

ISSUE APR 2018

U-HOME

INTERIOR DESIGN

FEATURED PROJECTS

*3 bedded Condo @ The Triling Condominium
5 room Flat @ EastLawn
Resale HDB Flat @ Taman Jurong*

DESIGNERS OF THE MONTH

**SUPER
DEAL**

B.T.O
PACKAGE

**PREMIUM
PACKAGE**

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“
Your Home
Should Tell A
Story Of
Who You Are

ABOUT US



www.u-home.com.sg



OUR STORY.

U-Home Interior Design Pte Ltd, established in 1999, has over 40 experienced and creative interior designers and dedicated project coordinators to provide all our clients with the best advice and services. We are committed to and are constantly looking to add values to our services. Through our in-depth research and direct fieldwork gathered over the years, we have uncovered key workflows and principles that help us better connect with our clients.

We have very high expectations of our work, exceeding that of our customers and that give us a leading edge over other renovation firms. At U-Home, we are principle-driven in all our renovation approaches and in all our customer services. Substantiated by our continuous drive to adopt evolving technologies and processes used in our renovation services, we seek to let all our clients enjoy their renovation processes, one that is hassle-free, stress-free and enjoyable.

OUR RECOGNITIONS.

To serve all our customers better, we have our own showroom at Ubi Avenue 4, a renovation hub that features an integrated selection of furniture and design concepts with more than 60 materials displayed for viewing proposes. We have another showroom in IMM Building in Jurong to cater to residents living in the West of Singapore. Whichever style you want, we will bring your dream home to you.

We are honoured to be of few IDs accredited by CaseTrust - RCMA. Not only that, we provide you with a peace of mind with added protection through a performance bond that safeguards your deposit payments. Your deposits come with a 100% money-back guarantee by the insurance. You can also be assured of an unbiased resolution process from CASE Mediation Centre in case of any disputes. This is only available to trusted and reliable interior design companies that undergo regular auditing to ensure and maintain good business practices by CaseTrust.



**NIPPON
PAINT**





OUR AWARDS.

We are privileged to have won various entries
in the Designers of Choice Contest, organized
by HomeRenoGuru and Nippon Paint.

Best Scandinavian Design
- Nippon Designers Club Contest 2016 -

Best Living Hall
- Nippon Designers Club Contest 2015 -

Best Dining Room
- Nippon Designers Club Contest 2014 -

Best Featured Wall
- Nippon Designers Club Contest 2014 -

Best Master Bedroom
- Nippon Designers Club Contest 2014 -

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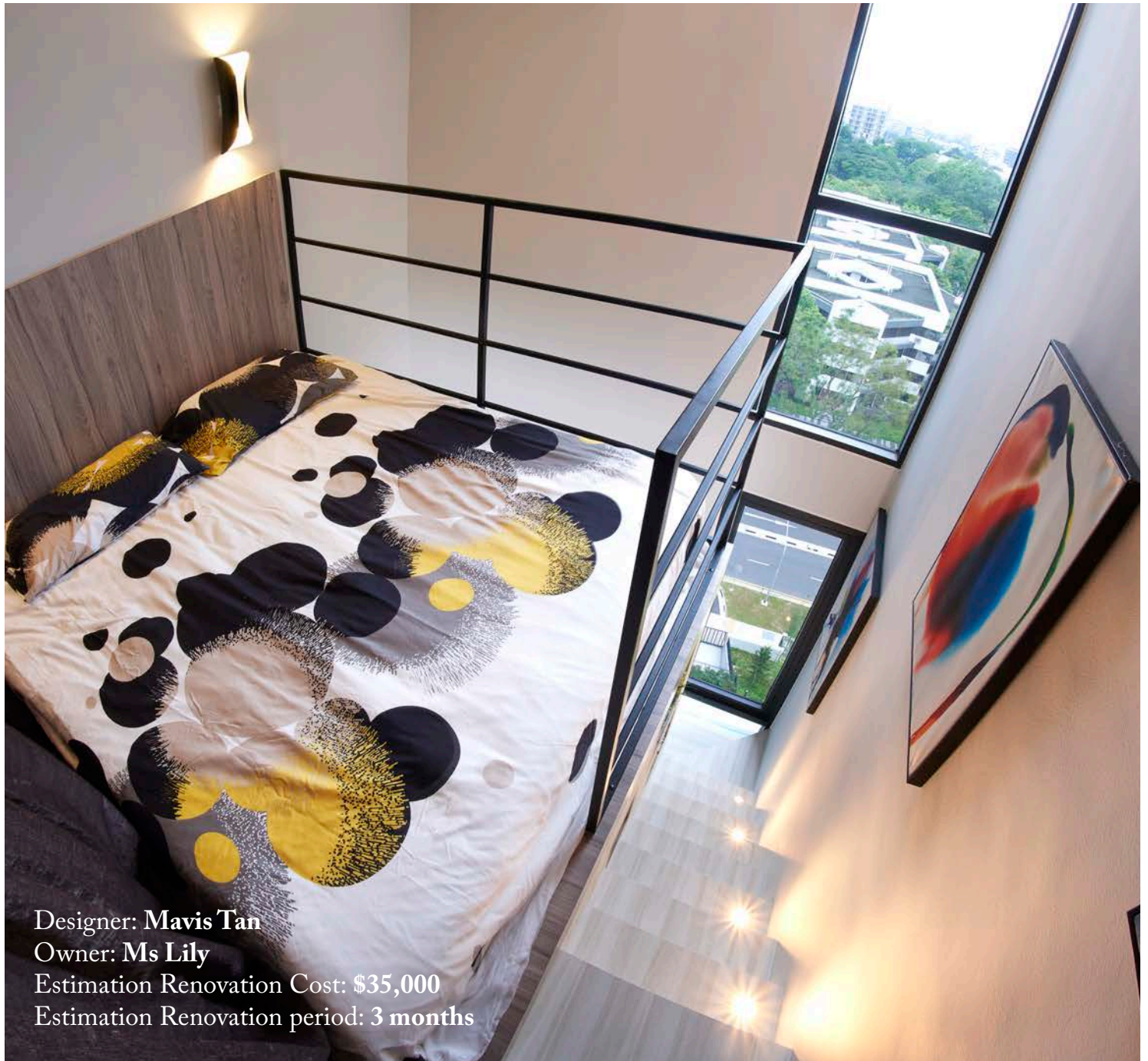
Simplicity
Is The Ultimate
Form Of
Sophistication

DESIGNERS
OF THE MONTH



www.u-home.com.sg

3 bedded Condominium



Designer: **Mavis Tan**
Owner: **Ms Lily**
Estimation Renovation Cost: **\$35,000**
Estimation Renovation period: **3 months**



The Triling Condominium



Mavis Tan

Designer @ U-Home



SPACE SAVING

In the recent years, space saving has become more of a necessity than a trendy design fad, especially since the size of homes is decreasing with each passing year. This entails interior designers and homeowners to come up with innovative space saving ideas to make the best of small living space. Space-saving concepts ensures that the allocated space is utilised fully in ingenious ways.



LOFT DESIGN CONCEPT

This interior design project shows our Designer – Mavis Tan's expertise in utilizing the space fully according to the needs of the homeowner for all areas of her home. Seeing that the homeowner's residence has a high ceiling, Mavis took advantage of the height by using the loft design concept. For all three bedrooms in the house, the beds are placed above the study room to ensure that there is ample space for the homeowner and her family members to move around as well as to store other belongings and furniture.

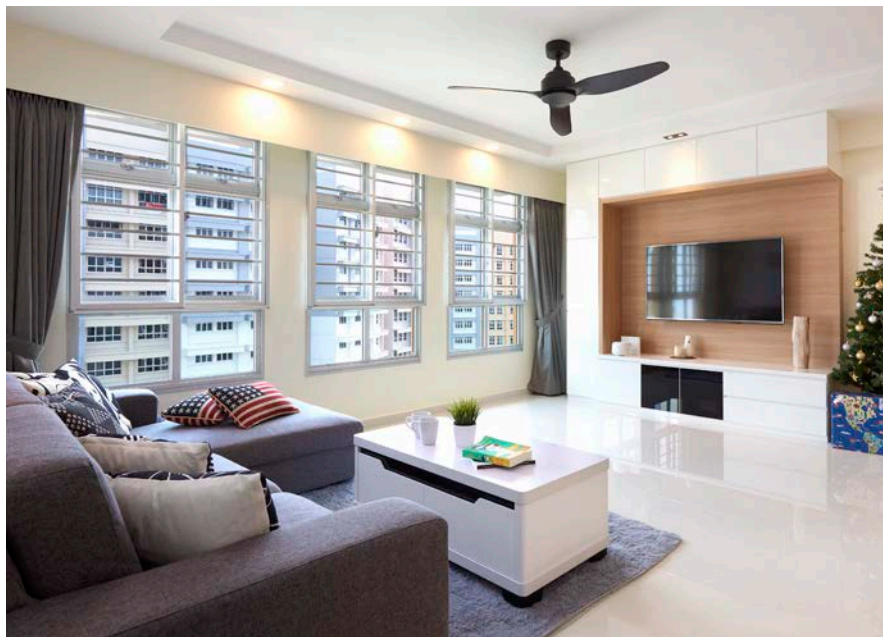
For the main living area, the homeowner specially requested for the space to be more spacious so that her daughter will be able to practice ballet there more conveniently. Hence, Mavis designed the area to resemble a ballet studio, featuring long glass mirror panels and minimal furniture for the daughter to move about freely and safely. Moreover, pullout drawers and cupboards were brilliantly utilized in the place of traditional cabinets. This enables the homeowner to have ample storage without needing to install space-consuming cupboards and furniture.



OPEN CONCEPT KITCHEN A MODERN TREND

To match the overall aesthetics of the entire home, Mavis suggested for the homeowner to have an open concept kitchen – a current trend amongst newer homes today. The open kitchen allows the homeowner and her loved ones to have uninterrupted view from the living space to the dining area, right up to the kitchen. This enables the entire space to look more spacious and comfortable.

10.



5 Room Standard Flat

EastLawn @ Canberra



Designer : **Dereen Tam**

Owner : **JIA 88.3 FM DJ , Mr. Jia Ming**

Estimation Renovation Cost : **\$60,000**

Estimation Renovation period: **2 months**



Dereen Tam

Designer
@ U-Home

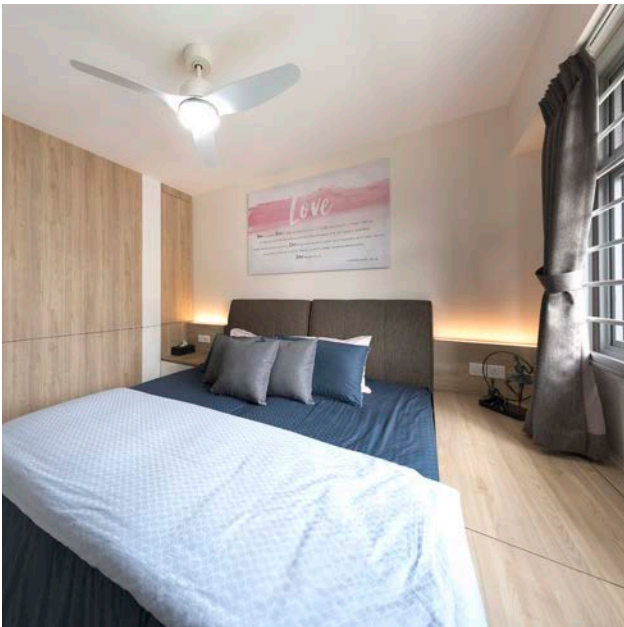


Q: How many years of experience do you have in this field of Interior Design, or, what is your background - did you start off as an Interior Designer?

A: I have been in this industry for more than 15 years and basically this is my first job. My passion and love for this industry remains undeterred after all these years!

Q: Why choose Interior Design to develop as your career?

A: Working in the interior design field can provide me with the opportunity to express myself creatively on a regular basis. Interacting with different homeowners can also be very interesting as well. The satisfaction of this job comes when I see my design work readily embraced by homeowners, or when they say a simple thank you for the job well done at the end of a project. That fulfilment is out of this world and it is the main drive that keeps me going for many years.



Q: What do you need to consider when designing?

A: When designing for a home interior, I feel it is necessary to always keep in mind that home interior need not be an abstract thing. Interior design is primary about the people living in the home. It is about the way the homeowner feels when he stays in that house. It is also about the way the homeowner interacts with the elements in the house that we designed. Things do not have to be perfect to be beautiful. It is all about how we make a house feel cozier. Ultimately, after a hard day's work, you just want to be able to find relaxation in your bedroom. That to me is extremely important.



Q: What are some of the features and your values to customer for being a U-Home Interior Designer?

A: As a designer, we have to keep ourselves updated with the latest trends and technologies in order to provide creative solutions to the space that we use for our design. The most important design principle to me is that we must always use those trendy concepts and technologies to help us create spaces that give our homeowner a sense of belonging. Of course, the space must look great and appealing to the homeowner as well.

Resale Maisonette

Resale HDB Flat @ Taman Jurong



Designer : **Joannie Yee & Rico Khor**
Owner : **Nur Syahirah and Mohamed Nazri**
Estimation Renovation Cost : **\$98,000**
Estimation Renovation period: **3 months**

Joannie Yee & Rico Khor

Designer @ U-Home



Q: Why choose Interior Design for your career?

A: I have great interest and passion in design. One thing that may not be apparent to many is actually people management. To be a successful Interior Designer, one needs to be able to effectively interact with people. Every homeowner is different, and that challenges me everyday. I love the challenge!

Q: How do you balance style vs budget?

A: There are many approaches of doing renovation. We must first understand the taste of homeowners, before we try to find lower cost materials that can match our design requirements, yet meeting overall budget of the homeowners. It is important to run through those changes with our homeowners before we start the actual renovation works.





Q: What are some of the features and your values to customer for being a U-Home Interior Designer?

A: We always listen attentively to the customer's needs and desires for their dream home. Throughout the design and renovation journey, we will ensure communication is maintained. What is important to the homeowner is important to us too, so we got to ensure that we communicate throughout the renovation process. We do not want our homeowners to be surprised (in a negative sense) in any way! Renovation is important, but after service is also very important. More often than not, we become friends with our homeowners. The friendship formed is more valuable than the working relationship built throughout the renovation process.

Q: What is the typical timeline, which homeowners would expect to have their house renovated? Would it be dependent on the complexity of the job and the size of the house?

A: Absolutely, it really depends on the overall work scope and complexity of the designs. Some projects can take up to months! But once we have a very clear idea of what the homeowners want, we can pretty much tighten and reduce the timeline of renovation. Nothing beats understanding our homeowners right from the start. Constant communication is what will help us deliver results quickly and accurately.



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DEAL**

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**Complementary
Free Upgrade**

Latest Trend

**QUARTZ
COUNTER TOP**

EXCLUSIVELY FOR NEW HDB STANDARD FLAT

	<i>Homogeneous Flooring</i>	<i>Homogeneous with Resilient Vinyl Flooring</i>
3 Room	s\$15,588	s\$14,388
4 Room	s\$18,288	s\$17,388
5 Room	s\$19,888	s\$18,888

Let Us Complete Your Home.
Find Out More at Enquiry@u-home.com.sg

PREMIUM PACKAGE

*Complementary
Free Upgrade*

Latest Trend

QUARTZ
COUNTER TOP

EXCLUSIVELY FOR NEW HDB PREMIUM FLAT

3 Room	s\$11,988
4 Room	s\$12,388
5 Room	s\$12,988

Let Us Complete Your Home.
Find Out More at Enquiry@u-home.com.sg

“ Get In Touch With Us

CONTACT US

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Fax: 65- 6757 4492

Open Daily: 10.30am – 8.30pm

Branch / Showroom

2 Jurong East St 21, #03-02A

IMM Building, Singapore 609601

Tel: 65- 6562 3393

Fax: 65- 6562 5322

Open Daily: 11am – 9.30pm

The logo for U-home interior design. It features a large, stylized white 'U' on a dark grey background. To the right of the 'U', the words 'Interior design' are written in a white script font, and the word 'home' is written in a white sans-serif font below it.

U *Interior design*
home

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