



# 12th ANNIVERSARY

Cartier celebrates Prestige's

### Plus

- 12 WOMEN
- 12 QUESTIONS
- WORLD'S HOTTEST POLITICIANS
- VISIONS OF LUXURY
- 12 MYSTERY OWNERS
- FW COUTURE REPORT
- OVERSEAS PROPERTIES
- BEST WINE DINNERS
- DAVID LYNCH
- FASHION & ART FILMS
- IVANKA TRUMP
- 40 UNDER 40

### HOW TO HARNESS TECHNOLOGY TO BUILD A BRAND

## GWENDOLYN REGINA TAN

**CHIEF EXECUTIVE OFFICER, SCIENTREPRENEURS.COM**  
Gwendolyn Tan, 27, heads SGEntrepreneurs.com, a website covering "the news and happenings in the start-up world across Southeast Asia and Asia-Pacific." The tireless technopreneur also serves as a mentor for business incubators such as Spain-based Teluan Valley and Poland-based GammaRebels. Here, Tan shares her thoughts on...



"Entrepreneurs are the lifeblood of society. I like it when entrepreneurs dream big and create companies that scale and impact the world at large"

#### i) The transformative power of entrepreneurs

"Entrepreneurs are the lifeblood of society. I like it when entrepreneurs dream big and create companies that scale and impact the world at large. That's why I started SGEntrepreneurs: To help amplify the innovation and good work that entrepreneurs do, to help put them in front of potential customers and investors. I hope that then, we can all benefit from their transformational entrepreneurial endeavours."

#### ii) The rise of social media

"Everything is social, and everything is media. Companies need to understand the power of what the Internet and current-day applications have unleashed: The power of the individual. Many companies seem to resist and resent this switch of power from the one to the many."

#### iii) How to harness it to build your brand

"A brand can simultaneously build itself — with whatever attributes it is supposed to embody — and become human."

The current state of social media gives a brand the ability to humanise itself quickly when it wants to or when the need arises, such as when it makes a huge customer service mistake. This affords the business owner a bigger brand-building tool."



### HOW TO DISTILL THE PAST AND BUILD FOR TOMORROW

## JASON POMEROY

PRINCIPAL, POMEROY STUDIO

*At age three,* Jason Pomeroy learnt to pitch a wickam tent in the garden of his family home. At eight, he visited London's St Paul's Cathedral, fell in love with the Christopher Wren masterpiece, and just knew that his life's calling was to be an architect. Past-forward past his formative years at the Canterbury School of Architecture and later Cambridge University, the British-born eco-architect and academic (he holds a professorship at the University of Nottingham and the Mapua Institute of Technology) relocated to Singapore in 2008 to establish an Asian presence for a British architectural practice. In doing so, he gave Asia its first zero carbon house that was the recipient of a number of awards and a book that he later authored. Commissioned by Sime Darby and located in Selangor, Malaysia, the aptly named Idea House is so environmentally conscious that it generates more energy than it actually uses. And the science it employs isn't all newfangled for it is the age-old principles of the traditional kampong house which Pomeroy drew inspiration from. "A building like that highlights to the public the importance of being able to reduce consumption by going 'back to basics' of the kampong tradition, while sensitively embracing 21st century technologies to generate energy and enhance people's lifestyles. The ability to reinterpret the cultural lessons from the past also roots the design into its place, and helps sustain the natural and built environment for future generations," he tells us. That's not to say that Pomeroy's oeuvre isn't 21st century in outlook, or that it doesn't shoot for the stars, because it does, and quite literally so. In his previous capacity, he designed Trump Tower Manila, which will become the tallest residential tower in The Philippines at 57 storeys high when completed in 2016. It too embraces the green agenda, from looking at ways to reduce sunlight penetration to the harvesting of the natural elements and the incorporation of sky gardens. Of building sustainably he says: "One needs to have a sustainable process in place in order to deliver a sustainable product — a process we believe requires the balance between a creative vigour and an academic rigour." Pomeroy established his own evidence-based sustainable design practice, Pomeroy Studio, in June this year and has already secured an impressive body of work including a mixed-use tower in Kuala Lumpur, eco-resorts in Sri Lanka and two zero carbon houses in Singapore. So expect more green works to come.

"It's about ensuring that the buildings today have a longevity that can help preserve the natural and built environment for our children tomorrow"

