



Interactive Spaces

Singapore Dub: Sinpopo Brand


By Yuki Tan



Sinpopo Brand

(an ode to Katong and the heritage it has passed down)

In the 1950s, Katong was well-known for its unique Peranakan culture and cuisine. As gentrification encroaches on the spaces that Katong's heritage businesses once called home, Sinpopo Brand took it upon themselves in 2013 to preserve what was left of the neighbourhood's greats. To keep as much of Katong's traditions as could alive while adapting to this ever-changing neighbourhood.



Sinpopo Brand Restaurant



01

About

Pays homage to the community's love for traditional food

03

Location

A conserved shophouse in Katong, Joo Chiat Road

02

Space

Giving nostalgic 80s Singapore kopitiam feel

04

Food

From local traditionally prepared Peranakan food to artisanal to keep them relevant

Space (Singapore in the 80s)

Coffee shop like furniture



Rattan chairs



Tiled floor



Food (rediscovering local flavour)

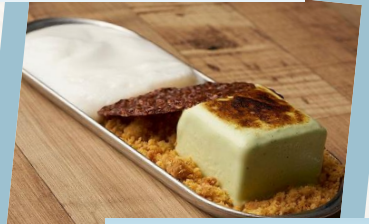
Sliced Wagyu Beef Hor Fun



Orange Kaya Pisang Crème Brulee



Chilled Pandan Souffle



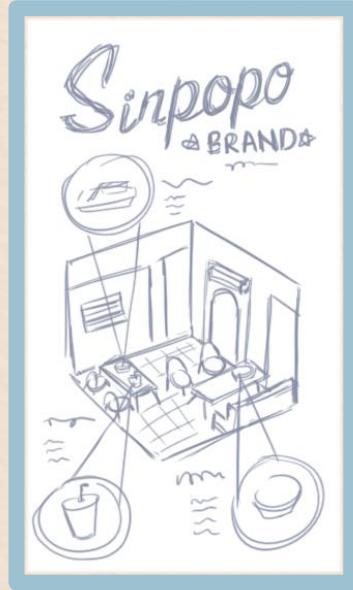
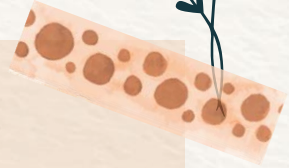
Muah Chee Salad



Nasai Lamak For 2



Thumbnail Sketches



Current Progress on Digital Poster



1

Background and overall colours to feature the restaurants 80's look, also inspired by their menu disguised as an old school attendance book. Descriptions and Illustrations of the food will be featured.



2

Isometric view to feature how the restaurant looks like, with their dishes scattered around the space, zoom ins with descriptions and illustrations of the food.





*Thank
You!*