

A photograph of the Orchard Central building at night. The building's facade is covered in a complex, perforated metal mesh that glows with blue and white light. The structure is angular and modern. In the foreground, there are trees and a street with some people and a sign for 'Singapore'.

# *Orchard Central* A New Retail Concept

Located right in the heart of Orchard Road, Orchard Central is Singapore's tallest retail mall offering a brand new shopping and dining experience to shoppers and visitors with cutting edge labels, dining and lifestyle concepts. Designed by DP Architects Pte Ltd, the 160-metre glass façade of the mall is adorned with state-of-the-art lighting, merchandising and visible branding opportunities.

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An iconic shopping mall rising 12 storeys above ground with 2 basement levels, Orchard Central offers over 250,000 square feet of retail space, housing over 300 retail and dining outlets.

Orchard Central's new positioning – from new retail concepts, new brands, new architectural and design forms, a whole new level of connectivity and mobility, new ways of shopping and dining to new service standards – aims to deliver a whole new level of lifestyle shopping experience on Orchard Road.

Some of the new features at the mall include a range of internationally commissioned artwork installations worth over S\$9 million which is integrated throughout the mall, Singapore's first fully themed basement catering to all things Mediterranean (The Med), a roving concierge service that assists shoppers with dining reservations and even go beyond the mall to provide information and assistance to tourists around other Singapore attractions, an iconic facade featuring a digital art membrane, an air-conditioned public shopping street Discovery Walk, a unique, customer-centric cluster concept created based on shopper needs, rooftop and open air verandah dining concepts, and Asia's first indoor five-storey Via Ferrata climbing wall for climbing and repelling. These new experiences combine to offer shoppers and tourists a fresh, distinctive and energetic shopping and lifestyle experience in the centre of Orchard Road.

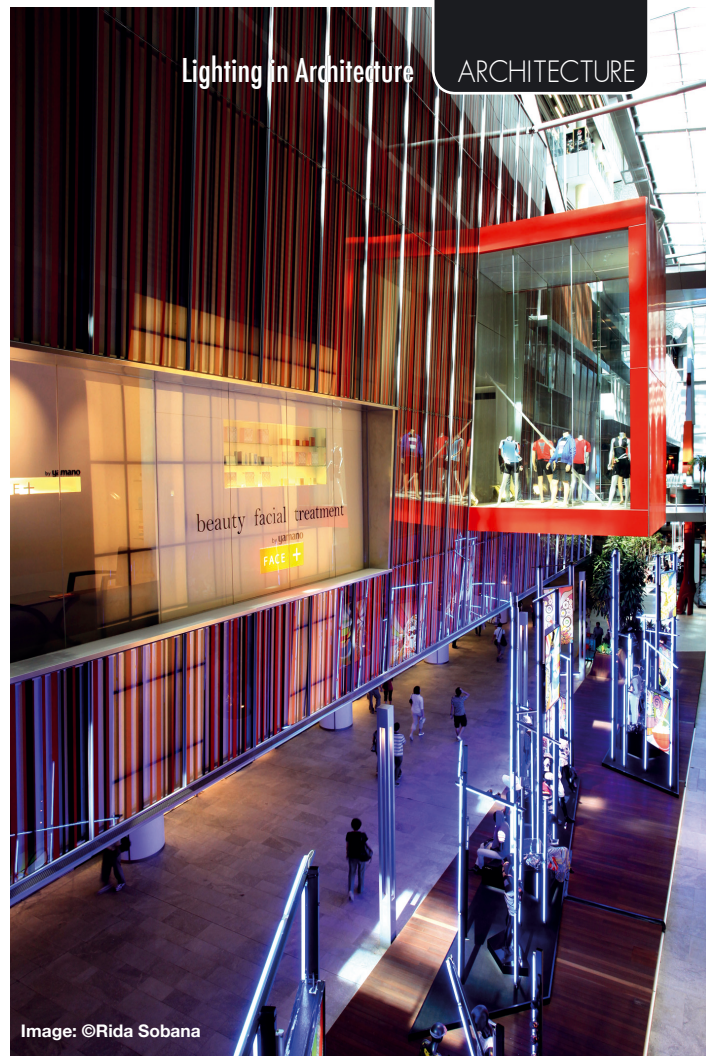
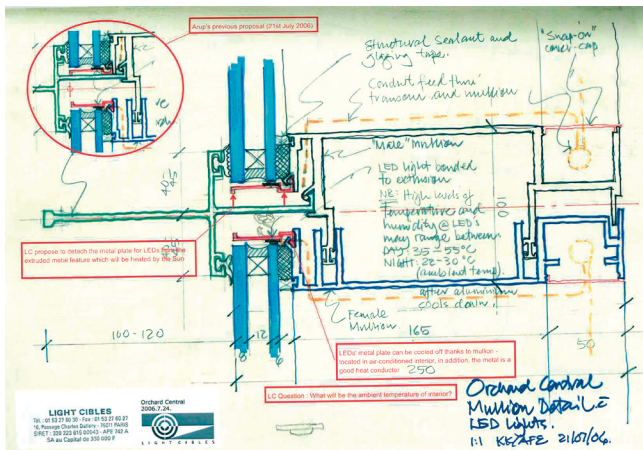


Image: ©Rida Sobana



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Development sketch of integrated LED lights within facade system by Kelvin Kan from Arup.



Image: ©Wellington Kuswanto

Orchard Central enjoys two prime frontages: an Orchard Road facing 160 metres stretch with street-fronting shops and boutiques, and the Discovery Walk, a 24/7 street-within-a-mall facing Somerset Road. Within this 140-metres-long, 14-metres-wide covered, air-conditioned and landscaped promenade, shoppers will enjoy a tantalising mix of specialist boutiques and cool cafes. The ingenious design of this space allows the Discovery Walk to be transformed into a fashion catwalk and platform for performance art or events.

### Revolutionary Façade

Orchard Central represents the future of shopping malls. With a façade that is transparent, active and porous, the ability of Orchard Central to stand out and the visibility for tenants are maximised. The outward-looking design of retail spaces, the creative interlocking of retail clusters and enhanced connectivity,



Image: ©Wellington Kuswanto

brings retail efficiency to a whole new level. Orchard Central's 'Web' structure is truly unique and the first of its kind.

Playing on the ever-evolving elements of light and sound, the developer has worked with renowned French lighting consultants, Lightcibles, to embed and infuse light into the glass façade of the mall. When activated, the mall will set off a glow which can be changed as befitting the particular festive ambience, thereby influencing the shopper's mood. In addition, Matthew Ngui's multimedia installation digital art on the exterior Membrane will add to the prominence of the mall's facade, making Orchard Central a distinctive and recognisable landmark from many vantage points.

The façade is designed as a 'porous' building envelope with varying transparency to relate to the bustling Orchard Road and lush yellow flame trees. Abundant daylight filters through the spaces and varying retail shop heights, creating a visual relief whilst shopping in the day. At night, the protruding glass boxes with LED lighting incorporated in the façade mullions acts as a visual stimulus to the street, yet transparent enough to offer a glimpse of the internal activities and merchandise. It functions as a retail carpet for the tenants.

Designed to be a surface for social interaction, the pop-outs, recessed façade and four super escalators facing Orchard Road create shaded verandah spaces for people to travel and overlook the street life below. Sipping a cuppa/chatting with friends on outdoor verandahs and rooftop gardens high above Orchard in the night is a dream realized. The continuous movement of people from L1 to the roof and various outdoor verandahs challenged the notion of a mere façade.

### Art and architecture

When viewed from Plaza Singapura, the facets of the sculpted Web structure appear as a textured skin at various angles that reflect daylight differently throughout the day. Fitted with LEDs, the Web transforms into a gigantic canvas for the digital artwork of local artist Matthew Ngui at night, one of the 7 commissioned local and international artists. This is the largest number of public art installations commissioned by a commercial development. These art installations range from a diverse media of sculpture, automation art, interactive digital art, light and sound installation art, and multimedia art.

Orchard Central is a testament to not only form and function between art and architecture but more importantly to the creation of a new language for our built environments.



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