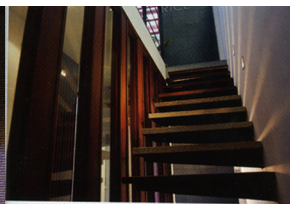


# RICE' containers

Rice, the showroom for a variety of imported stones and tiles, is at 2765 Geylang Bahru #01-04 Kallang District

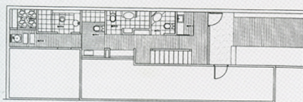


**W**hen you are already spending a small fortune on your designer home, why not go that extra yard with the bathrooms as well? For this, chances are, you can find something you will want at Rice. At Rice is a series of simulated bathroom settings to inspire and entice the shopper with some rather novel, and definitely stylish, ideas. Very attractive variety, of both the natural and manufactured variety, are used – Rice is possibly the only tile shop in Singapore that offers so many of such 'actual bathroom' displays that include in their co-ordination choice sanitary ware and fittings. 'We are not just selling tiles or stones but also a lifestyle,' explains Terry Tan, Director of Rice Fields Pte Ltd. Among the clientele that Rice is pitched at are design consultants, property owners and developers. The newly opened Rice showroom is located in a warehouse space at Geylang Bahru, featuring a modest 125m<sup>2</sup> of display area cleverly organised inside two detached containers stacked one on top of the

other – yes, the same ones that are used in freight forwarding. By using these versatile structures to contain the two levels of the showroom, the cost of construction is thus minimised. The design of the showroom was rendered with assistance from Angelina Chan of Index Design, who advised on the more crucial architectural matters of the construction. Along the rectilinear length of the containers are inserted the office on the ground floor and bathroom displays arranged in a series of cubicle divisions on the two 'floors'. Upon entry, the visitor or shopper travels down a narrow, paved, central corridor the sides of which are arranged the displays. A flight of cantilevered steps, sectioned off by a glass partition, leads to a more spacious upper level where more displays are showcased. Although you will see only displays of bathrooms here, Rice's intention is more strategic – to show how the proposed finishes are versa-tile enough (pun intended)

for other areas of applications, such as the kitchen, living and dining, or even the driveway and pool deck. According to Rice's rationale, in 'typical living or dining rooms display', often only the wall or flooring is featured. In showcasing bathrooms, both these surfaces can be shown – thus the shopper is 'helped' in visualising these different applications.

Currently available at Rice are imported ranges of ceramic tiles, engineered stones, limestone, sandstone, granite, mosaics, pebbles and quartz. Also available will be a line of deck furniture in an outdoor or pool deck simulation at a corner on the upper level. Requests for customised designs in contemporary stone basins and water features are welcome at Rice. ➔



GROUND FLOOR PLAN  
SCALE = 1 : 50



FIRST FLOOR PLAN  
SCALE = 1 : 50



PHOTOGRAPHY BY ALEX HENG