

@designwad

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KEUK RUI HANG

设计
设计
设计

ABOUT

Using fresh and eccentric solutions to solve problems. Design means to explore new ideas and give solutions to problems from another perspective.

Through doodling and sketching, I get to explore and visualise possible solutions to spatial issues I faced when designing a space. I do believe that design does not solely encompassed to being visually aesthetic itself, but rather it has to be practical and functional to be able to solve issues.

I personally believe that good design takes time and effort to develop, this is why I always place emphasis in making well justified creative design solutions. Through time and effort, I am able to explore and experiment with ideas.

EDUCATION

TEMASEK POLYTECHNIC,
SCHOOL OF DESIGN
[TP]

DIPLOMA IN RETAIL AND
HOSPITALITY DESIGN
2016 ~ 2019

BEDOK GREEN SECONDARY
SCHOOL
[BGSS]

GCE O'LEVEL
2013 ~ 2015

YU NENG PRIMARY SCHOOL
[YNPS]

PSLE
2006 ~ 2012

CCA

[BGSS]

ENVIRONMENTAL CLUB,
VICE-CHAIRMAN, COMMITTEE
MEMBER

[TP]

DESIGN STUDIES CLUB,
QUARTER MASTER DEPARTMENT
SUB-COMMITTEE MEMBER,
AY 16/17

DESIGN STUDIES CLUB,
QUARTER MASTER DEPARTMENT
SUB-COMMITTEE MEMBER,
AY 17/18

DESIGN ORIENTATION CAMP,
WELFARE DEPARTMENT,
SUB-COMMITTEE MEMBER,
AY 16/17

DESIGN ORIENTATION CAMP,
WELFARE DEPARTMENT,
SUB-COMMITTEE MEMBER,
AY 17/18

DESIGN ORIENTATION CAMP,
WELFARE DEPARTMENT,
SUB-COMMITTEE MEMBER,
AY 18/19

AWARD

EDUSAVE MERIT BURSARY
AWARD 2017

EXPERIENCE

[INTERN]

BANYAN TREE
HOTELS & RESORTS,
ARCHITRAVE DESIGN &
PLANNING SERVICES
DEPARTMENT,
23 JULY 2018 ~ 12 OCT 2018

[TEMPORARY SALES PROMOTER]

EVERGRAND MARKETING PTE
LTD,
DEC 2015

SKILLS

[AUTODESK]

AutoCAD
3DS MAX

[ADOBE]

PHOTOSHOP
ILLUSTRATOR
INDESIGN

[TRIMBLE INC.]

SKETCHUP

[MICROSOFT]

POWERPOINT
WORD
EXCEL

WORKS

FRAYEDGE

TRECAPE

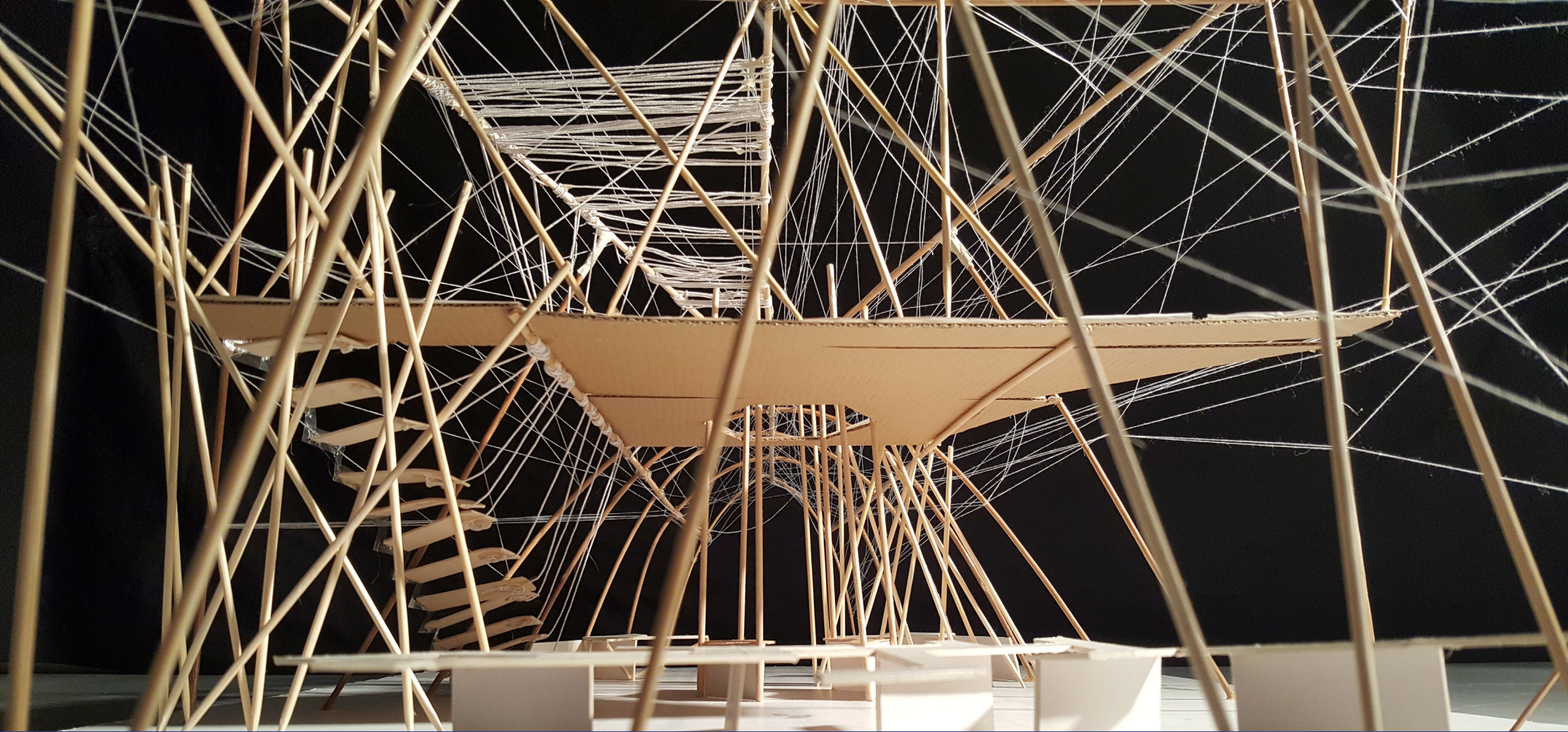
VERDANT & BRINE

SHENG . 生

CASCADE

FORM EXPLORATION

ART



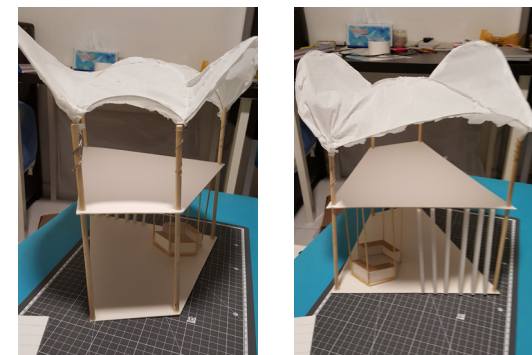
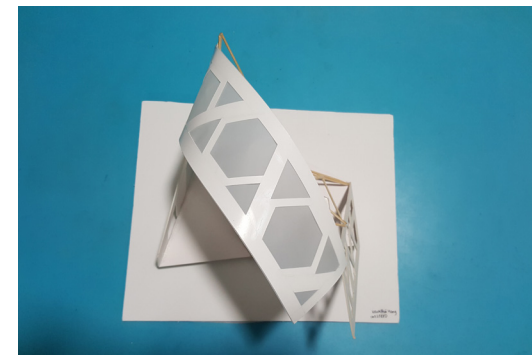
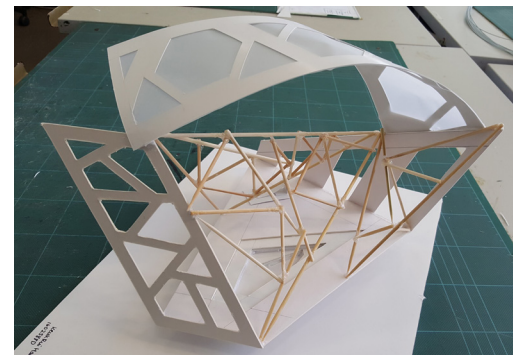
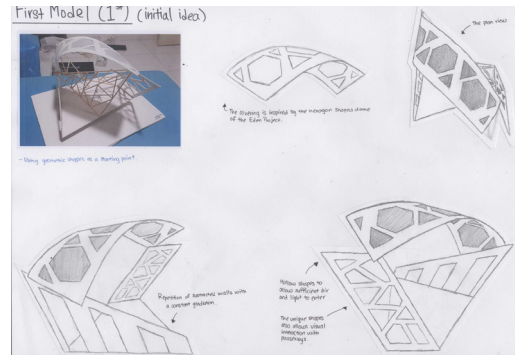
FRAYEDGE



FRAYEDGE is a stand-alone pavilion for students to chill and gather together, located on the Triangular Gardens of Temasek Polytechnic near School of Design canteen, DesPad. The design is inspired by notable Sir Nicholas Grimshaw's works: The Eden Project, EMPAC and Incheon Airport. Unique use of curves and straight elements which leads to an overall aesthetically appealing structure while being a functional structure.

DEVELOPMENT

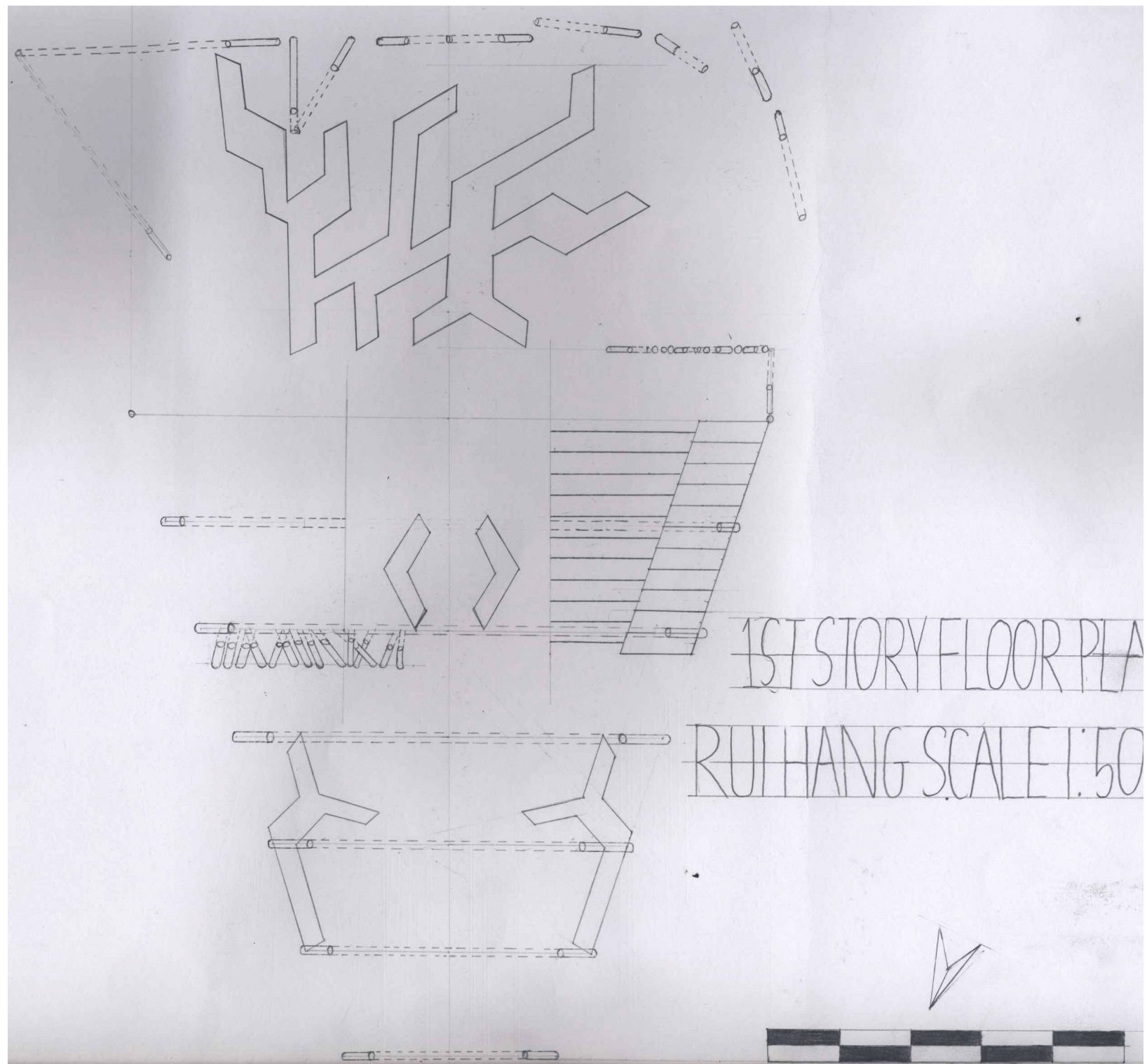
A series of development of the form study to understand and explore how the various shapes and forms works . It leads to an exploration of how light and shade is also affected when different shapes and materials were used to craft the overall design.



PLAN DRAWING

[LEVEL 1]

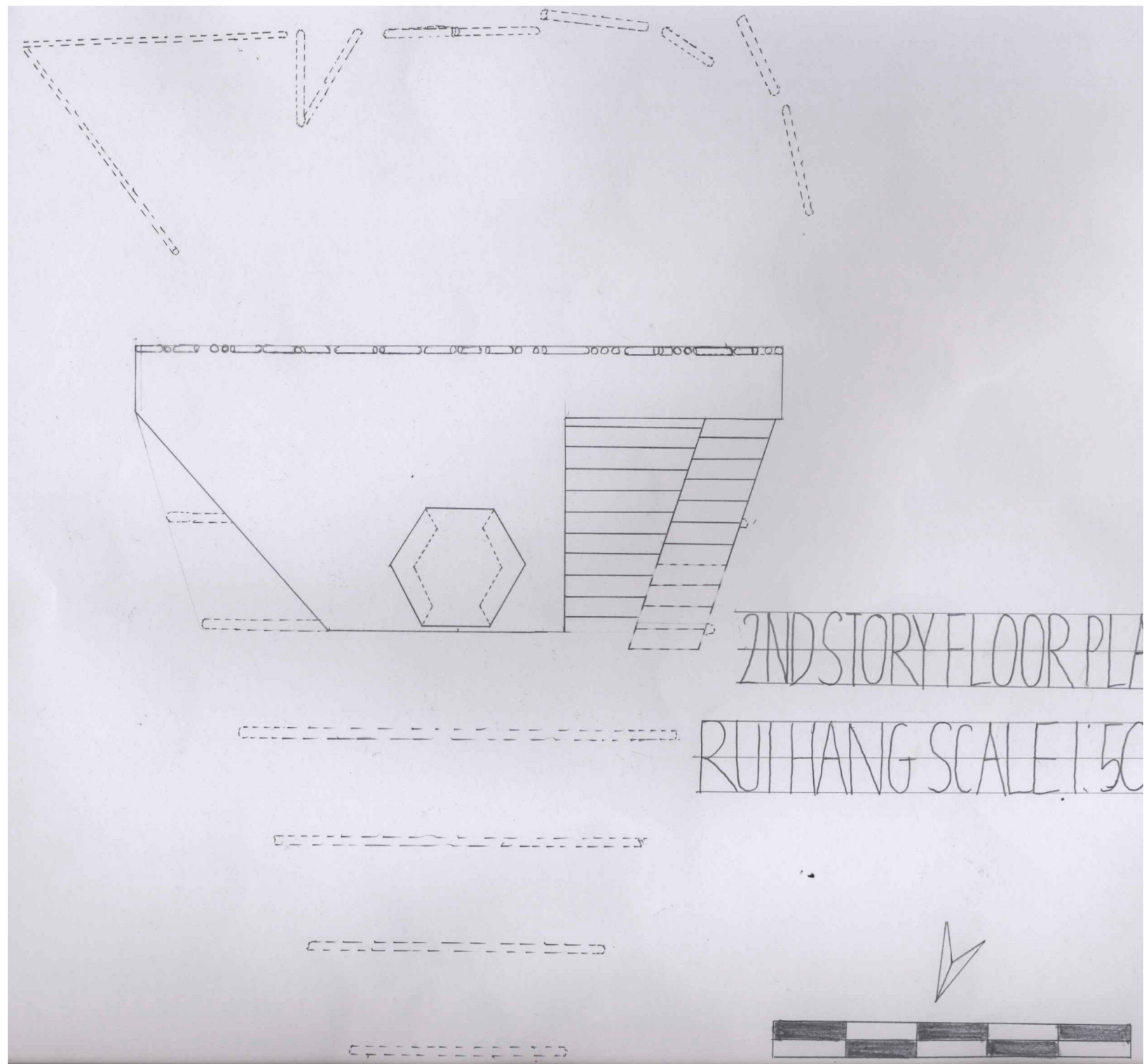
A common area where students can sit around and engage in talks among themselves, seatings are designed to allow users to get together and bond.



PLAN DRAWING

[LEVEL 2]

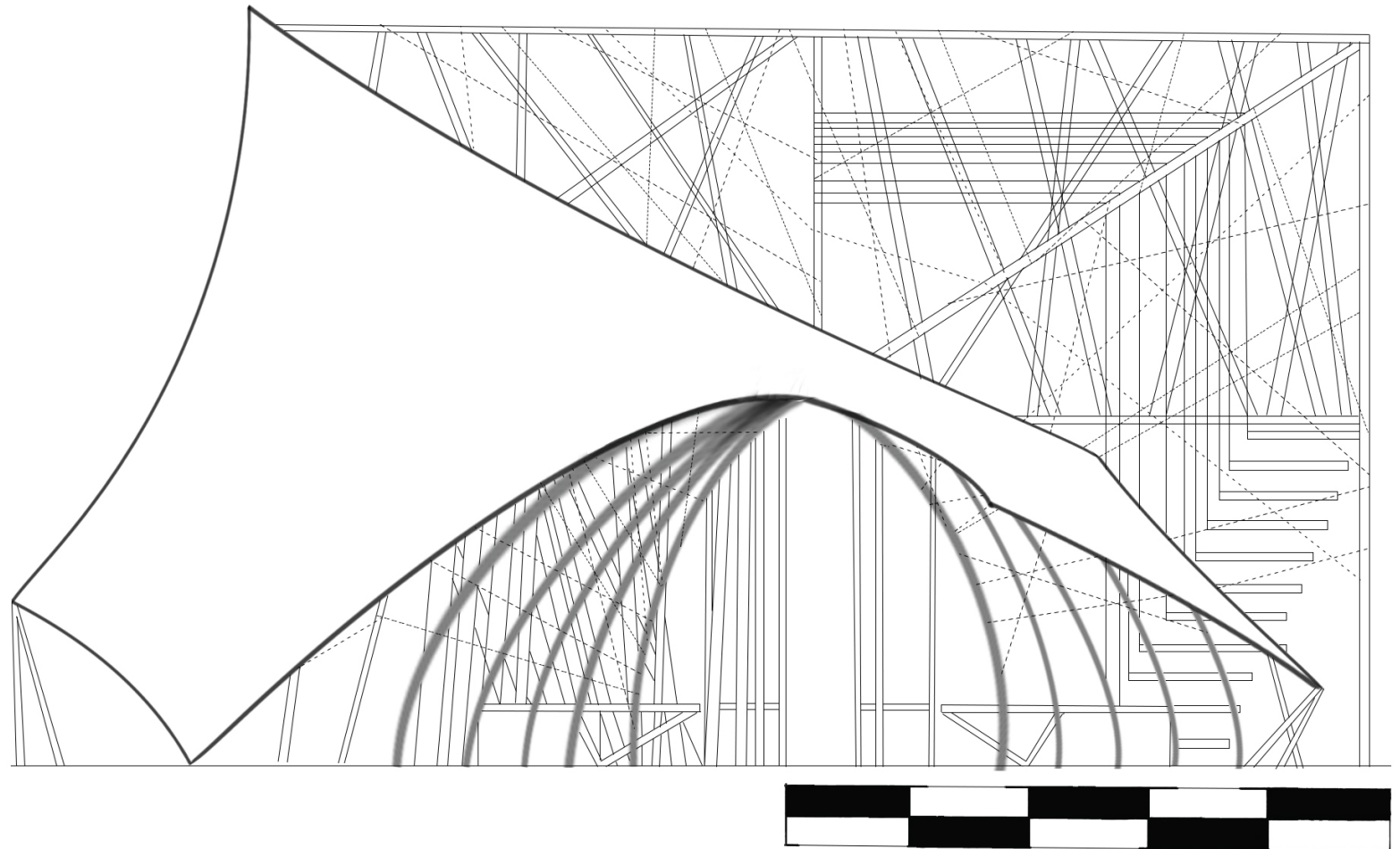
2nd level is a sub-public space for students to have a quieter and slightly private area to chill and rest.



SECTION DRAWING

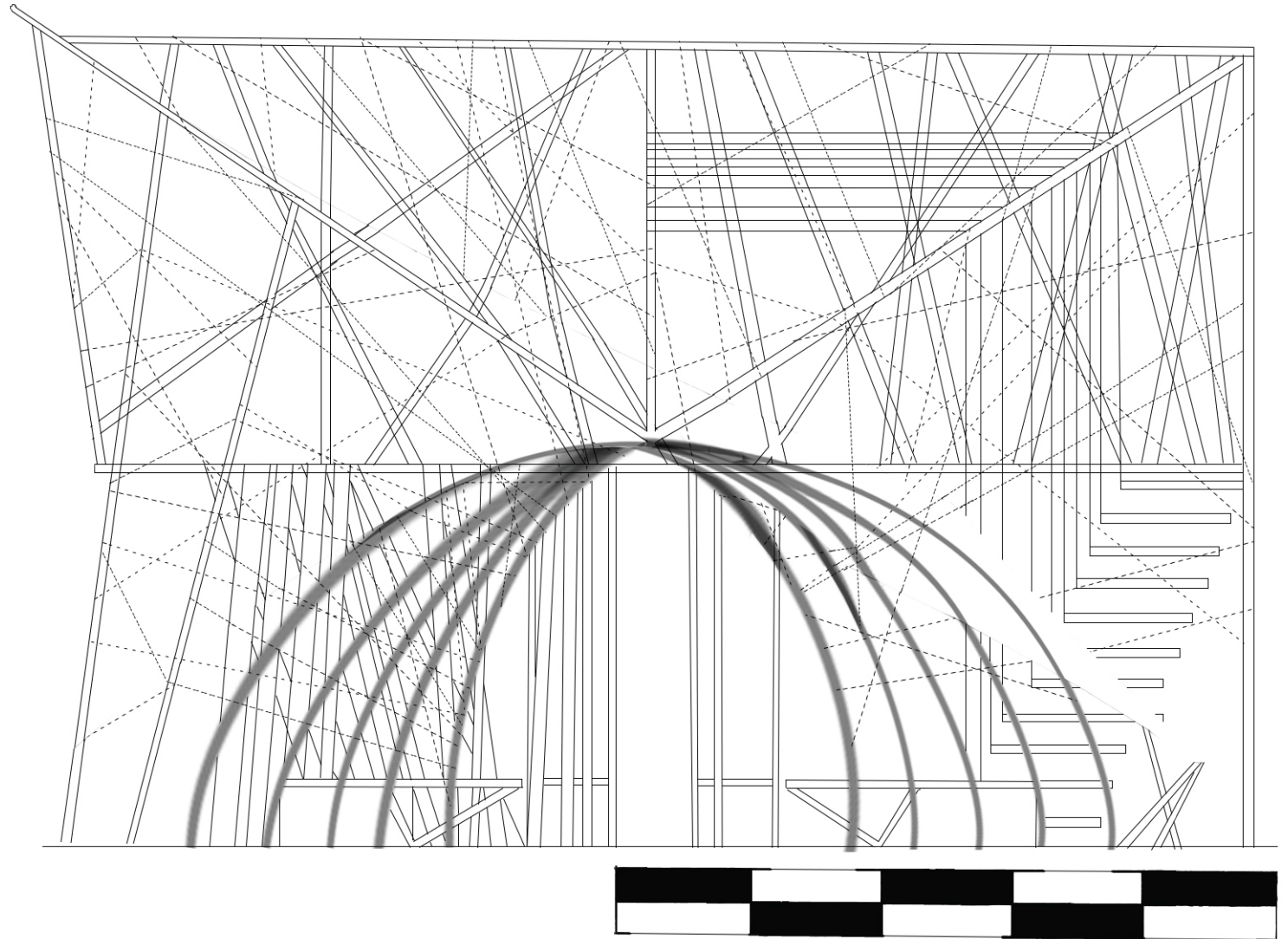
**[FRONT ELEVATION
WITH TENSILE]**

Tensile covering is used to create a curved fluid form of the pavilion.

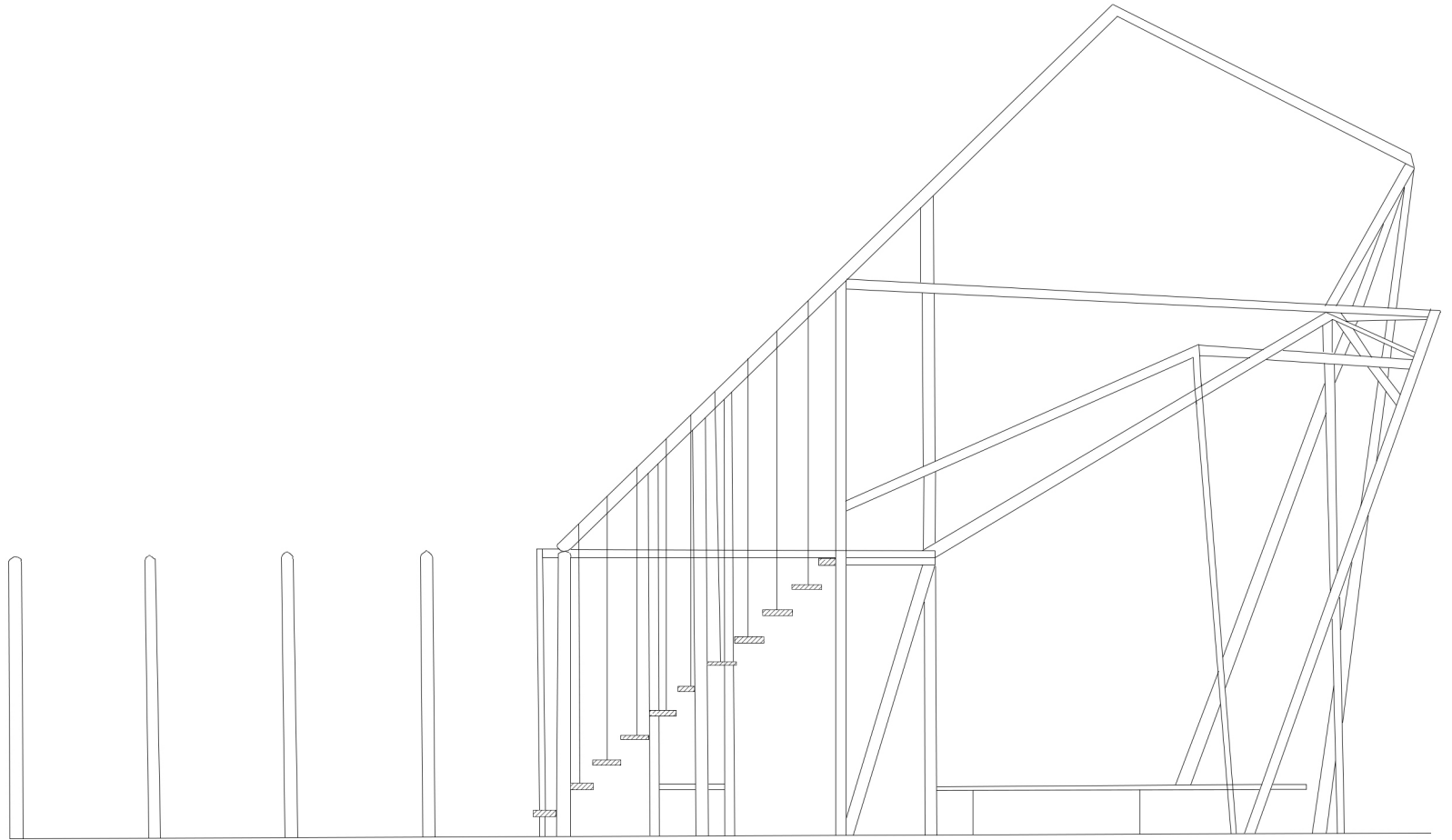


SECTION DRAWING

[FRONT ELEVATION
WITHOUT TENSILE]



SECTION DRAWING



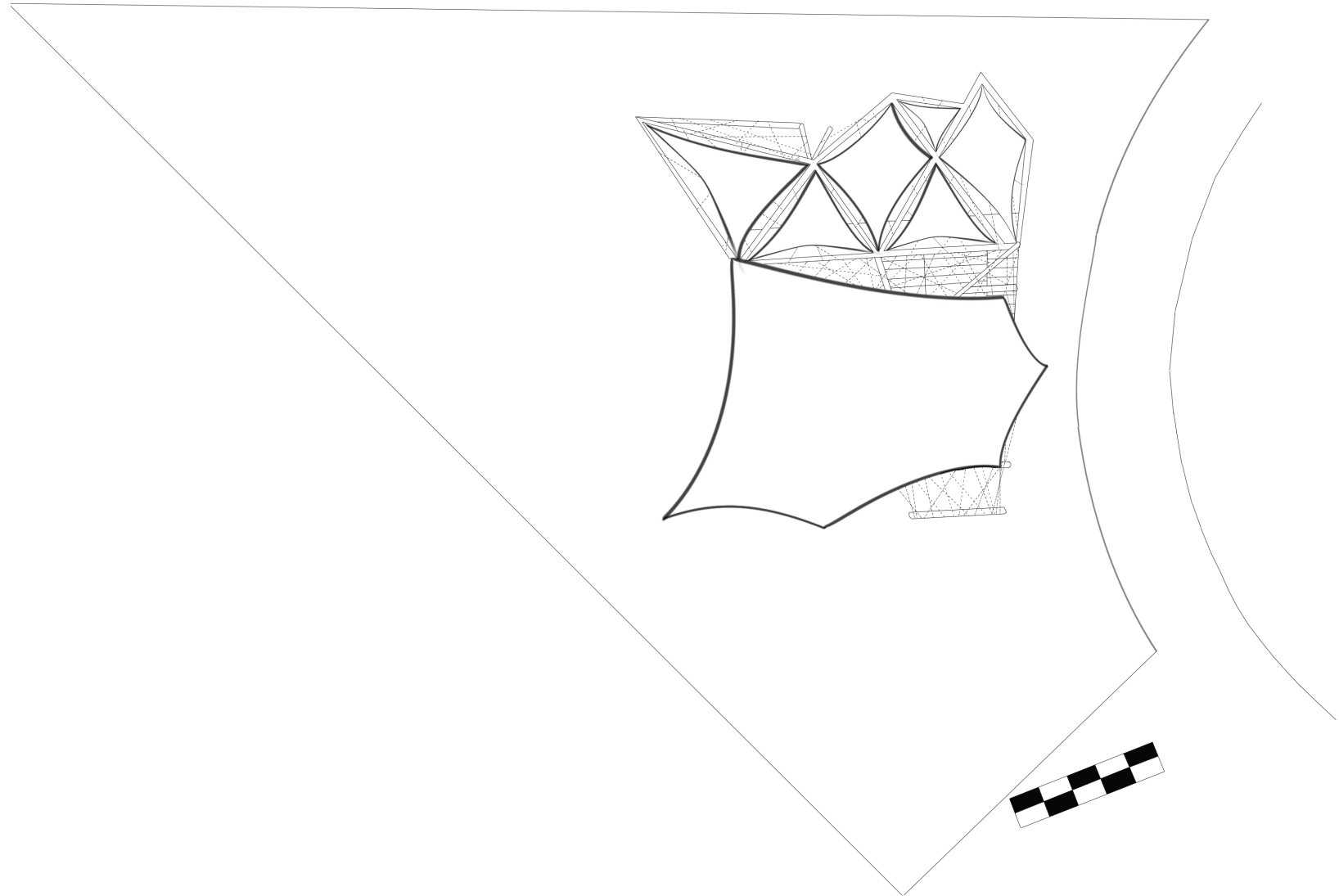
[SECTIONAL PLAN]



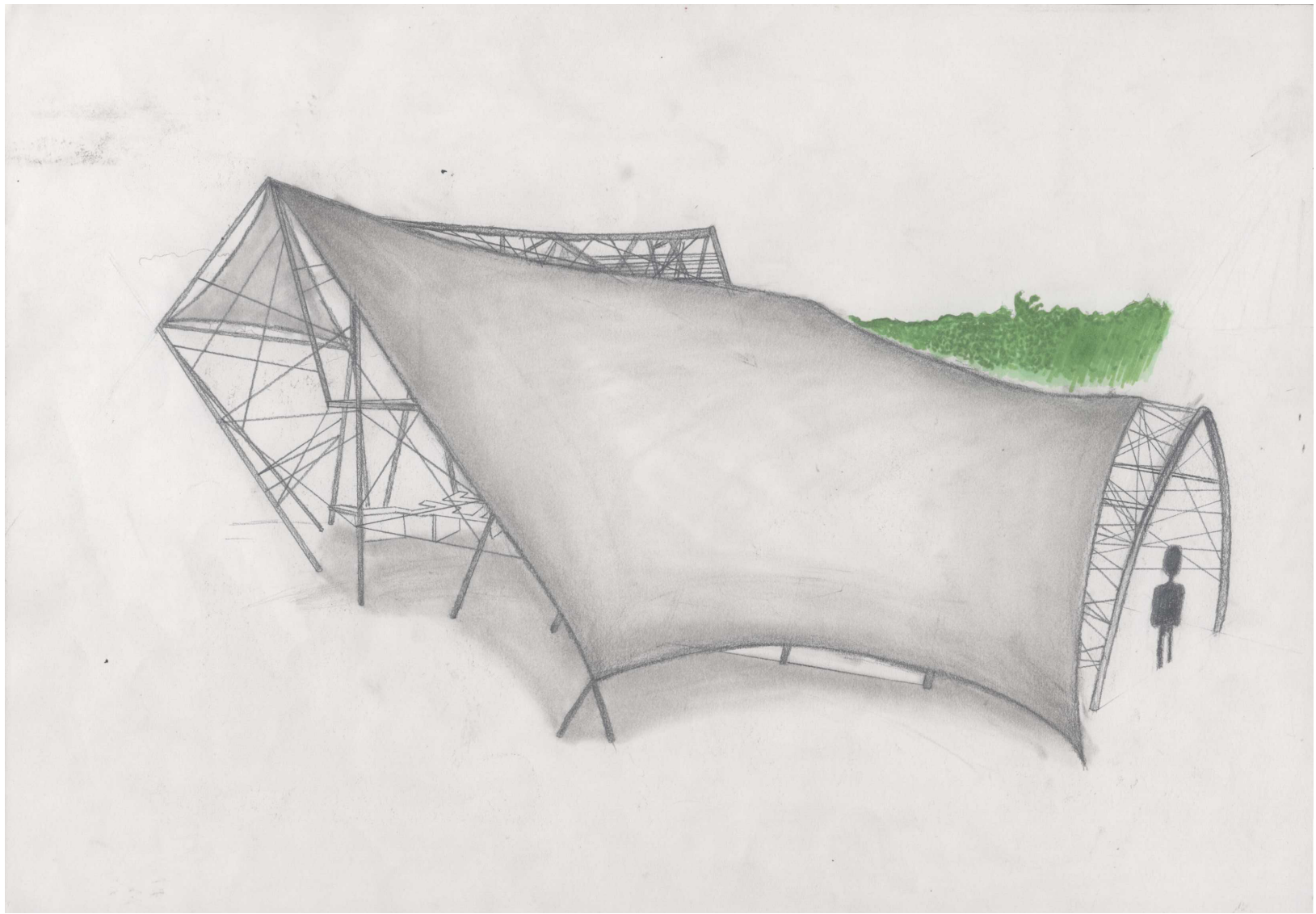
ROOF PLAN

[ROOF PLAN]

Tensile covering are partially used to cover parts of the pavilion, this is to allow ventilation and also play of natural light throughout the day.

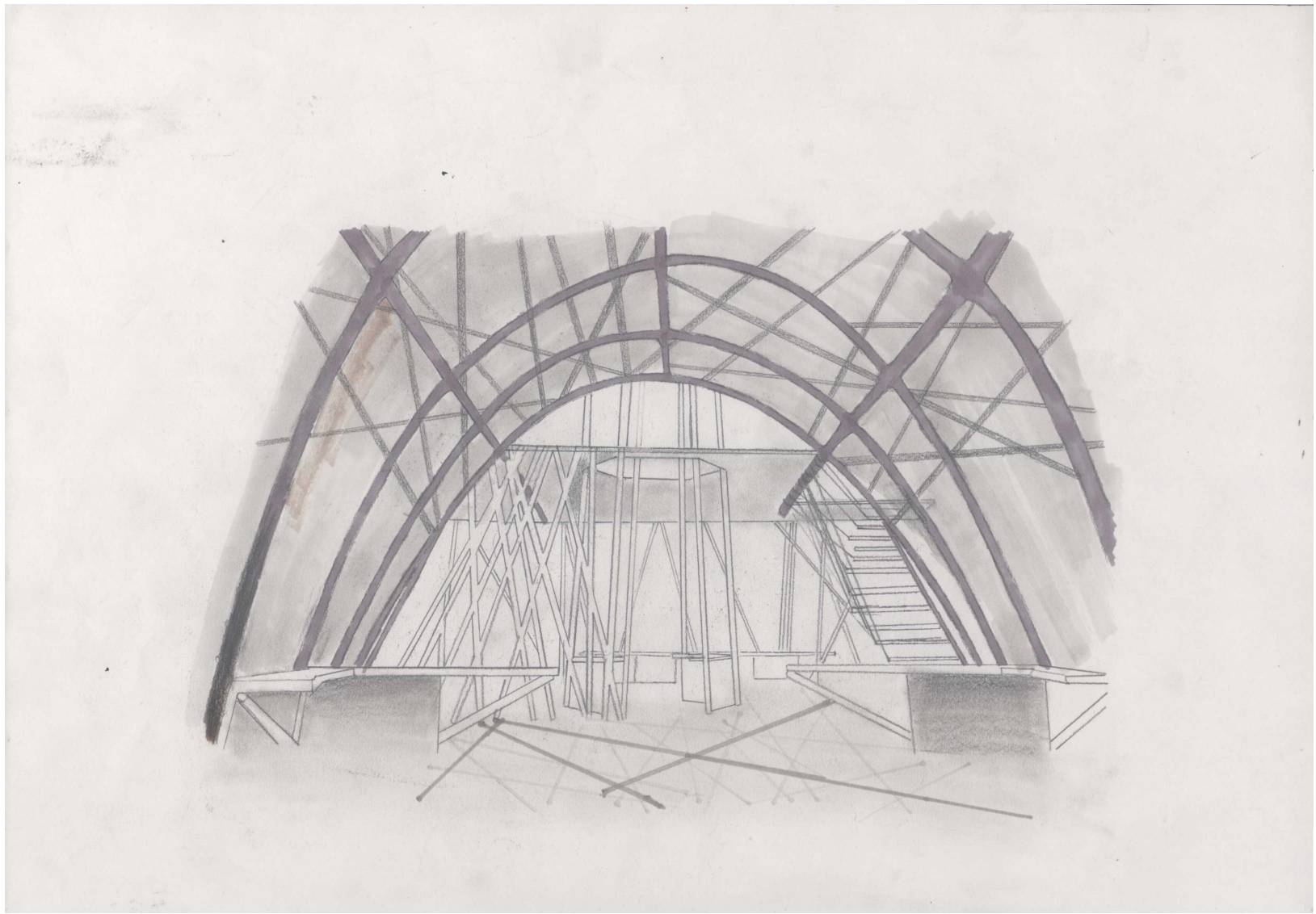


HAND-DRAWN PERSPECTIVE



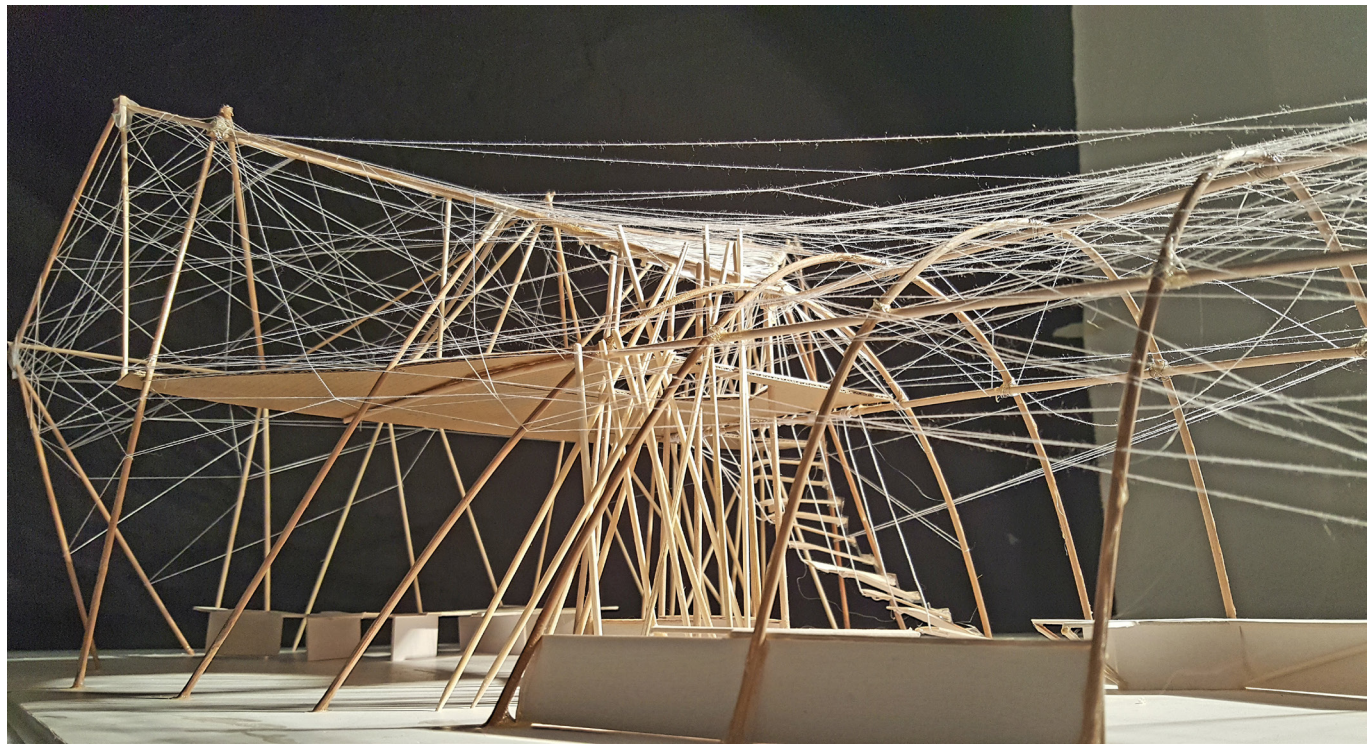
[HAND-DRAWN EXTERIOR PERSPECTIVE]

HAND-DRAWN PERSPECTIVE

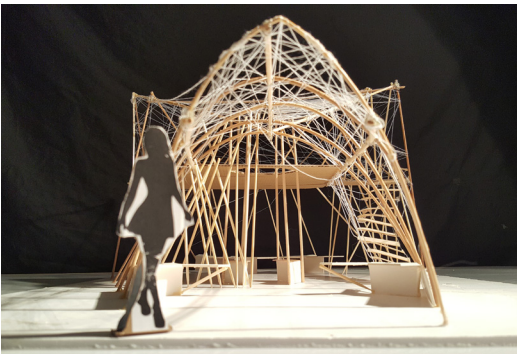
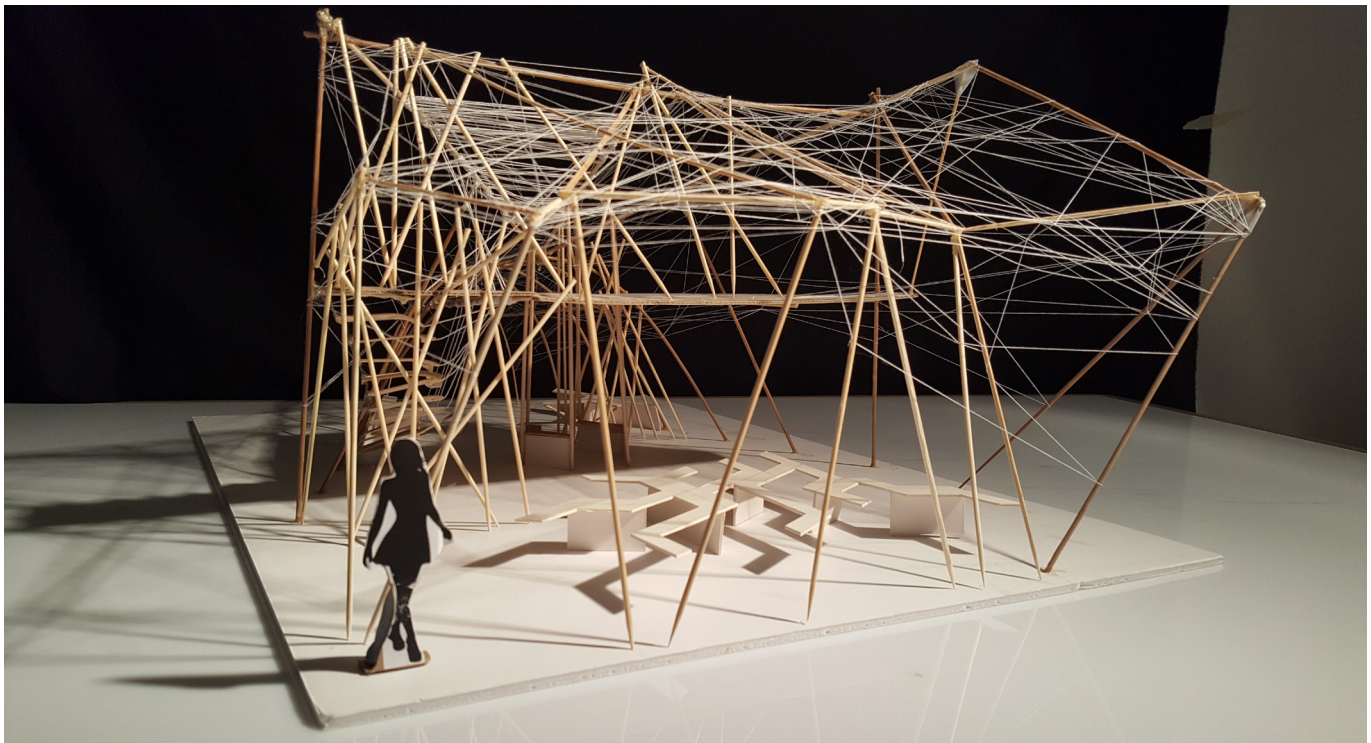
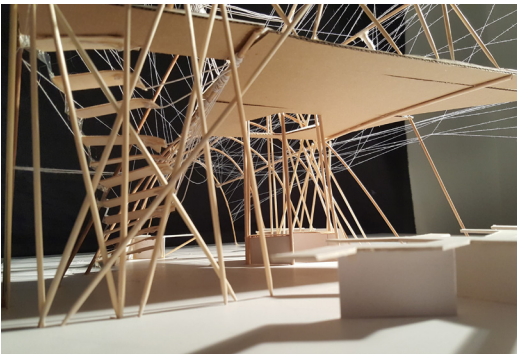
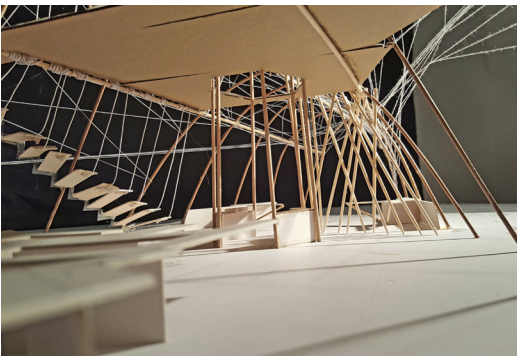
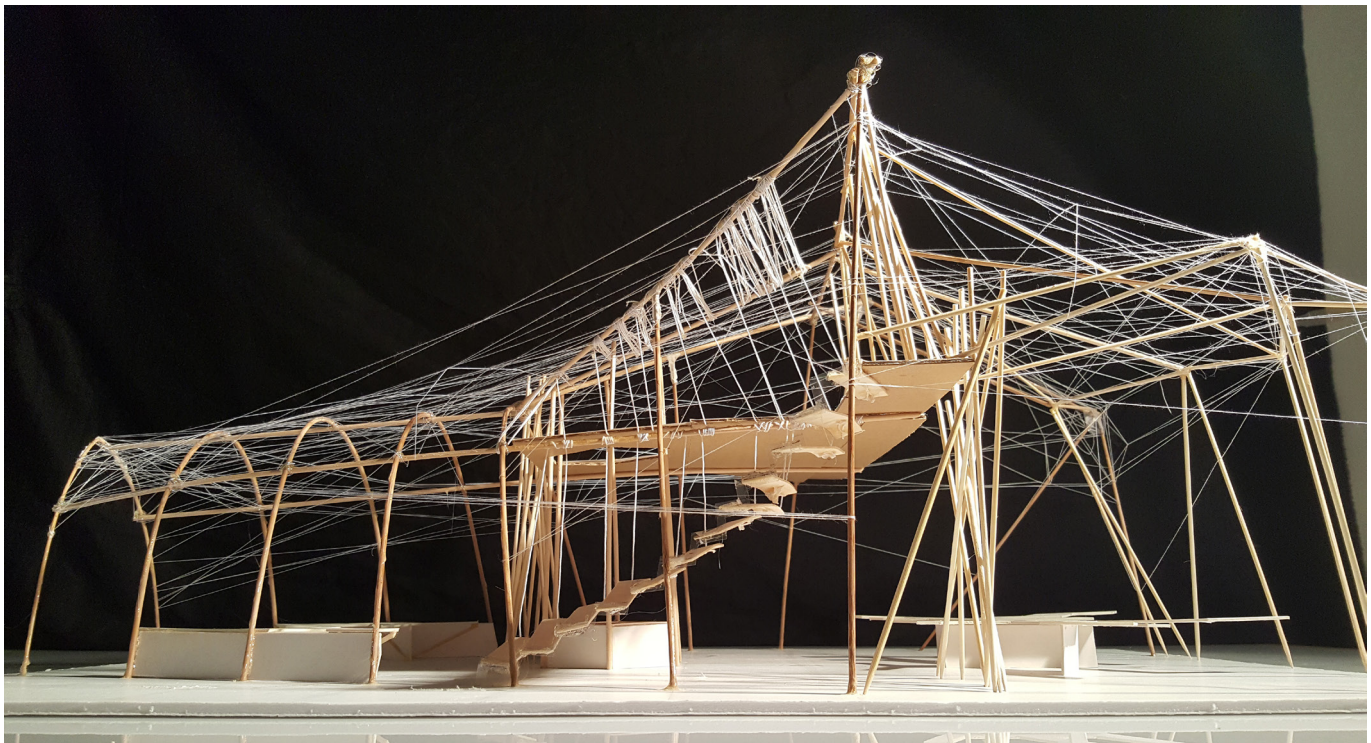


[HAND-DRAWN INTERIOR PERSPECTIVE]

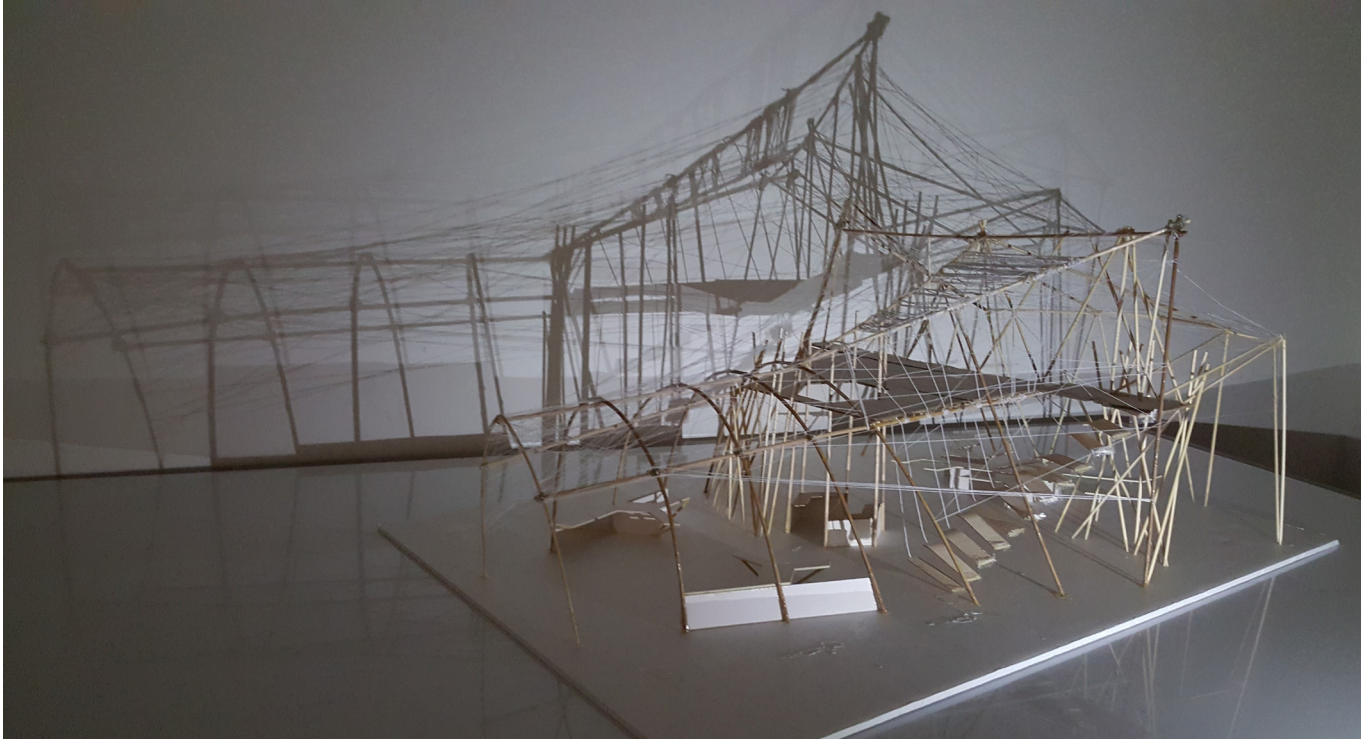
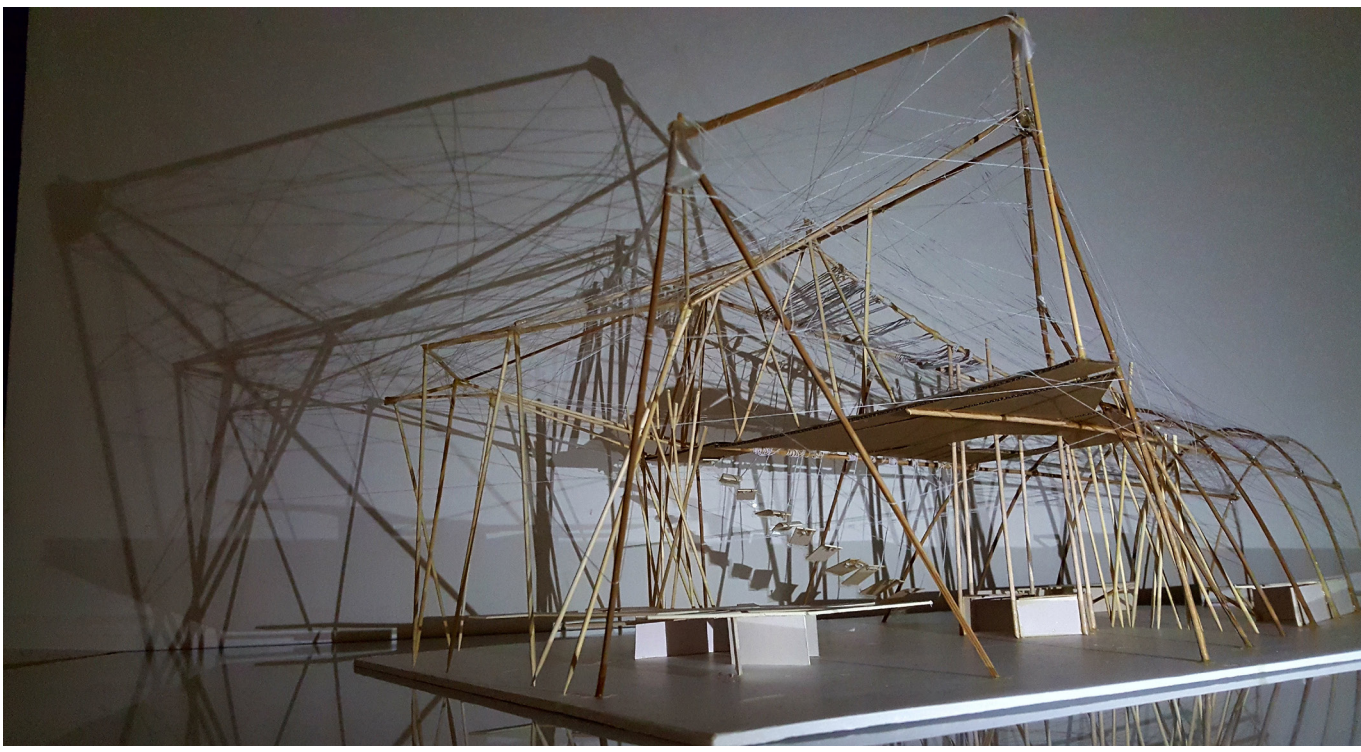
MODEL

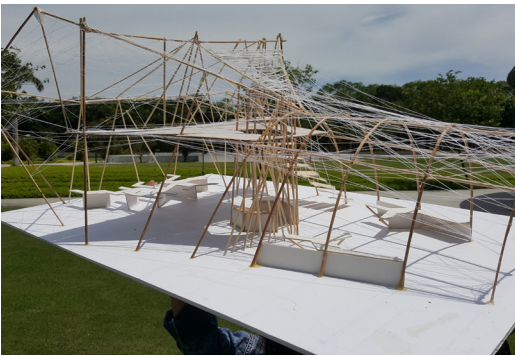
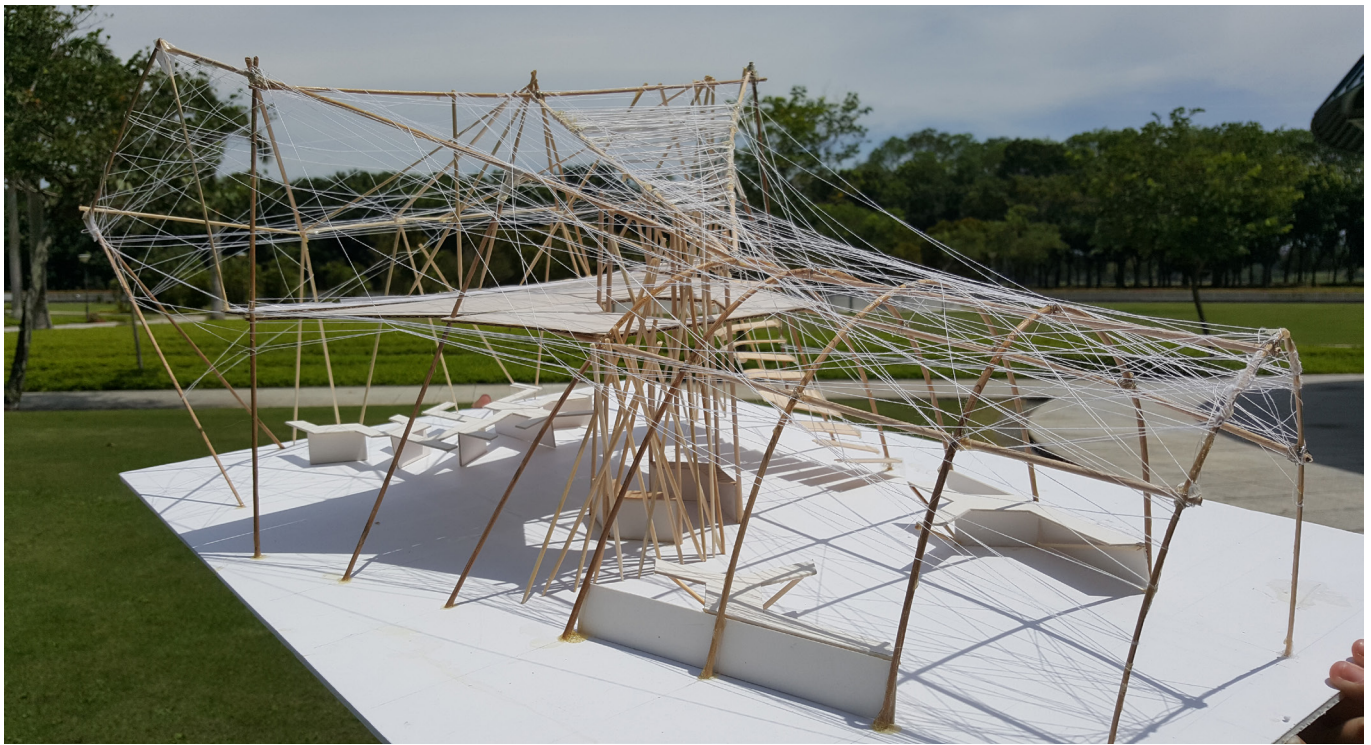


A series of light and angle experimentation, using various kinds of light to understand how light is being played inside the pavilion to create different moods.



MODEL





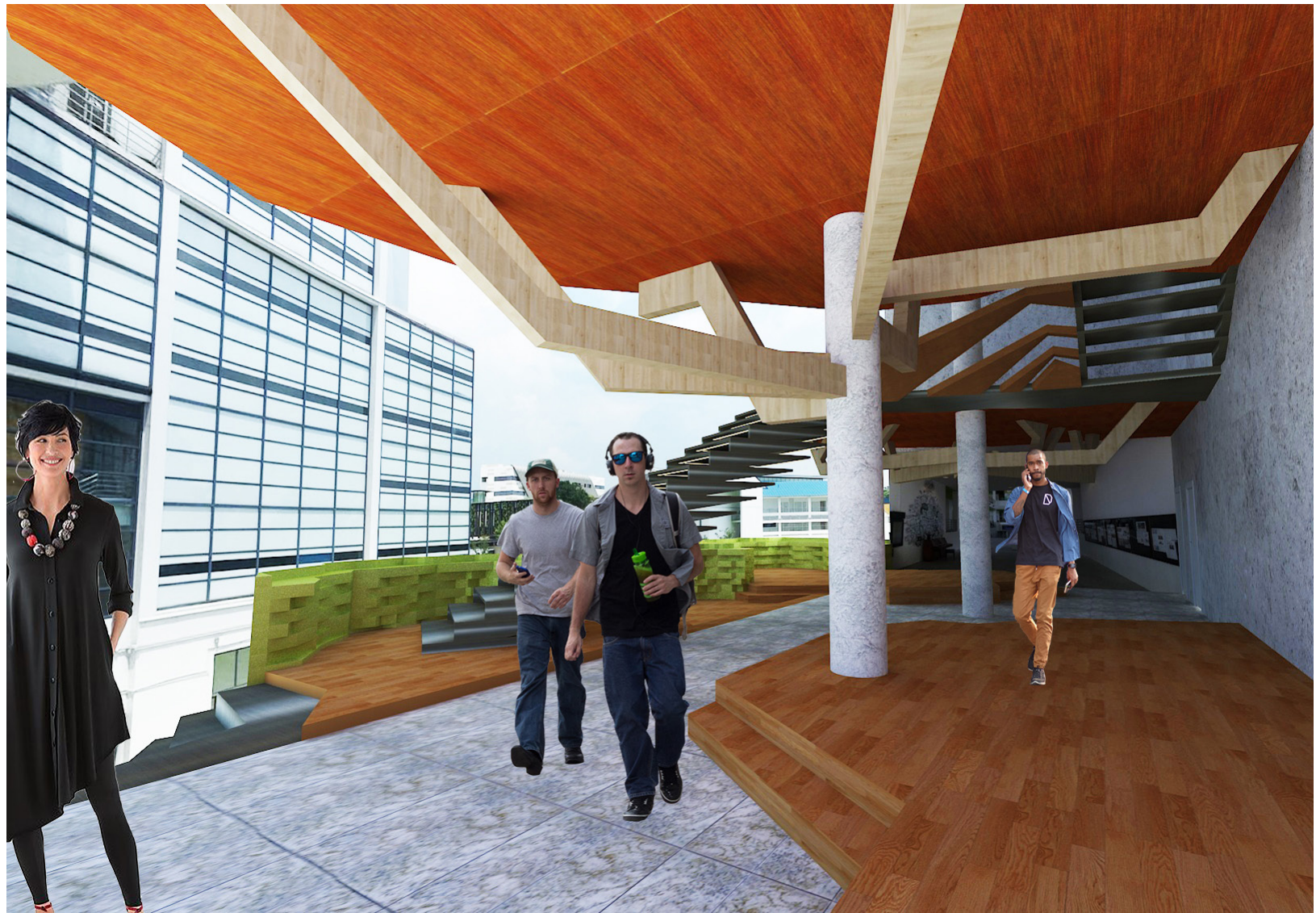


TRECAPE

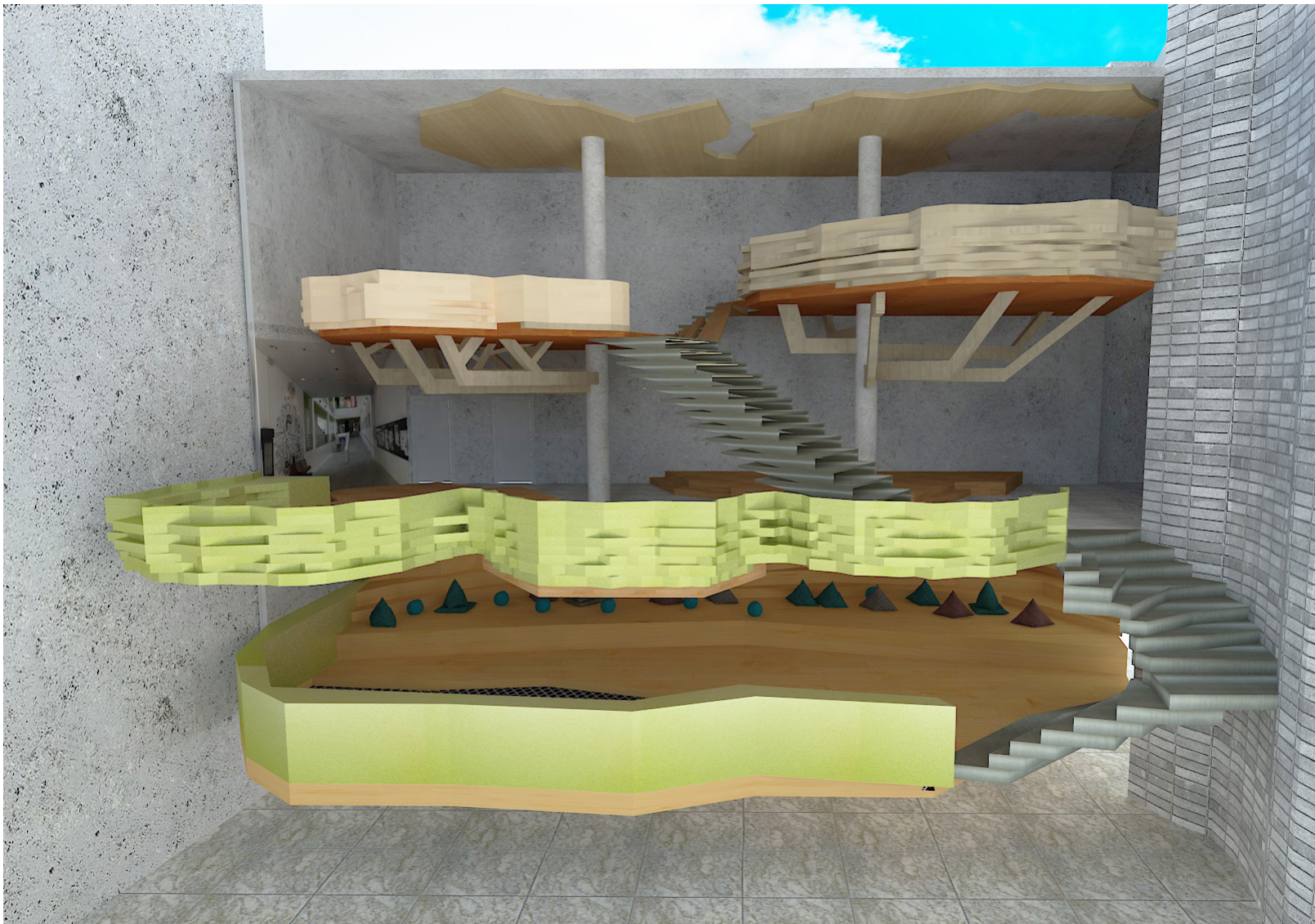
WORK

REST

PLAY



TRECAPE is a loft designed for Temasek Polytechnic, School of Design. Located at the concourse entrance of School of Design. An escape space for design students to rest and hang out, the space also act as a secondary spot for Design Studies Club members to hold their meetings and events.



WORK

REST

PLAY

TRECAPE is design based on WORK, REST & PLAY as an idea on how the various spatial zones function. Upper levels are for WORK & PLAY, concourse level is for public and sub-WORK and beneath the concourse level is for REST & PLAY.

CONCEPT

[OBSERVATION #1]

Design students often require skills and knowledge of other design discipline while being a master in their own discipline, hence, design students often not, reach out to students of other design disciplines for help, in hope of peer learning.

[OBSERVATION #2]

A print shop located just a stone throw distance from School of Design entrance, which is also near the site. Students often rush for the print shop in due of submission and there is no seats or table around the print shop for last minute edits.

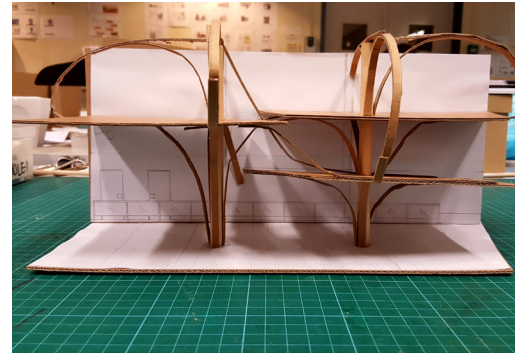
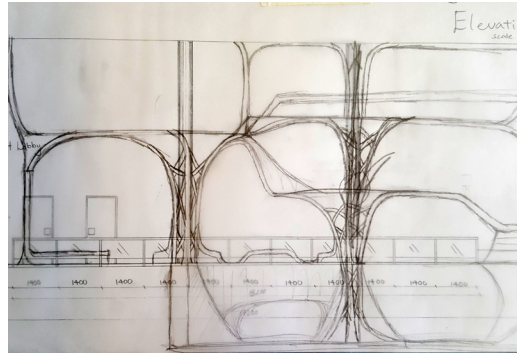
[CONCEPT]

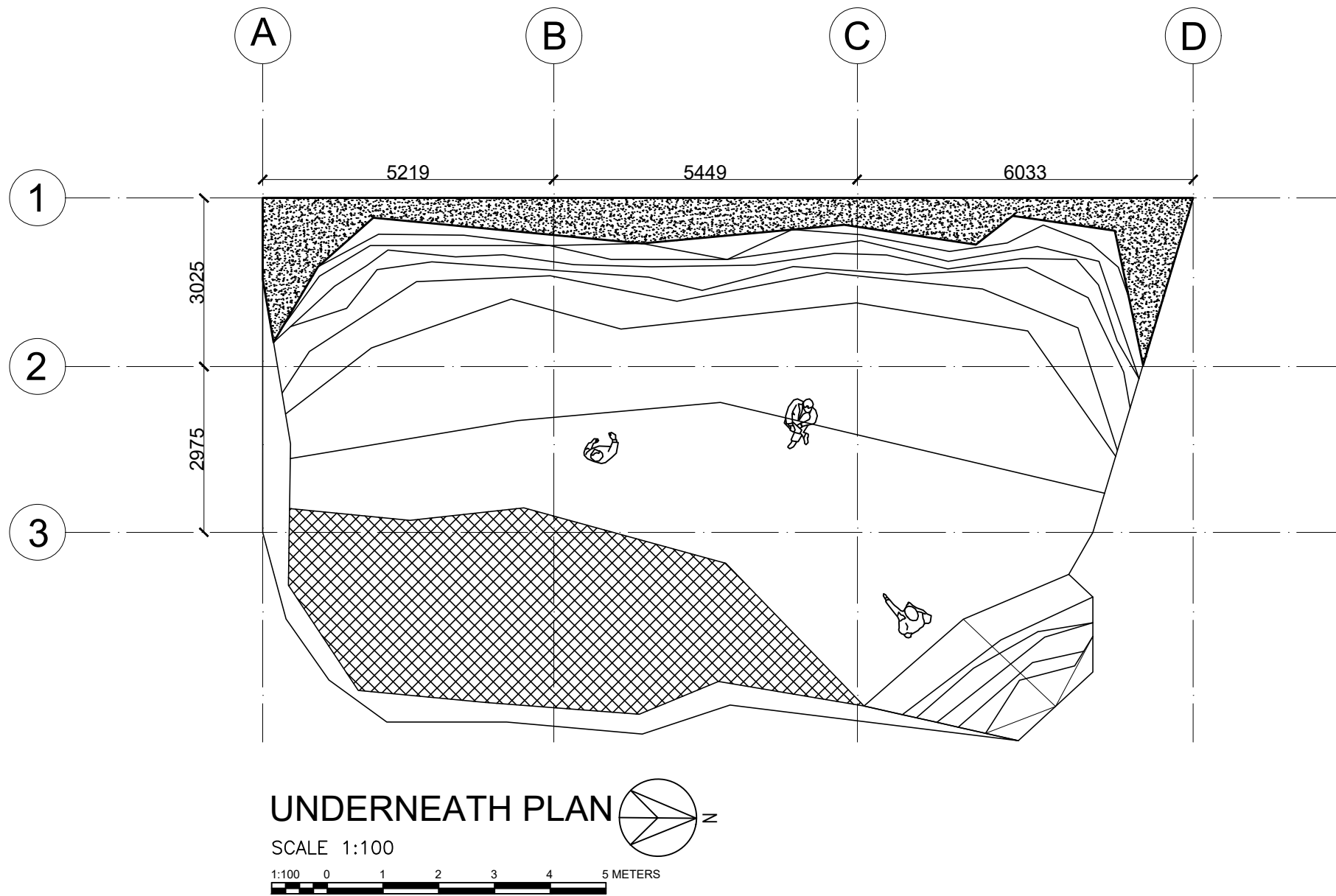
Similar to branching where tree trunks branch out its leaves for sunlight. A loft would be a suitable for design students of various design discipline to connect and reach out for help. A platform for them to engage in mutual sharing of skills and knowledge, networking and forging bonds amongst the student community.

TREE + ESCAPE

TREECAPE

DEVELOPMENT

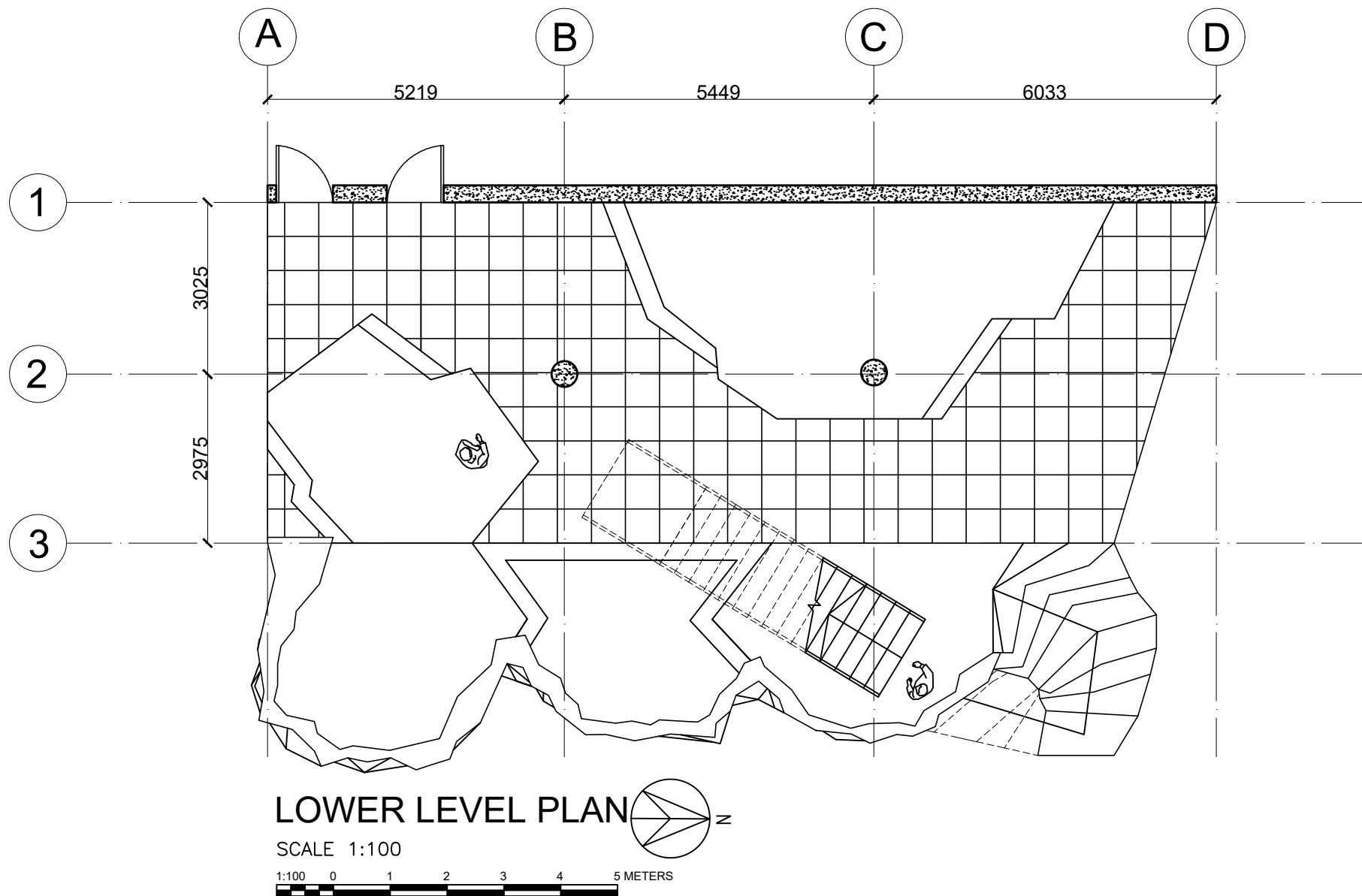




[UNDERNEATH LEVEL]

REST & PLAY space under the
concourse level. Integrated seating
are build and a hammock netting is
available for students rest and chill.

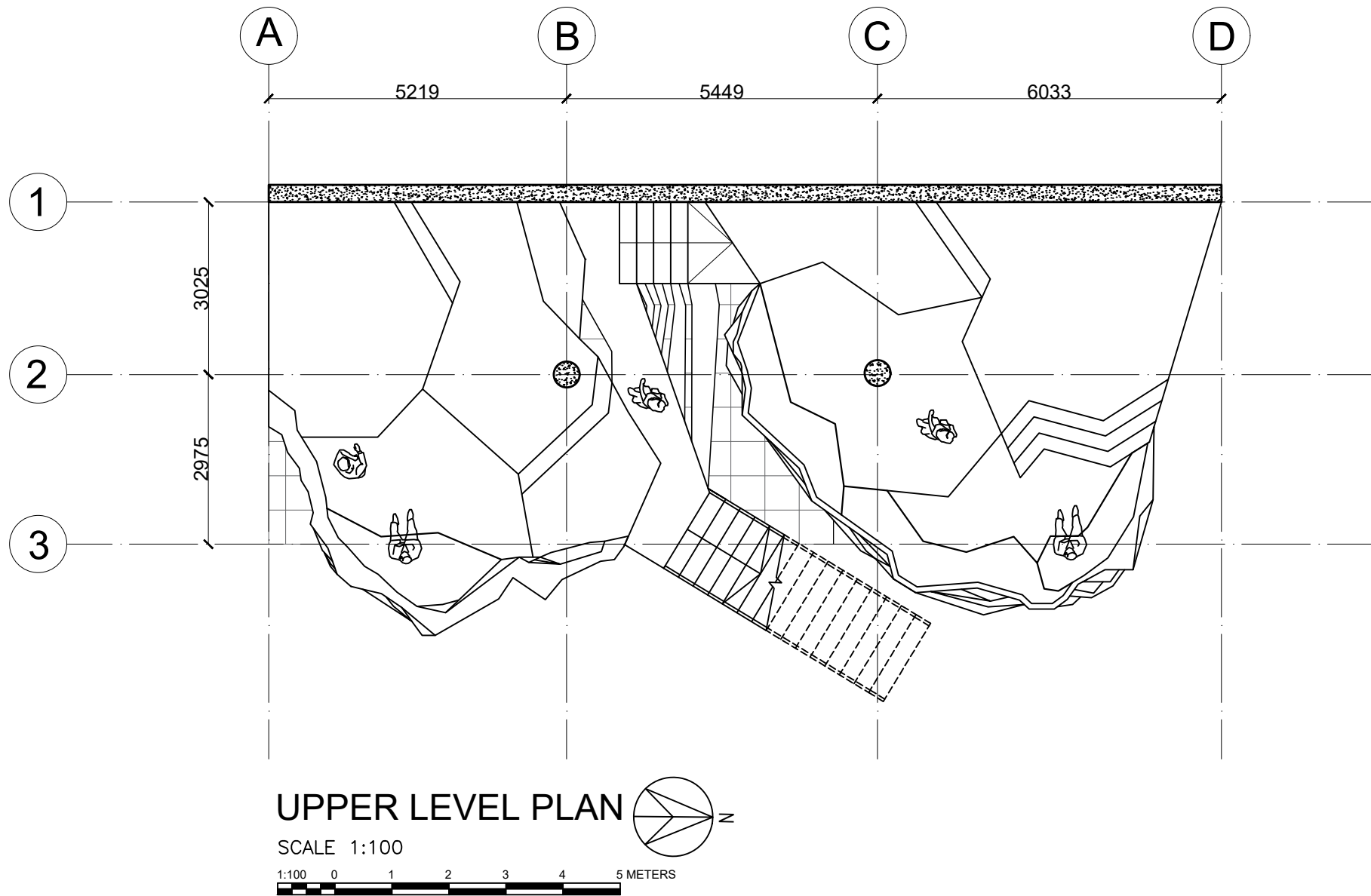
PLAN DRAWING



[CONCOURSE LEVEL]

Entrance and a semi-WORK space for School of Design. Integrated table by the edge were designed for students comfort to be ready for print work at nearby print shop.

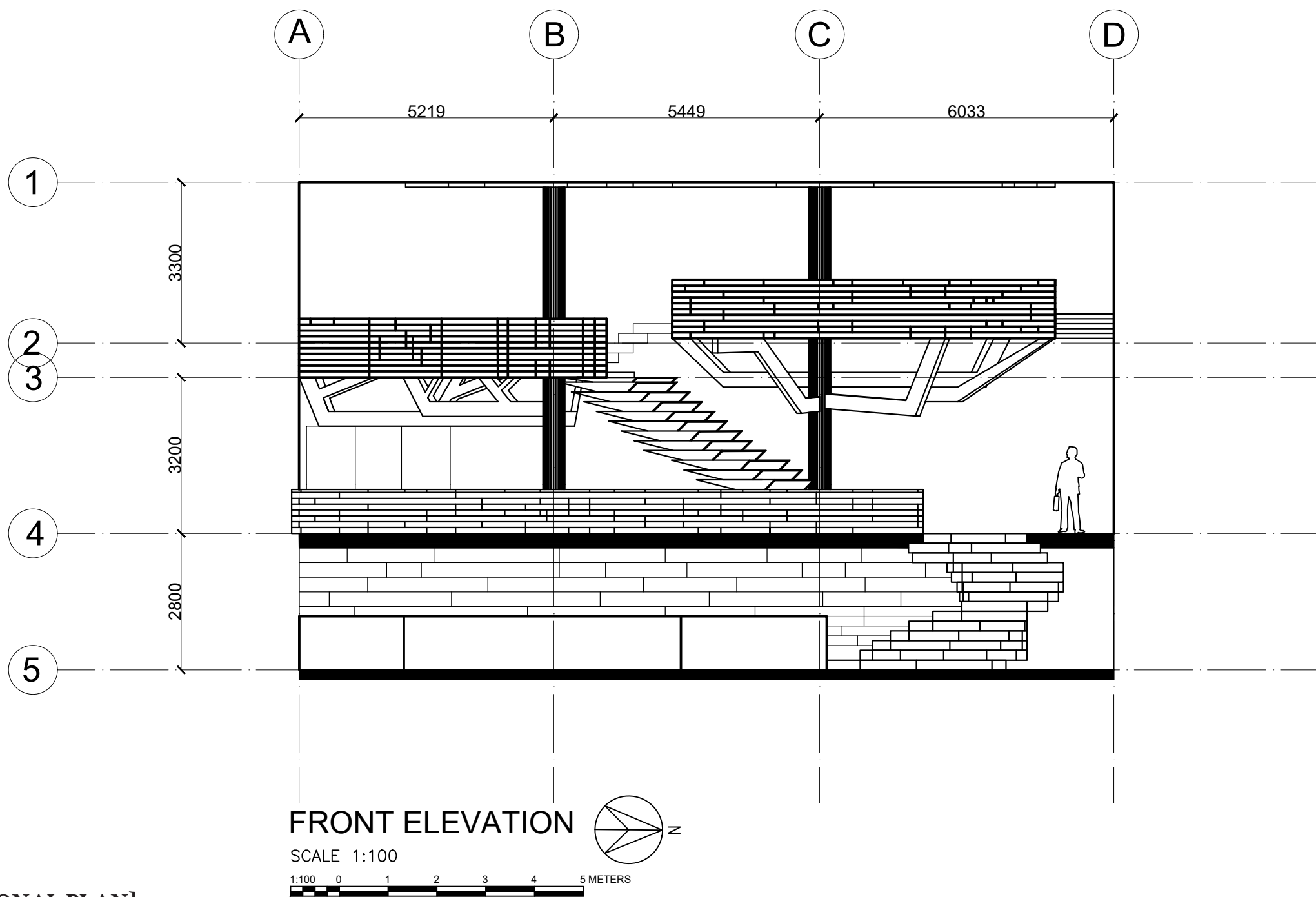
PLAN DRAWING



[LOFT LEVEL]

2 platforms for Design Studies Club
to have their meetings and events.

SECTION DRAWING



FRONT ELEVATION

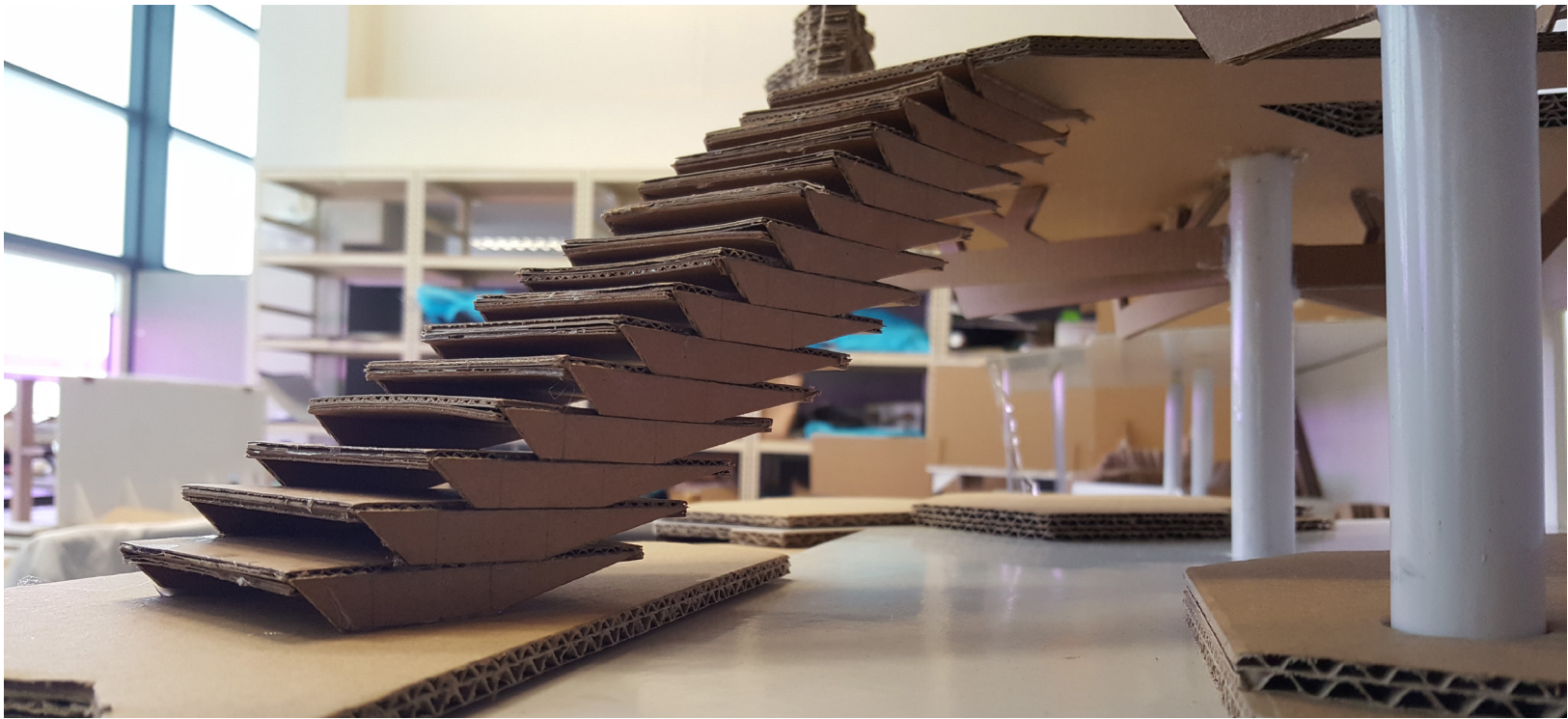
SCALE 1:100



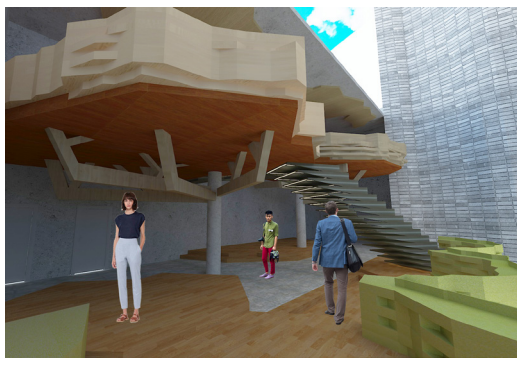
[SECTIONAL PLAN]

MODEL





3D RENDER









VERDANT & BRINE

[RETAIL - SPA]

A unisex open spa treatment for individuals wanting an escape from their stressed up life. An escape haven for them to let go of tension in the mind and on the body. Treating themselves to a self-deserving self-care time to recharge the mind and body.

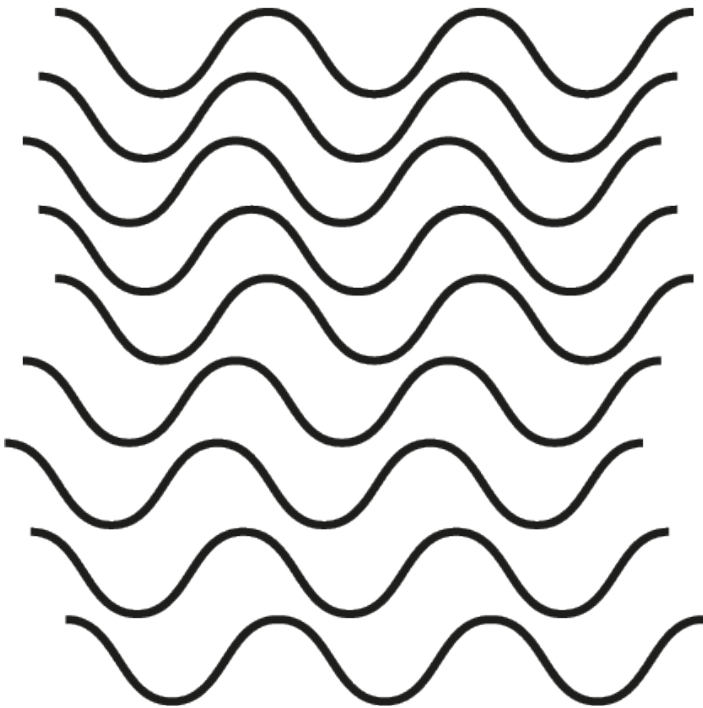
[THALASSOTHERAPY]

A form of spa treatment that uses seawater and it's minerals to promote health and ease bodily pains and inflammation. Customers would soak in warm seawater and relax themselves and let the seawater do it's magic. Reliving stress and tension on the mind and body, customers will free recharged and refreshed when finished.

[TARGET MARKET]

Young working adults who are overly stressed out from daily work. Mostly single or be dating couples who want some form of temporary escape through spa experience. Occasionally, chose to hang out with few close friends over the weekends to destress and want to have some quality time together to catch up and have fun.

CONCEPT

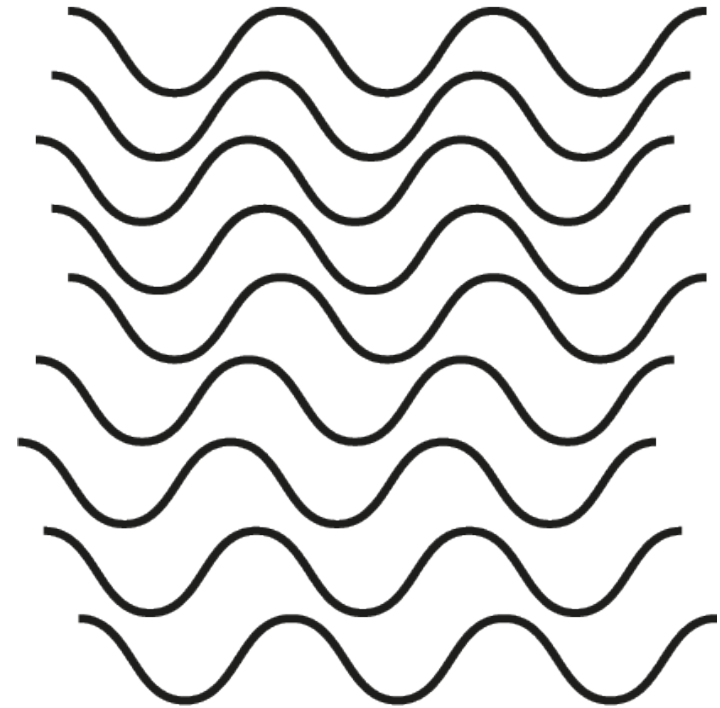


[WAVE]

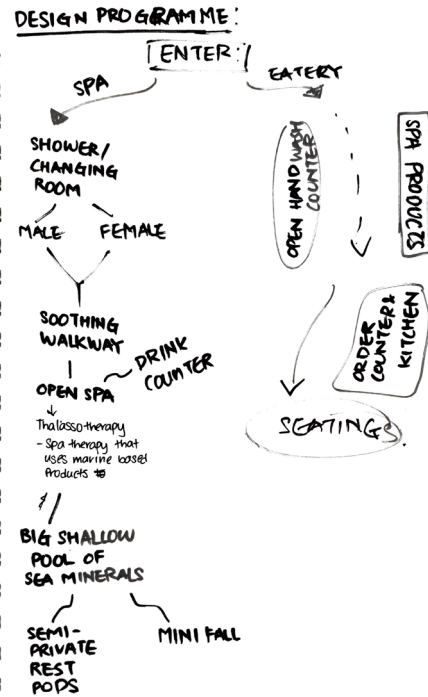
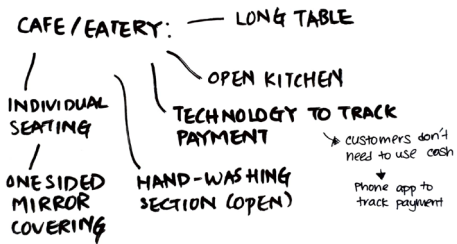
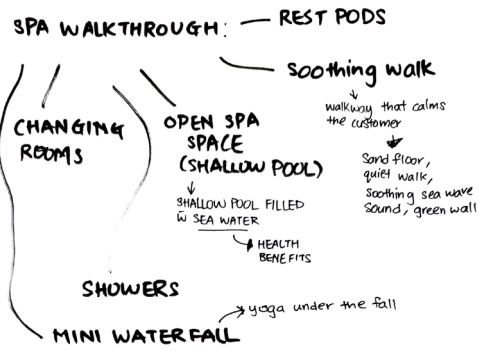
Waves is used as a form concept to create the spatial and branding aspect of VERDANT & BRINE. The fluid shape reflects stress free and letting stress just flow away, allowing people to be carried away by waves to escape from the stressful life. It also coincides with the idea of thalassotherapy being used in the space for stressed up customers to destress.

[SELF-EXPLORE]

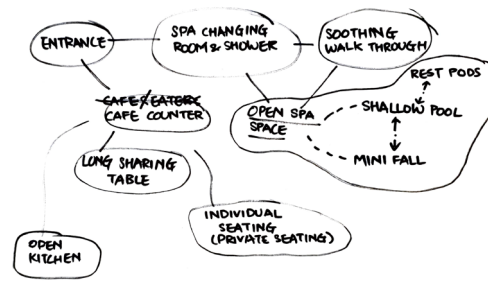
Self-exploration as an idea concept is adopted to emphasise the need for stressed up individuals to have some self explored space for self-care.



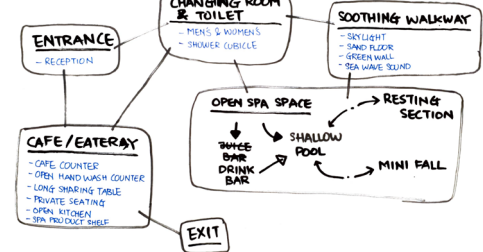
IDEATION & DEVELOPMENT



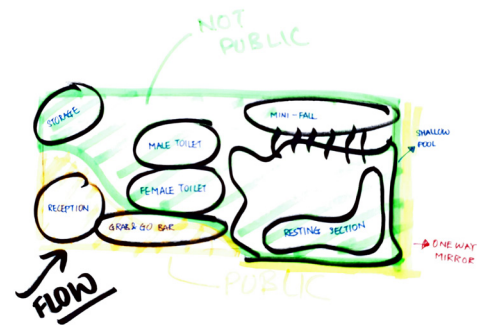
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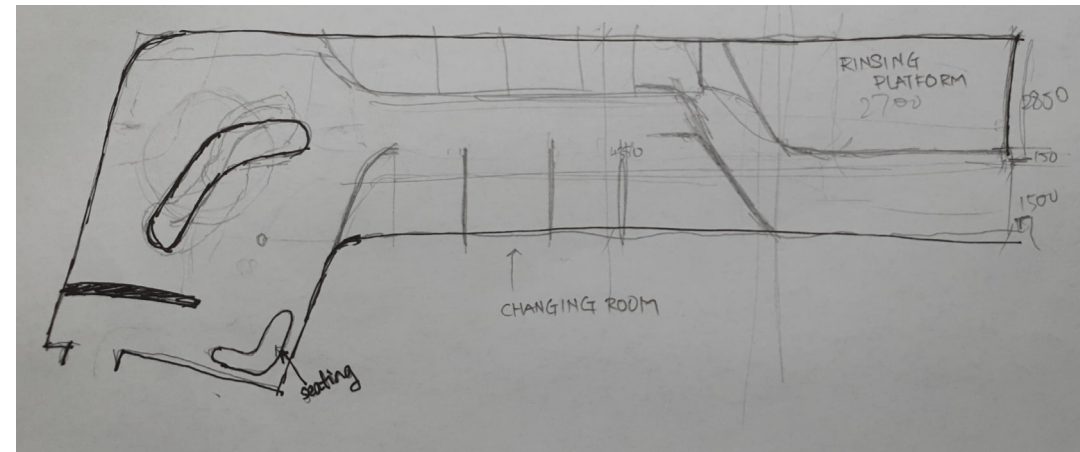
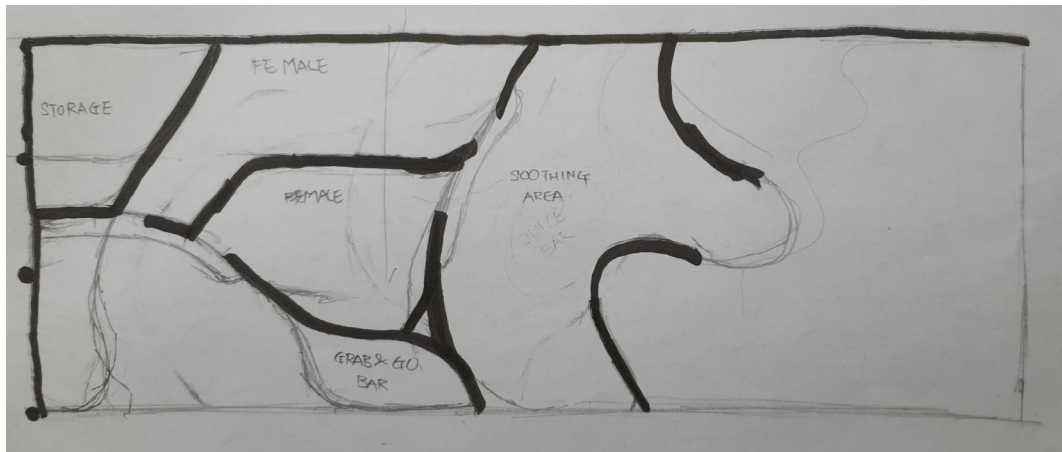
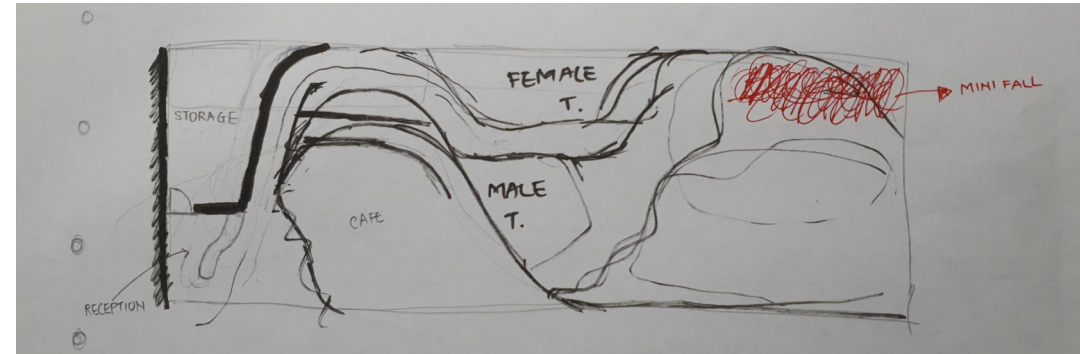
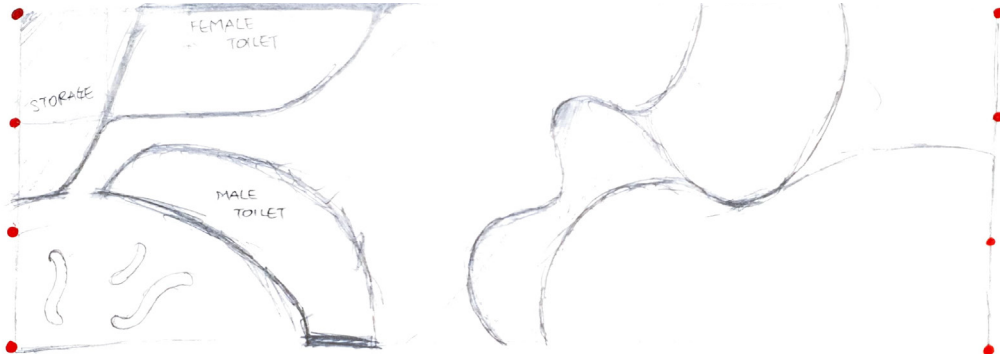
#2 BUBBLE DIAGRAM



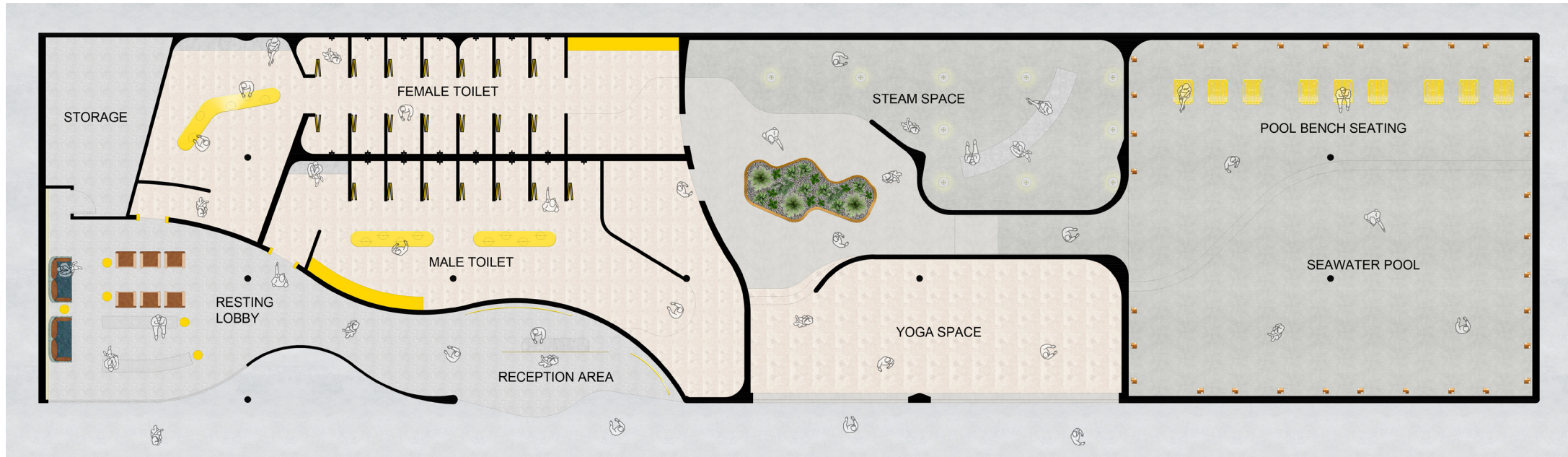
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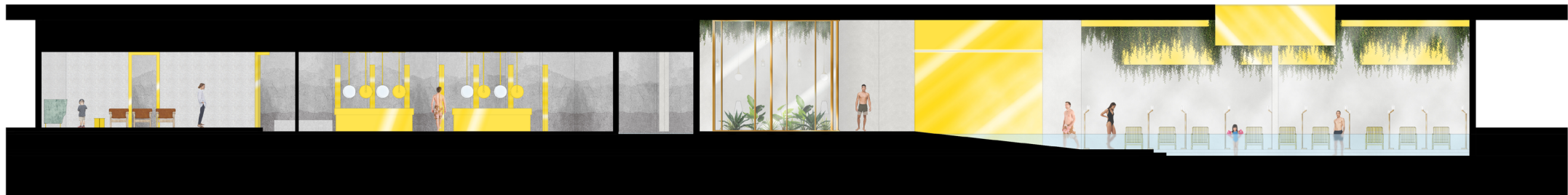
IDEATION & DEVELOPMENT



PLAN DRAWING



SECTION DRAWING





[ENTRANCE OF VERDANT & BRINE]



[LOBBY OF VERDANT & BRINE]



[FEMALE TOILET OF VERDANT & BRINE]



[STEAM SPACE & YOGA SPACE CORRIDOR]



[STEAM SPACE]



[SEA POOL VIEW#1]



[SEA POOL VIEW#2]

BRANDING





SHENG . 生

[ABOUT]

Located in Queenstown, Commonwealth.

SHENG . 生 is a revamp of an old standing Singapore Improvement Trust HDB turn hotel. A high-end boutique hotel for visiting scientists and businessmen working in the science field.

[CONCEPT]

Inspired from the basic building blocks of life, cells. The interior reflect how living cells work and reimagine of a modern living cell. Making the hotel seems like a living thing with cells that make up the inside. Curves and straight lines as an interpretation of how organic matters move and link up within a cell itself.

[FEATURES]

The hotel features an all-day bar, skylight cafe, and ample seating area for guest to connect with like-minded others and hold informal meetings.

DEVELOPMENT

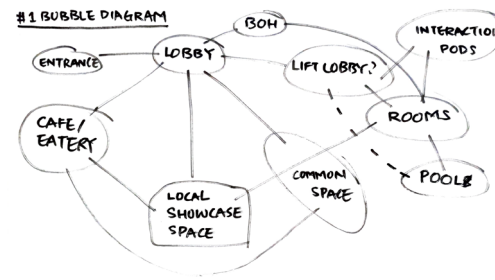
TARGET MARKET PROFILE

- Solo or small group
- Scientist / Researchers / science - Businessman / Technopreneurs for science
- Coming as visitors to help in science or science business development and research.
- Likes to share ideas (communication space needed)
 - Networking zone.

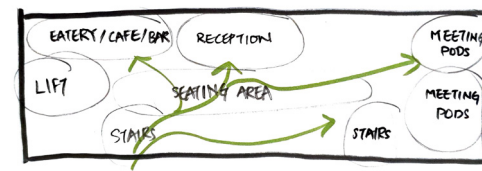
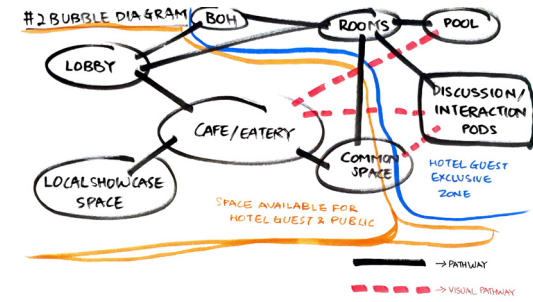
LIST OF SPATIAL REQUIREMENT

- BOUTIQUE HOTEL**
- TO ALLOW IDEAS GO ABOUT!
- LOBBY
 - BACK - OF - HOUSE
 - ROOMS
 - SINGLE PERSON USE.
 - POSS COUPLE USE?
 - Network zone - DISCUSSION POD? MOSTLY OLD PEOPLE IN THE AREA
 - space for foreigners to connect w/ locals?
 - Nearby got food market centre.
 - Common space
 - Restaurant? Cafe?
 - ROOMS (W/ ONLY BASIC NEEDS)
 - BED, TOILET, WARDROBE.
 - INTERACTION / DISCUSSION / MEETING PODS
 - ONLY FOR HOTEL GUEST
 - POOL?
 - LOBBY
 - CAFE / EATERY
 - LOCAL SHOWCASE SPACE
 - ARTS FILMS
 - BOH
 - LOCALS + HOTEL GUEST

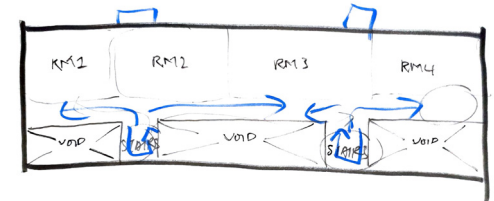
#1 BUBBLE DIAGRAM



#2 BUBBLE DIAGRAM

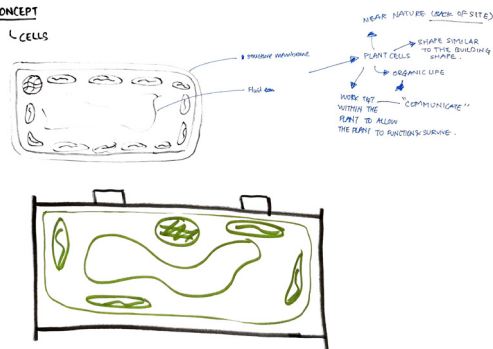


1st LEVEL

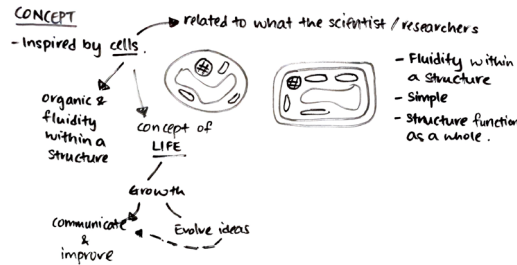


2nd level + 3rd level.

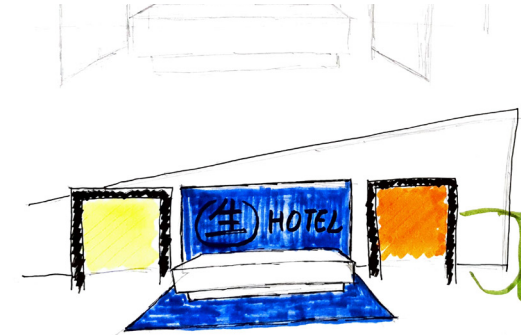
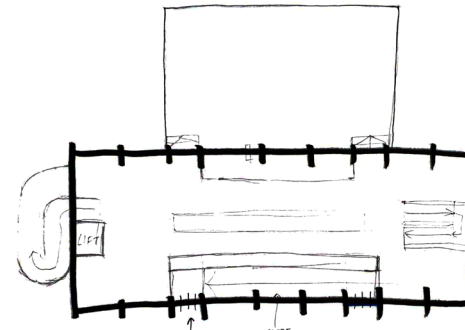
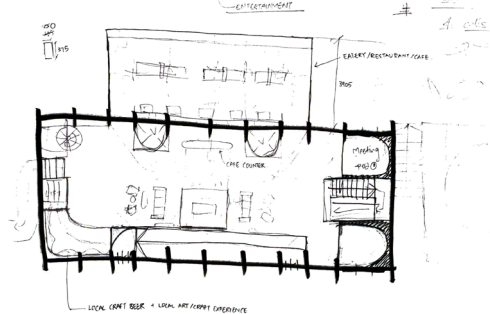
CONCEPT



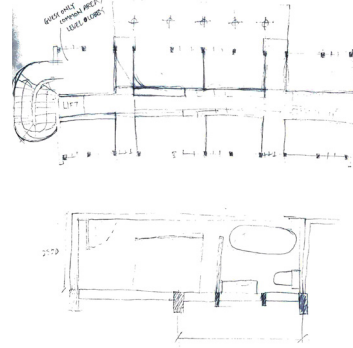
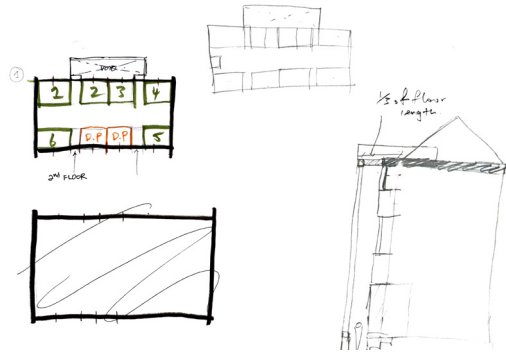
CONCEPT



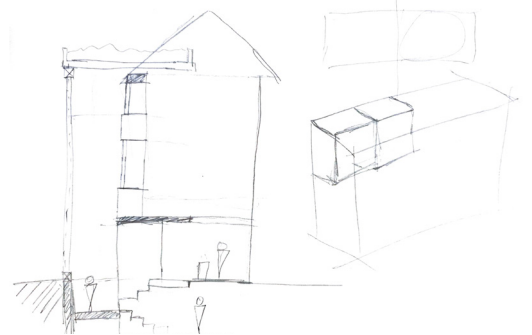
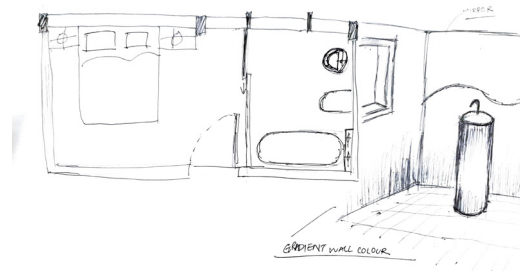
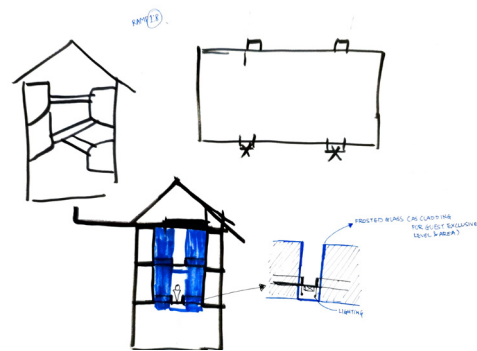
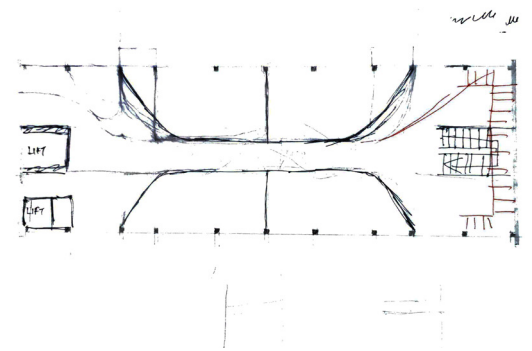
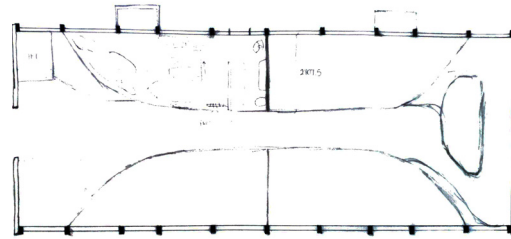
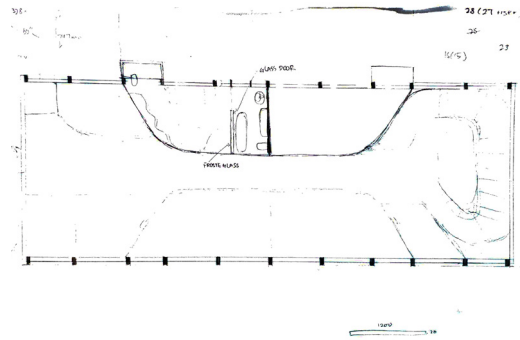
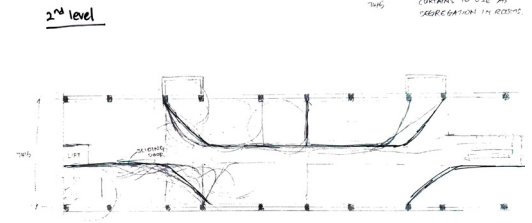
WORK-LIVE-PLAY

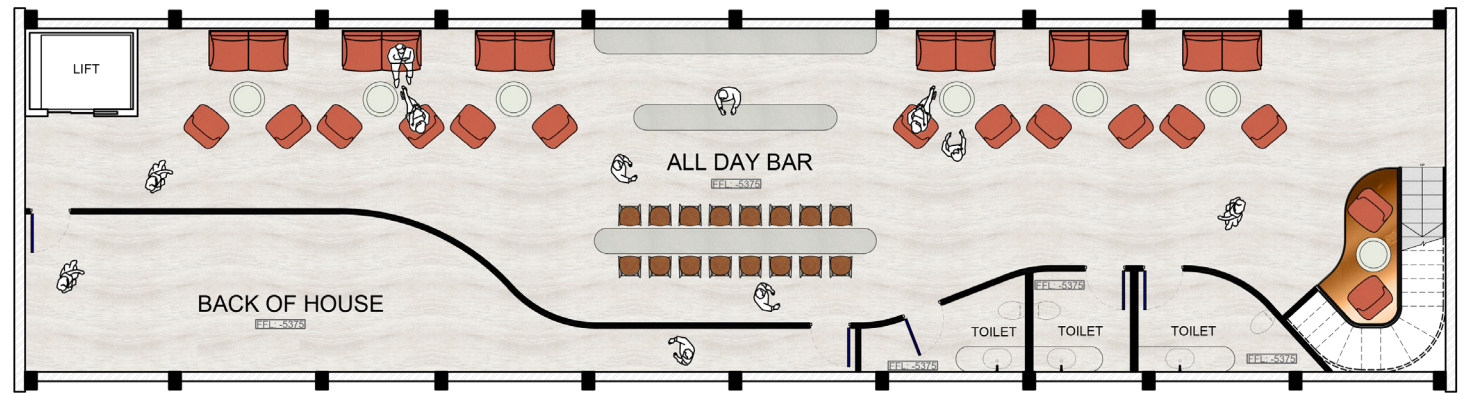


DEVELOPMENT

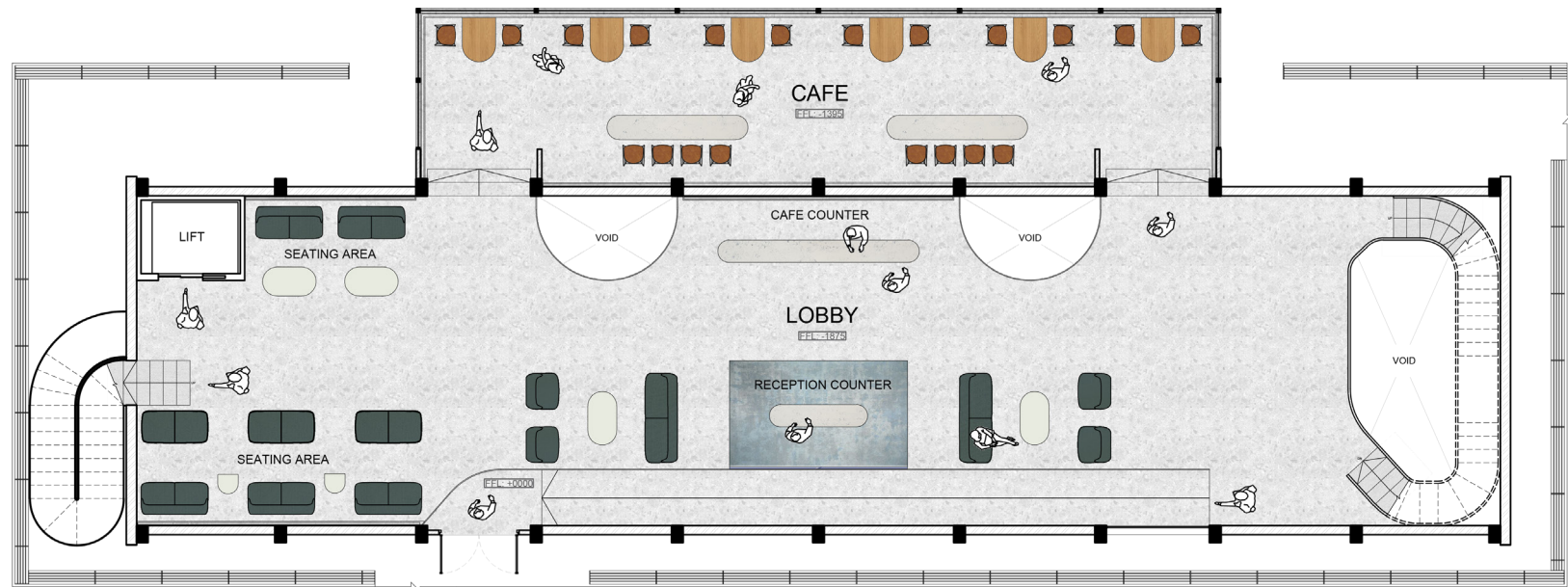
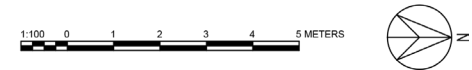


SCIENTIST/RESEARCHER:
10 TOWEL TOWEL
10 TOWEL IN HOTEL ROAD



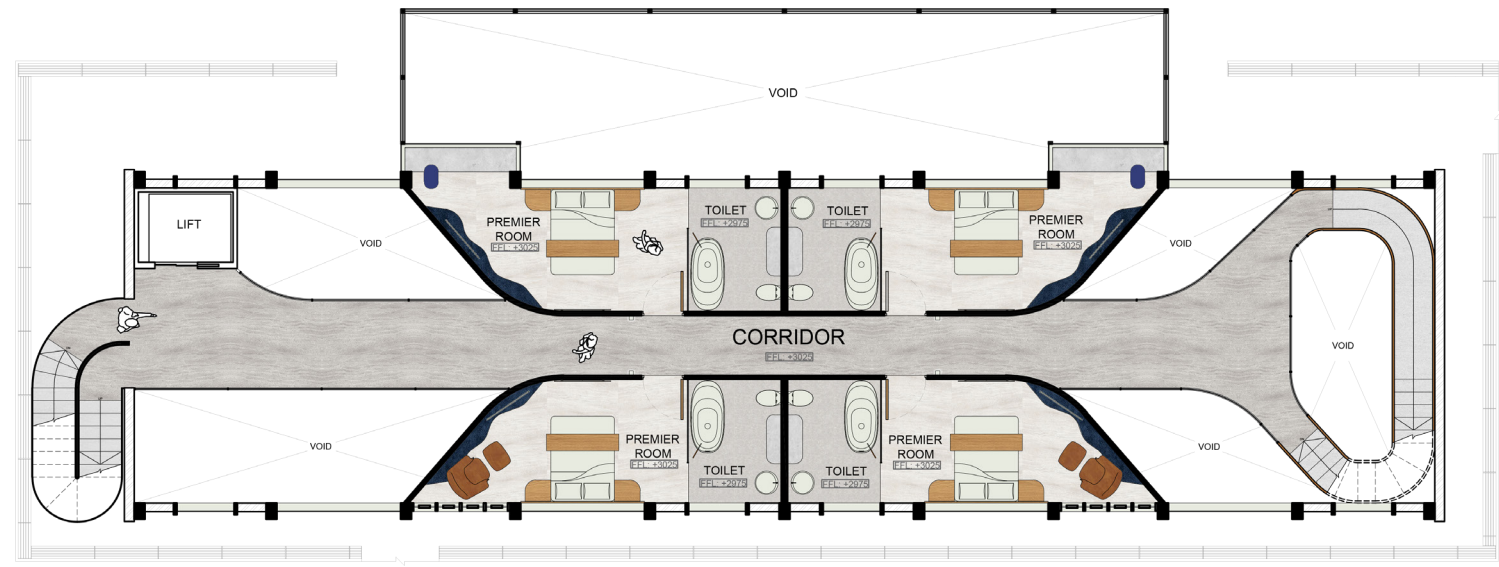


BASEMENT STOREY PLAN
SCALE 1:100



1ST STOREY PLAN
SCALE 1:100

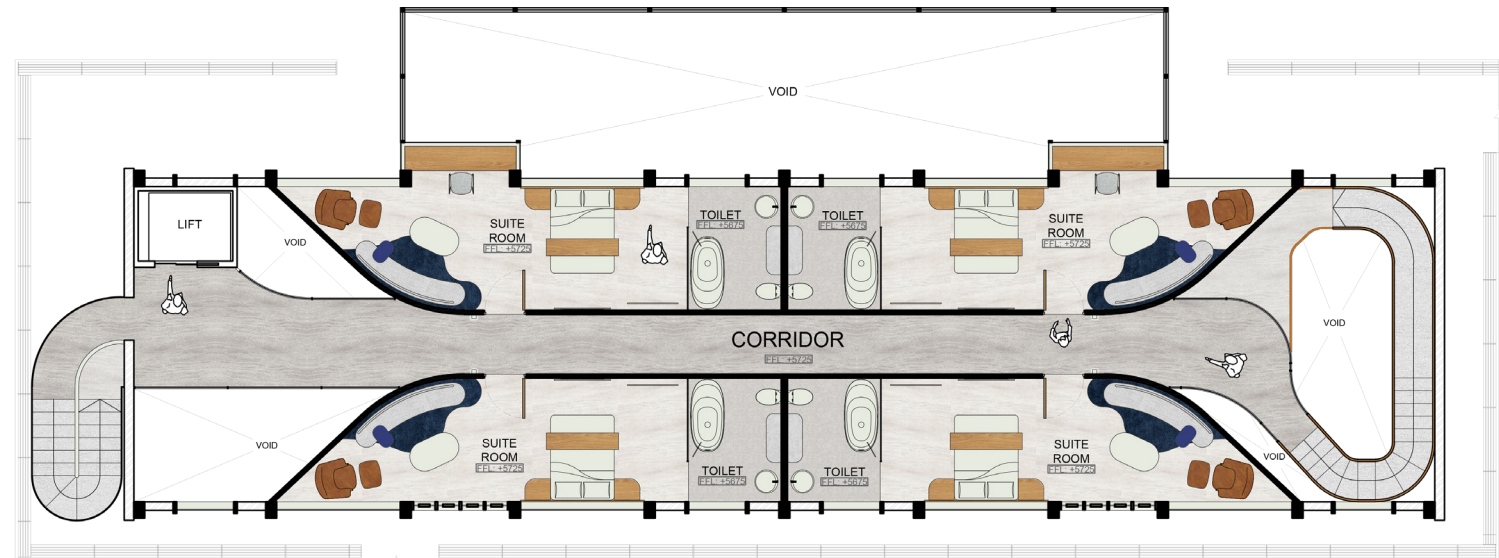




2ND STOREY PLAN

SCALE 1:100

1:100 0 1 2 3 4 5 METERS



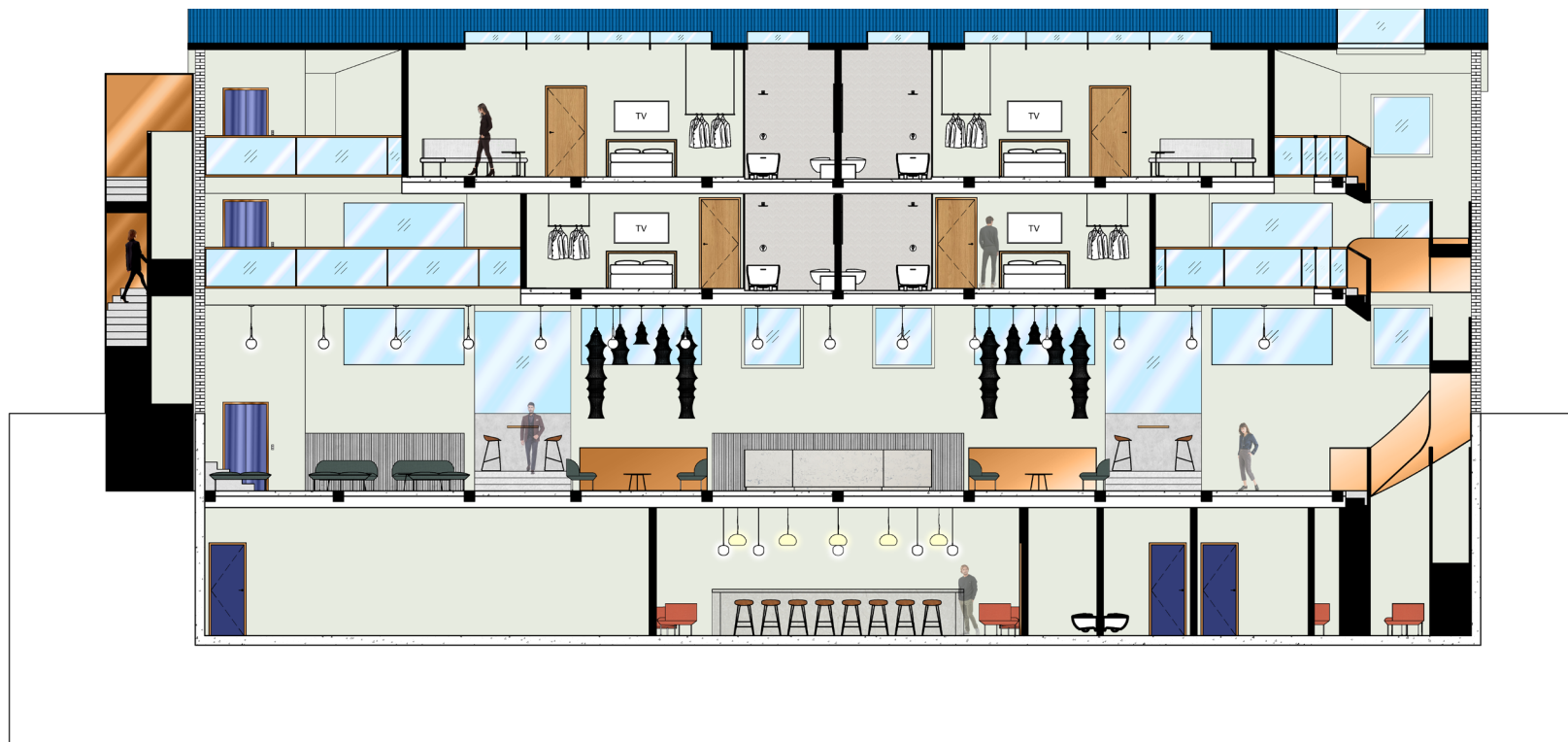
3RD STOREY PLAN

SCALE 1:100

1:100 0 1 2 3 4 5 METERS



SECTION DRAWING



SECTIONAL ELEVATION A-A

SCALE 1:50



SECTION DRAWING





[LOBBY]

[LOBBY]

3D RENDER



[SKYLIGHT CAFE]



[PREMIUM ROOM]



[PREMIUM ROOM - TOILET]



[SUITE ROOM]



[SUITE ROOM - TOILET]

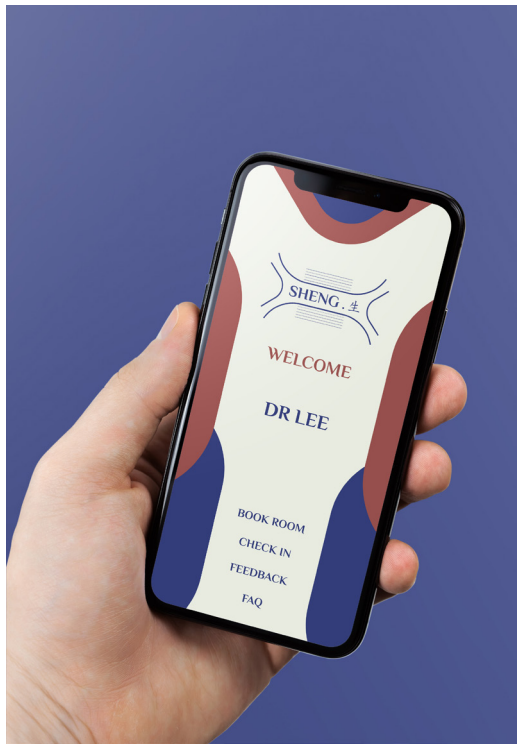


[ALL DAY BAR]

BRANDING

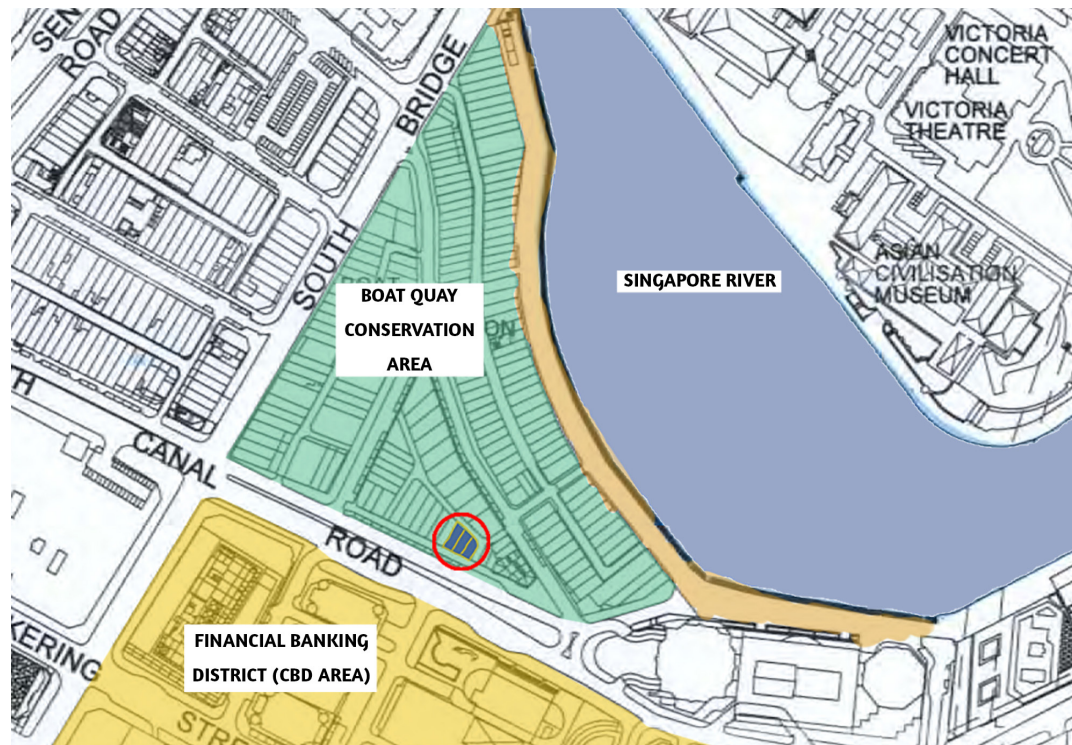


BRANDING





CASCADE



[CONSERVATION SITE]

A now conserved site that houses rows of shophouses which were built back in the days which served as business and trading purposes. Currently, the shophouses serve as F&B outlets for both local and international F&B chains. The site proposed composed of 3 shophouses attached together via a load-bearing wall between them with a total of 3 levels

[ISSUE]

The site currently lacks in human flow and atmosphere. Being a conserved site, it still failed to attract people to stop by and engage in meaningful activities. The site lacks in human engagement and liveliness from the surrounding users.

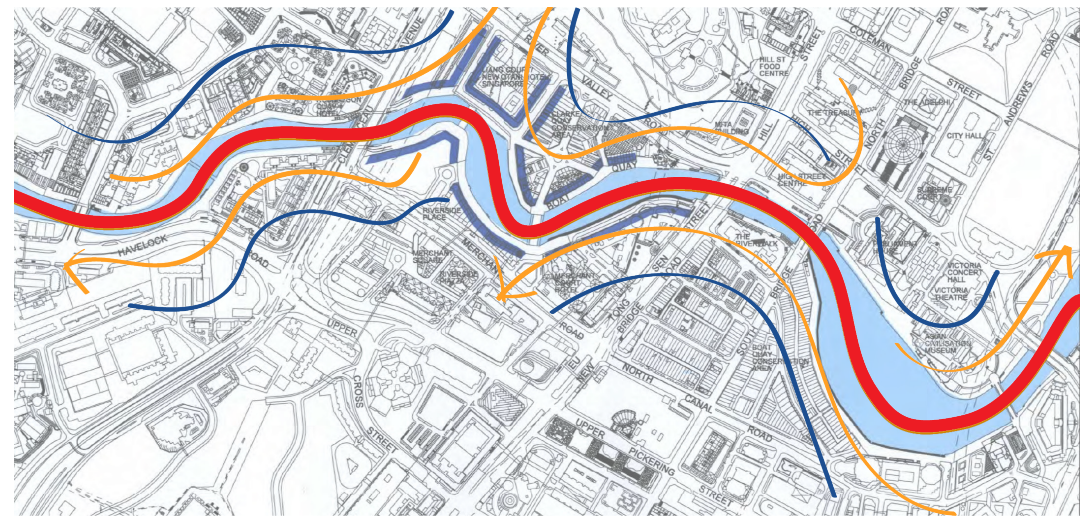
[CO-WORKING SPACE]

A co-working space is proposed to engage creative young individuals to the site. The space proposed allows collaborations among youngsters. The space would feature a dining space, individual workspace, production space, breakout space and an open critic space for individuals who seeks feedback and need to showcase their works.

[TARGET MARKET]

Target at young creative individuals like interior designers, architects, graphic designers and product designers. The space also allows these young individuals to re-experience the once lively shophouse through a relaxed and casual working space.

CONCEPT



[FLOW]

“FLOW” was adopted as a concept idea to get users of the space to go around, re-experiencing a new shophouse experience. Associated of being fluid, the Singapore River was being used as a physical form exploration due to the connection to the site surroundings and the nature of the river itself is constantly flowing with water.

[FLOW STUDY]

By studying the water flow direction, circulation, form and curves were derived from the unique flow pattern of the Singapore’s River. It shows that at some points there would be intersection and some in just a one directional flow of the river.

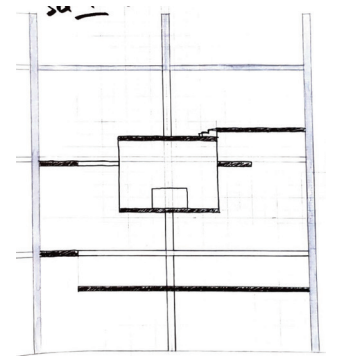
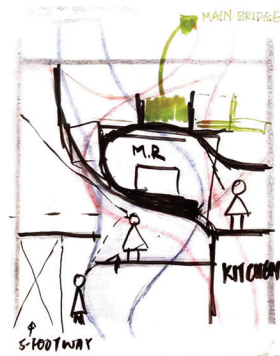
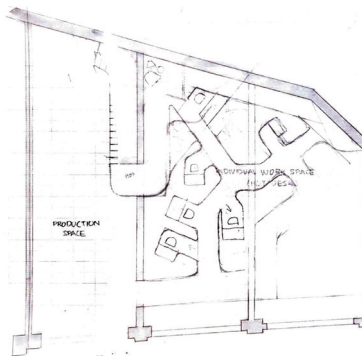
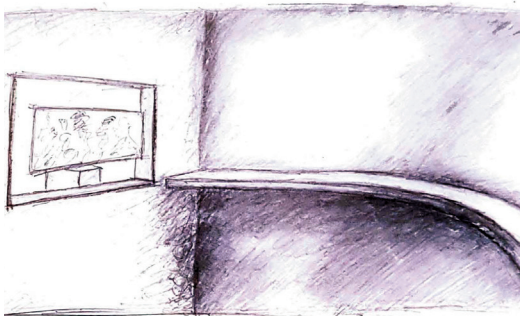
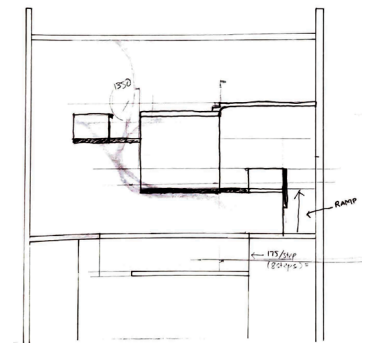
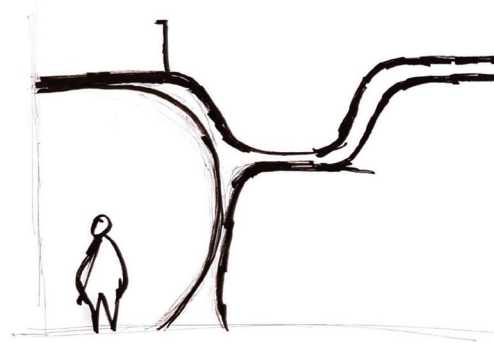
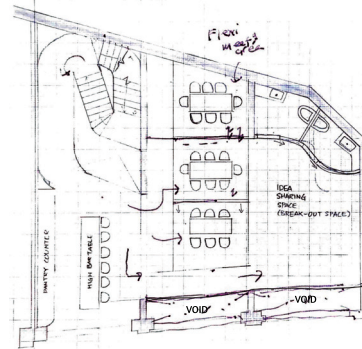
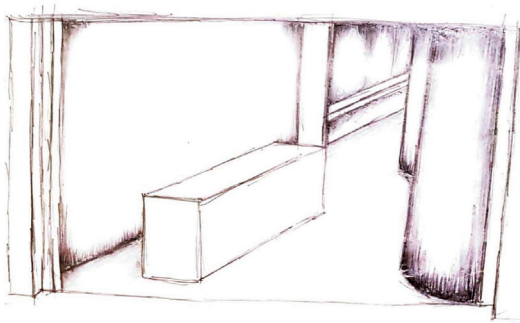
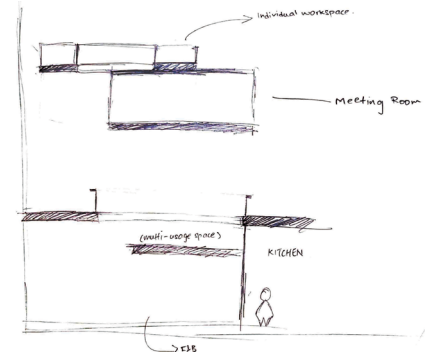
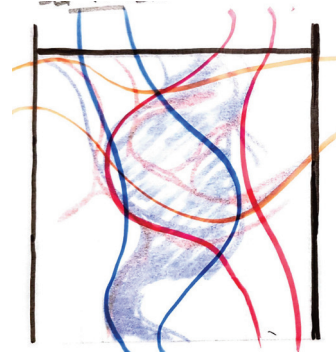
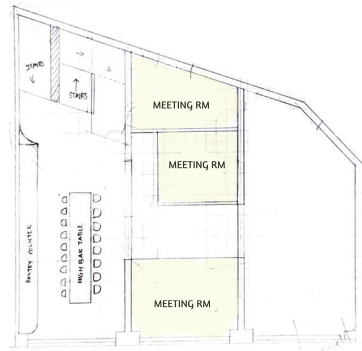
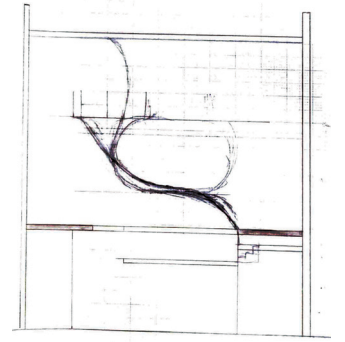
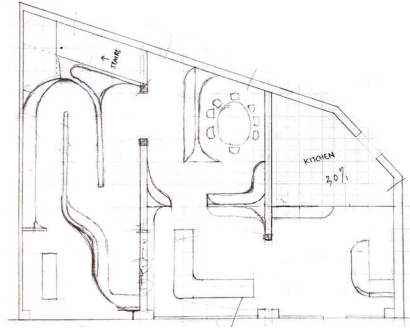
[DIFFERENT SHOPHOUSE STYLE]

With more traditional shophouse look, No.7 is sectioned to be a serious and productive space. On the other hand, having a modern look, No.5 & 6 is sectioned to be a fun, casual and relaxed space, where most activity would take place. This creates a difference of space, feels and purpose to highlight the difference of shophouse look through the interior.

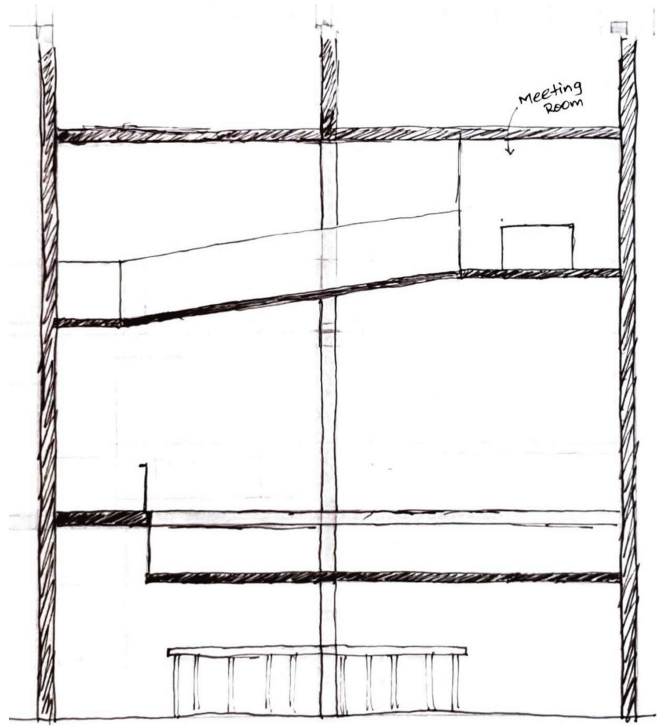
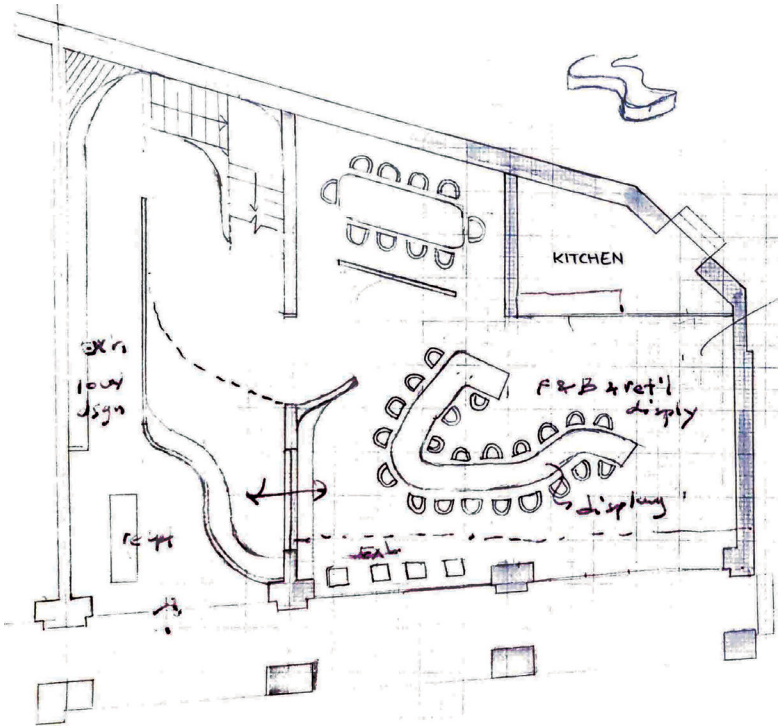
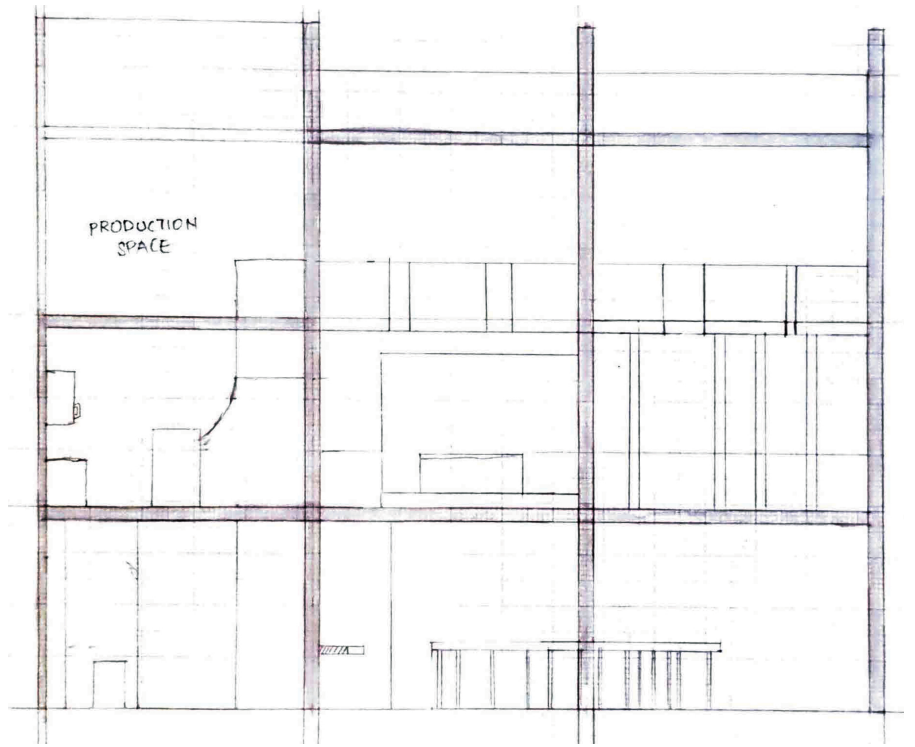
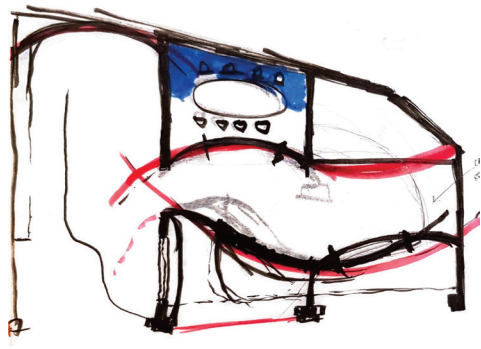


DEVELOPMENT

LEVEL 1



DEVELOPMENT



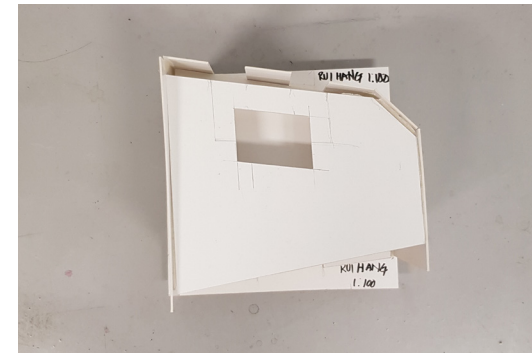
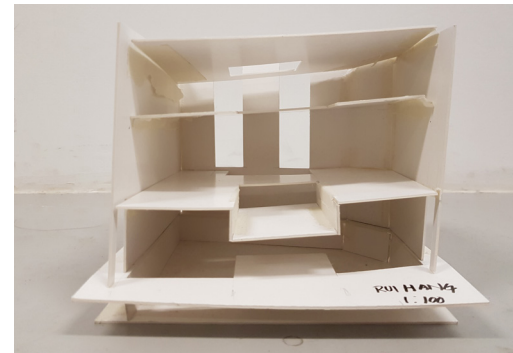
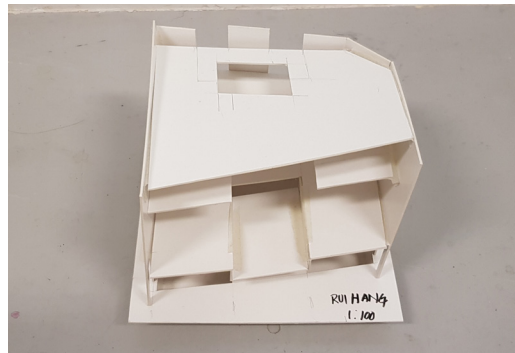
DEVELOPMENT

[DEVELOPMENT MODEL]

Three stage of development through 3 sets of model images to explore and ideate concepts into form and the space itself.

[STAGE 1]

Different height levels to showcase the shophouse in various angles, mezzanine levels and voids were introduced to explore levels and different angles which will connect with the “FLOW” concept.

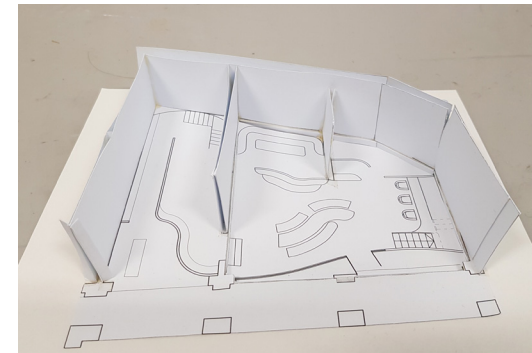
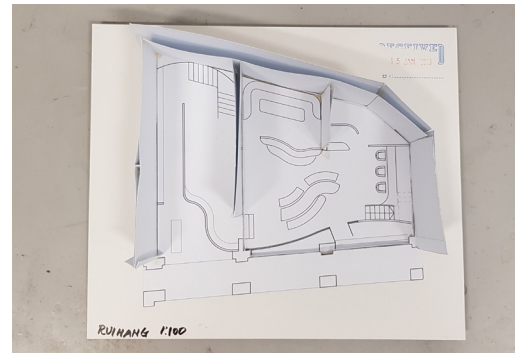
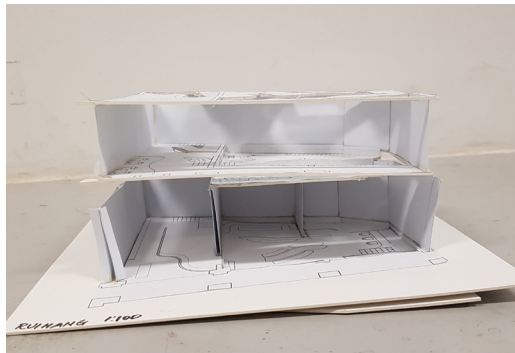
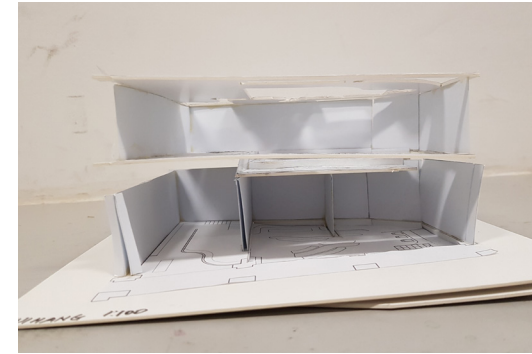
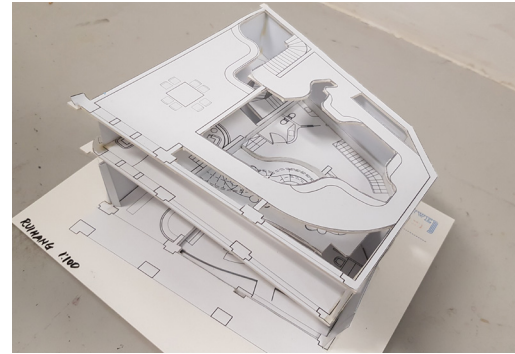
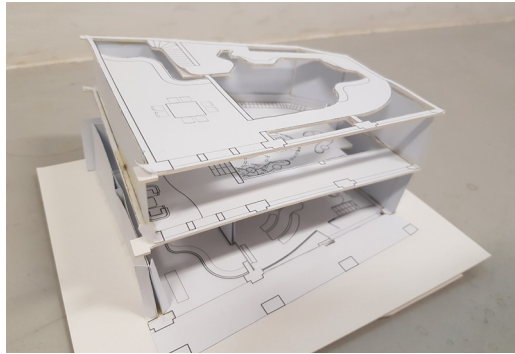


[STAGE 2]

How a bridge could “FLOW” through the space, especially with the existence of the load-bearing walls. Entrances were “punched” and create an opening allowing the bridge to “FLOW” within.

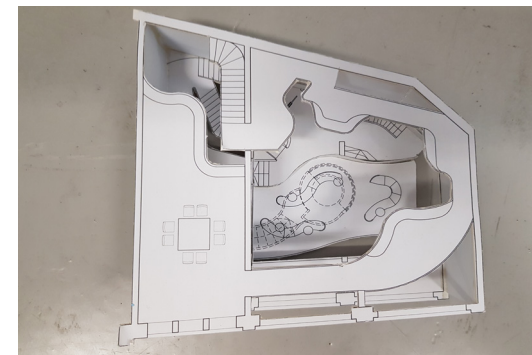
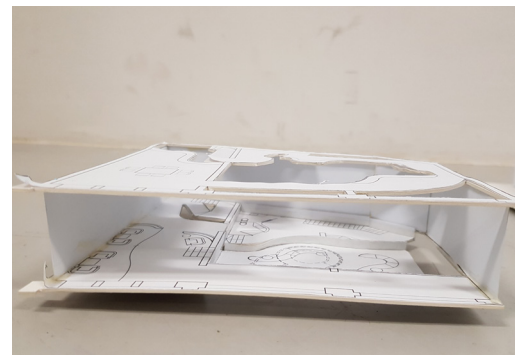
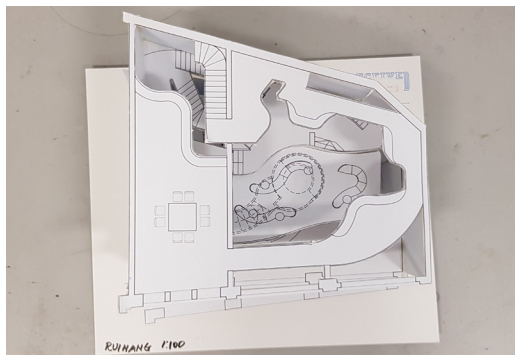


DEVELOPMENT

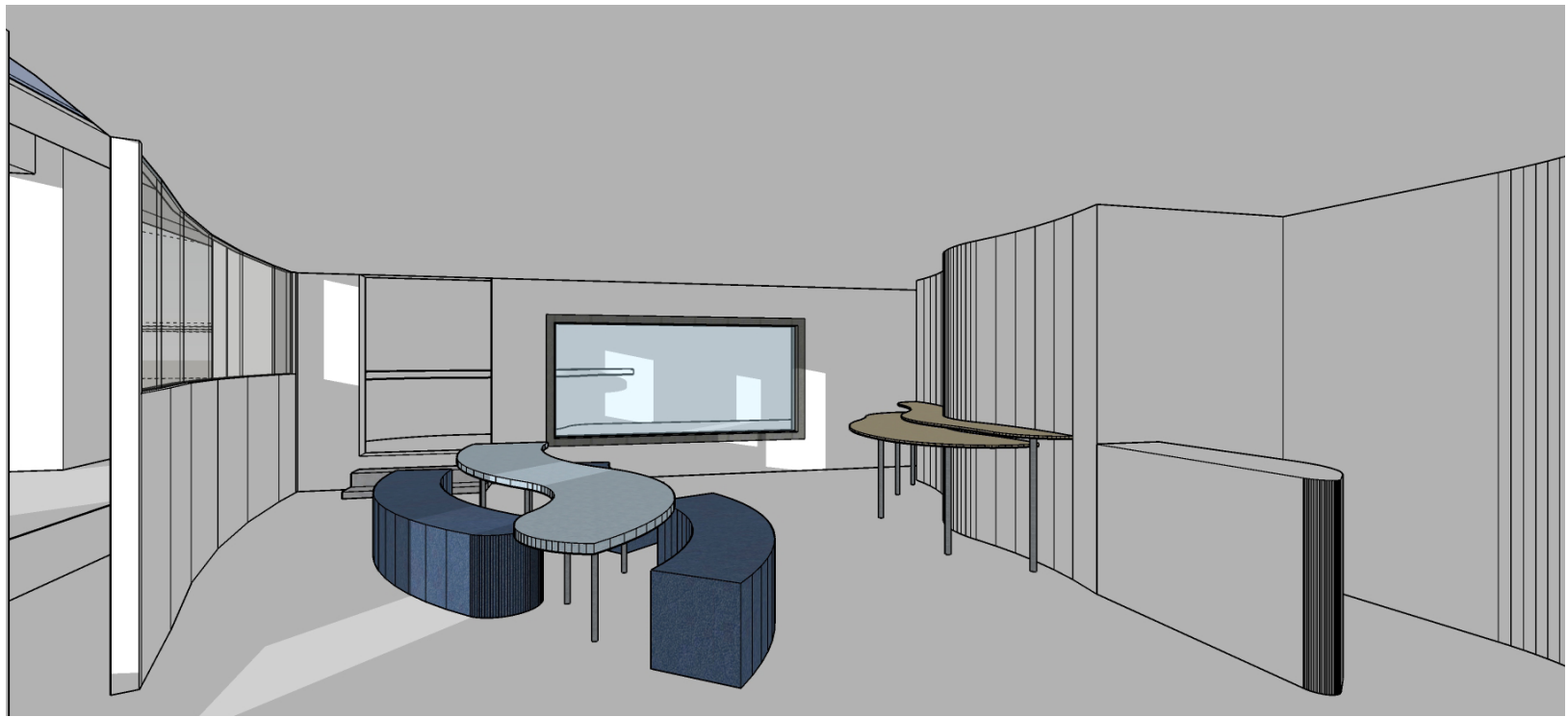


[STAGE 3]

Putting conceptual ideas into workable and functional space. A trial and error stage to explore the errors and reality when putting concepts into the space.

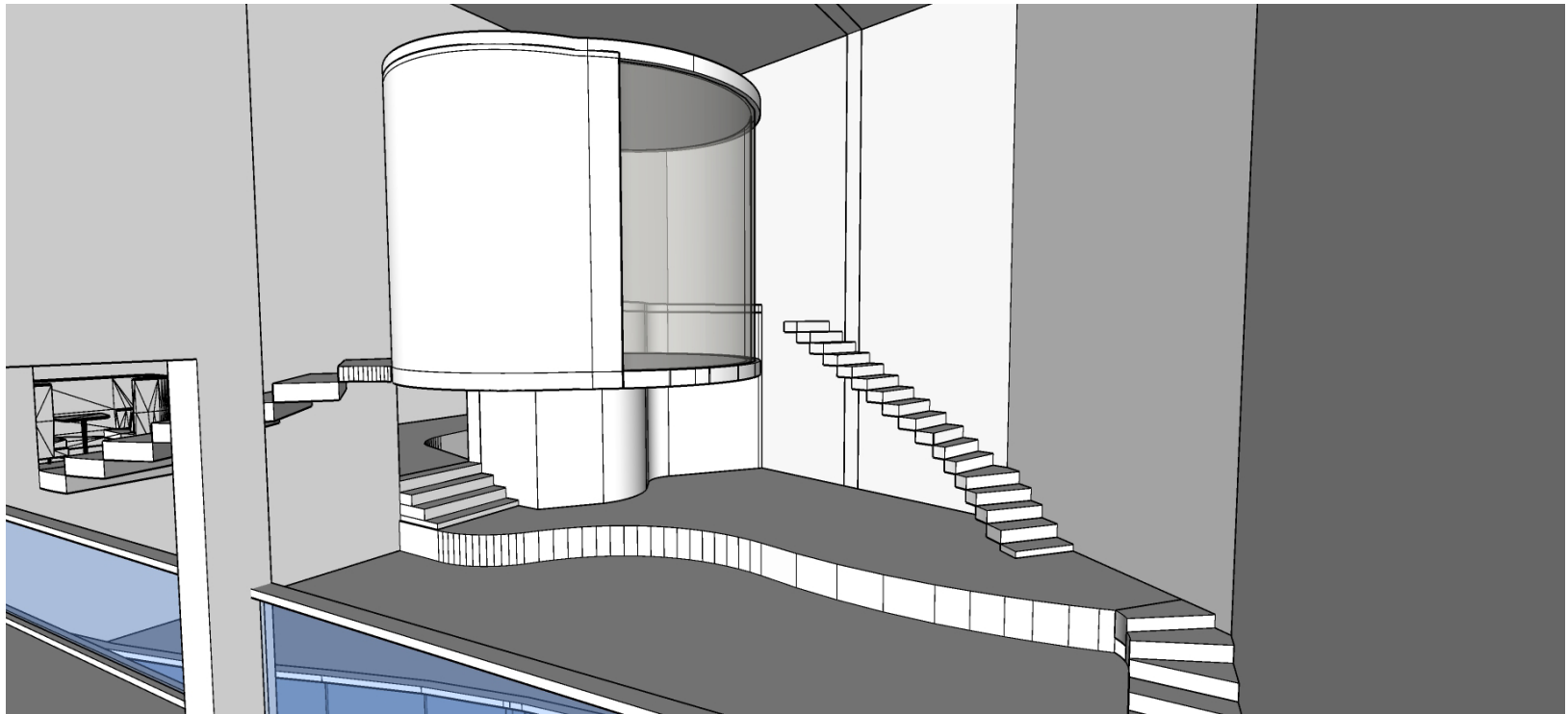


DEVELOPMENT

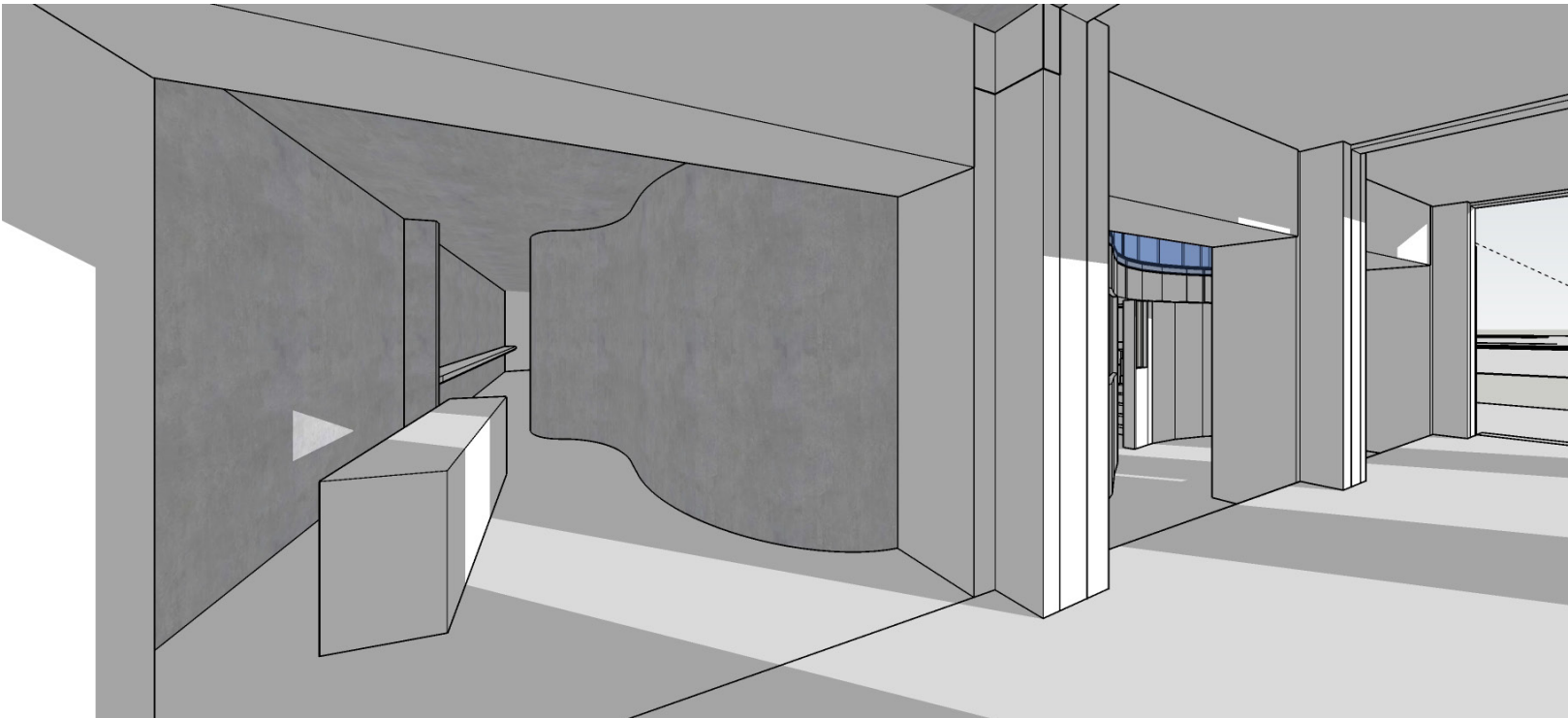


[3D MODEL DEVELOPMENT]

3D model of the space to have a virtual view of how the proposed concept and design would look like in real life.



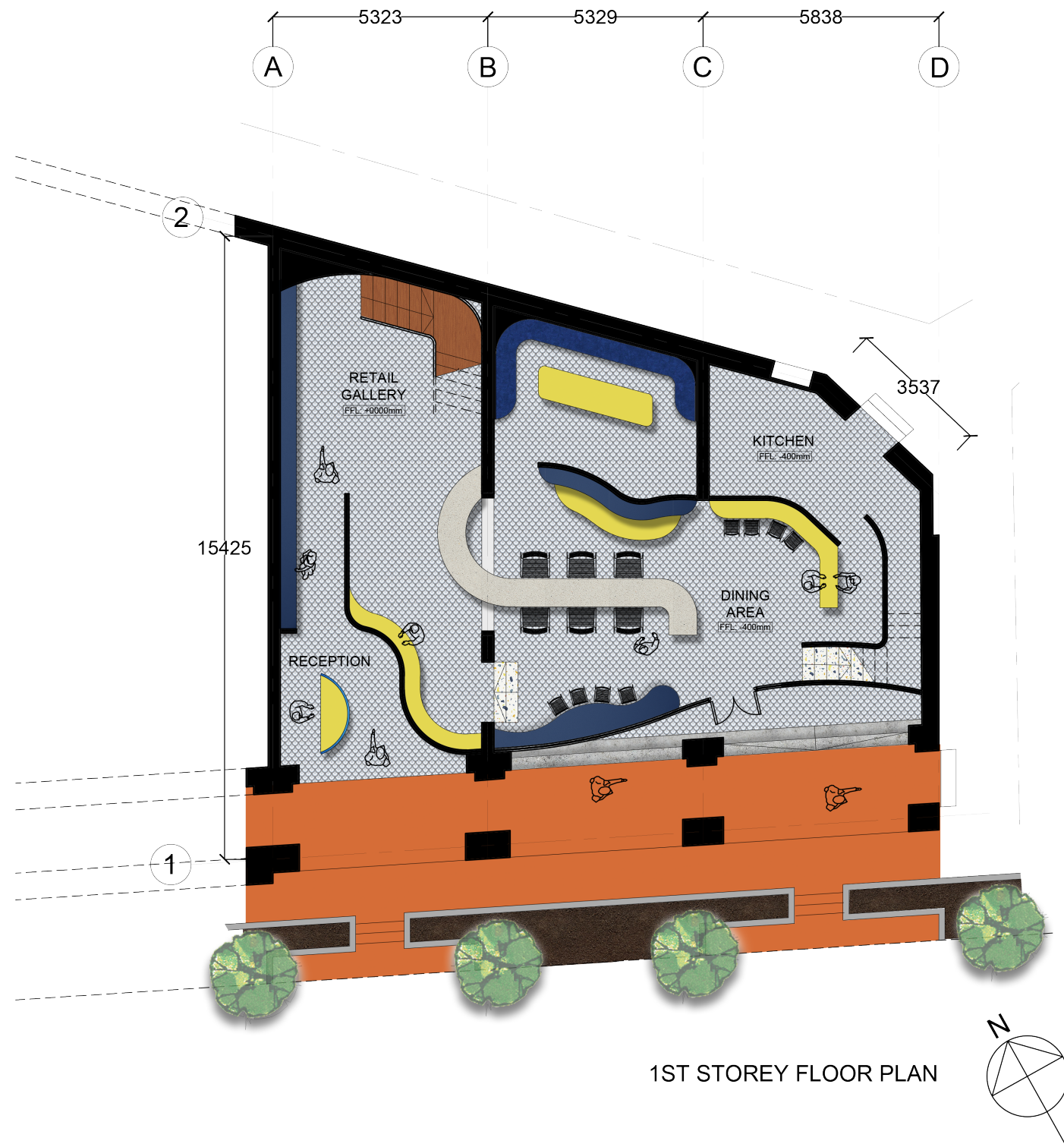
DEVELOPMENT



PLAN DRAWING

[LEVEL 1 - RETAIL GALLERY + DINING AREA]

Shophouse No.7 area is the formal entrance through a retail gallery, which showcases designer's works. While No.5 & 6 is a sunken floor space where dining takes place.

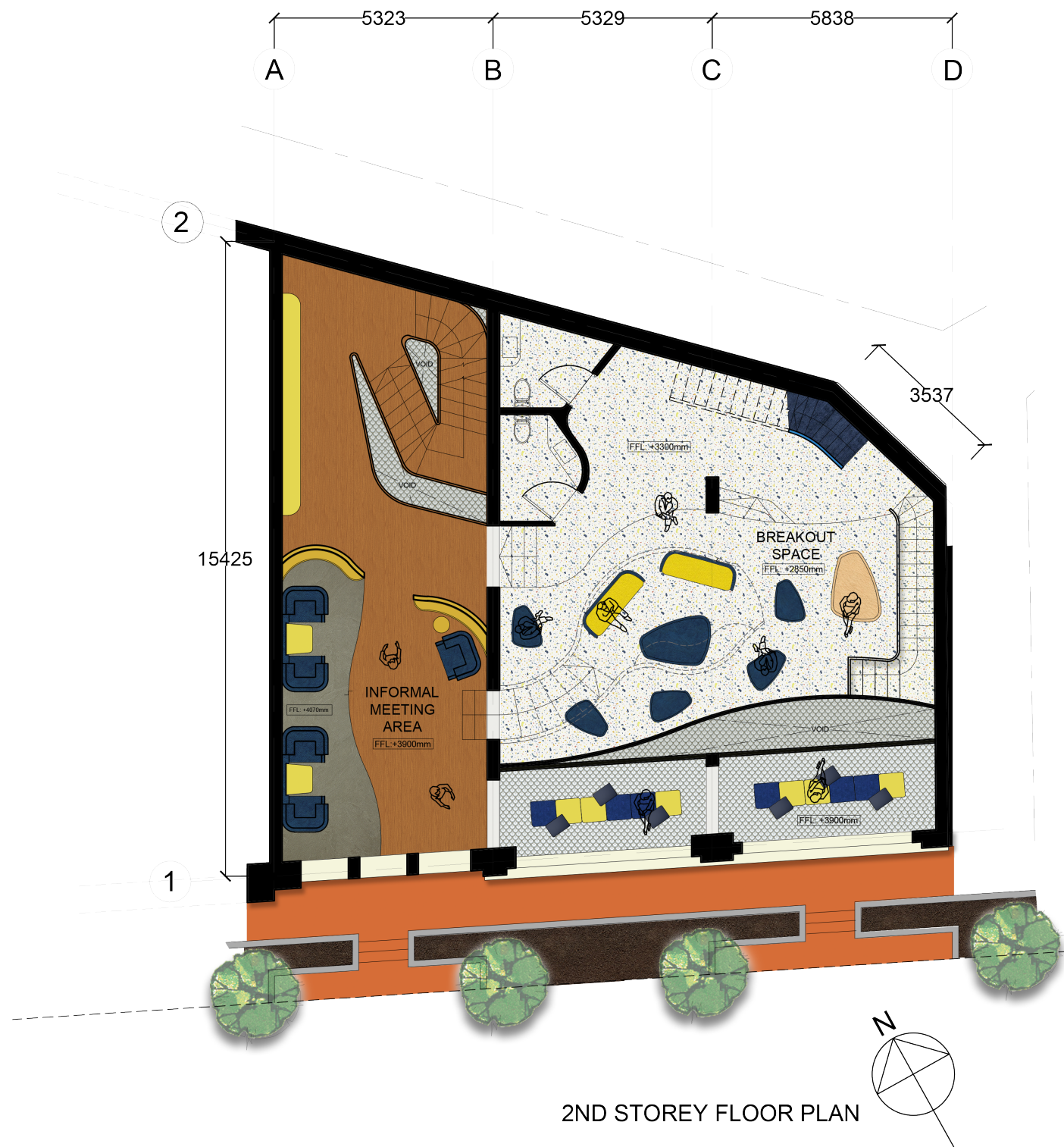


1ST STOREY FLOOR PLAN

PLAN DRAWING

[LEVEL 2 - BREAKOUT SPACE + INFORMAL MEETING AREA]

Shophouse No.7 area is used as an informal meeting area, while No.5 & 6 is a breakout space with different height level, for users to chill out after stressful work. It also allow networking and bond with other like-minded individuals from the creative industry which can prompt collaborations.

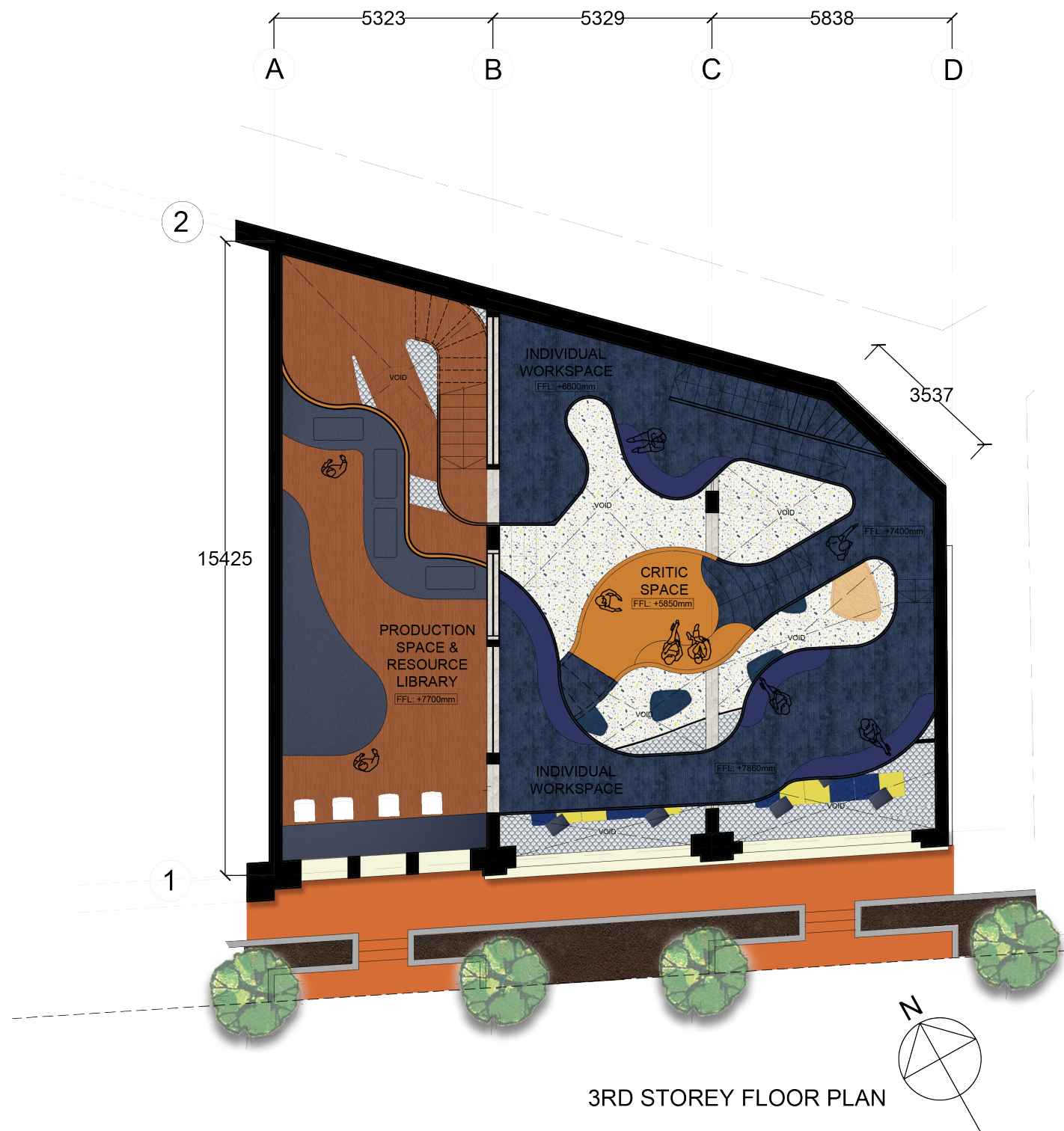


2ND STOREY FLOOR PLAN

PLAN DRAWING

[LEVEL 3 - INDIVIDUAL WORKSPACE + CRITIC SPACE + PRODUCTION & RESOURCE LIBRARY]

Shophouse No.7 is a production and resource library space, while No.5 & 6 is a bridge like level as the individual workspace and open critic space, where designers can pitch their hard work to clients or get feedback from creatives in other fields.



SECTION DRAWING





[ENTRANCE/RECEPTION]



[RETAIL GALLERY]



[DINING AREA]



[BREAKOUT SPACE]



[BREAKOUT SPACE]



[INDIVIDUAL WORKSPACE]



[INDIVIDUAL WORKSPACE]



[INDIVIDUAL WORKSPACE]

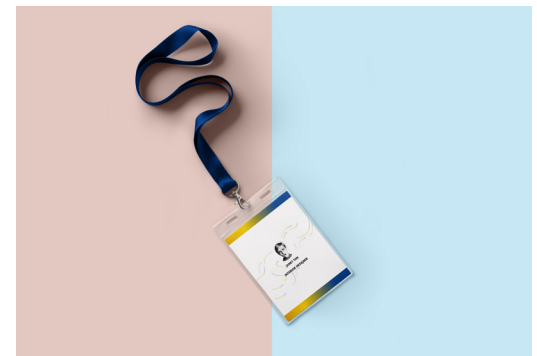
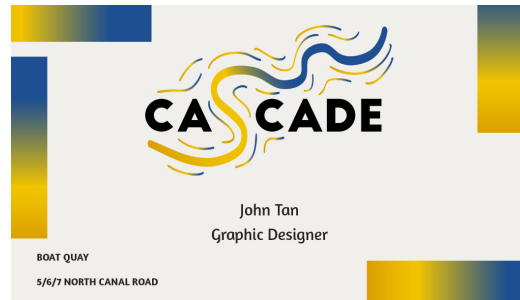


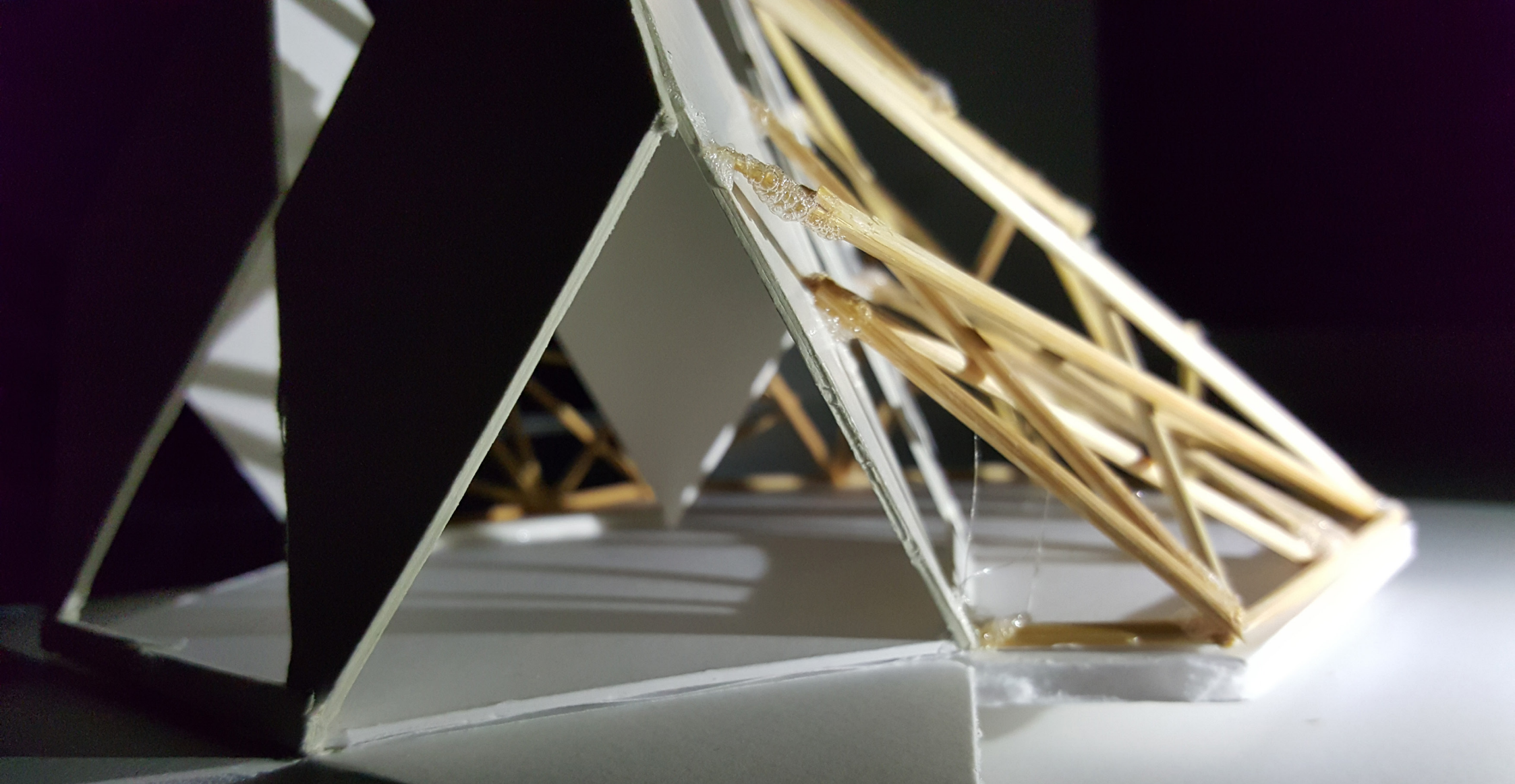
[INDIVIDUAL WORKSPACE]



[INDIVIDUAL WORKSPACE]

BRANDING





FORM EXPLORATION

[OBJECTIVE]

A series of model exploring form creation and form development. It also explores how light and shadow are formed along with the form built. Explore and understand massing and sculpting of built forms in spatial design. Understanding basic human proportion and ergonomics through model making.

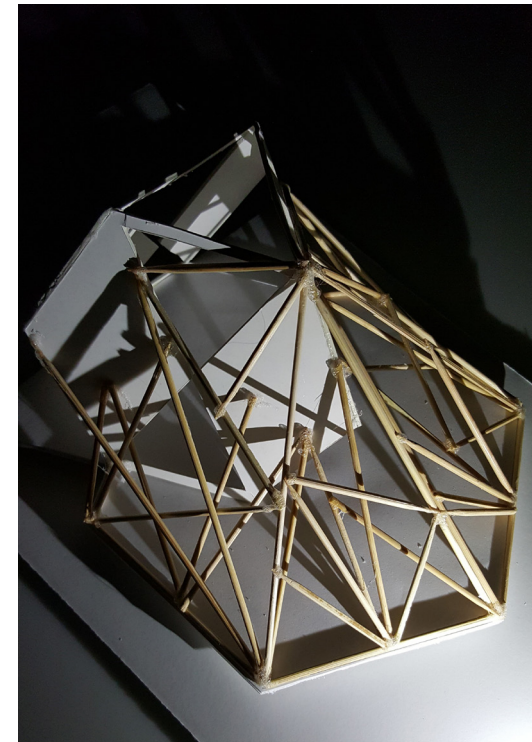
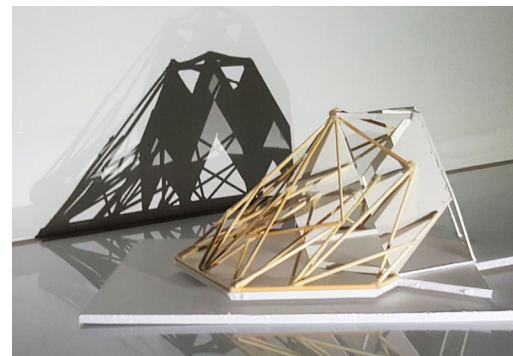
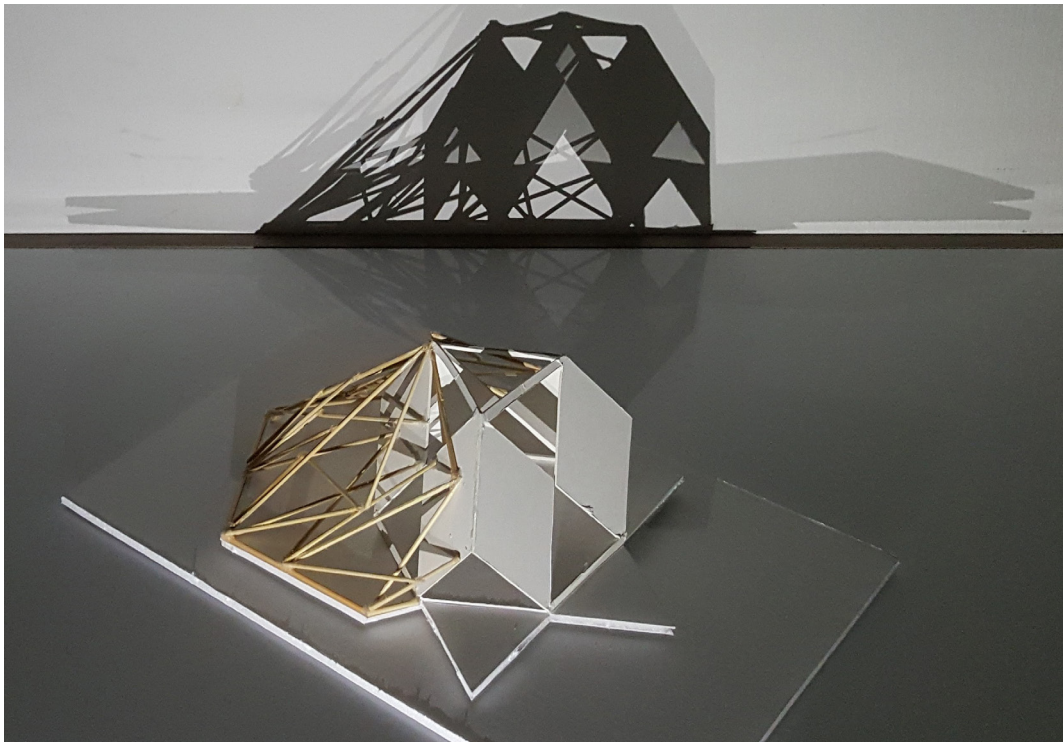
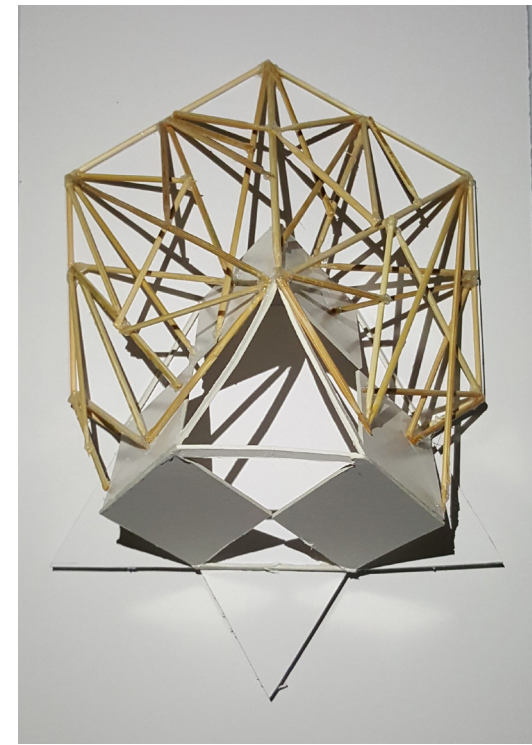
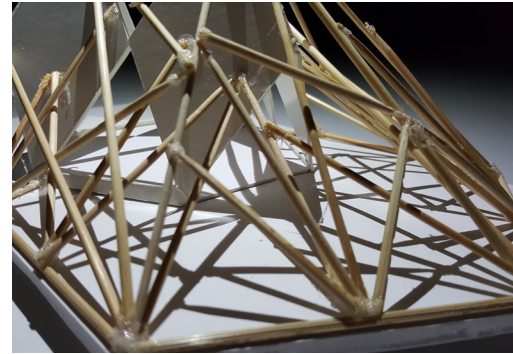
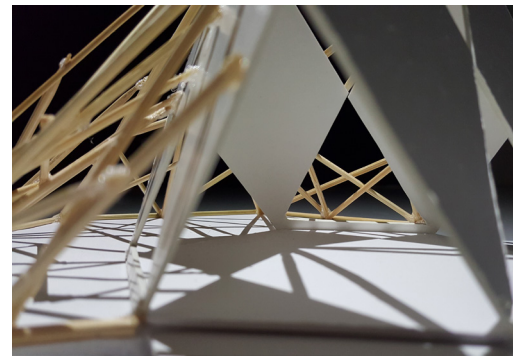
[OUTCOME]

Three models and a final model were made to explore the various human factors and lighting effects on various built forms while applying various understanding of the principles of design towards the build environment.

MODEL #1

[MODEL #1]

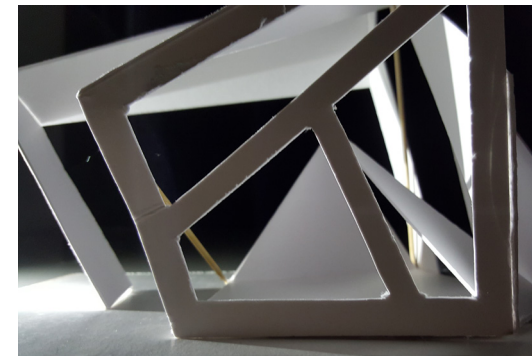
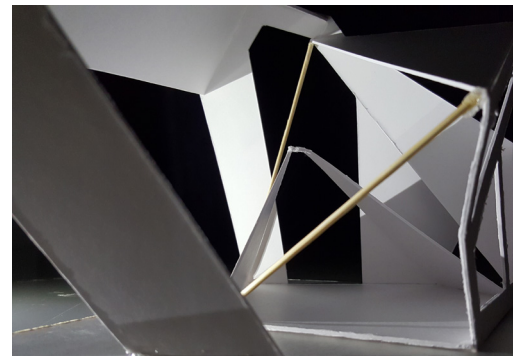
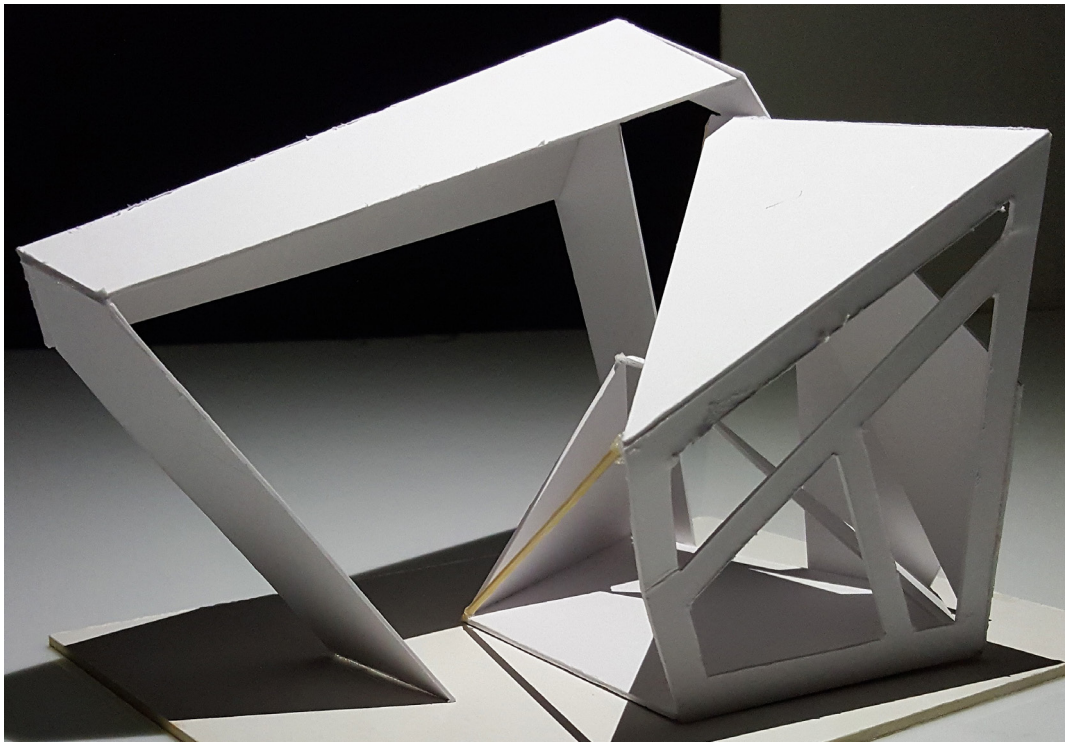
Model #1 focuses mostly on light and shadow effects using geometric shapes. Hexagon and triangles were used at different depths and angles to create light and dark shadows based on the sticks positioning.



MODEL #2

[MODEL #2]

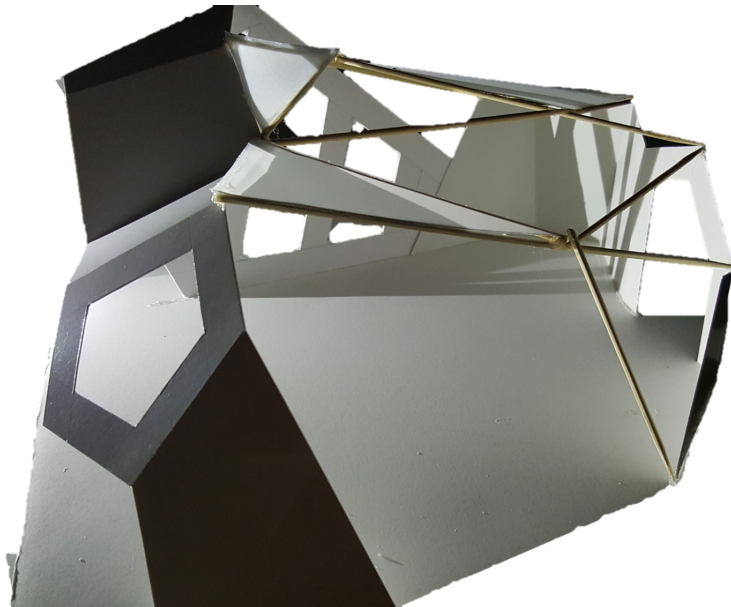
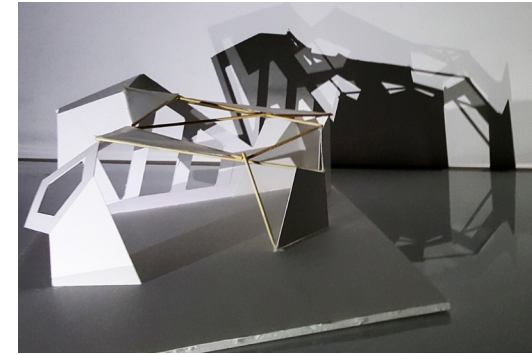
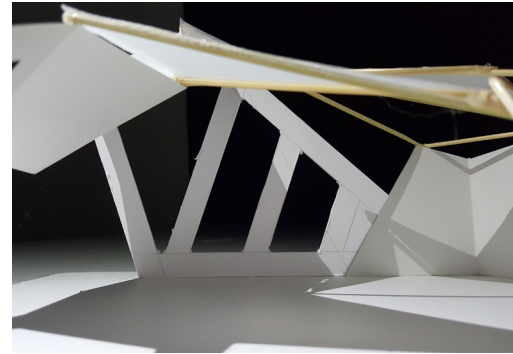
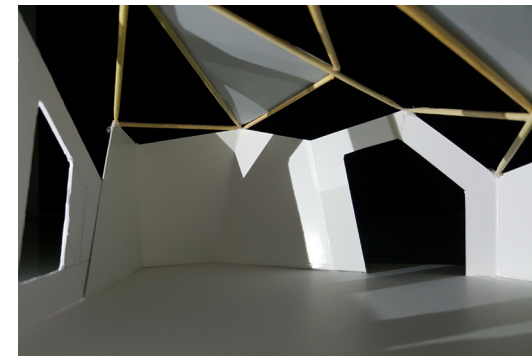
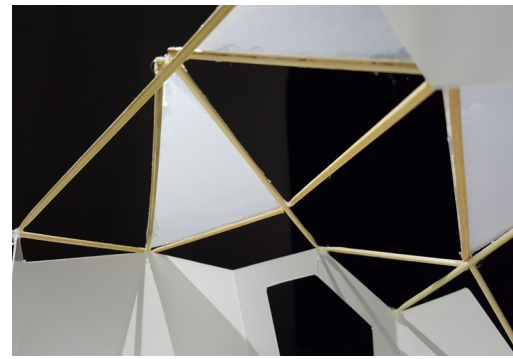
Model #2 focus on creating forms and angle from different angles to explore human factors and shadow formation. Shapes and voids were made and planes were positioned at certain angles to study lighting.



MODEL #3

[MODEL #3]

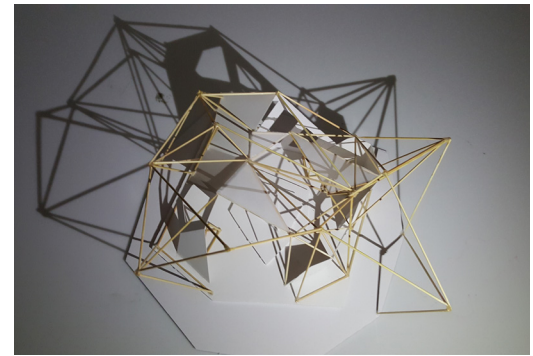
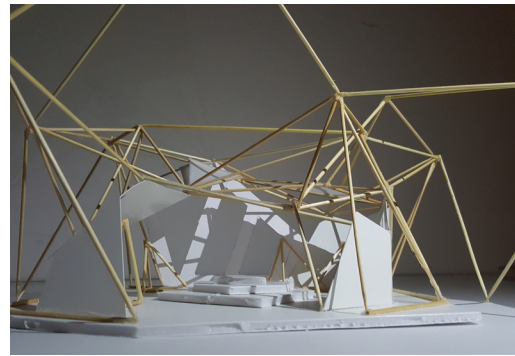
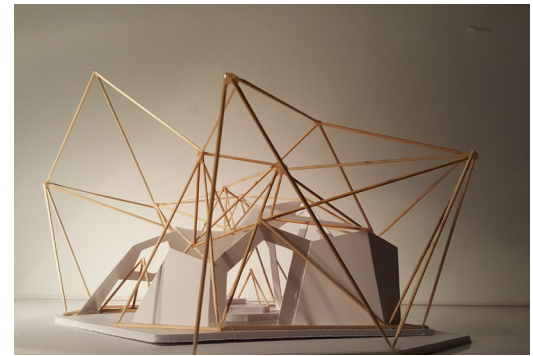
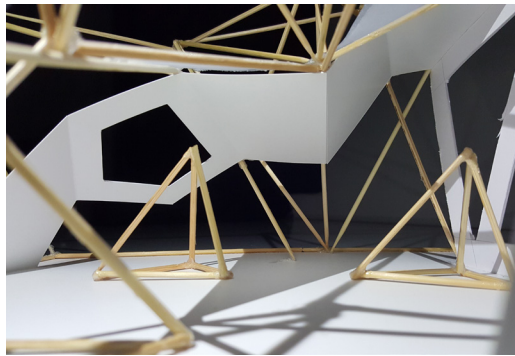
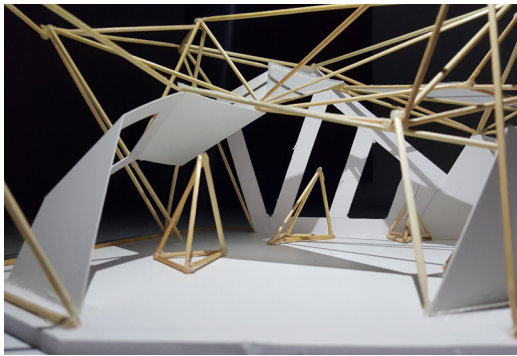
Model #3 focuses on the form built, piecing odd shapes bent at certain angles, together with sticks and tracing paper, giving a mixture of shapes and unique light effects, an explore materiality with light.



FINAL MODEL

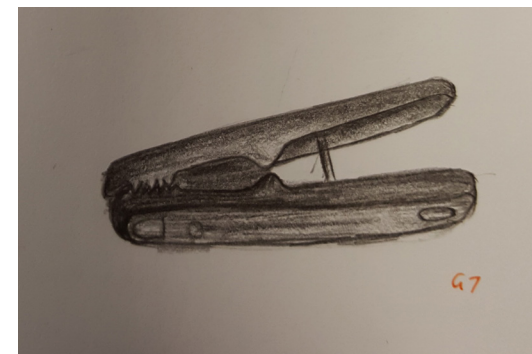
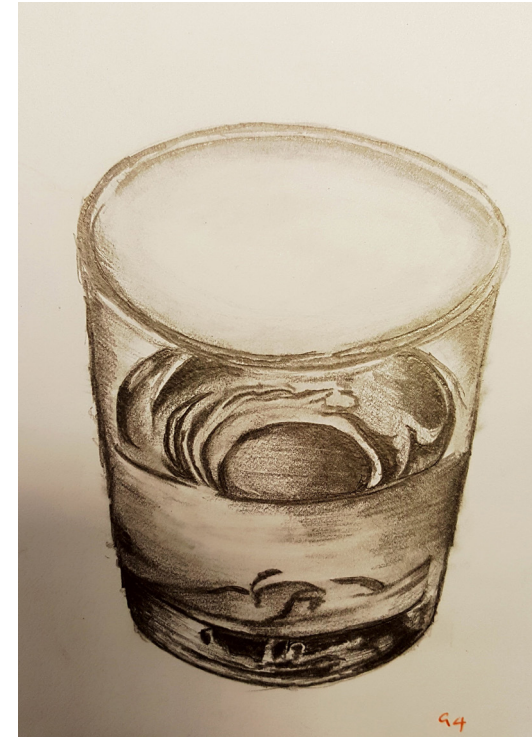
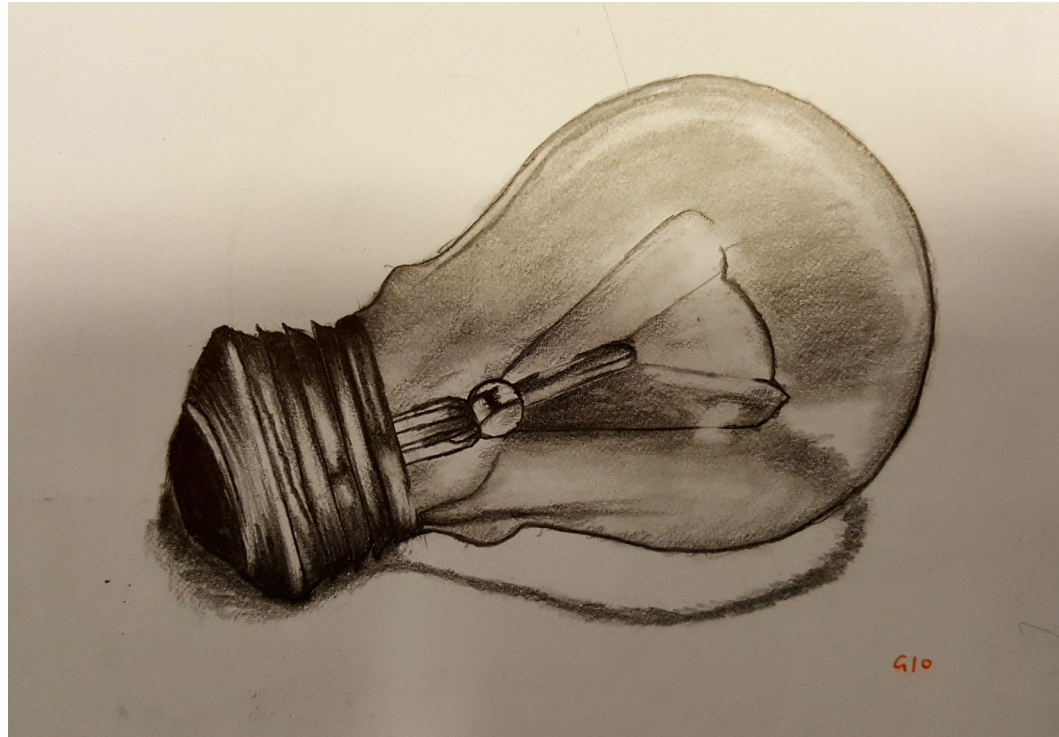
[FINAL MODEL]

The final model is built-up of the three models. Heavy use of sticks to create interesting shadows while not covering model #3 aesthetics. Pyramid shape structure and odd shaped platforms were added into the interior, creating unique visual flow and shadow when a light is shone on the model.



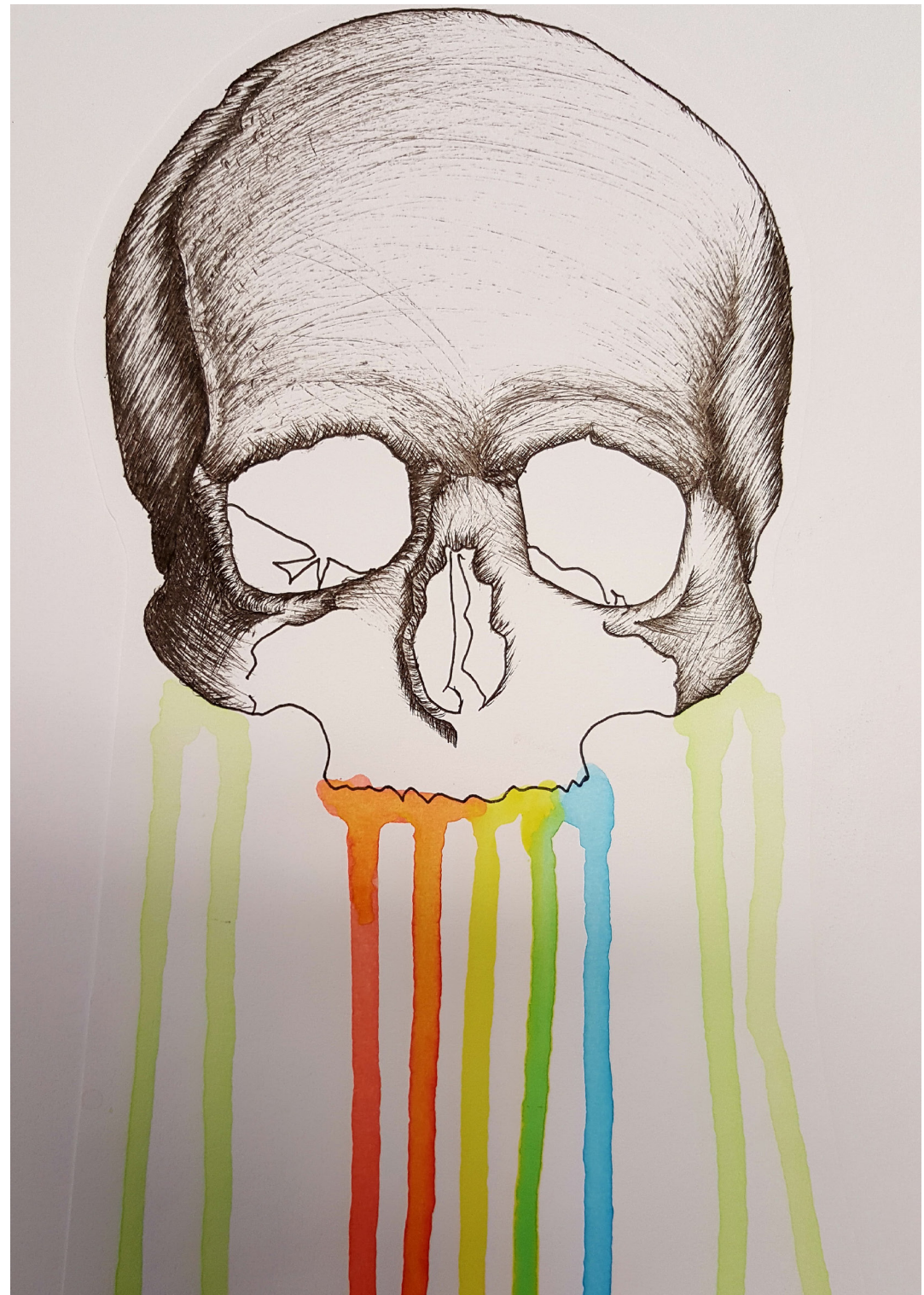
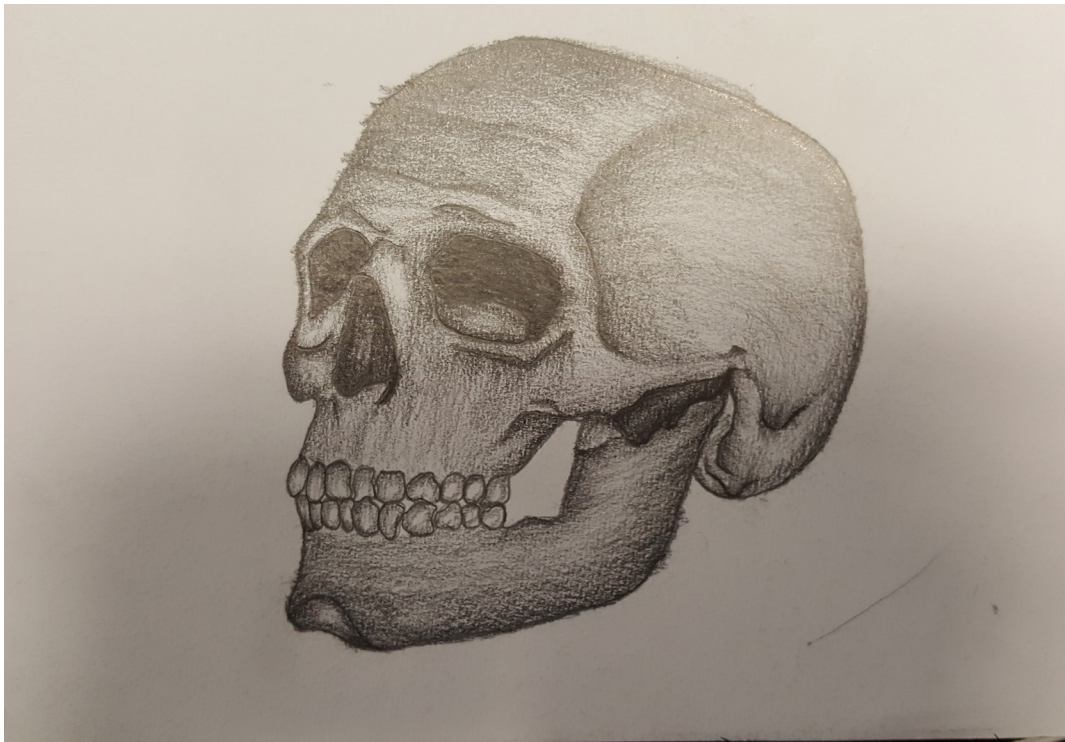
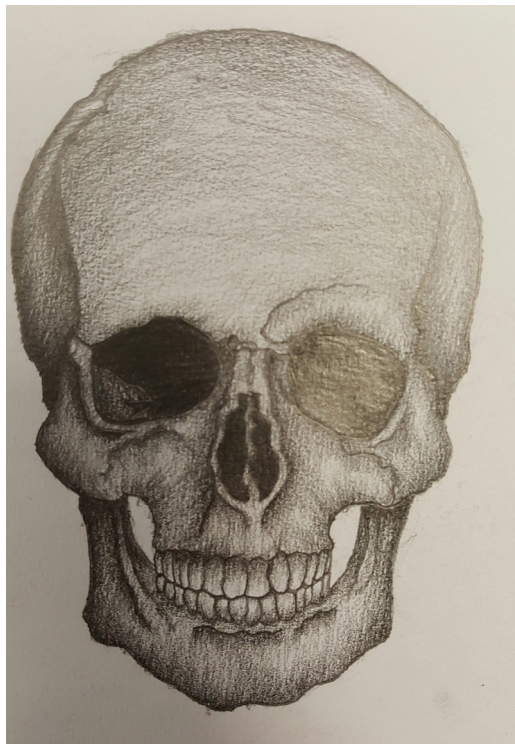
[PENCIL DRAWING]

Series of pencil drawings exploring about shading and the elements of art such as line and shape.



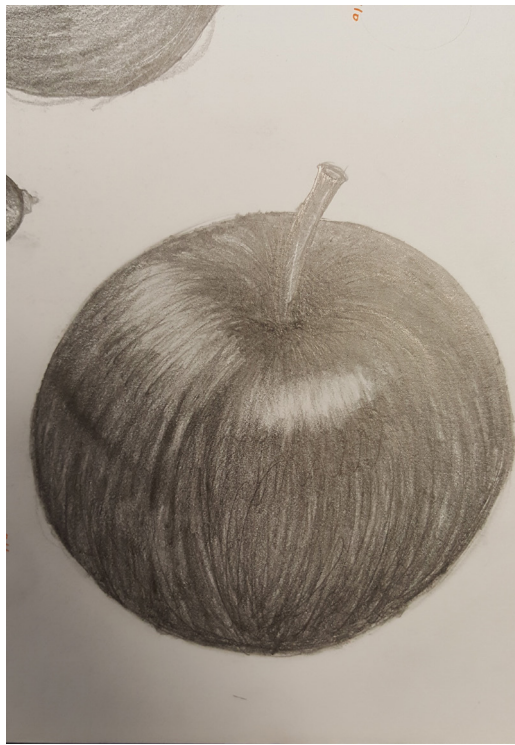
[EXPERIMENTATION]

Skulls drawing that uses mediums such as pencil and pen, including experimentation of colours with water-colour medium, exploring colour works in water-colour.



[OBSERVATION DRAWING + CLAY WORK]

Live observation drawing of a bowl of vegetable drawn using charcoal pencil and a pencil live drawing of an apple as practice.



[MIX MEDIA ARTWORK]

Mix media artwork reflecting how I was as a person back in the days. A shy boy facing the lively happening reality around me. Knowing the creative and colour I have within me, I try to break through my shell (skull) to show everyone who I am, who I want to be.



[DIGITAL ARTWORK]

Experimentation of typography,
illustration and image editing using
Adobe Photoshop and Illustrator.



THAT'S

ALL I

HAVE

FOR

NOW

**SEARCH ME ON INSTAGRAM [@designwad](#)
TO HAVE A VIEW OF MY WORKS
AND THE LINK TO MY PORTFOLIO SITE**