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Published since 1974

SEPT/OCT 2012



# 180

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## Establishment of Pomeroy Studio in Singapore

**Singapore** – Award-winning eco-architect, masterplanner and academic, Jason Pomeroy, has established his own design studio in Singapore. Called 'Pomeroy Studio', the designers and thought leaders of sustainable built environments' mission is to push the envelope of design through research. Key to this is a process they have coined 'Evidence-Based Interdisciplinary Sustainable Design', or 'E-BISD'. According to founding Principal, Jason Pomeroy, "E-BISD balances our fundamental design principles with more objective social, spatial and environmental performance measures in the creation of spaces that are supported by rigorous academic research. This forms the foundation of our design decision-making. It allows us to unlock the value of spaces, to create people-centred places that give back to society, the economy, the natural and the built environment".

He added: "Our Studio's collaboration with our clients helps us collectively find answers to the pressing issues that bear influence on the urban habitat. Our research and design methodology optimises development performance – be that reducing the carbon footprint or enhancing the occupant's use of space or increasing asset value. The result is relevant sustainable design that redefines what a building or habitat should be. We believe sustainable cities, buildings, landscapes and interiors can have an aesthetic and cultural appeal. We also believe that sustainable design can enhance asset value and heighten cost efficiency in addition to being socially and environmentally responsive".

Despite his Studio's design credentials, he professes that the evidence-based method of design is critical to the creation of more commercially rigorous built environments, and cites his formative years working for Japanese Design, Construction, and Development giant – Kajima, as being some of the most influential. "My time at Kajima provided an erudite grounding in the essentials of real estate development and construction and the importance of integrity when dealing with clients, partners and regulators in order to foster enduring partnerships. After all, it is integrity that makes people comfortable when working towards a common vision, and that is how real estate value and design innovation can be enhanced. The lessons learned such as a corporation has allowed me to create award-winning sustainable architecture and urban habitats that balance sustainable restraint with commercial celebration," said Pomeroy.

Pomeroy was previously an Asia Board Director of Broadway Malayan and was instrumental in its expansion into Asia, having co-founded its Singapore office in 2008. He grew the operation on the back of significant office, retail, residential, healthcare, hospitality, educational and masterplanning commissions in both public and private sectors in the region.

In 2011, three of his projects were shortlisted for World Architecture Awards. Previous award-winning projects of note transcended discipline and scale and have included 'Milano residences' – the first fashion-branded condominium in Manila, 'Trump Tower Manila' – to be the tallest residential tower in the Philippines when completed in 2016; and 'Vision Valley Malaysia' – an 80,000 acre network garden city extension of greater Kuala Lumpur.

His expertise in the field of green design has also seen him design Asia's first zero carbon house – the multi award-winning 'Idea House', which was subsequently published in a book he authored entitled 'Idea House: Future Tropical Living Today'. His ongoing research in the field of skyscrapers, sky gardens, and urban greenery, has made him an acknowledged expert in the subject for which he is currently authoring a book due for publication later this year. He holds a professorship at the University of Nottingham and Mapua Institute of Technology, and most recently was a recipient of Perspective Global '40 under 40' Award in recognition of his contribution to green architecture.

Pomeroy believes that there has never been such an important time to embrace the green agenda. He cites increasing global governmental legislation to curb 50 percent of the world's carbon emissions attributed to the built environment, as well as the rise of green consciousness, as the reasons for founding the Studio. On the back of this, Pomeroy Studio has already secured commissions in Asia for several eco houses, condominium developments, and a mixed-use landmark tower, that balances a commercial vigour with an academic vigour.

In addition, Pomeroy will continue to be an advocate of sustainable built environment design through education. The Studio's 'Design for a Sustainable Future' award provides an opportunity for architectural design students to gain valuable practical experience and engage in research activity. The award's primary mission is to promote sustainable design early in a student's career for the benefit of the individual and the built environment. The summer school similarly provides such an opportunity, though at an



inter-university level – attracting universities from North America, Europe, the Middle East, and Asia as participants to create visions for the future in the vibrant setting of Singapore. It is this sense of collaboration and sharing of knowledge, be that in academia or industry that Pomeroy sees as key to the creation of more successful urban habitats.

"The Studio believes that it has a responsibility to society to 'Distill, Design and Disseminate'. We distill the essence of past traditions and cultures in order to design for people today and to disseminate knowledge for the benefit of people tomorrow. This will help to preserve and enhance the natural and built environment – a prospect we are looking forward to with our clients, team and partners," added Pomeroy. ■



Jason Pomeroy