

NAFA Alumni Kaki Series

Bringing the Outside, Inside

DESIGNED BY
CREATOLGY



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VOID DECK CHIC

With a creative twist to staying indoors during the COVID-19 Circuit Breaker measures, interior design alumni Desmond and Shafiq created their trending void deck interior design look that sparked close to over 5000 over shares on social media.

We swiftly caught up with the creative duo from Creatology to find out more about their budding talents in the local interior design industry.



Desmond Cheng
Diploma In Design (Interior And Exhibition), 2017



Mohamed Shafiq Bin Salahuddin
Diploma In Design (Interior And Exhibition), 2017

1. Thanks for accepting our interview.

Your creative HDB Void Deck interior design garnered nationwide attention with over 5k shares in a week! Please share with us more on what transpired your design.

Our design came about as a design solution to citizens not being allowed to loiter around common areas such as our HDB apartment void decks during the Circuit Breaker period, to flatten the curve caused by COVID-19.

We definitely missed meeting friends to *lepak* ('relax' in Malay) at these common areas. Hence we thought to ourselves, why not bring the void deck into housing interiors. That is when we decided to make use of the elements from Singapore's ubiquitous void decks where friends and family normally meet up to hang out.

The whole layout was modelled after a 5-Room HDB flat with some of the crucial identifiers to make the theme work, using elements which we normally see in neighbourhoods. For example, we used the blue mosaic table which is typically found at local HDB lift landing areas as a dining area in the kitchen. These are the things which have been around since a long time ago which everybody has to see almost everyday.

The other challenging part was how we could incorporate designs to make them useful in the house, not just a design which takes up space. For example, our HDB letterbox area can actually be a shoe cabinet with all the slots in place and lift doors can be made into a 2-panel sliding door for the study room.

2. What made you pair up to start Creatology?

It all started when we were both students at NAFA majoring in Interior and Exhibition Design. We realised that we had similar goals after graduation, which was to have our own design studio. We hoped to have a place where we can create our ideas into reality.

Hence Creatology grew through two years of discussion since we graduated in 2017. As students back then, we had limited resources to open our own studio. We have created our Facebook page for us to share our ideas to the community as a start.

3. What were some obstacles you faced starting out as young interior designers upon graduation in 2017 and how did you overcome them?

When we started out as interior designers, there were many obstacles such as trust issues. People tend to see us as inexperienced designers who just entered the industry. To overcome this, we observed and practised as much as we could to get more design ideas and learnt about construction techniques. With more experience, eventually the level of trust that people had in us grew over time.

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4. What are your upcoming plans as a pair of creative IDs?

For now, we are still developing our process and exploring more design ideas. We are looking at having our own design studio by next year if everything goes well. Stay tuned!

5. Which lecturers inspired you the most during your studies and why?

We would say that all our lecturers helped us out a lot during school! These lecturers inspired us the most - Mr Tung Ching Yew, Ms Yun Ee, Ms Hwee Li and Mr Sinaga who taught us our Design Studio module. They never gave up on anyone and even dedicated their time outside school hours. Their passion for the industry also motivates us to want to go further.

6. Please share some words of encouragement to your fellow alumni in these trying times?

Never give up! Remember why you started in the first place, always have your dreams in mind and keep chasing them!

