



EmmaMaxwell
— Design

Portfolio February 2022



Emma Maxwell Design

Our studios focus is luxury, specifically in Restaurant and Bard. Our approach is thematic, with a passion for detail and craftsmanship. Our discerning clients include the world's most respected chefs, restaurateurs and hotel groups.

Emma Maxwell is considered one of Asia Pacific's foremost interior designers. Since founding Emma Maxwell Design in 2014, she has developed and refined her ideas concerning modernism as a basis for design. She interprets and designs for spaces in response to each specific client, location and brief. Her design ethos of combining clarity with an unexpected, expressive signature is evident in projects such as World's Top 50 restaurant, Burnt Ends.

She has a reputation for elegant and refined design, and her use of materials and meticulous detailing especially mark out her work. She is well travelled and this is the basis for informing her design directions. Emma's work has been recognised by many awards and is extensively published.

Who we work with.





Current Projects in production as of February 2022

Burnt Ends: Singapore

Marriott: Singapore

Intercontinental Hotel: Tokyo Japan

Goods and Co Distillery: Australia



The Team.



Emma Maxwell
Principal

Janka Podbielski
Director of Design

Dayu Fatsy
Senior Interior
Designer

Paolo Cuento
Architect /CAD Lead

Theodora Tan
Studio Manager

Mervyn Dermapelis:
CAD technician

Syaza Lyana:
Accountant

Arvin Trudel:
CAD technician

Jeff Mendez:
CAD technician

Eric Goh: 3D visualiser

What the Worlds Press Say.

Wallpaper*
THE STUFF THAT REFINES YOU

“The final result is both opulent and intimate, with classicism fusing with striking contemporary elements”

E L L E
DECORATION

“Singapore-based firm Emma Maxwell Design has created an exquisite interior “

epicure
life's refinements

“Emma Maxwell is one of the most outstanding Hospitality design firms in Asia”

Forbes

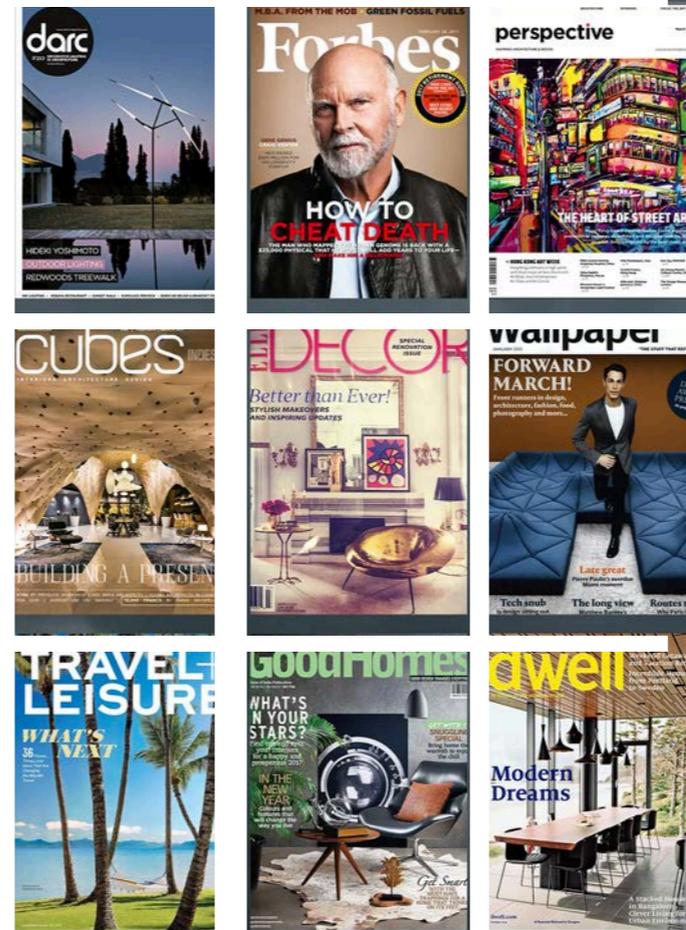
“A highlight of the hotel is the moody, black bamboo, two-storey bar by Maxwell- it's set to be an inspiring place to sip a sundowner”

australian design review

“Theatrical, sumptuous and elegantly realised, 12,000 Francs sets the tone for excellence in Australian design on the international stage.. Maxwell's eponymous multidisciplinary design firm is with out a doubt has been the shining light of 2017”

Press.

- | | | |
|--|---|--------------|
| Dwell USA | Australian Design Review (Cover) | Time Out |
| Hospitality Design USA | US Vogue | August Man |
| Tatler | Darc Magazine | Esquire |
| Home and Decor | CNN | Going Places |
| Straits Times | Singapore Tatler | Monocle |
| Expat Living | Forbes Magazine | |
| Travel and Leisure | Telegraph Newspaper UK | |
| Archiscene | Perspective HK | |
| Home and Decor | Elle Decor USA | |
| Expat Living | Good Homes India | |
| Archi Expo | Cubes | |
| Square Rooms | Singapore Womens Weekly | |
| Habitus | The Age | |
| Asian Entrepreneur | Wallpaper | |
| Good Homes India | Elle | |
| Darc Magazine | Marie Claire | |
| Belle Australia Magazine | Harpers Bazaar | |



Cover of the Australian Design Review

Awards.

International
IDA International Designers Association
Nominated Designer of the Year.

Italian International
A Design Awards
Winner. Best Interior.
Florentina

UK International
Restaurant and Bar Design Awards
Best Asian Restaurant Design. Top 5
Florentina

Asia Pacific
Architecture and Design Awards Asia
Pacific
Best Restaurant Design. Top 5
Florentina

US International
IDA International Designers Association
Winner. Best Interior.
Forentina

Australian International
Interior Design Excellence Award
Winner Best International Interior-
12,000 Francs

British International
Society of British Interior Designers
Best Restaurant Design. Top 5
12,000 Francs

Italian International
A Design Awards
Winner. Best Interior.
12,000 Francs

US International
IDA International Designers Association
Winner. Best Interior.
12,000 Francs

Asia Pacific
Architecture and Design Awards Asia Pacific
Best of the Best for Product Design of Awards
for the Flume Lighting collection

UK International
Restaurant and Bar Design Awards
Winner
Ginger, Park Royal Hotel.

Italian International
A Design Awards
Winner. Best Interior and exhibition space.
Find Your Lucky Star
Marriott Group

BEST INTERNATIONAL

PROJECT: 1200 Francs

What the Judges say...

Jan O'Connor, IDEA Jury

“An evocative Napoleonic period narrative is mixed with contemporary context at this modern French restaurant surrounded by the bright lights of a bustling Hong Kong street. Once inside you are immersed in a soft amber light and the theatre begins. Decorative elements of an ancient chateau blend with rich, dark saturated colour and seductive textiles. An iconic bee motif, synonymous with Emperor Bonaparte’s reign, is masterfully woven throughout the space in various forms.”

THE
WORLD'S
50
BEST
RESTAURANTS™

No.34

BURNT ENDS

SINGAPORE

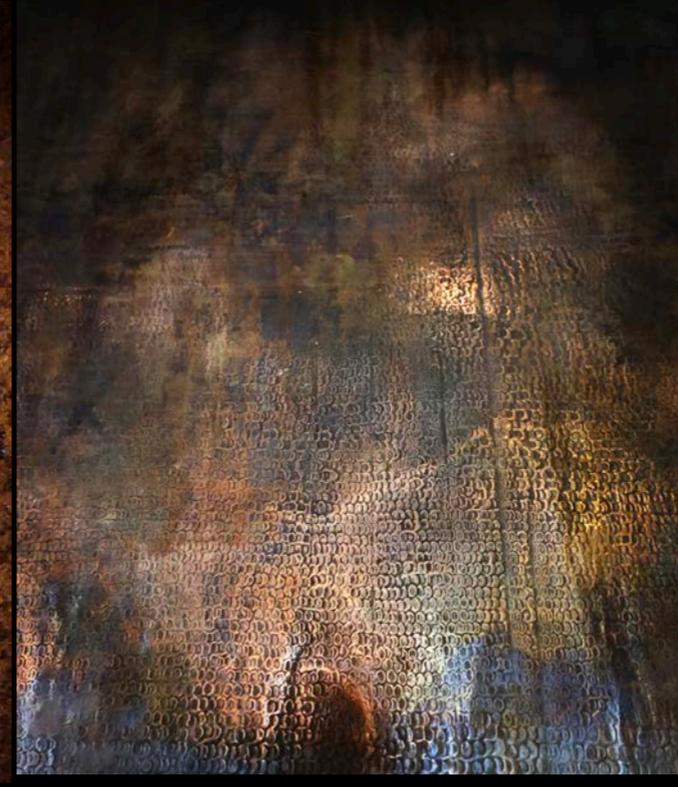
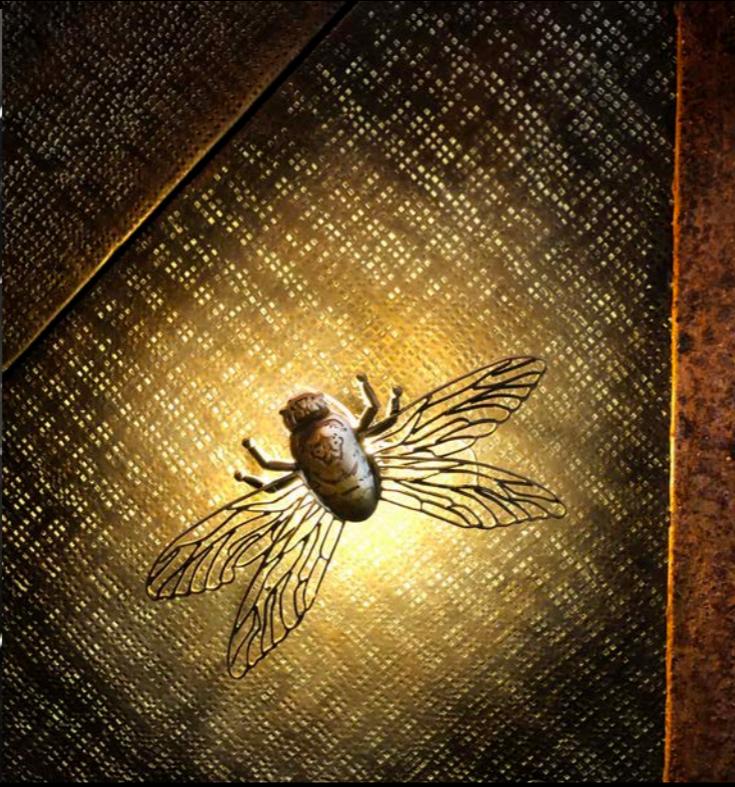








As the food transforms its state through fire and heat. So too does every material in the restaurant metamorphose.













Park Royal Hotel Singapore

The design for *Ginger* captures a uniquely Singaporean story told through the island's floral and tropical plant life.

Inspired by the Ginger flower, an exquisite species of a herbaceous perennial plant that grows readily in Singapore, *Ginger* celebrates Singapore's abundant natural beauty in a cosmopolitan setting. Natural, raw elements like timber and stone are lightly accented with brass and nickel - amplified by a contemporary hyper nature aesthetic. The floral narrative in the specially commissioned wallpapers and furniture textiles by fabric designer Kerrie Brown softens the hard surfaces in the space.

Guests will recognise with delight local flora like Ginger Flower, Simpoh Lak, and Freycinetia javanica artfully woven into layers of detail. The wallpaper and textiles appear to sit like delicate perfumed layers of a patterned floral midian, traversing the walls and handcrafted furniture.

The rich narrative of the space is further articulated by bespoke blush-coloured lighting inspired by seed pods from the Orchid tree that gently float from the ceiling. As guests walk through the space, gentle breeze from rattan fans moves the air above them, cooling them and adding another layer of depth and dimension to the dining experience.

Details on the seating are reminiscent of branches and foliage inspired by native fig trees. The backs of chairs seem to spring branches and spindle details suggest rounded hanging fruit.

The entire space is pulled into a central focus by a raw food counter celebrating local produce and crowned by lighting inspired by the leaves from the Walking Stick Palm. Supported by an open show kitchen, details of local Peranakan culture are celebrated and expressed through ceramic tiles and traditional printed plates and bowls.

"With *Ginger*, I wanted guests to feel like they have entered a fantastical "other" world that is new yet recognisable through the use of local flowers, welcoming light, and joy," Maxwell said.

Excerpt from

Wallpaper*
*THE STUFF THAT REFINES YOU

**Restaurant & Bar
Design Awards®
2021 Winner**



Restaurant & Bar
Design Awards®
2021 Winner





**Restaurant & Bar
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EmmaMaxwell
Design

PARK ROYAL HOTEL: SINGAPORE





EmmaMaxwell
Design

Ginger

PARK ROYAL HOTEL: SINGAPORE



EmmaMaxwell
Design

PARK ROYAL HOTEL: SINGAPORE





Restaurant & Bar
Design Awards®
2021 Winner

EmmaMaxwell
Design

PARK ROYAL HOTEL: SINGAPORE









A dimly lit bar scene. In the foreground, a bartender in a tuxedo is seen from the side, looking down at something in his hands. Behind him are three shelves filled with various bottles of liquor. The lighting is low, creating a moody atmosphere. The text "HILTON HOTEL : BORNEO" is overlaid in the center of the image.

HILTON HOTEL : BORNEO









Cempedak Private Island Indonesia

“Haloes by golden sands and the gently-lapping South China Sea, this gorgeous do-gooding private island retreat has 20 eco-fabulous villas (each with private pools), a bar shaped like a seashell and a magical array of wildlife for neighbours. Sustainable design at its sexiest. Built almost entirely from natural materials – bamboo, recycled teak, local rock – Cempedak has been designed to blend into the rich natural flora and fauna of the island. Other green initiatives work on water and waste, the supply chain, conservation and the community – and it’s all been done without a single ounce of style being sacrificed. Expect eye-popping elemental designs – boomerang-shaped villas, shaggy alang-alang roofs, shapely wooden furniture – and a laid-back life-is-good vibe.”

Excerpt from UK Telegraph



“The topography here, with all the huge boulders and steep inclines, is so mad, we are constantly thinking on the move,” Maxwell said. The height of the bar, situated on a terrace, was chosen so that sitting there would make you feel as if you were floating above the tree line. The conical bamboo roof looked to me like the spiraling interior of a giant conch shell. “It’s such a simple material,” Maxwell explained of the thatch. “It’s grass. But it is not primitive. You can make amazing shapes from it.”

Excerpt from Travel And Leisure Magazine

TRAVEL+
LEISURE









PADMA HOTEL : BALI

Sustainably design like you really mean it.

This hotel is built from entirely from bamboo and sustainable materials. It's the second bamboo built sustainable hotel project we have designed and we are very proud of our work. However this time in 2018, there feels like there is a little more gravitas to the work. This week we were all given a pretty stern warning by the UN.

In an industry that is exceptionally environmentally wasteful, it's all of our responsibility as designers, clients, developers and owners to second think how we are all going to build that next project.





Florentina

Italian Restaurant Beijing China

Inspired by the graphic grey and white of the Florentine architecture, Emma fused elements of the Italian classicism together with contemporary and bold coloured furnishings.

From the moment guests enter the restaurant, the grand lighting, chevron patterned Carrera marble flooring, timber panelled walls and ceiling covered with clouds wallpaper by Fornasetti embrace their journey into Emma's world of sophistication.

The main dining room opens onto the bar and a walk-in wine room. And the open kitchen, allowing clients to watch the Chef and his team while crafting delicious dishes.

Emma celebrated the low ceiling by wrapping the space intimately with a blanket of low laying clouds. In turn, customers in the space feel embraced by the pattern. It is lit in a manner that reflects shafts of light radiating through atmosphere that one finds in that part of Italy.

The hanging lights made of delicate hand-blown glass bubbles complete this 'mise en scene', giving guests the impression of watching an amazing fireworks show.

Emma ultimately used brass and metallic elements of design to facilitate reflectivity and give the space a sense of wonder.

Excerpt from

Wallpaper*
*THE STUFF THAT REFINES YOU

**Restaurant & Bar
Design Awards®**
Winner







12,000 FRANCS : HONG KONG

“In 1795, Napoleon Bonaparte offered up a cash prize of 12,000 francs to whoever could invent a way to preserve food for his army — and, more than two centuries later, this historic event has provided the inspiration for Emma Maxwell Design’s first foray into the area of hospitality design in Hong Kong.

Set among a cluster of Hong Kong’s trendiest restaurants and bars on Elgin Street in SoHo, 12,000 Francs boasts an elegant exterior decorated with geometric tiles. As guests walk through the threshold, the dazzling, stylish interiors exude a seductive and evocative other world atmosphere distinctive from the chaotic and bustling neon lit streets steps away:

Geometric tiles decorate the elegant exterior of the restaurant, located on Elgin Street in SoHo, Hong Kong

The dining destination was designed by Emma Maxwell, founder of Emma Maxwell Design and winner of the Best of the Best award in product design at Perspective’s A&D Trophy Awards 2016. Inside 12,000 Francs, Napoleonic elements and inspirations weave their way throughout her design, including the iconic Napoleonic bee.

Chosen by the French emperor himself, the bee’s virtues of collective organisation and industry were values that he hoped would be adopted by people throughout the empire. The insect went on to become one of the most prominent icons of the French Revolution, and it is strongly associated with the inspiration for the design of the the pre-eminent fleur de lis.

Excerpt from

INSPIRING ARCHITECTURE & DESIGN

perspective

“The best new restaurant openings for 2017”



**IDEA WINNER
2017**

What the Judges say...

Jan O’Connor, IDEA 2017 Jury

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**EmmaMaxwell
Design**

12,000 FRANCS : HONG KONG

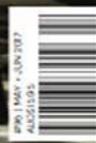
inside

interior design review



curating the interior

ISSUE #96 | CELEBRATING 21 YEARS OF REVIEWING INTERIOR DESIGN





A dimly lit bar area with a bartender behind a counter, shelves of liquor, and a city view through a window.

MARRIOTT HOTEL : SINGAPORE



2A



Melba Singapore

“I love using strong and bold patterns within a material context,” Maxwell tells us. At Café Melba, furniture and interior features with soft, feminine curves create an inclusive and welcoming atmosphere, while bold patterns create space accents that are carefully balanced. The site overlooks a verdant green environment, which backdrops a series of booth seating.

“The colour scheme used within the space is very much a painterly and landscape driven response,” says Emma who took cues from the Australian landscape to create the interior palette. For instance, the soft moss green on the upholstery was inspired by foliage in the Dandenong Ranges outside of Melbourne, while the grey and pink wall tiles reflect the colour of the rock formations in the ranges.

Maxwell also gave attention to enhancing intangible experiences. One of the challenges faced was that the 335 square-metre site had sharp and echoing acoustics. “A key objective is to focus all customer senses [on] their immediate table space and [on] each other to have a conversation and to hear each other,” she says. An even sound environment was cleverly created through custom-built ceiling panels made of recycled composite metal. They curve at a specific 30-degree angle to ensure that sound is filtered and refracted accordingly; while reflecting and shifting light throughout the space. This feature was inspired by Louis Poulsen’s iconic PH Artichoke lamp.

The space was also designed to be able to assemble or disassemble easily, in light of potential events that require more than 100 people to be comfortable within the space. “The layout had to be clear with a sense of community and dynamism. It still needed to feel light and open with a feeling of casual conviviality,” Maxwell explains.

Excerpt from

habitusliving
THE DESIGN HUNT CONTINUES







27 Cafe

Beijing China

Influenced by Cafe 27's organic menu, the objective was to rework the existing structure into a "healthy" building lined with greenery and natural materials, transforming a glass building in Beijing into a cafe, adding walls of plants to purify polluted air

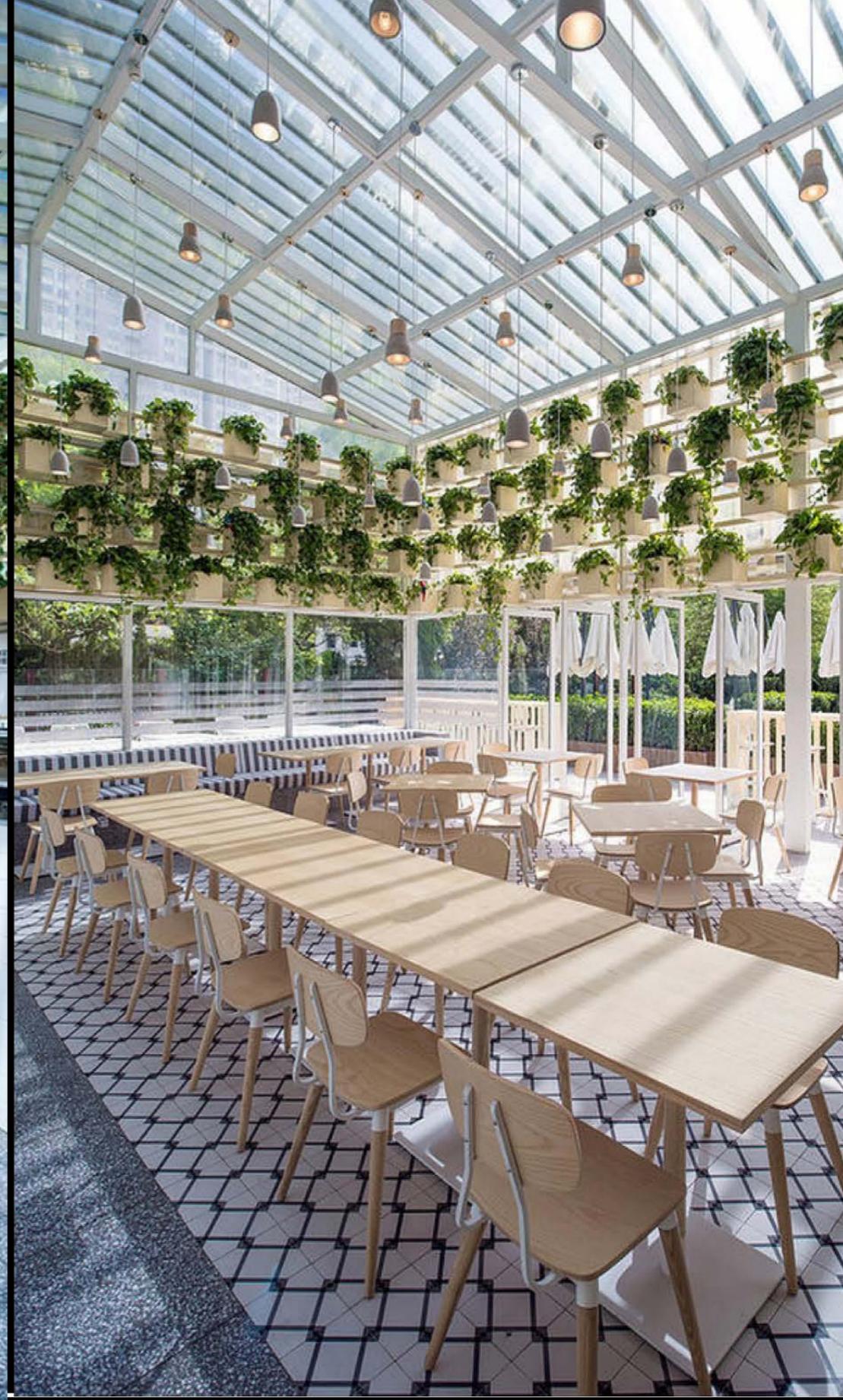
Cube-shaped wooden planters line the interior and exterior cafe walls. A hut-like elevation clad in ash batons divides the space in half, splitting up the dining area from the pastry kitchen and restrooms.

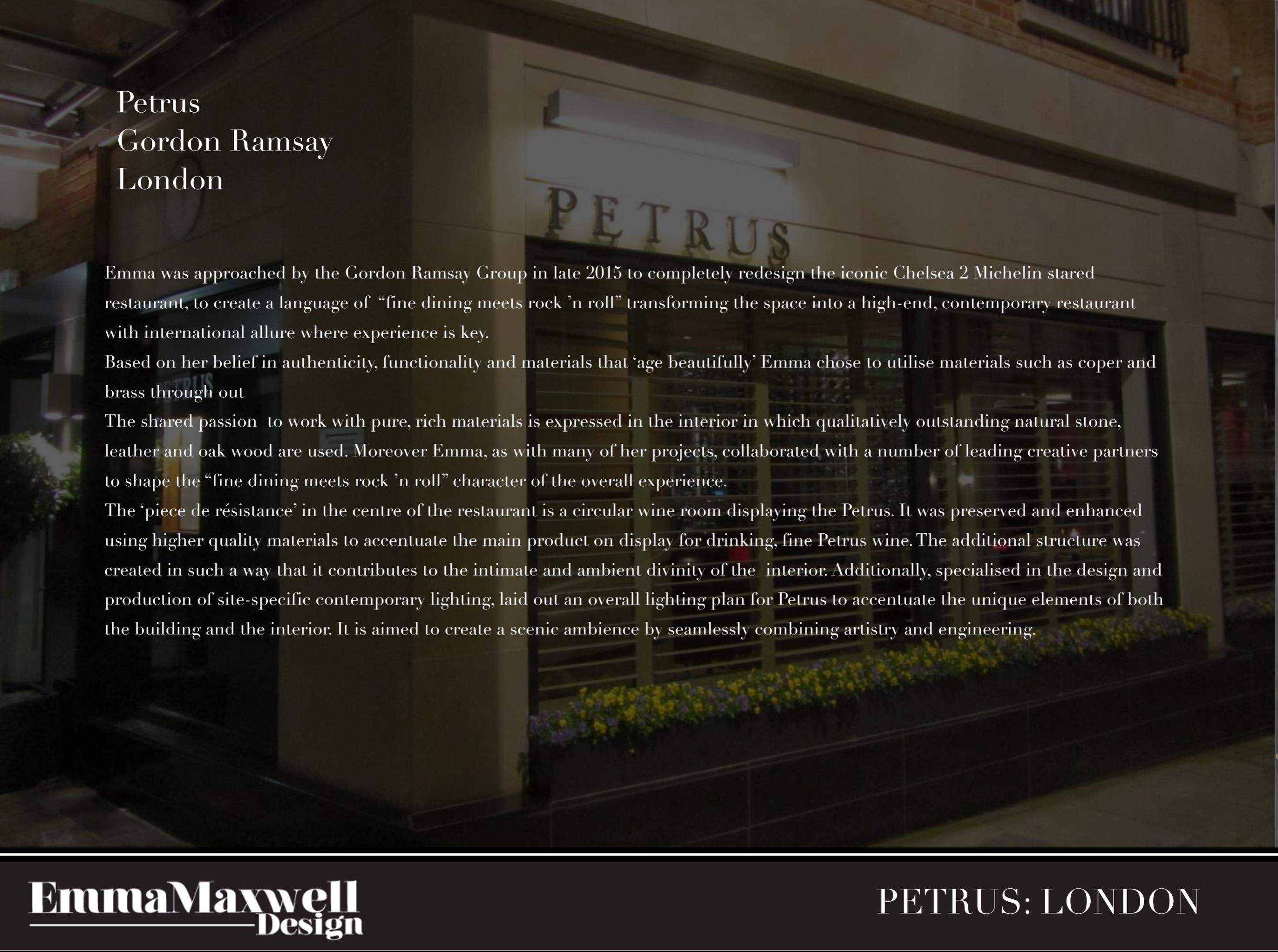
Ash batons are also used to create a backdrop behind the white-tiled bar. For the flooring, terrazzo borders ceramic tiles that are used to define the seating area.

The combination of the terrazzo flooring and ceramic bar creates a thermal mass that gradually and passively heats the space in the winter

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Petrus

Gordon Ramsay

London

Emma was approached by the Gordon Ramsay Group in late 2015 to completely redesign the iconic Chelsea 2 Michelin starred restaurant, to create a language of “fine dining meets rock ’n roll” transforming the space into a high-end, contemporary restaurant with international allure where experience is key.

Based on her belief in authenticity, functionality and materials that ‘age beautifully’ Emma chose to utilise materials such as copper and brass throughout.

The shared passion to work with pure, rich materials is expressed in the interior in which qualitatively outstanding natural stone, leather and oak wood are used. Moreover Emma, as with many of her projects, collaborated with a number of leading creative partners to shape the “fine dining meets rock ’n roll” character of the overall experience.

The ‘piece de résistance’ in the centre of the restaurant is a circular wine room displaying the Petrus. It was preserved and enhanced using higher quality materials to accentuate the main product on display for drinking, fine Petrus wine. The additional structure was created in such a way that it contributes to the intimate and ambient divinity of the interior. Additionally, specialised in the design and production of site-specific contemporary lighting, laid out an overall lighting plan for Petrus to accentuate the unique elements of both the building and the interior. It is aimed to create a scenic ambience by seamlessly combining artistry and engineering.



La Cantine Singapore

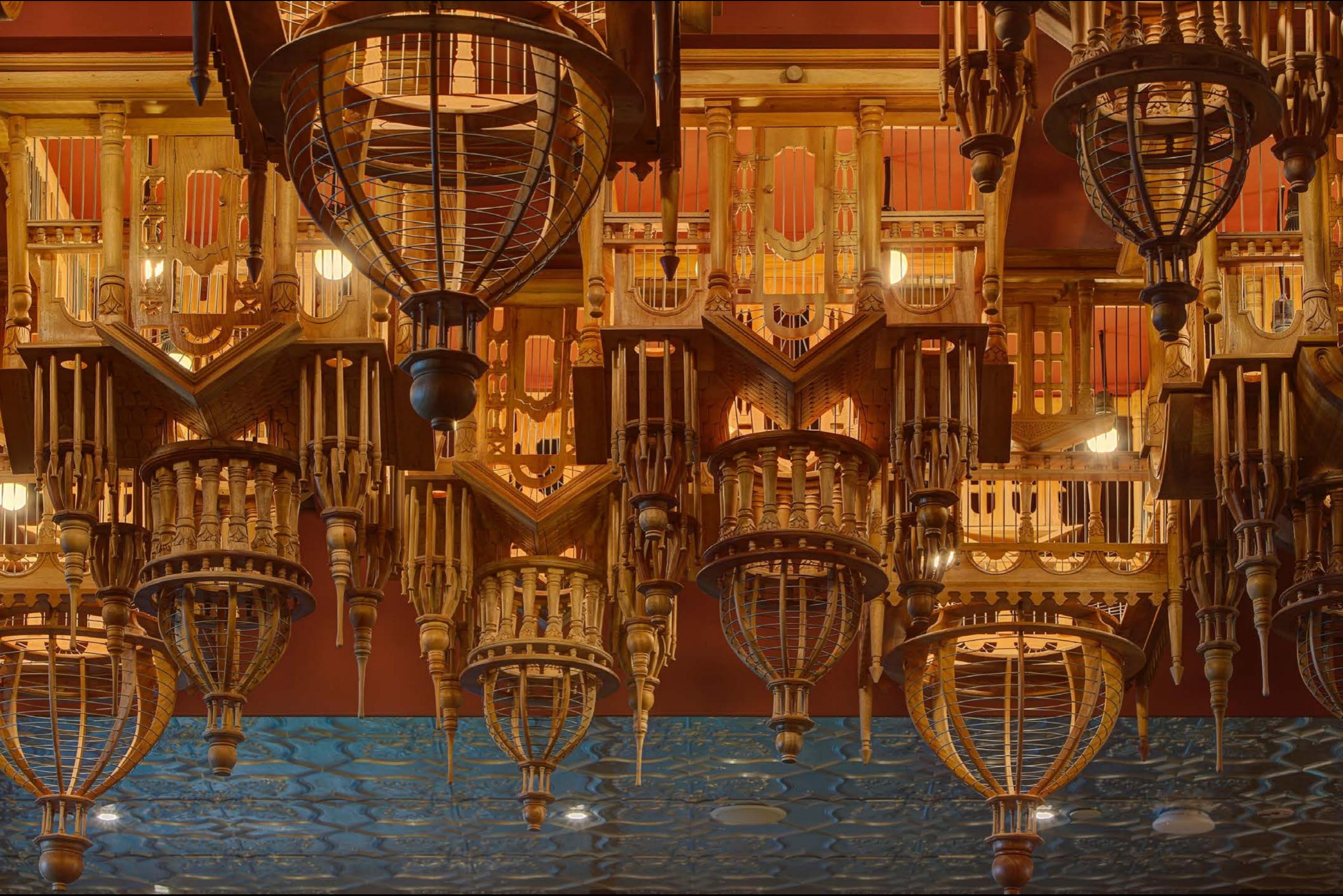
La Cantine By Bruno Menard (3 Michelin Stars),

Taking inspiration from Bruno's playful approach to his food and literally turning his cuisine inside out and upside down, the direction of the restaurant design became very obvious.

A reinterpretation of the streets of Paris. Drawing from the wonder of such films as City of Lost Children and Amelie a world was created to emphasise the fantastical. As guests walk into the space from the modern streets of Singapore, they are met with a sense of wonder. famous seventeenth century buildings are modelled and turned upside down on the ceiling, they literally become beacons in the space.

A high attention to detail is driven right through out the space. Dividing the space in half, separating the main dining hall and private dining space is a dramatic floor to ceiling operable doors that depict a hand carved timber bass relief of the Rue de Barre in Paris.

Details such as brass inlay on the tables depicting the Napoleonic bee was derived from Emma's first ever trip to Paris. To Emma,s eyes it appeared as if Napoleon had completely restamped the city in one 15 year swoop. The wall of drawers represents the Napoleonic office of order, chaos and change. Extensive walking through the Napoleonic apartments at the Louvre garnered details that may be found every where from detail on the bar face through to table legs. The traditional material of zinc was used heavily through out. Not just on the bar, but creeping up the walls and ceiling. The traditional is every so slightly subtly continuously skewed through out each touch point in the space.









Sabio
Spanish Tapas Bar Singapore

Sabio is one of Singapore's most vibrant tapas bar. We helped the client develop the concept of Sabio and created a roll out on the island of Sentosa. The inner city design was adapted for the ocean side location. Everything from the logo and menus to the overall interior design including the custom artwork, joinery and furniture. With our focus on the finest craftsmanship and attention to detail, there's a bespoke, premium quality to every aspect of the space.









Park Royal Hotel Orchard: Singapore









Thank You!