

# Esquire

SINGAPORE

MAN AT HIS BEST  
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## Stand up for

THE BIRTHRIGHT ISSUE

It's time to take stock of what it means to be a part of Singapore.  
What do you personally stand up for?



ADVERTORIAL



## MINISTRY OF MAVENS

A TOAST TO THE LEGENDARY MEN OF THE WORLD

*We could wax lyrical about Jason Pomeroy, the award-winning eco-architect, master planner and academic, as well as the numerous projects around the region under his belt (notably The Idea House: Southeast Asia's first carbon-zero home in Malaysia), but what we truly feel sets him apart are his beliefs as an individual, and his tenacity to make them a reality.*

### ESQUIRE Why is green design important to you?

**JASON POMEROY** We are faced with this huge consumption in our daily lives. We are burning up 86 million barrels of oil on a daily basis. It gets a bit much when you see the dilapidating effects on the natural environment. Now I think it's encouraging to see the government make headway to try and reduce carbon emissions, but I don't think it's just government legislations that will do it. I think we should all have responsibility to try and preserve the environment for future generations. I want to be able to do green designs that are good for the people today and also good for our children tomorrow.

### ESQ Tell us more about the inspiration behind your work.

**JP** I think about my childhood, rolling around in the back garden, getting up close and personal with greenery and nature, that was probably my first sight of greenery and nature. When I was eight years old, my father took me to St. Paul's Cathedral, and that first ignited my passion for architecture. So, I think the inspirations are from all around, whether it's the spring/summer collection of Matthew Williamson, or the nib of a pen, or even just a particular plant that blooms in the summertime. It is those sorts of lateral sources of inspirations that I think make us very creative.



### ESQ You travel quite a bit, is there any particular country that inspires you?

**JP** Cities for me, rock my boat. I mean, I love Venice. I've had the benefit of teaching in Venice. I just love the Italian culture, the Venetian culture in particular. It's been the city of trade and commerce for hundreds of years and now it's the city of tourism. You've got a beautiful juxtaposition of old and new. So, Venice for me is very important. When I think about Asian cities, I do love Singapore, that's why I'm here now. I do love Kuala Lumpur, Manila, and these are places that I'm actively pursuing green projects. They range from the first zero-carbon house in Asia in the form of The Idea House, to the Trump Tower in Manila (the tallest tower in the Philippines that will be completed in 2016) and to larger urban habitats. We are currently designing a 50 hectare eco-city in the Philippines, which will hopefully help to reduce water and energy consumption for its occupants and therefore helping to improve the lifestyle of future generations as well.

### ESQ What is your vision?

**JP** We've just celebrated our first anniversary and grown from three people to 22 in just one year. The likelihood is that we will double in size in future. We will continue pushing the envelope in design and research in the field of sustainable design. That is very important to our agenda and we look forward to sharing that vision with students and clients alike. If I'm not mistaken, Heineken is one of, if not the greenest brewer and I find that fascinating. And the small design nuances on the bottle - I kind of like that. It's the attention to detail that I find very important. #



Scan here to see behind the scenes in the life of Jason Pomeroy @jasonpomeroystudio



A legendary man of the World, is someone who can DISTILL, DESIGN, AND DISSEMINATE.

*JP*