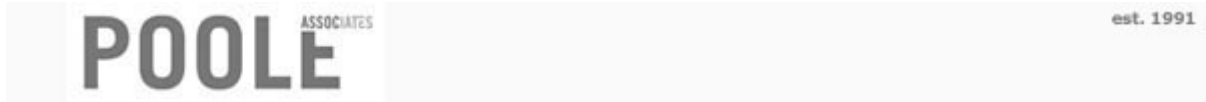


PROFILE



August 2010



FOUNDED IN SINGAPORE 1991

Ed Poole Managing Director, graduated in 1983 from Illinois Institute of Technology B.Arch [Honors]. He is a member of the Chicago Chapter of the American Institute of Architects, a Chartered architect in Australia : New South Wales Chapter, and an Associate Member of the Singapore Institute of Architects. Residing 20 years in Singapore, he holds PR status. Ed was born in 1960 - the year of the rat [metal]

Biographical data appears in the following publications:

Barons Who's Who in Interior Design 1995 - 2003

Marquis Who's Who in the World 1999 - 2003



All current staff hold degrees in Architecture, Interior Design, Fine Arts or Multi Media.

Projects have been completed in the **USA, UK, Germany, Australia, Singapore, Malaysia** [Kuala Lumpur], **Thailand** [Phuket + Langkawi], **Indonesia** [Java, Bali + Medan] **Hong Kong, UAE** [Dubai + Abu Dhabi], **Maldives** [Ari Atoll + Baa Atoll], **India** [Chennai + New Delhi + Hyderabad].

The 3d and animation process begins with grey tone massing models like this example of the pool cabanas at Stamlo Hotel, Hyderabad, India.

Highlighted articles below do not appear on other pages of this website. To view them, click on the publication listed



Interior + Exterior renderings with color and textures are created for all our projects. Here is Villa Dining at The Westin Langkawi [not realized]



Full animations are then assembled for client presentations and by the clients' marketing and HR teams.

Visit youtube and search : 'onedegreenorth' to view our +25 public videos of past projects.



Poole Associates creates digital presentation boards in a photo-montage format, which readily convey our design intent to clients here in Singapore as well as across the globe.

Above : Materials Board for Blue Ginger + Blue Bar at The Taj Palace Hotel, Delhi | 2009

Poole Associates often collaborates with creative consultants **Molotov**. They have recently re-done our logo for us.



Our work has been featured in the following.....

Singapore publications :

[VIP Magazine Singapore Form](#) [Feb 2008]
[ISH : Fragments from an urbanscape June 2007 Cover](#)
[IS Magazine](#)
 The Straits Times
 The Business Times
[Where Singapore](#)
 The New Paper
 Asian Hospitality Magazine | numerous issues
 8 Days Magazine
 ID Singapore
 Interiors Quarterly
 Singapore Commercial Design Trends
 Singapore Architect
[Apartment Living](#)
 SPACE Magazine
 Wine and Dine
 Men's Folio
 My Home
 Female
 Her World
 Cita Bella
 Go
 Elle
 Expression
 Mercedes
 ISH: fragments from an urbanscape
 China Mail
 The Expat Singapore
 The Peak
[Home & Decor](#)
 D + A
 Bathroom Today
 Style

International publications include :

Cool Hotels Best of Asia **NEW** cover
[Hoteller International](#) **NEW**
[The World's Greatest Hotels, Resorts and Spas 3rd ed.](#)
[Wallpaper](#) [March 2008]
[The Financial Times](#) | Feb 9th 2008
[New Spas & Resorts | HarperCollins 2007](#) | W Retreat
[Condé Nast Traveler](#) 09.2007
 Asian Bar and Restaurant Design 2007
[Travel+ Leisure](#) March 2007 [awards] w Retreat
[GQ Berlin](#)



The front of our new card contains a graphic image of raw concrete, relating to the architectural background of the firm, as well as a reference to the brutalist 70's architecture of the building we reside in - Pearlbank. The image set on an angle, represents our flexibility to go beyond rigid formalist solutions.

The back of the card is done in 8 colors, unique to each employee. The bamboo motif relates to our SE Asia location and our recent award for design of 'Best Resort 2007' in Travel+Leisure magazine, USA

- Harper's Bazaar : KL
- Posh Nosh, Cheap Eats + Star Bars Dubai
- Hip Entertaining bars + restaurants 2006
- Groovy Homes : Sexy and Delicious Living Spaces 2005
- Going Places : Inflight Magazine of Malaysian Airlines
- AstroGuide Dec 2005 : Kuala Lumpur [cover story]
- AstroGuide July 2005 : Kuala Lumpur [cover story]
- Wallpaper* 10.2004
- Time Out Dubai
- Interiors International, USA
- New Chinese Cuisine
- 100 Designers' Favorite Rooms, USA
- Australian Commercial Design Trends, Australia.
- World Architecture, UK
- Zenith : Issue No.2
- East: Launch issue
- Hinge [Hong Kong]
- Time Magazine, Asia edition
- Interiors : USA
- Commercial Design Trends, USA
- Home and Apartment Trends, USA
- Cream. International
- Interior, vol 128 : Taiwan
- CNN Traveler
- Middle East Hotelier
- Architecture Asia - June 2005
- The Star, KL
- Nox [Madrid] Primavera Verano 2005
- Spa Asia - Nov|Dec 2006

Television Interviews include:

- AM Singapore
- D.sign: Premier 12, Singapore

Television Features include:

- Arts Central : [program aired December 2000]
- Projects featured : Cafe Iguana, Front Page, Club Eden
- Channel News Asia : Bobby's [December 2006]

Television Features denied:

thanks for the offers

- At Home with.....[2000], Arts Central
- Art Nation - feature : 3rd June 2002
- Amazing Homes TCN Channel 9, NSW Australia

The Lounge beds at Sip, W Retreat & Spa Maldives makes the cover of Cool Hotels Best of Asia >

