

EDL Division – A new gallery launched by EDL to offer laminates for every space and design inspiration

Singapore – EDL, a leading specialist in high pressure laminates, is delighted to announce the opening of a new in-house gallery called 'EDL Division'.

Located at EDL's office building at 43 Sungei Kadut Street 1, the 4,000-square-foot-gallery is the first of its kind gallery for laminates in Singapore. It showcases the entire collection of EDL laminates and gives you the opportunity to select a design for every space or inspiration.

Designed by Formwerkz Architects LLP, EDL Division is envisioned as more than just a gallery; it is celebration of all things laminates through creative collaborations and explorations to break new grounds in design.

Daphne Lim, Director at EDL said: "Since entering the market in 2002, we observed that homeowners are getting more interested and involved in material selection for their homes. In the past, enquiries and walk-ins from end users are virtually unheard of. Now, such visits are increasingly demanded on a regular basis. With EDL Division, we hope to provide an immersive experience that better appeals to the B2C market."

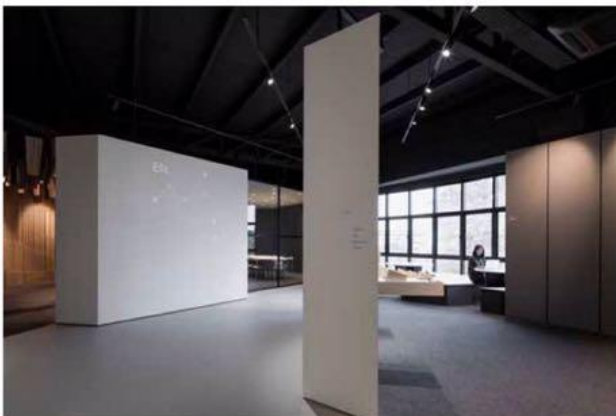
Due to the shift in end user behaviour and B2B strategies, EDL Division has reinvented the conventional interior design showroom by offering a gallery experience that cannot be replicated in the online world. Divided into eight different zones, EDL Division shows design possibilities with laminates.

"EDL Division is a test bed for innovations, where perceptions are changed and ideas challenged. Extending from our collaborative platform EDLX, the gallery demonstrates the vast applications laminates can take on. We hope our efforts in celebrating design possibilities can encourage more creative designs across the industry," said Daphne.

Commenting on the gallery's design concept, Gwen Tan, Partner at Formwerkz Architects said: "Located at Sungei Kadut, EDL Division's site location challenged us to set very high design perimeters to make visitors' journey a worthy one. With this in mind, the typical boundaries and perception of laminate applications have to be redefined. We have hopes for this gallery to become a catalyst for continuous design discourse that inspires many audiences to come."



Daphne Lim, Director at EDL (left) and Gwen Tan, Partner at Formwerkz Architects giving the media a short introduction of EDL Division and the concept behind it, during a media tour held on 9 November 2016.



The Courtyard is a central open space characterised by white wall enclosures. This is a reconfigurable exhibition space that features the design interest of the moment in the form of pop-up installations that pushes the boundaries of laminates. Photo: © EDL



The Woods is a forest-inspired display of EDL's timber grain laminates, an evergreen choice amongst designers and homeowners for its versatility, minimalist aesthetics and durability. It features an iconic profiled plywood landscape backdrop that conceals a physical reference library for timber grain laminates. Photo: © EDL



The Library is a trove of laminates. From timeless classics to the new, smart nanotech material FENIX NTM® Compact, this could be Singapore's largest library of laminates. The space features an extensive floor to ceiling collection for anyone to browse freely for design ideas and references. Photo: © EDL



The POD is a discussion space that supports more private design discourse. Visitors can exchange ideas and make important decisions that transform real space. The creative use of laminates is applied to pre-existing systems, creating interesting vertical blinds that form an inter-changeable backdrop that instantly alters the mood and light effects in The Pod. Photo: © EDL



The Boutique is a resource wardrobe for EDL's pattern decors. Laminates are often said to be akin to clothes for furniture. Here, one can experience a tongue-in-cheek interpretation, where articles of clothing fashioned out of laminates are suspended to visually play with colours and textures. Photo: © EDL



The House is a display of EDL's past and present project models from collaborative platform, EDLX, where EDL collaborates with architects and designers to push the boundaries of laminates. Photo: © EDL



The Bar is a working kitchen covered in EDL Compact's smart nanotech laminate material FENIX NTM®. It is an opaque nanotech material that combines elegant aesthetic solutions with state-of-the-art technological performance. Photo: © EDL



The Market is a retail showcase of various jewellery and product designs by local and international designers from various disciplines. Using EDL laminates and compacts, these are inspirations that push boundaries beyond conventional interior applications. Photo: © EDL