



SITE SEEING - RESPONDING TO LIMITATIONS

A GROUNDED APPROACH TO ADAPTIVE REUSE

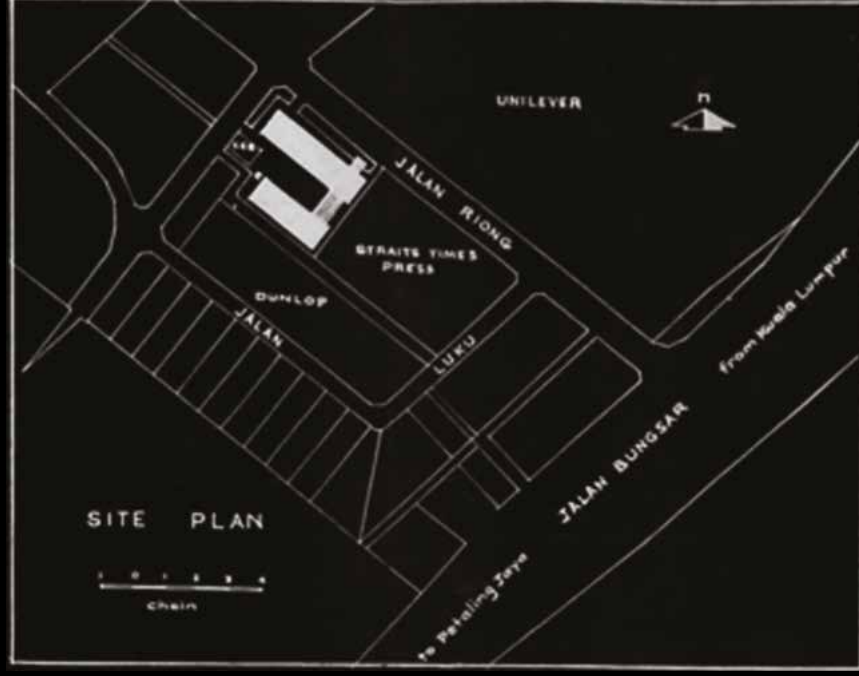






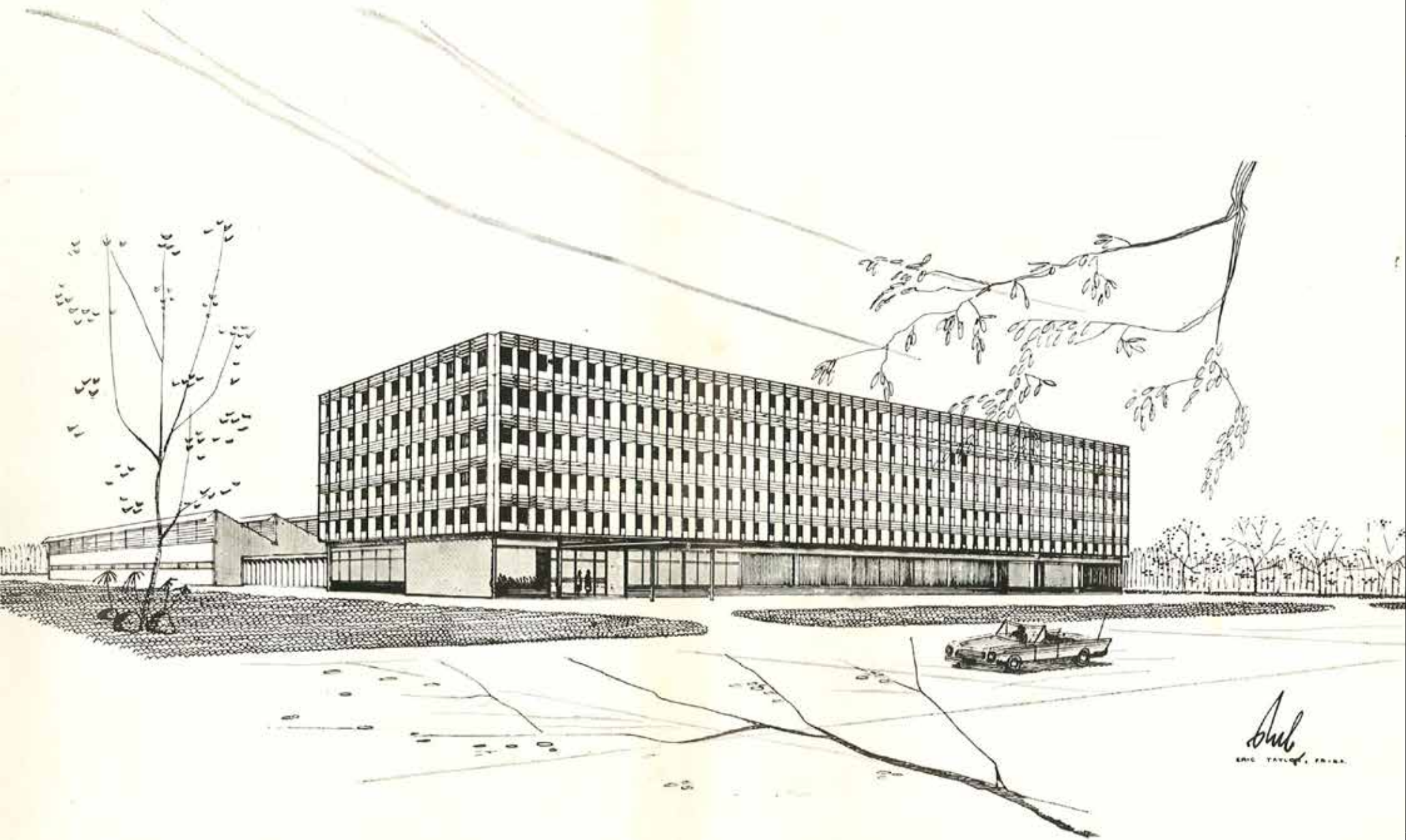












Eric
ERIC TAYLOR, FRIBA



CIRCA 1990s



BEFORE / AFTER



BEFORE CLEAN-UP

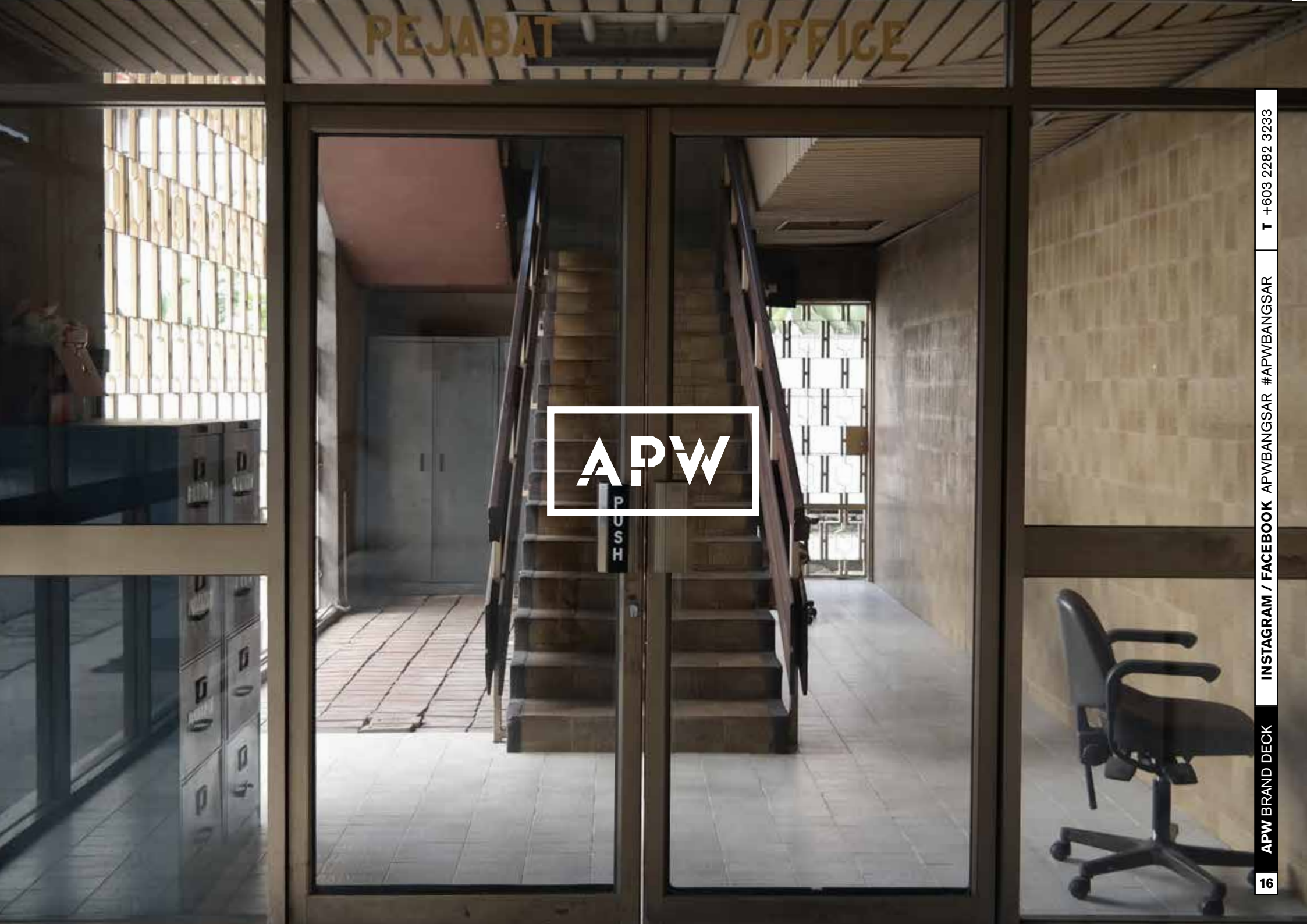


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APW BRAND DECK





PEJABAT

OFFICE

APW

PUSH





TRANSFORMATION

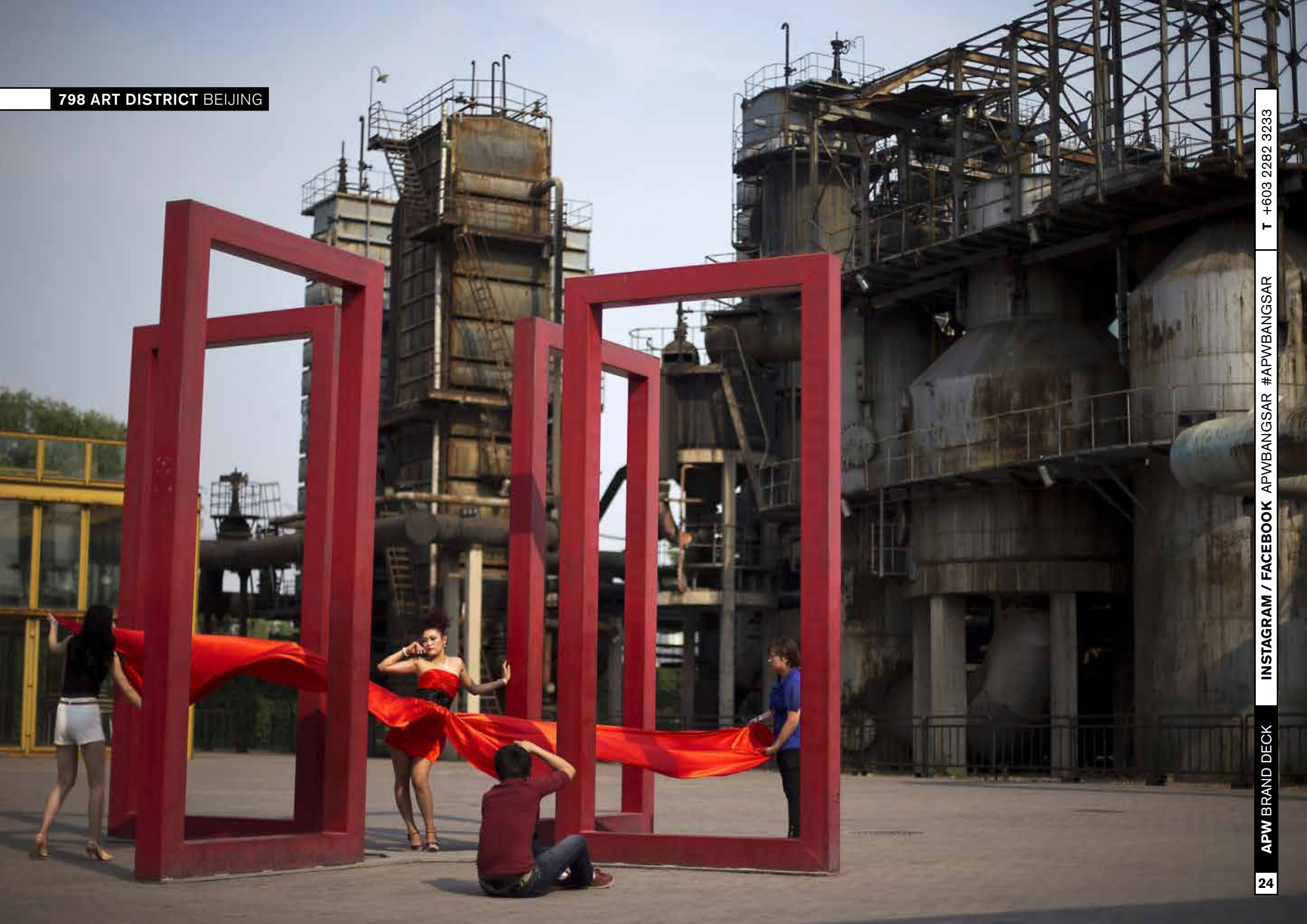














GP Batteries presents PMQ Culture



PMQ HONG KONG

The background is a complex collage of various textures and patterns. It includes sections of weathered, rusted metal, geometric shapes in yellow, blue, and red, and repeating patterns of white hexagons on a blue grid and white zig-zags on a blue background. The APW logo is centered in a black-outlined box.

APW

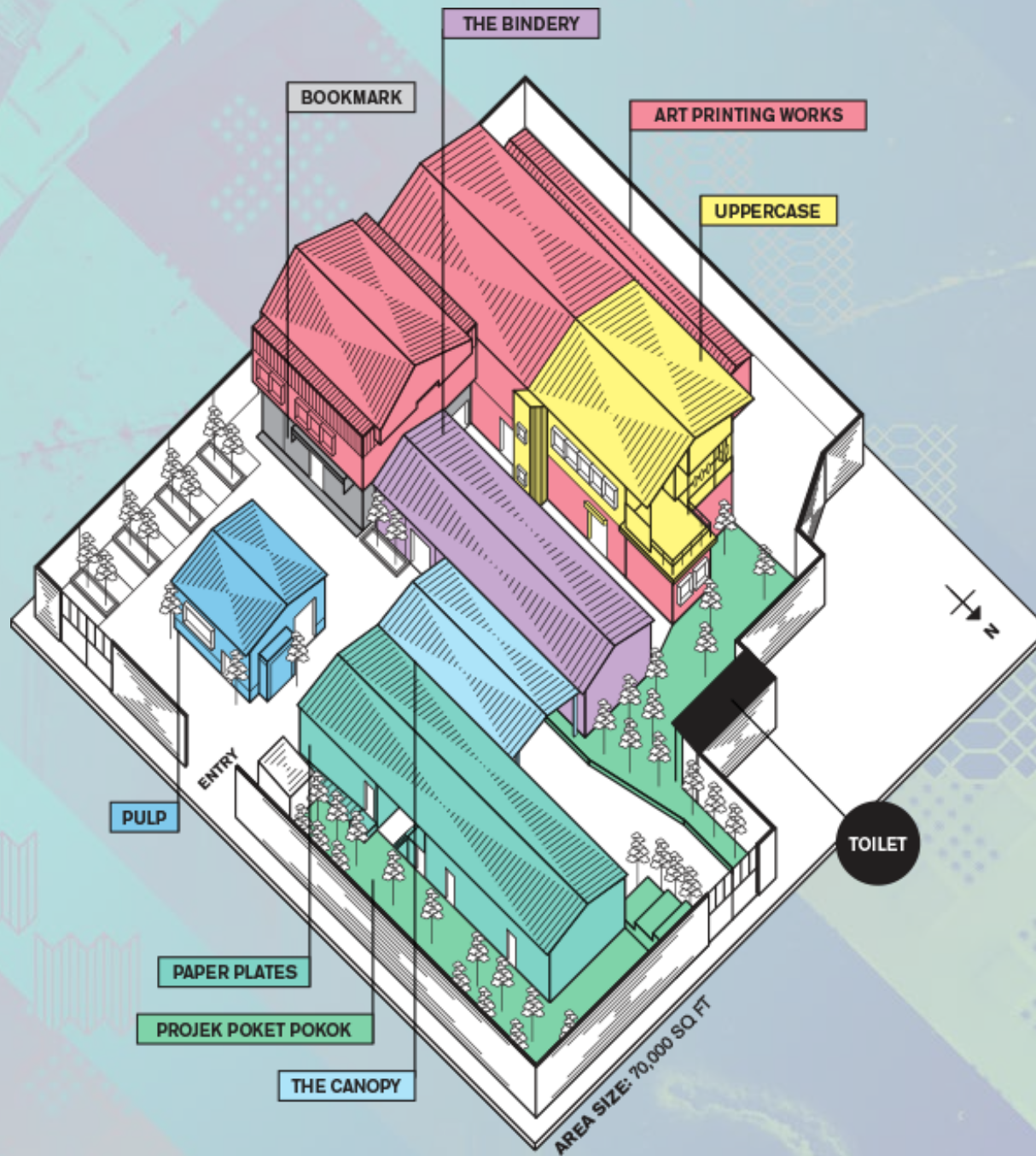


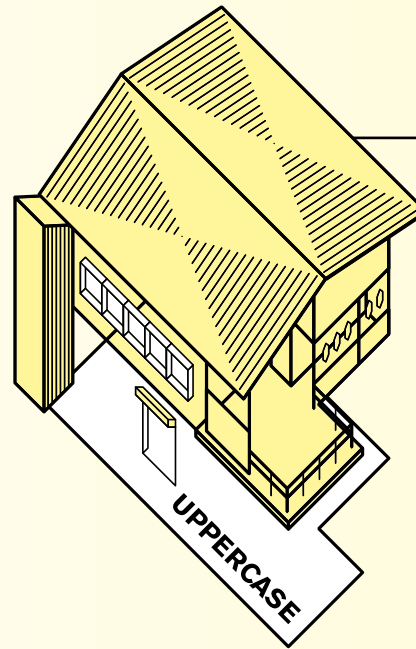
The background is a complex, abstract composition of various geometric shapes, including cubes, rectangles, and triangles, rendered in a vibrant palette of red, orange, yellow, green, and blue. These shapes are layered and oriented in different directions, creating a sense of depth and movement. Interspersed among these solid-colored blocks are patterns of small, repeating geometric motifs, such as hexagons and squares, in contrasting colors. The overall effect is a dynamic and visually rich environment.

**OUR VISION IS TO BECOME A
CREATIVE CAMPUS WHERE ARTS,
CULTURE, BUSINESS, AND
TECHNOLOGY CONVERGE TO
INSPIRE AND ENCOURAGE NEW
FORMS OF INNOVATION TO SPUR
THE CREATIVE ECONOMY.**



SPACE





COLLABORATIVE WORKSPACE

UPPERCASE

At Uppercase, join a diverse community where you can make serendipitous connections and form new perspectives. Be inspired and inspire others.



BEFORE



BEFORE

AFTER



AFTER





BEFORE

AFTER





BEFORE

AFTER





BEFORE

AFTER



AFTER



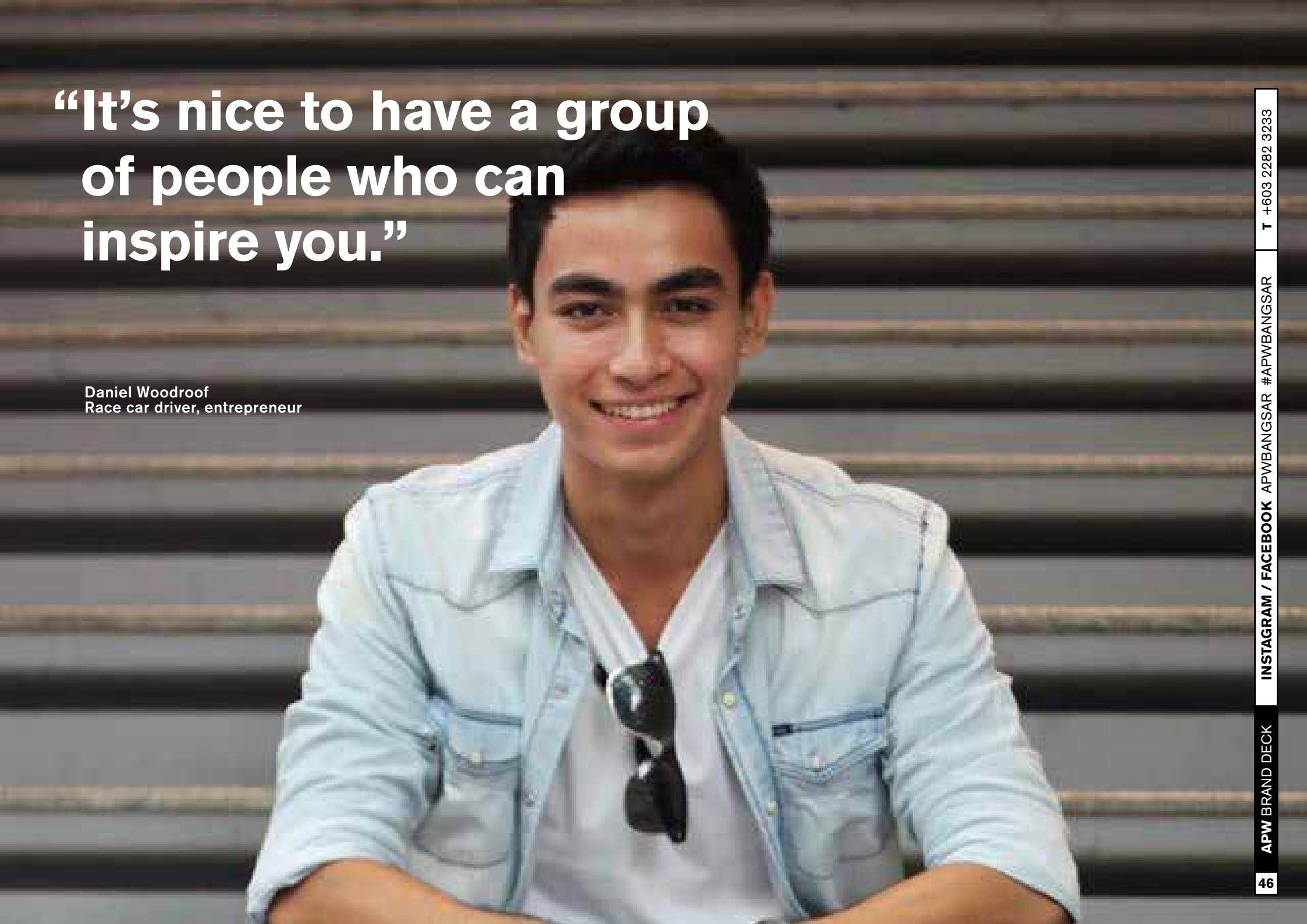
AFTER





AFTER



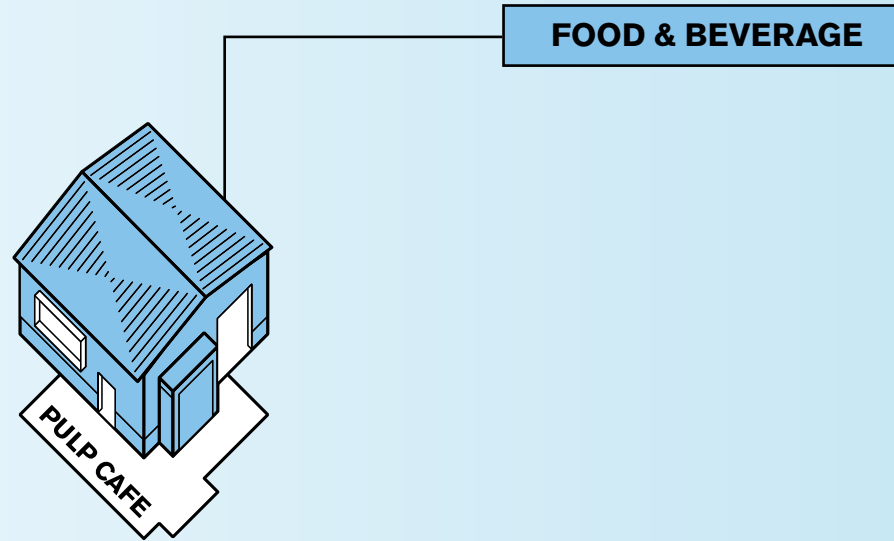
A young man with dark hair, smiling, is sitting on grey bleachers. He is wearing a light blue denim jacket over a white t-shirt. A pair of black sunglasses is hanging from the collar of his jacket. The background consists of the horizontal lines of the bleachers.

**“It’s nice to have a group
of people who can
inspire you.”**

Daniel Woodroof
Race car driver, entrepreneur

“I felt a lot of the success will derive from making contacts and networking – things that a collaborative workspace would provide. Secondly, it’s about having a family to fall back on. I’m very much going into this by myself. It’s nice to have a group of people who can inspire you, to bounce ideas off, to help you when you’re down and simply to share good moments with.”

Daniel Woodroof
Race car driver, entrepreneur



PULP
Specialty coffee purveyor
and flagship store of
Singapore's Papa Palheta.

BEFORE



AFTER



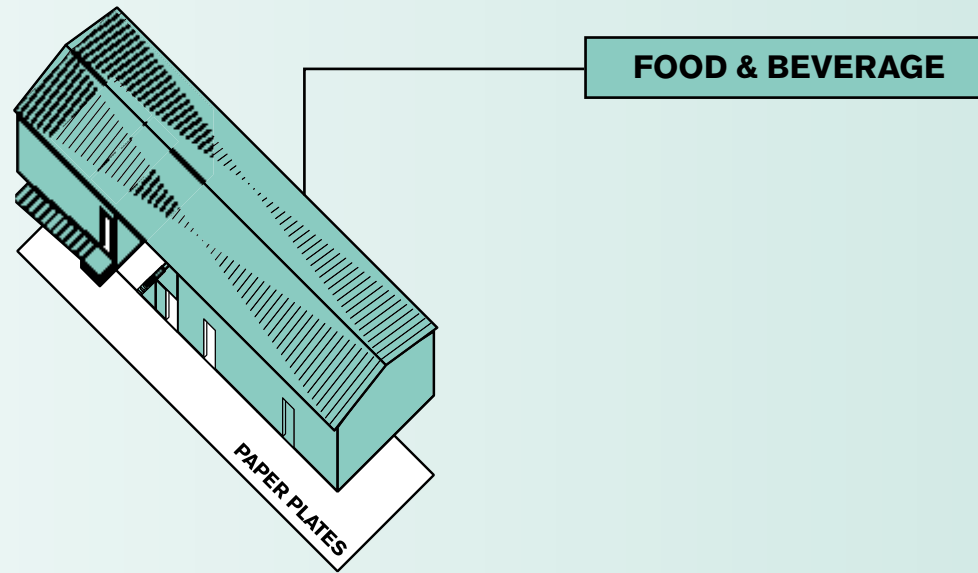
**“APW draws people
to come in, not only
for retail, but to
spend time here”**

Marcus Foo
Managing Director, Pulp by Papa Palheta



“This space builds the community. It draws people to come in, not only for retail, but to spend time here, whether it’s in a cafe or in Uppercase, or the park. I think the community part is very important. You draw people to come and there’s interaction. The entire space should be built around community building. APW is providing just the platform for that.”

Marcus Foo
Managing Director, Pulp by Papa Palheta



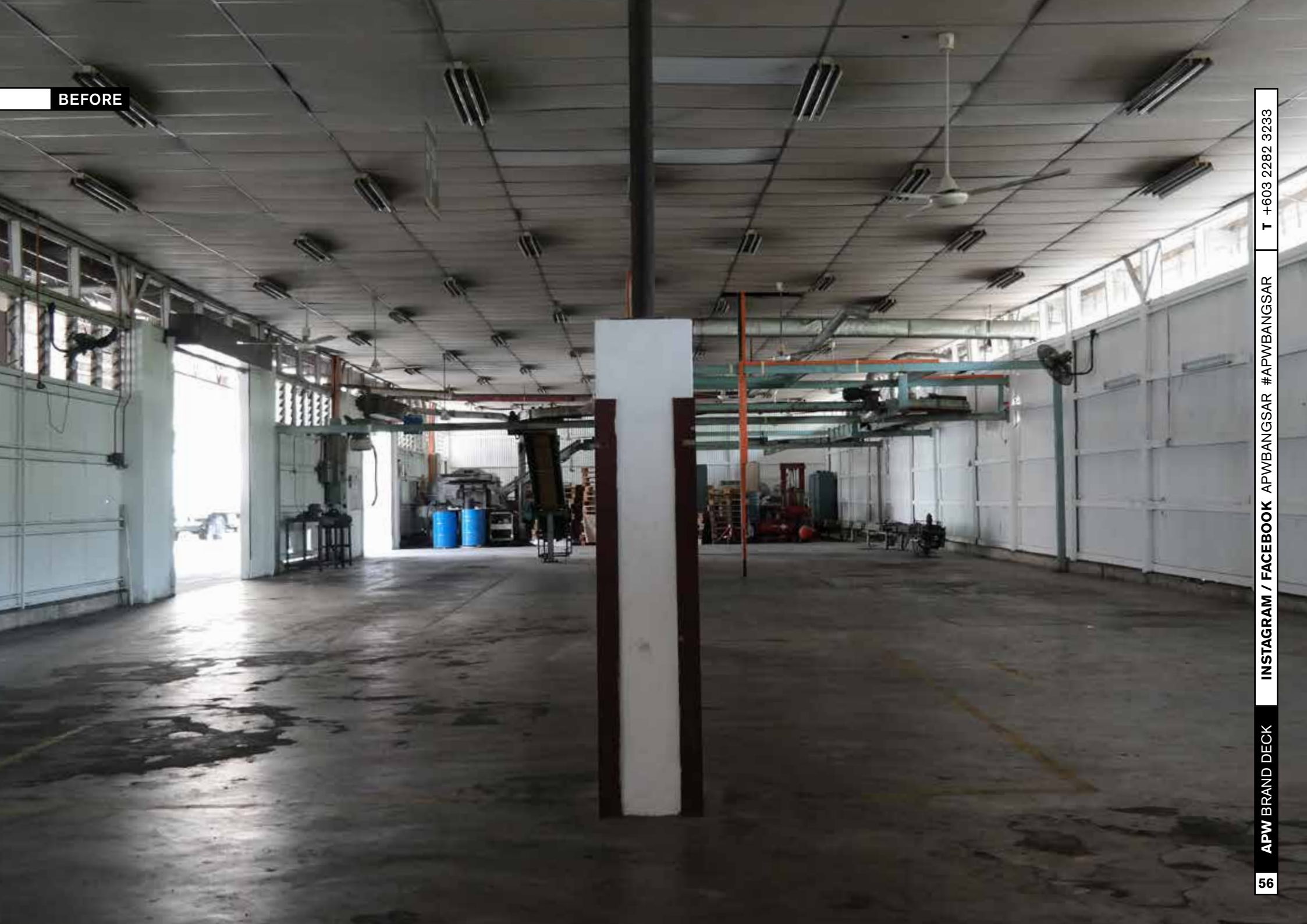
PAPER PLATES
Previously a print finishing facility, now a nouveau food hall with carefully curated eats and drinks all under one roof.

BEFORE



AFTER

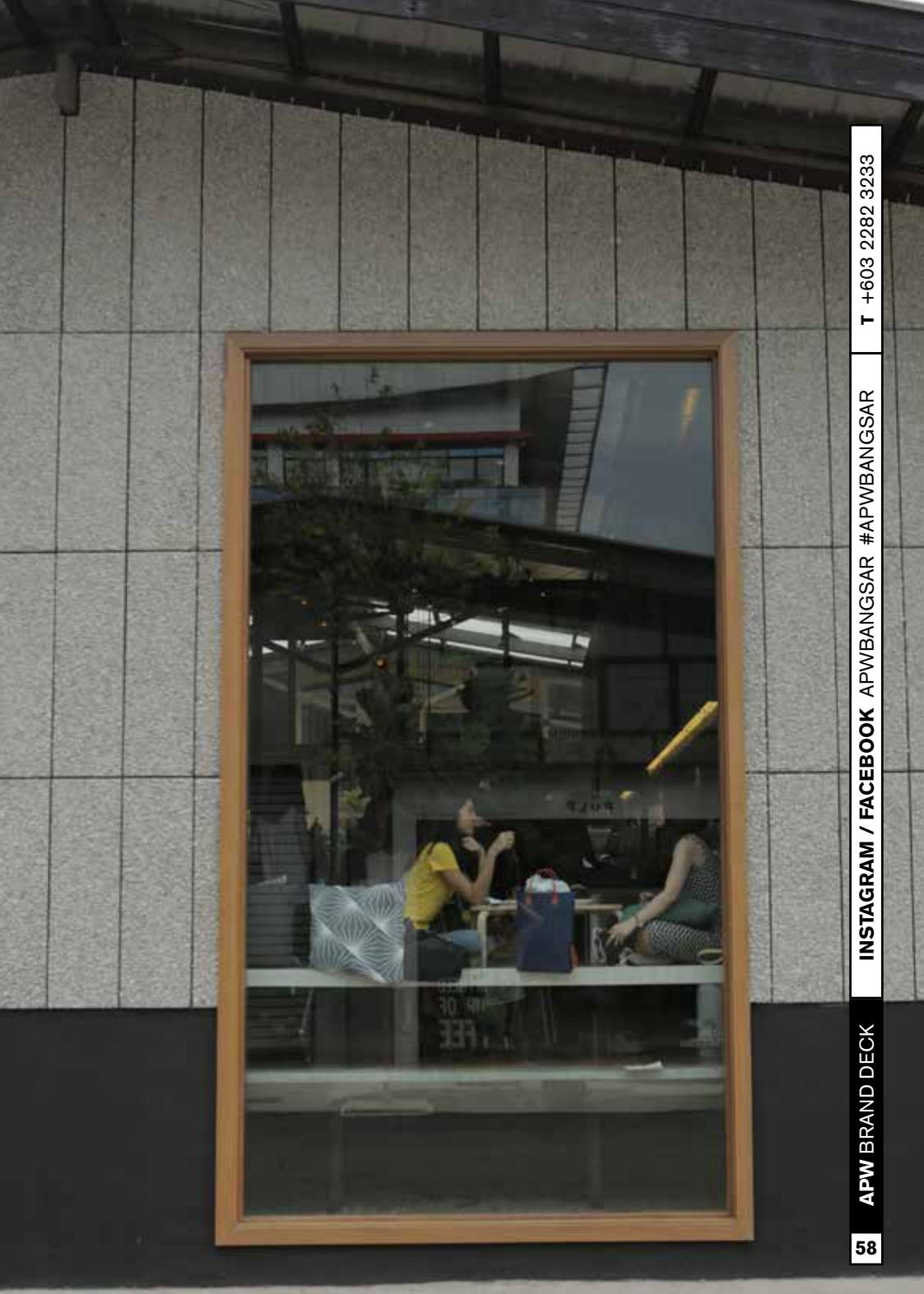




BEFORE



AFTER



BEFORE



AFTER





AFTER

AFTER



**“What I know APW will do is set
a benchmark for other institutions
to do the same with their space.”**

Ili Sulaiman
Co-Founder, Agak-Agak



“There are not many places that support institutions like us but the APW team with the leadership of Soon Wei, proves that with the support and backing of such a strong community, the creative industry does have a chance in succeeding. What I know APW will do is set a benchmark for other institutions to do the same with their space. Its a start of something bigger than us.”

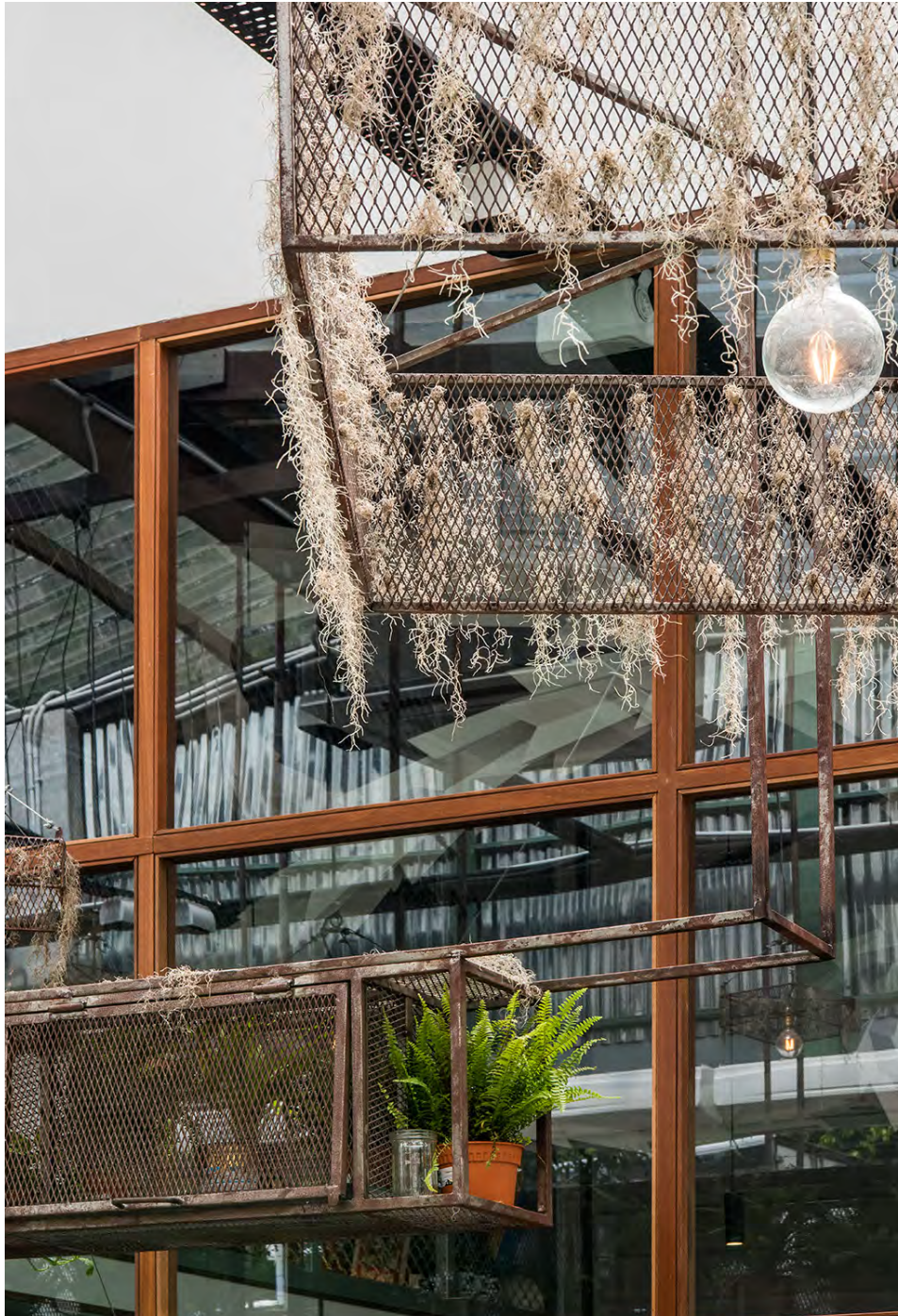
Ili Sulaiman
Co-Founder, Agak-Agak















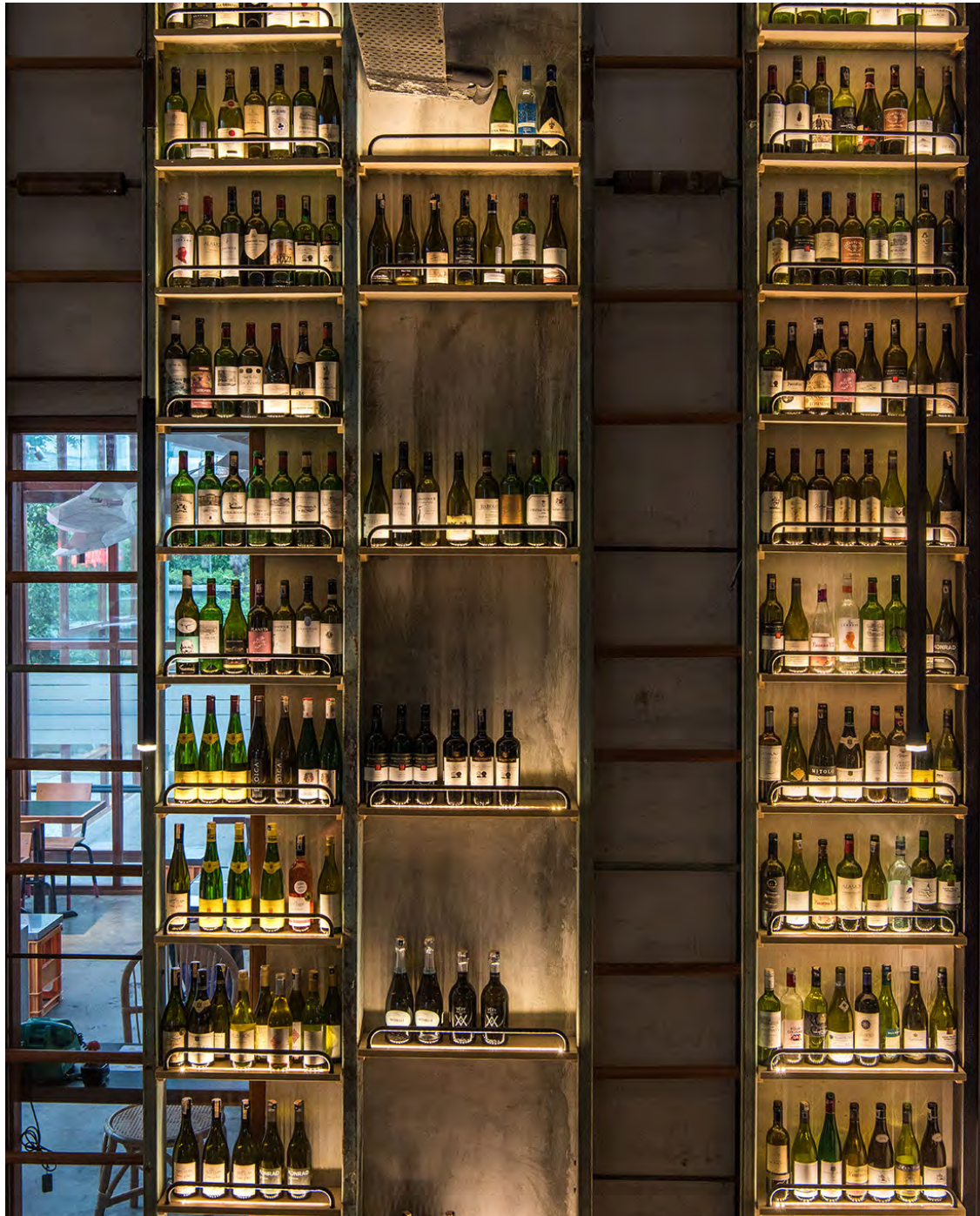


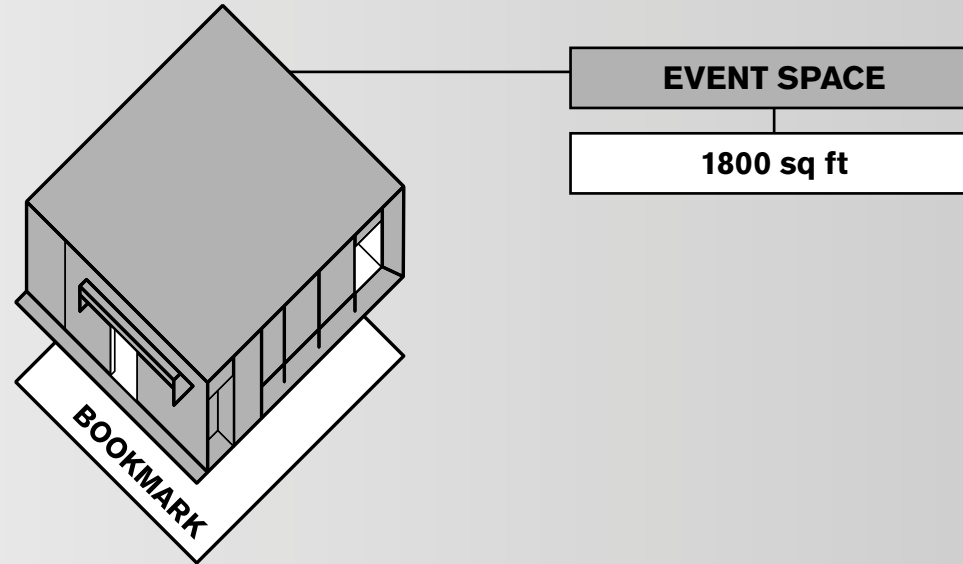












BOOKMARK
An exciting flexible event space
within a utilitarian 60s modernist
administration building.

BEFORE





AFTER



BEFORE



AFTER

A portrait of Razif Hashim, a man with dark hair and a light beard, wearing a white button-down shirt. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting with yellow structural elements.

**“We couldnt have developed
to what we are today without
the support and surrounding
ourselves with likeminded
people.”**

Razif Hashim
Founder, Entertainer, FTalent

“It’s very clear that APW is setting a trend that should inspire other space makers. Giving meaning to old space, repurposing and keeping culture and heritage alive is needed for the future of our country. We tear down too many old buildings and make new things. As the world focuses more on storytelling, brand worth and identity, APW is crafting a very strong character for itself that will always be relevant.”

Razif Hashim
Founder, Entertainer, FTalent

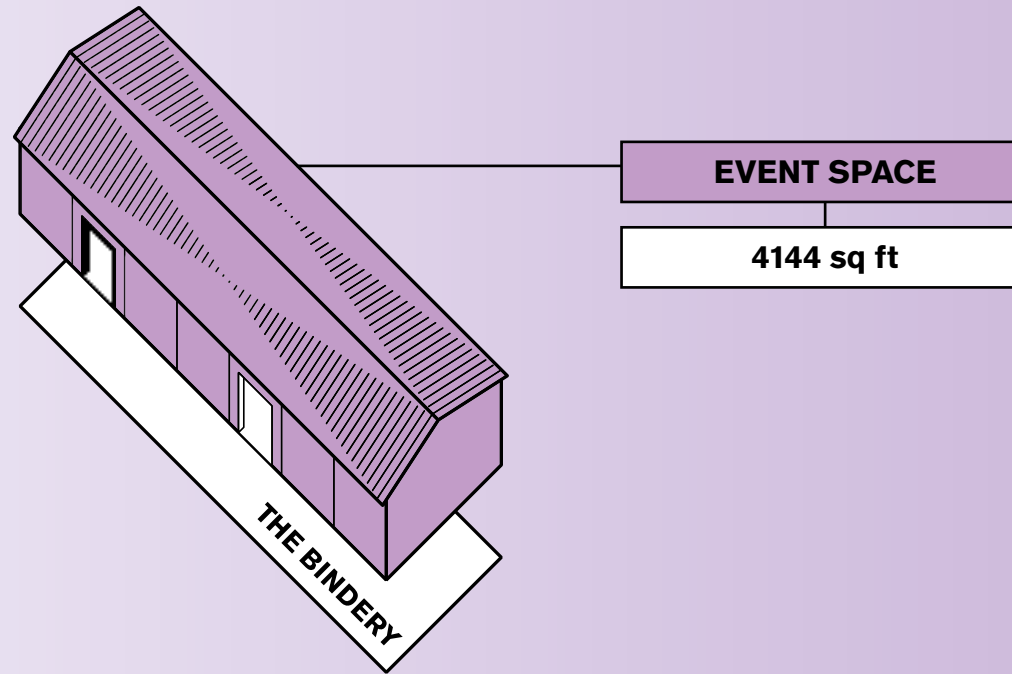


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APW BRAND DECK

72



THE BINDERY
An industrial-style events
hall converted from a print
binding facility.

BEFORE



BEFORE



AFTER





BEFORE

BEFORE



AFTER



“Being here has really enabled me to reach a different playing field.”

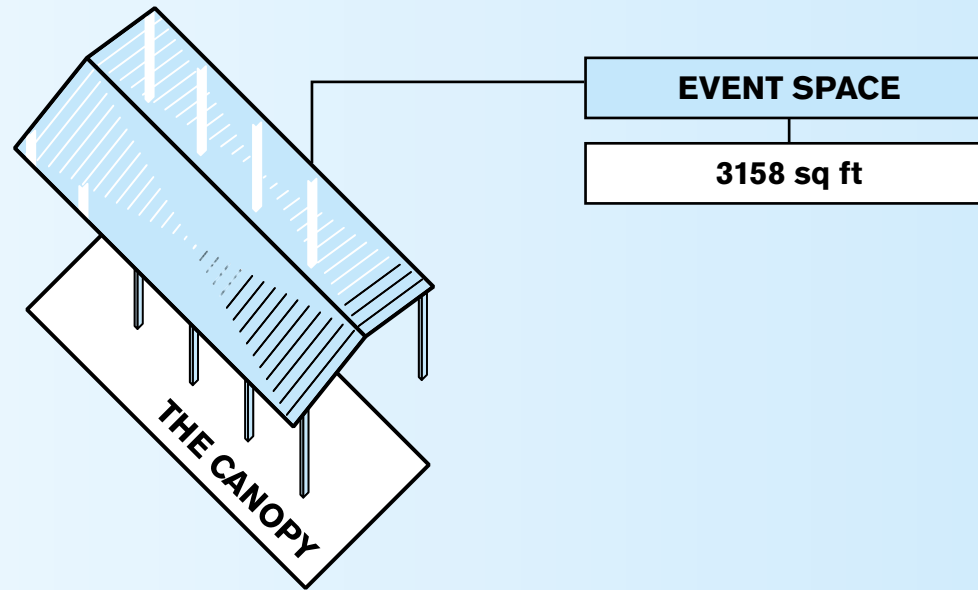
Jeffrey Lim
Studio 25



“It’s really about adaptive reuse, something I practice and believe in as well. Personally, I’m really happy to be a part of this transformation journey. Being here has really enabled me to reach a different playing field. I was previously a designer, but am now an urbanist working on a few different projects, and Soon Wei’s given us the support to be able to do all that.”

Jeffrey Lim
Studio 25





CANOPY

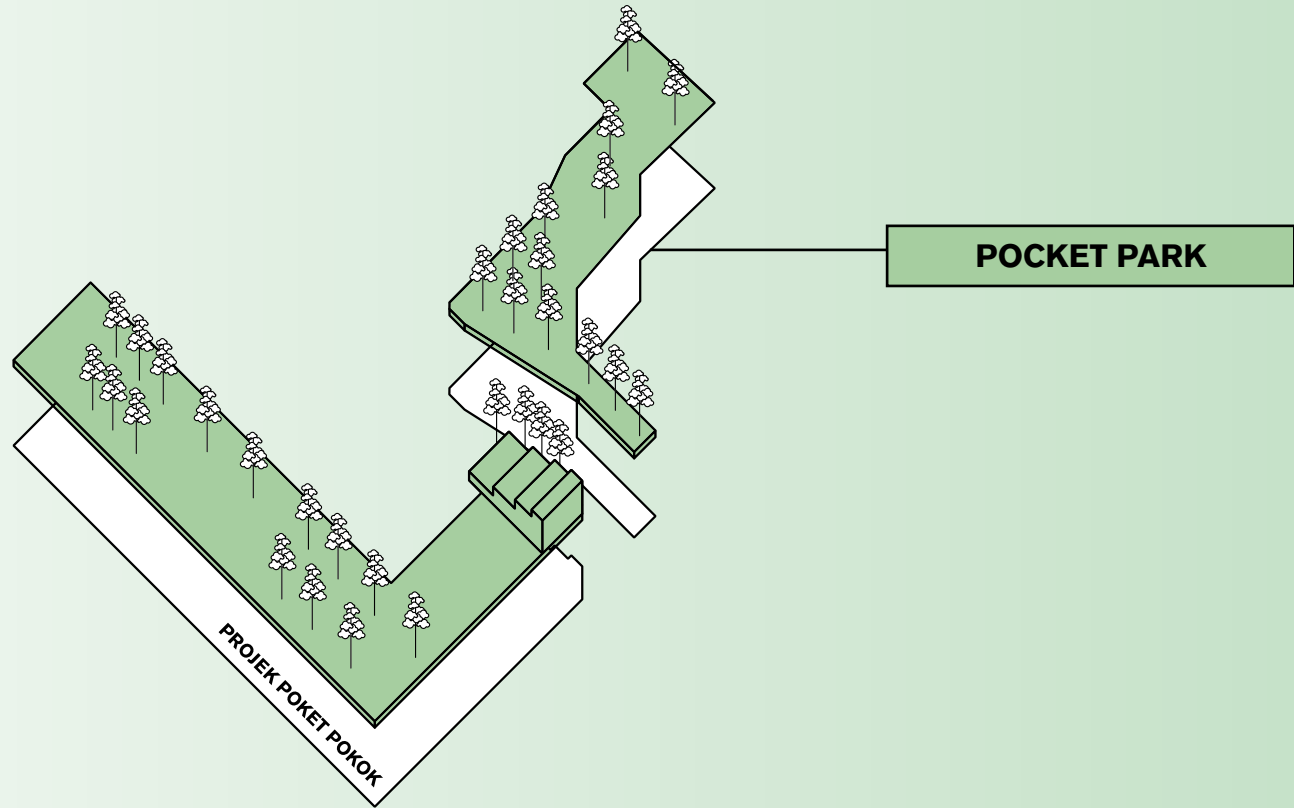
A flexible open space for outdoor events, repurposed from its function as a paper storage area.

BEFORE





AFTER



PROJEK POKET POKOK
A collaboration with Think City,
Projek Poket Pokok is an initiative to rejuvenate
urban spaces by creating pockets of greenery
around the APW campus which will
be accessible public space.



BEFORE

AFTER





BEFORE





AFTER



BEFORE

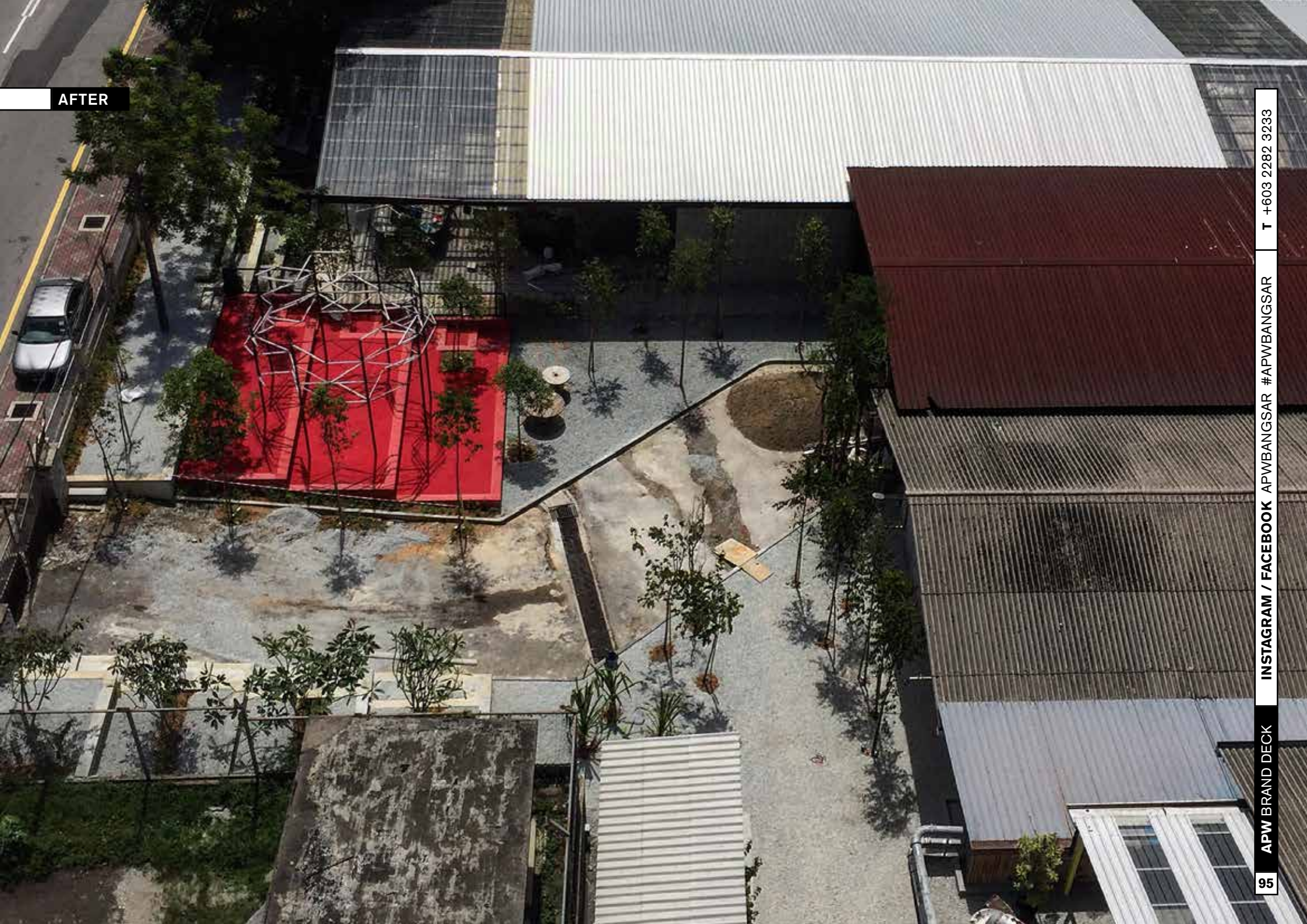


AFTER



AFTER





AFTER



AFTER



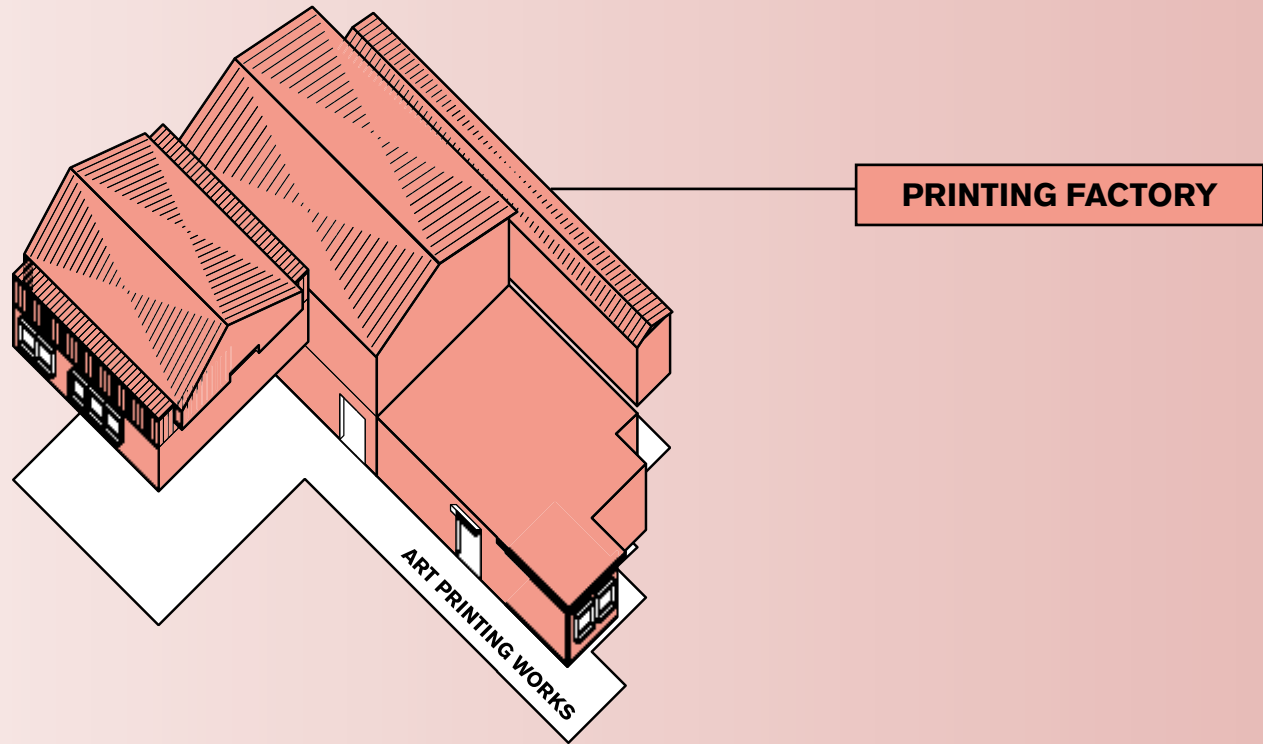












ART PRINTING WORKS
Established in 1952, this
is the original commercial printing
factory, which still operates today.
The same space also houses
The Royal Press workshop.





紹興花彫酒
SHAOXING HUA DIAO JIU
ALCOHOLIC BEVERAGE







EVENTS

CORPORATIONS

ZALORA
ASIA'S LEADING ONLINE FASHION DESTINATION

isetan


Hap Seng Land

maxis



Canon



DRAGON ROUGE 

Naga DDB

J. WALTER THOMPSON
WORLDWIDE



Mercedes-Benz



adidas




BRITISH AMERICAN
TOBACCO


Marlboro



COMMUNITY



MARI MARKET
毛驢市集



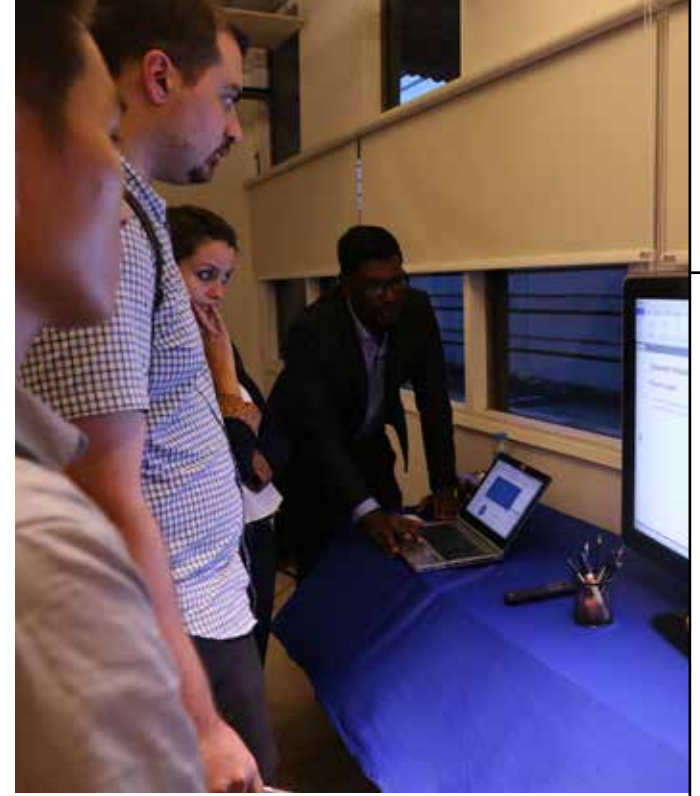
FESTIVALS







ENTREPRENEURS



MULTI-NATIONAL CORPORATIONS



EDUCATION



CREATORS

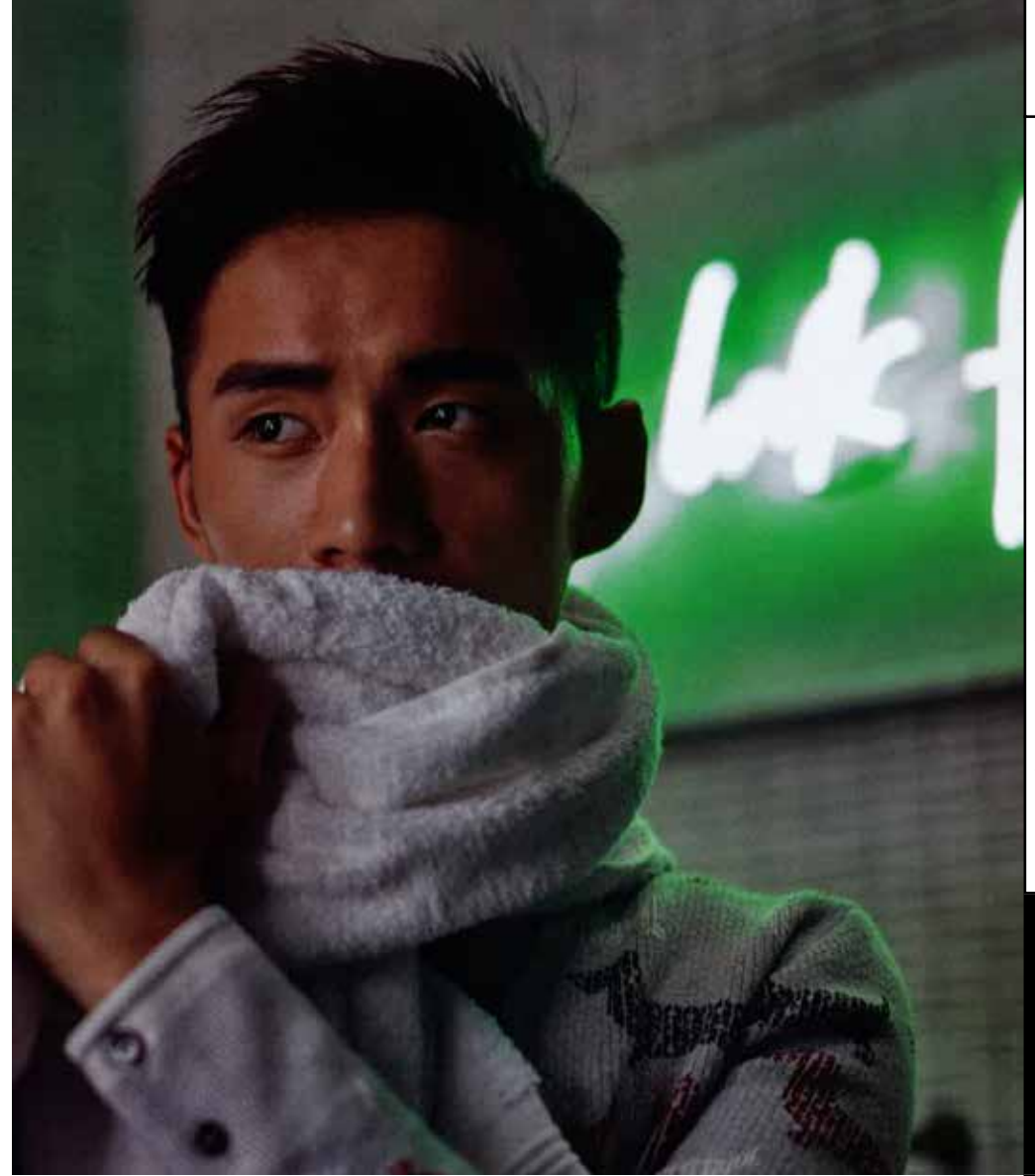


FASHION



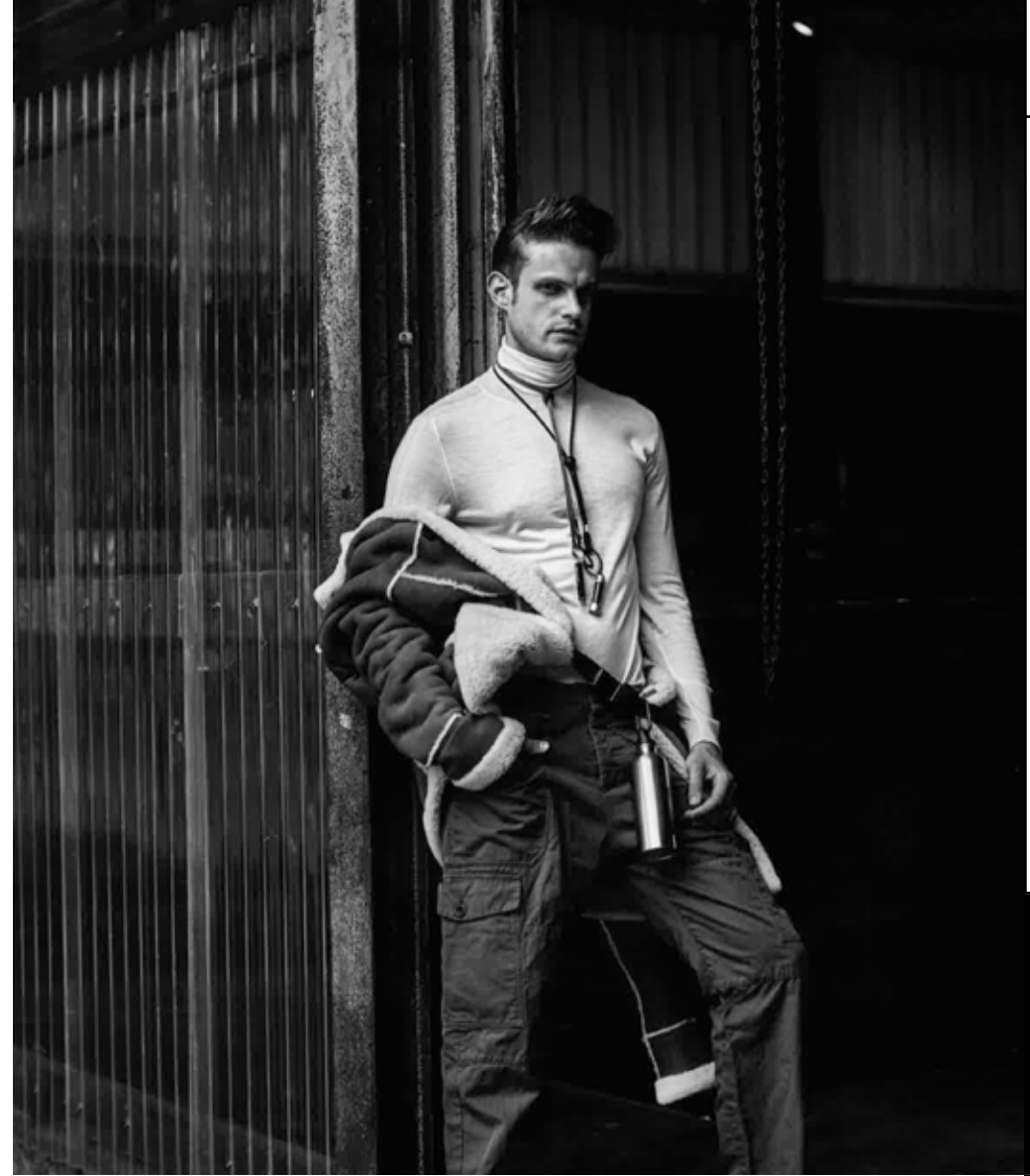
FASHION SHOOT

NUYOU



FASHION SHOOT

PIN PRESTIGE



COMMUNITY BUILDERS



TECHNOLOGY



PERFORMANCES



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APW BRAND DECK



ARTISANAL MARKET



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ARTS & CRAFTS



F&B EXPERIENCE



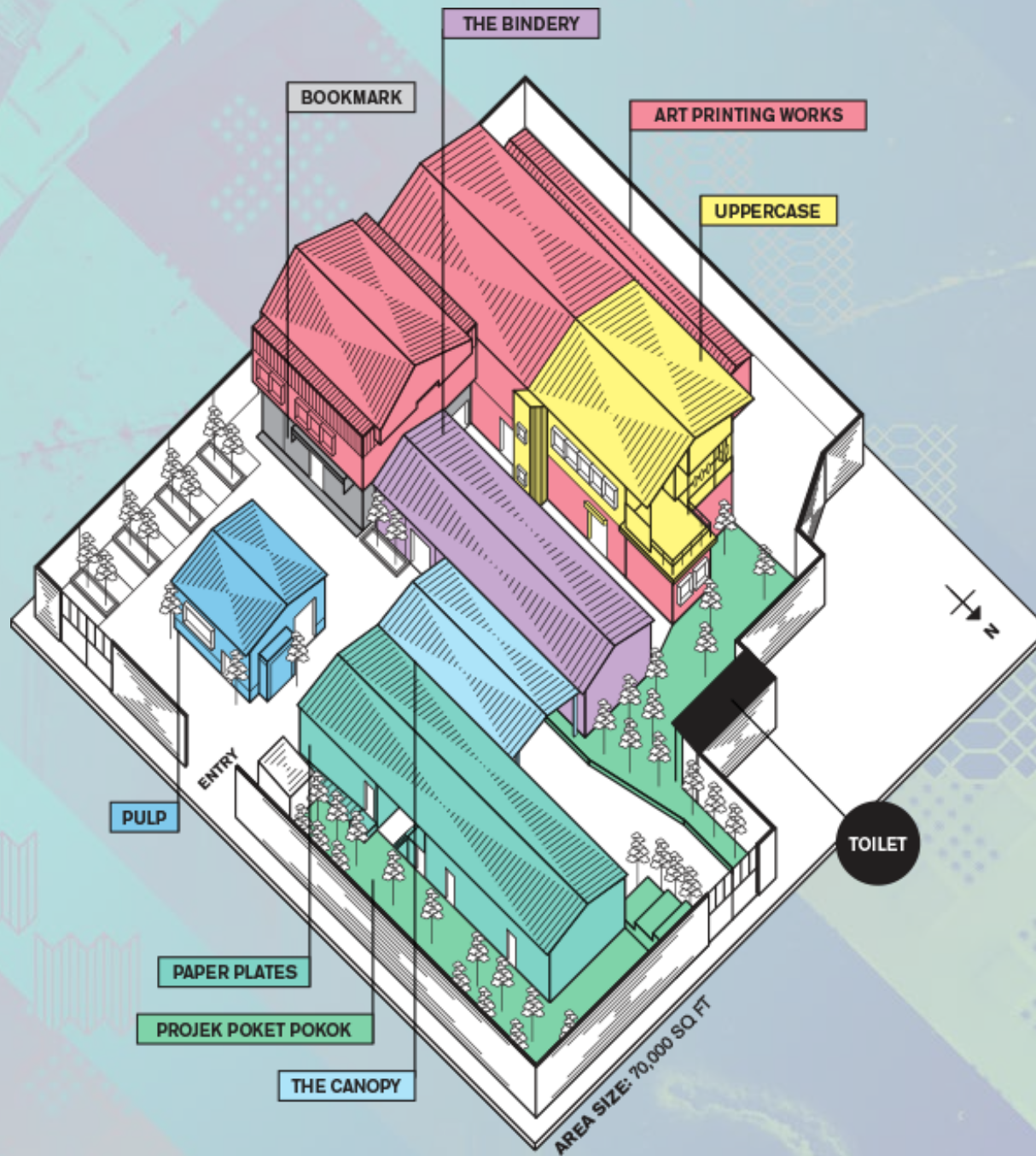
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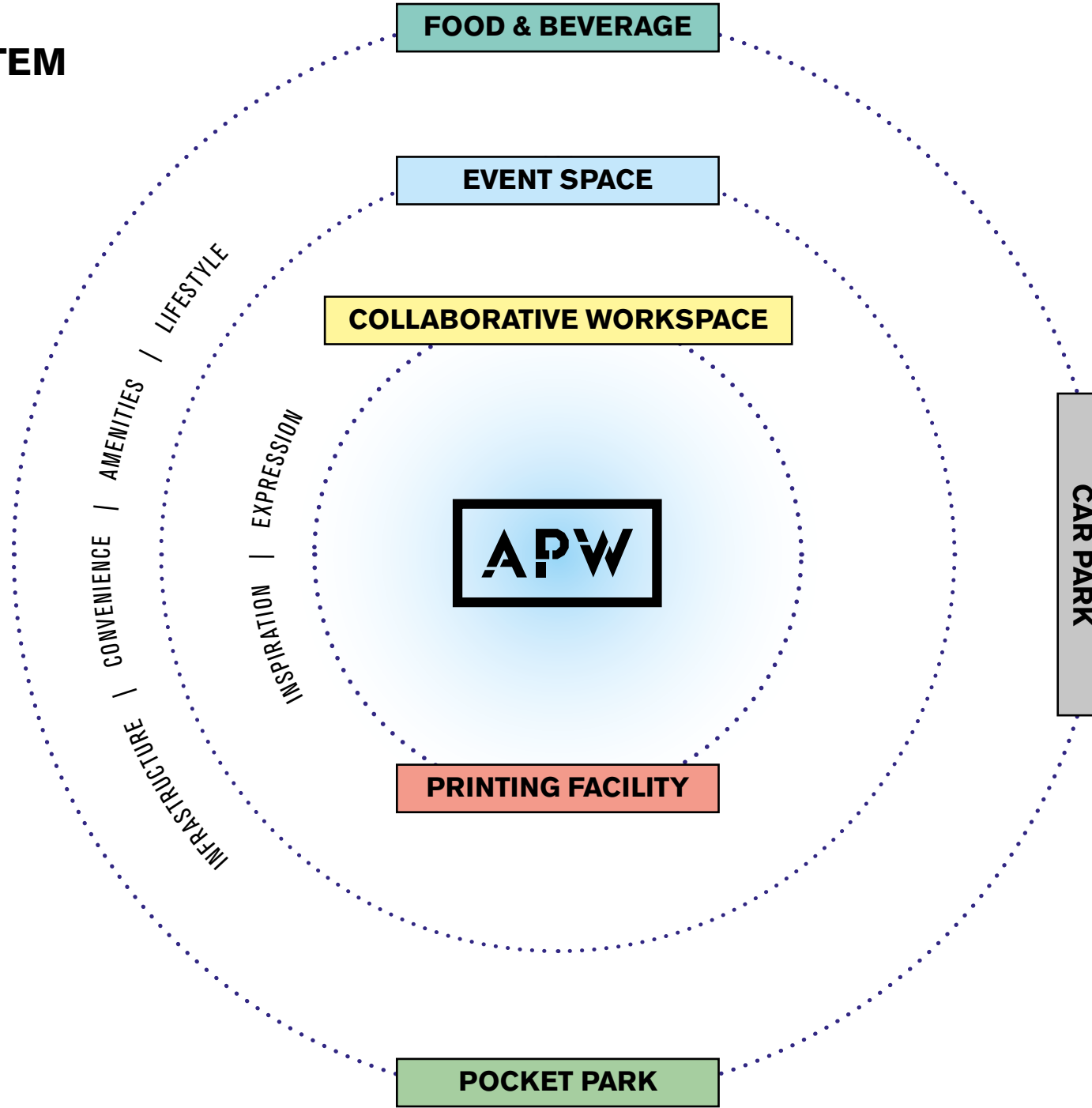
APW BRAND DECK

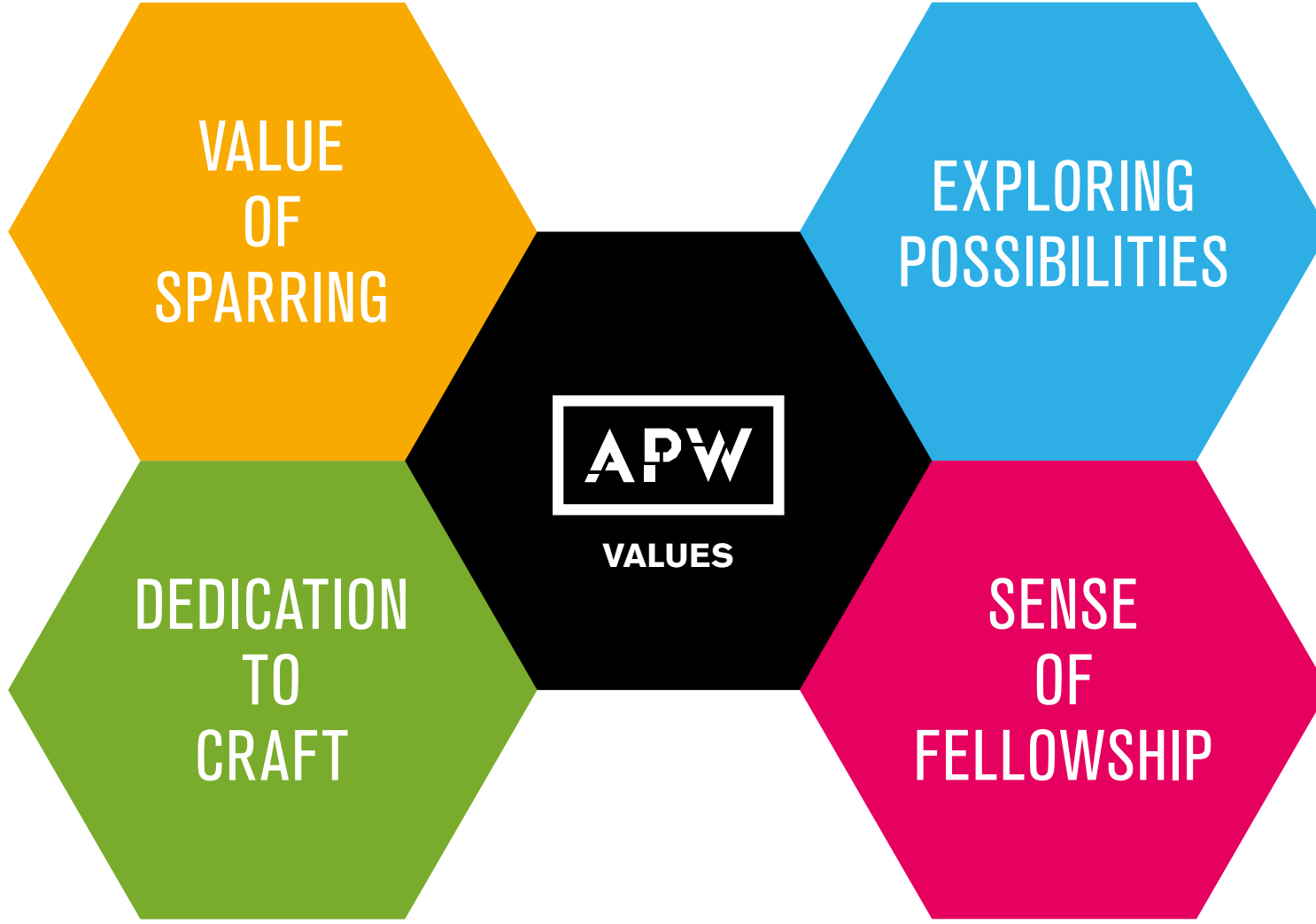


FUTURE ENGAGEMENT



THE ECOSYSTEM





DESIGN

INNOVATION

ART

FOOD

SOCIAL
ENTERPRISES

LITERATURE

FILM

CULTURE

COMMUNITY

EDUCATION

FASHION

MUSIC



COMMUNITY



PLATFORM

CONNECTIONS

ENERGY

COMMUNITY

CAMPUS

INSPIRING

URBAN

INNOVATION

CREATIVE



KEYWORDS

REJUVENATION

VIBRANT

SHARING



TIME IS YOUR ENEMY AND YOUR FRIEND

THANK YOU