

## Branding the Design

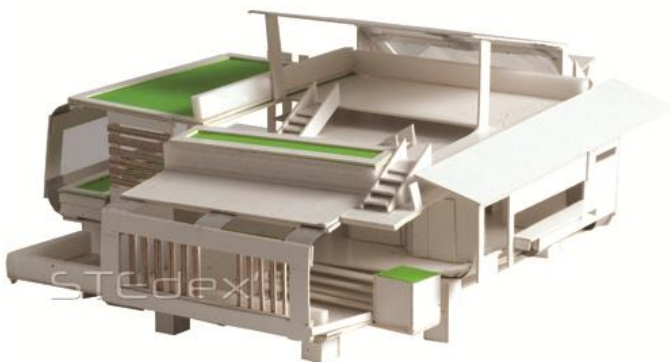
Sustainable Tropical Environmental Design Exhibition 2011

<http://www.vlmp.upm.edu.my>

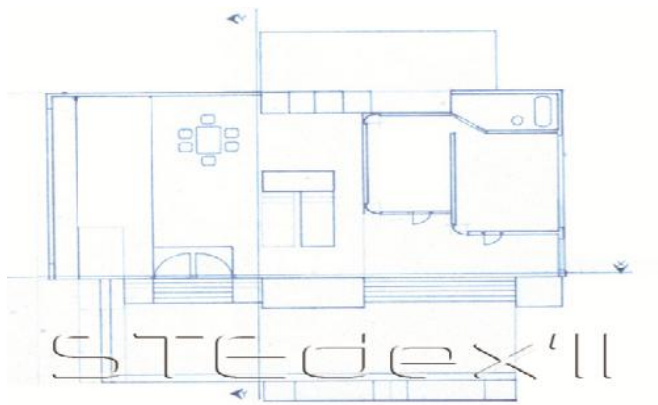


STEdex'11 – Shafizal Maarof, Roslina Sharif, Azmer Shaadeen Bismi, Andrew Peh Cheong, **Branding the Design, Sustainable Tropical Environmental Design Exhibition 2011**, ISSN : 2180-0685, Vol : 3, [22-23], Faculty of Design and Architecture, Universiti Putra Malaysia

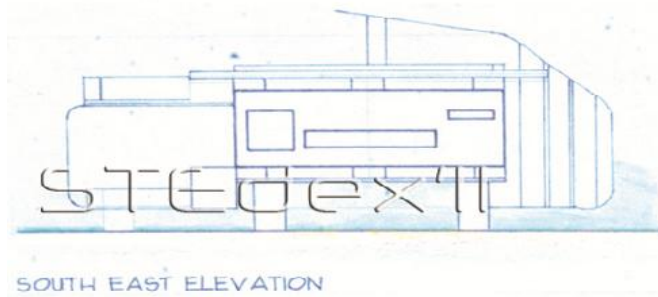
In designing a corporate retreat, the challenge is to integrate the characteristics of a particular corporate identity seamlessly into the site context. The aim is to design the building spatial requirements and forms which are sensitive to the surrounding environment whilst informing the users of the sense of corporate belonging. In attempting this, Andrew Peh Cheong's Corporate Retreat for Mitsubishi translates the 'sense of energetic and quality' emblem through the application of projected structural walls and bigger openings created in the design to provide better communication with nature. Meanwhile, in another scheme, Azmer Shaadeen Bismi's Phillips Corporate Retreat applies the concept of 'sense of simplicity' through the use of rounded corner forms to soften the building in response to site environmental influences that include views, daylight, and natural ventilation. Here, the simplicity and responsiveness to site context capture the spirit of futuristic embodied in the Philips products. The projects demonstrate the importance of striking a balance between form and function in dealing with corporate identity in the design process.



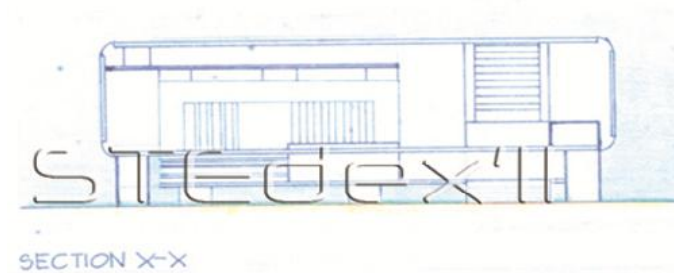
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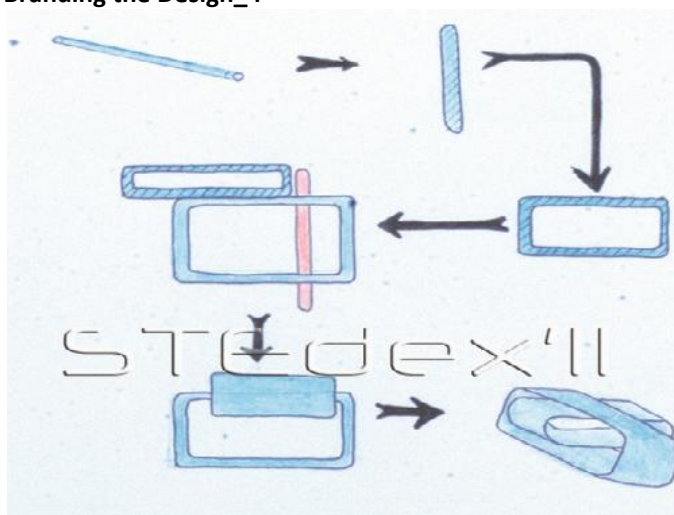
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Branding the Design\_3



Branding the Design\_4



Branding the Design\_6

- Azmer Shaadeen Bismi



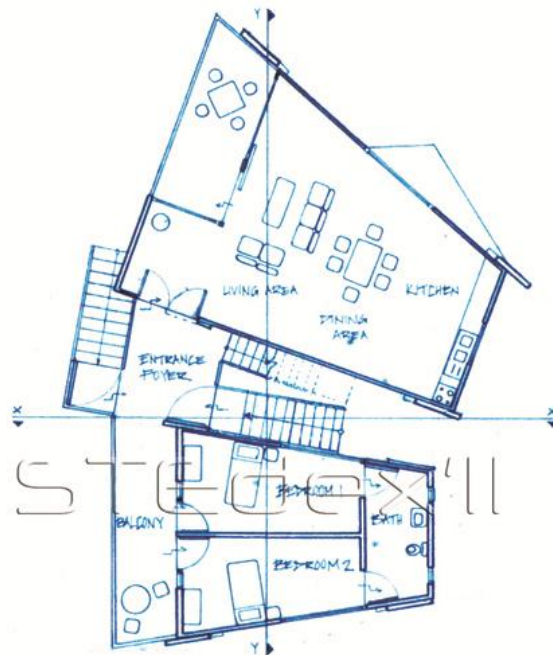
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**Branding the Design\_7**



**Branding the Design\_8**



**Branding the Design\_9**



**Branding the Design\_10**

- Andrew Peh Cheong