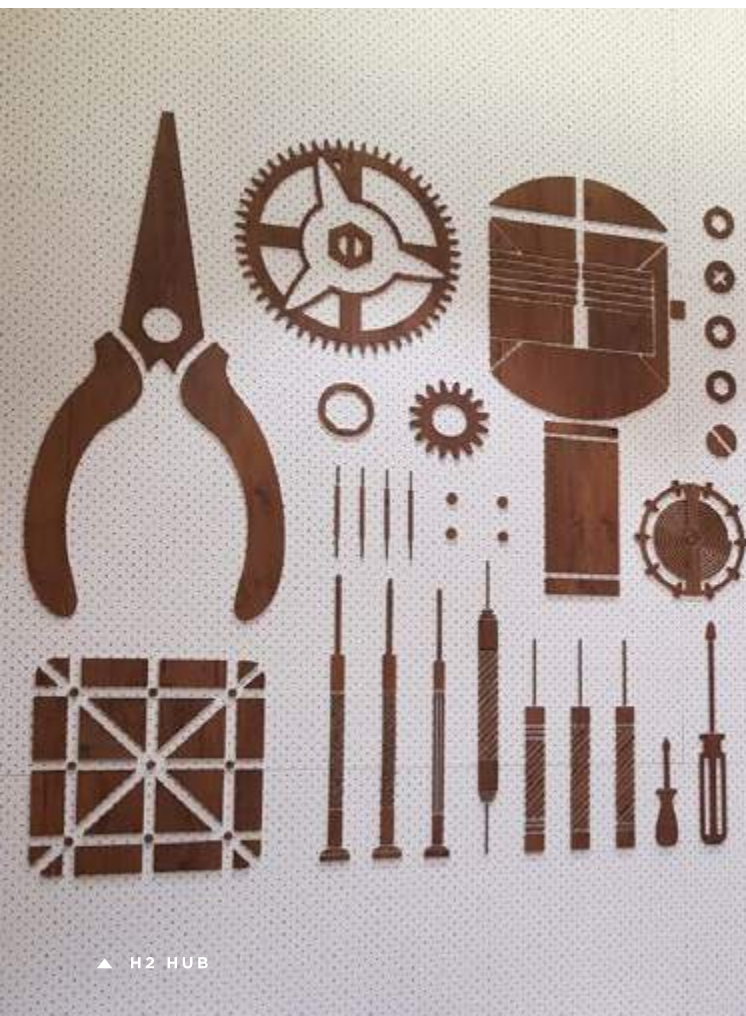
H2 HUB
BY SPIRIT OF DESIGN ANALOGY

Laminates are not merely for furniture wrapping; but can also be crafted into decorative pieces. Rustic pine is the main star in this watch retail shop in Tampines; using both laminates and a matching CERARL panel. This design pairs very well with the shop's vinyl flooring and together, the interior creates an inviting ambience for shoppers. Admira's products are highly recommended for retail shops too, because of its fire rating certification.



QBK 537 W
RUSTIC PINE

FCW 1538
RUSTIC PINE

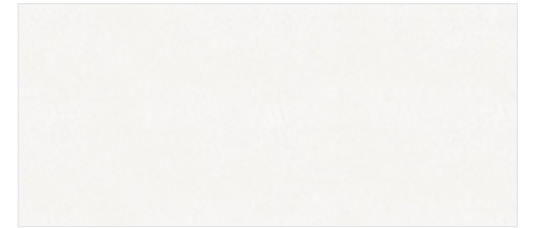


▲ H2 HUB

IVORY MINIMALISM

ORCHARD CONDOMINIUM
BY SPHERE CONCEPT

White is evergreen and easy to match with other colours, many would say. However, only a few would stylize their entire home to be pure white. White interiors may seem plain at first glance but with finer touches and tasteful selections, the colour white can be luxurious and cosy as well. Leather-surfaced laminates are cleverly applied in this ultramodern apartment. Fabric laminates allow a 'softer' touch to the common perception of coldness that white colours usually give.



JBG 5424 S
ADMIRA
WHITE PREMIUM LEATHER



▲ ORCHARD CONDOMINIUM

HYPE GET INSPIRED

TREND WATCH

WHERE FEET MAY FAIL
BY SAM AUDITEUR
▼ [HTTPS://HEUE.ME/](https://heue.me/)



CHAMBER CHANDELIER
BY LEE BROOM
▼ [WWW.LEEBROOM.COM/LIGHTING/](http://www.leebroom.com/lighting/)



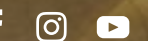
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MAKE A GRAND ENTRANCE

KINGS MARBLE GREEN
JDK 8136 SV

T: +65 6368 0123
F: +65 6362 9600
marketing@admira.sg
WWW.ADMIRA.SG





ADMIRA PTE LTD (SINGAPORE)

45 SUNGEI KADUT AVENUE
SINGAPORE 729668

T +65 6368 0123
F +65 6362 9600
E MARKETING@ADMIRA.SG

ADMIRA LAMINATES SDN BHD (MALAYSIA)

4, JALAN PJS 7/21, BANDAR SUNWAY
46150 PETALING JAYA, SELANGOR

T +603 5624 1180
F +603 5624 1097
E MARKETING@ADMIRA.MY



WWW.ADMIRA.SG