

HOME & DECOR

SINGAPORE

5 apartment homes: From casual cool to mod-con chic

Rice cookers packed with form and function

Property Why two-room flats are back in demand



all in one

Reinvent apartment living with the latest open-plan solutions

OCT 2017





PEOPLE

CAMERON WOO

INTERIOR DESIGNER
AND FOUNDER OF
CAMERON WOO DESIGN

Award-winning interior designer of Cameron Woo Design, Cameron Woo, is also chair of the Interior Design Confederation Singapore's new development programme that aims to improve the expertise of interior designers and standards of practice.

Sessions under the Professional Development Programme (PDP) are centred around areas of growth and skills identified to be necessary for interior designers to develop, such

as understanding the importance of sustainability and how to charge for designs.

Cameron kicked off the programme with his seminar, Colour Harmony & Combinations, where he shared how he selects colours and combines them to create the right ambience for interiors. We speak to him about how PDP affects not just interior designers but homeowners, too.

What was the impetus behind PDP?

We saw a very pressing need for society to understand the role of interior designers. Overall, we find that homeowners have an inadequate understanding of what an interior designer does and how they are qualified, so PDP hopes to clarify this.

Moreover, there are many foreign and foreign-trained interior designers working in Singapore, so there might be varying degrees of education among them. There is both the need to standardise the level of professional practice as well as raise the minimum benchmark to international standards.

Finally, we want to make it known that interior design is neither an occupation nor a hobby, but a profession.

What significance does PDP have for homeowners?

PDP has a direct benefit to homeowners as it will ensure that the interior designers they engage are suitably qualified to complete such a complex task. Currently, some clients engage parties who purport to be interior designers, but really are not. One dead giveaway is when they tell you

to pay for just the construction fees, but the design is free of charge – your core competency as an interior designer is providing the design solution; if it were for free it would not be a profession.

For someone who does mostly luxe interiors, what can you impart to other interior designers whose projects are largely regular homes?

The design solution is not contingent on budget, it is formed independently by responding to the needs of the brief and client. Many people think that the solution is derived by your budget. It is only when we come down to implementing a design that we can look at materials and finishes and fixtures with a budget in mind. Essentially, the interior designer will show you the best solution and then, after that, we can see how to best make that happen.

What do you think of the local interior design field?

I have seen tremendous growth and a standard of excellence that has developed since I opened my Asia office here in 2005. Someone once asked me if we are implementing PDP to catch up with other countries. That's not our main concern – we're interested in exceeding that to become the benchmark for others. ●



FIND OUT MORE ABOUT SEMINARS AND WORKSHOPS ORGANISED UNDER THE PDP AT WWW.IDCS.SG. TO SEE CAMERON'S WORK, VISIT WWW.CAMERONWOODESIGN.COM.



LEFT
With offices in Sydney and Singapore, Cameron Woo Design has been in practise here since 2005, and is no stranger to luxe projects such as this penthouse in Orange Grove Residences.

FAR LEFT
Cameron designed Nassim Park Residences to balance nature with its interiors, as seen in the wallcoverings of this master bedroom.