

LEADING DESIGN GROUP APPOINTED CREATIVE PARTNER FOR PUNJAB GRILL'S INTERNATIONAL EXPANSION

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SINGAPORE – Pioneering hospitality concept specialist Blink Design Group (BLINK) has been appointed as creative partner for the first outlet in the international expansion of Punjab Grill restaurants.

BLINK – which was recently acquired by Singapore-based Space Matrix – developed the intuitive design of the group's flagship international branch in Singapore, its first restaurant outside of India, with a winning configuration that clearly showed it was the perfect choice to initiate the growth plan for the well-known dining brand in other countries.

BLINK, which counts international five-star hospitality groups Conrad, Hilton, Jumeirah, Langham Place, Le Méridien, Regent, Sheraton, Westin and The Luxury Collection by Starwood Hotels and Resorts worldwide among its clients, designed the recently opened highly-regarded Marina Bay Sands-based restaurant to seat up to 120 guests.

Intelligent design by the BLINK team – led by Creative Director Alan A. Barr and Lead Designer Javier Rojas-Rodriguez – ensured the restaurant's dining facilities were formatted to create a completely customised aesthetic – while ensuring comfortable seating and an intimate ambiance was crafted from an area rapidly becoming known as the new heart of Singapore where space can be a premium.

The architecture features a “one of a kind” aspect as the entire ceiling is a single light fixture that drips small pearls of light while the bar entrance treats guests to a stunning walk through a glass walled wine cellar before being greeted by a bar area split into two four person bars that are attended to by personal butlers.

Three original hand made copper kettle drums, specially imported from India, form the centerpiece of the dining façade. Placed in the exposed Tandoor kitchen they create a vibrant interactive experience for diners while establishing a prime area for private VIP dining right next to the food preparation area and separated from the kitchen by a glass wall.

“We take a very holistic approach to all of our projects with the clear goal of creating an extraordinary design that will instantly create a lasting impression,” said Mr Barr.

“Our track record and experience in the hospitality industry really drives our intuitive thinking so we are able to create tailor-made designs while guarding the principles of the brand at the same time. We are very excited by the results of Punjab Grill in Singapore and look forward to working with the group on projects in the future.”

In many ways BLINK has reinvented the traditional service model for hospitality to now offer clients an end-to-end solution that encompasses a full suite of integrated services featuring master planning, architecture, interior design and branding, all under one umbrella.

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The hospitality design group has worked throughout Asia Pacific on resort, hotel, spa, gaming and food and beverage projects, where it feels there is a genuine need for a company specialising in this sector.

“The hospitality industry continues to boom in Asia and we have put together a exceptional team of talent that blends years of experience with minds willing to think completely out of the box, trust their instincts and create truly unique cutting edge design,” said Mr Barr.

BLINK operates out of dedicated studios in Bangkok, New Delhi and Singapore.

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Notes to Editors:

Blink Design Group (BLINK) is a leading design firm – specialising in the hospitality industry - offering a fully integrated end-to-end range of services, including brand identity, master planning, architecture, interior design and computer visualisation. Founded by Clint Nagata in 2006 and operating out of Bangkok and Singapore, the company has collectively designs hotels, resorts, restaurants, clubs, spas, and residences for leading global brands. Centered around the belief that each project is a platform to achieve something extraordinary, BLINK draws on the expertise and bold instincts of its team to create spectacular icons in the Asia-Pacific region.

Founded in 2001, **Space Matrix** is a cutting-edge architecture and interior design firm in Asia-Pacific with 11 offices and 450 staff. The firm’s integrated service model offers expertise across a variety of disciplines in the industry. The firm partners with clients from around the world to create timeless environments that inspire, engage and at the same time are highly functional. Space Matrix addresses a full project range including: civic, commercial, education, healthcare, hospitality, residential, transport and workplace design and architecture.

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