

J.Avenue – Pomeroy Studio revamps JCube Mall interior to create an all-new shopping experience

30th September 2014 | Press Release



Photographs by ANSEL media

Major retail developer CapitaMalls recently turned to award-winning green design firm Pomeroy Studio to design their latest concept retail concessions in Singapore’s west coast mall, JCube. The designers and thought leaders of sustainable built environments sought to bring a new retail flavour to Jurong through the refurbishment of 10,000 sq ft of retail space. ‘J.Avenue’ is inspired by the popular shopping districts found in Tokyo and Seoul, respectively, and features a total of 70 shops selling fashion apparel and accessories. Phase 1 opened earlier in September to the excitement and delight of the young and trendy, while the roll out of the concept into other phases are scheduled by the end of the year.

Chloe Li, Associate Principal at Pomeroy Studio and the project director has consulted with CapitaMalls on other AEI projects such as Raffles City Singapore since 2009. She said, “The concept seeks to



balance, social, spatial, cultural and economic parameters. Socially, the concept gives tenants the flexibility to present their brands and goods in inventive ways and help shape their retail community. Spatially, it seeks to evoke a 'street-like' atmosphere and shopping experience. Culturally, it reinterprets the street culture of Harajuku and Hongdae. And economically, it provides a platform for young entrepreneurs and first time shop-owners on short-term leases to quickly display their products. The net result is an engaging retail experience that is constantly changing, and therefore vibrant and highly engaging”.

Such adaptability is made possible by the modularized approach to both design and construction – an approach that Pomeroy Studio are no strangers to, having executed award-winning modular projects. Project Leader and Senior Designer Nancy Teo commented, “This was made possible by the modular kit of parts that we designed from the outset. It has effectively allowed us to reduce the design and construction time by half”.

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About JCube

Nestled in the heart of the up and coming Jurong Lake District, JCube is an ultra-hip mall with Singapore’s only JCube has been awarded the Building and Construction Authority’s highest green accolade – Green Mark Platinum – for its environmentally friendly features.

<http://www.jcube.com.sg>

Design Team

Jason Pomeroy (*Principal and Director-in-Charge*), Chloe Li (*Associate Principal and Project Director*), Yoshi Shimada (*Associate Principal and Project Technical Director*), Nancy Teo (*Senior Architectural Designer and Project Leader*), Federico Birolo (*Architectural Designer and Project Coordinator*).

About Pomeroy Studio

Pomeroy Studio is an international team of designers and thought leaders of sustainable built environments. The studio comprises of master planners, landscape architects, architects, and interior designers, as well as environmental consultants and academics. A rigorous academic approach to the quantitative and qualitative research compliments an interdisciplinary design process that lies at the foundation of their creative design and decision-making. This has allowed the studio to generate award-winning, people-centered places that push the envelope of design and research by balancing a ‘creative vigour with an academic rigour’, and to deliver innovative sustainable solutions from the microscale of dwellings to the macro scale of cities.

www.pomeroystudio.sg

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