



M

British Designer Transforms Historic Shaw Centre Penthouse Into Exclusive Wine Club

LONDON - Exclusive private members wine club, 67 Pall Mall Singapore, has opened its first location in Asia, designed by Geila Daughtrey, founder of Rockett Studio. The club is the latest addition to the 67 Pall Mall Group, which now includes locations in London, Verbier and Singapore, with another in Beaune opening in May 2023. It is the brand's first location in Asia. Each club has its own unique features honouring their specific locations, but drawing on the heritage of the founding club in London's St James's in a Grade 2 listed former bank, designed by Sir Edwin Lutyens in 1929.

Daughtrey was approached to collaborate with the brand having established her design studio in Singapore in 2014. Her background in set design followed by projects with luxury global brands presented the perfect combination for delivering a space that's dramatic, elegant and intriguing.

“We wanted the design to draw on the style of the original London club but to bring it together with 1920s Shanghai heritage, so it's very British but with a distinct Asian twist. Everything in the club has been hand selected or custom designed, with details to discover throughout, from clandestine views through the whiskey wall on the upper levels to hand stitched wallpapers and historic photographs.”

GEILA DAUGHTREY

The club occupies the penthouse of the Shaw Centre in central Singapore, spanning both the 27th and 28th floors and totalling nearly 10,000 sq.ft. The penthouse was formerly the private residence of Tan Sri Dr Runme Shaw of Shaw Brothers Studio - the largest film production company in Hong Kong. The club pays homage to the heritage of its location with Shaw Foundation memorabilia peppered throughout.

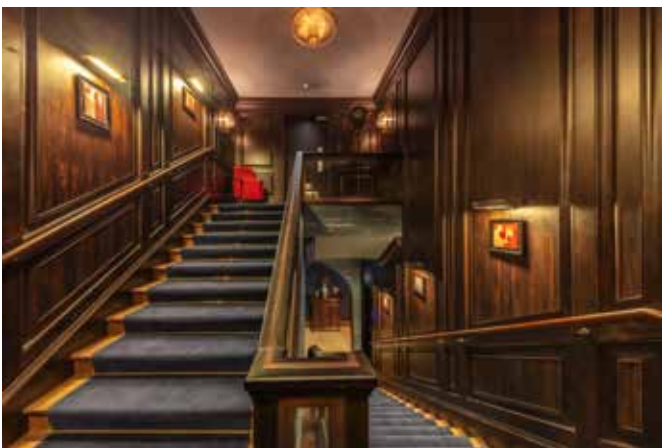


On arrival, guests step out of the lift and are greeted by a maître d' stand that's been hand carved from a single block of rare marble, before being led towards 270-degree views of the Orchard cityscape.

Inside, the style evokes a 1920s and 1930s Shanghai art deco feel. Details have been meticulously selected, from hand painted and hand-embroidered silk wallpaper featuring birds and flora found in Singapore's Botanic Gardens designed by de Gournay and ERDEM, to the original 1970s crystal chandeliers in the reception area, the hand stitched wall coverings by Fromental to the blue-grey Azul Macaubas marble from Brazil and Breccia Aurora Italian marble flooring. All of the furniture is bespoke, while artwork was sourced from local antique dealers. The centrepiece of the club is the six-metre floor-to-ceiling wine tower in the former ballroom, now the Clubroom and the Restaurant. Housing 2,500 bottles of wine - half of the club's total collection - in perfect conditions.

The tower is formed of two columns that run through the property, visible from almost every aspect of the club. Opposite is a whisky wall with a display of 430 bottles, an allusion to the Whisky Bar that lies above, and spanning the height of the property so that on the upper levels you can look through the glass to the main hall.

“As the club is home to the largest and most diverse wine list in Southeast Asia, we also wanted the wine to play a starring role, leading to the creation of the bespoke wine tower. It became the focal point for the space and while it presented some unique challenges at installation, the end result is something completely unique.”



The staircase up to the 28th floor, where you will find the Whisky Bar and Naughty Corner, showcases elaborate walnut panelling based on the original club's design, along with black and white photographs of the Shaw brothers meeting the likes of Jackie Chan and Her Majesty Queen Elizabeth.

A tribute to the London Club's namesake spirit den, the Naughty Corner sits in what was once the Penthouse's only bedroom. Together with the Whisky Bar, the space offers a more intimate lounge experience to appreciate fine spirits. The walls, bar and cabinets are clad in camphor burl wood, a type of Asian cedar which provides a naturally calming scent said to lower heart rate, complementing the handmade floral velvet upholstery, and fitting in the sultry surrounds of a whisky bar.

Surrounding the entire club is a rooftop terrace garden adorned with ornamentals and edibles, used in the dishes created by the culinary team. 67 Pall Mall Singapore opened in February 2022.

For more information contact Geila Daughtrey on:
hello@rockett.com.sg
<https://www.rockett.com.sg/>