



STYLE *and* SUBSTANCE

Interior design guru Cameron Woo lets us in on his inspiration behind the stunning Meyerise residence.

Pictures courtesy of Cameron Woo Design

Coco Chanel once said that an interior is the “natural projection of the soul”, and there is indeed truth in how the house and the objects we choose to furnish it with tells the most revealing story of who we are; in other words, the interior of our abode mirrors our internal state. The newly designed residence at The Meyerise fully encapsulates this idea. With a prestigious Meyer Road address in the vicinity of the coast, a tour of the unit reveals the unmistakable elements of award-winning principal designer Cameron Woo, whose main approach to design is to meld the practical requirements of the lifestyles of his clients with his vision of elegance and sophistication every house can attain.

Cameron is a respected industry leader in the field, with the practice

he founded, Cameron Woo Design (CWD), being the most awarded interior design firm in Singapore and Asia Pacific. It is also the only firm to have won the distinguished Best Interior Design Asia Pacific for Property (Residential) award thrice. Such accolades are achieved without compromising on style and excellence. “My philosophy when it comes to the design process is that I will not propose a moderate design solution because of budget constraints. Every client deserves the best,” says Cameron. By working around limitations instead of submitting to them, luxury homes can be designed at a reduced cost.

The Meyerise home is the epitome of this design ethos come to fruition. Despite only having a modest budget to work with, the unit still manages

HOME

to exude opulence in every nook and cranny. A royal blue palette was used to create drama in the bedroom, which was reflected in the walls, blue fabric panel headboard and bed linen right through to the Roman blind window treatments. The young owners of this dream home are expecting twins, and Cameron's inspiration behind its design corresponds closely to their identity and needs. He reveals, "Most of my projects are inspired by the stages of life my clients are in. While the couple requested for a Disney design with the impending arrival of their children in mind, I did not want to sacrifice a sophisticated standard of living. Hence, I included the theme of modern southeast Asian, which is just like them—modern and southeast Asian." The couple assuming the imminent role of parents also demands for practicality of design, as evident in Cameron's use of outdoor fabrics for the furnishings, which can be easily washed should things get messy.

The devil is also in the details where Cameron's vision of ethnicity and modern-day contemporary charm comes through. His partiality to the Indonesian pattern cut design is also apparent in its application from the rug, to the patterned window frames and to the dining room sofa, evident alongside the textures, colours, patterns and motifs of southeast Asian influence. Calling it the "internationalisation of indigenous forms and art of the region", the usage of such exotic elements in a modernised way draws its influence from Cameron's multicultural heritage. "Being born in Papua New



Guinea and raised as an islander in Oceania, the sea is naturally a very big part of my life," he says. "Working with clients from around the world has also given me a very international perspective of how people live throughout the world beyond the aesthetic."

Working for and collaborating with some of Australia's most celebrated architects and interior designers has also honed Cameron's ability



to create what he termed the "international look of luxury," which is accomplished by taking the cultural motifs and art forms unique to a region and distilling them for use in a modern, international way. The patterns selected for the living and dining rooms of the house are the perfect example, looking both local and cosmopolitan all at once. The result of this contemporary synergy is a design solution that is both timeless and posh.

With available land for residential purposes getting less and less, and the floor space per inhabitant getting smaller and smaller, space is another constraint that cannot be ignored in

small countries like Singapore and Hong Kong. The Meyerise project managed to overcome this issue and retain its luxury due to Cameron's belief that the entire environment in a house can be utilised as an integrated lifestyle space. Using a double living room approach, the space in the Meyerise living and dining rooms are used interchangeably, resembling more of a seamless large room with continuous flow rather than two separate spaces. Furniture from the dining room can also be pulled into the living room in the event of big parties and gatherings. Thus, the quality use of space has allowed for an increased quality in time spent with friends and family. ✎w

