

FARIDAH SAMSURI

ASSOCIATE DIRECTOR



Faridah's creative flair and people-focused design shines through her projects across all typologies

QUALIFICATIONS

Interior Design – 1996
Nanyang Academy Of Fine Arts, Singapore

LICENSE | AFFILIATIONS

Society of Interior Designers, Singapore
(SIDS) - 1997

SUMMARY

As Associate Director, Faridah will have the primary responsibility together with the Associates for the design quality and creative output for the interior design team. Her role also includes conceptualisation, cross-discipline coordination, overall project delivery and business development of the hospitality hotel & casino projects. Under her purview, Faridah's team will execute the concept design, design development, construction documentation and implementation of the interior architectural design, as well as the design and selection and co-ordination of FF&E including loose furnishing, fixtures and fabrics, and attend all project meetings with Client & Consultants.

Together with the Associates, she will interpret the owner's requirements to create a holistic, integrated and timeless interior that reflects the client's vision and operator's brand standards, catering to the specific nuances of the target demographic as well as the project's location, history, culture, budget and schedule.

AWARDS

- 2018 The Craft Guild Of Chefs' New Restaurant of the Year Award for CORE By Clare Smyth, United Kingdom
GQ Food & Drinks' Best Restaurant Award for CORE By Clare Smyth, United Kingdom
- 2013 FIABCI Grand Prix D'Excellence Awards - Winner for W Sentosa Cove, Singapore
Greenmark Award by BCA Platinum for W Sentosa Cove, Singapore
Asia Pacific Hotel Awards - Highly Commended for W Sentosa Cove, Singapore
- 2012 South East Asia Property Awards' Best Residential Interior Design for The Residences at W, Singapore
- 2011 Asia Pacific Residential Property Awards - Highly Commended for The Residences at W, Singapore
- 2009 Greenmark Award by BCA Platinum for The Residences at W, Singapore
- 2008 CNBC Asia Pacific Property Awards - Best Development for The Oceanfront @ Sentosa Cove
- 2007 Greenmark Award by BCA Platinum for The Oceanfront @ Sentosa Cove

EXPERIENCE

- 2019 - Woodlands Health Campus, Singapore, S\$ 1.1b, GFA 256,171 sqm
6 blocks of 7-storey integrated health campus comprising community hospital, acute hospital, nursing home and specialist outpatient clinic, and 5 basement level with 3 levels for car parking at Woodlands Drive
- 2018 Ritz Carlton Harbin, China
Paramount Haiyan Hotel, China
Indigo Hotel, Jakarta Indonesia
Hotel Lijiang, China
Four Seasons, 190 Restaurant, Singapore
Citic Wuhan Show Flat & Sales Gallery, China
- 2017 Renaissance Hongshan, China
Star Casino Queen's Warf, Brisbane, Australia
The Grand 5 Star Hotel Queen's Warf, Brisbane, Australia
Landmark 81 Tower Hotel, Ho Chi Minh City, Vietnam
Huafa Hengqin IFC, Zhuhai, China
Happy Valley Hong Kong Jockey Club, Hong Kong, China
Landmark 81 Tower Hotel, Ho Chi Minh City, Vietnam
Clare Smyth's Restaurant *3 Star Michelin, Notting Hill, London United Kingdom
- 2016 The Yarra, Pondok Indah, Jakarta, Indonesia
Crowne Plaza Hotel, Pujiangzhen, Shanghai, China
Euro America Financial City, Hangzhou, China
The Yarra, Pondok Indah, Jakarta, Indonesia
- 2015 Huafa Zhangjiang Show House and Sales Center, Pudong, China
Huafa Yangpu Show House and Sales Center, Pudong, China
New Cuffe Parade Luxury Clubhouse, Mumbai, India
An Hui Maritim Hotel, An Hui, China
- 2014 Dieluan Hotel, Shaoguan, China
Guangzhou Matsunichi Headquarters, Shanghai, China
Sheraton Nusajaya Medini Hotel, Iskandar Johor Bahru, Malaysia
Dalat at 1200 Golf Club & Resort, Dalat, Vietnam
Gleneagles Medini Hospital Phase 1b, Iskandar Johor Bahru, Malaysia
Changi General Hospital New Wing, Singapore
Prestij Medini, Iskandar Johor Bahru, Malaysia
Hilton Doubletree, Jiangmen, China
- 2013 Gleneagles Medini Hospital Phase 1a, Iskandar Johor Bahru, Malaysia
8 On Claymore, 8 Claymore Hill, Singapore
Jewel Condominium, Buangkok Drive, Singapore
Lucky Tower Condominium, Grange Road, Singapore
- 2012 The Mezzo, Balestier Road Singapore
W Singapore Sentosa Cove, Singapore
Welcome Centre W Residences, Sentosa Cove, Singapore
Millennium Residences, Bangkok, Thailand

EXPERIENCE

- 2011
Glyndebourne Condominium, Bukit Timah Singapore
Orchard Hotel Claymore Wing, Singapore
Orchard Hotel Executive Lounge, Singapore
Seoul Millenium Hilton, Seoul, South Korea
Quayside Isle Luxury Retail & F&B Mall, Sentosa Cove, Singapore
Synergy Solution Office, The Central Clark Quay, Singapore
Residences at 8 Chatsworth Road, Singapore
The Binjai on The Park, Kuala Lumpur, Malaysia
- 2010
The Solaris Condominium Bayo Kuku, Nigeria
Residences at Astrid Hill, Singapore (VVIP)
Residences at Gallop Road, Singapore (VVIP)
Residences at Sentosa Cove Bungalow, Singapore
Royal Plaza on Scotts, Singapore
Ocean Front Condominium, Sentosa Cove, Singapore
Osborne Tower Condominium, Ikoye Lagos, Nigeria
The Solaris Condominium, Bayo Kuku, Nigeria
Parcview Condominium, Leonie Hill Road, Singapore
Mezzo Condominium, Balestier Road, Singapore
The Binjai Residence, KLCC, Malaysia
- 2009
Sage @ Nassim, Nassim Road, Singapore
The Laurels Condominium, Cairnhill Road, Singapore
The Latitude Condominium, San Po Kong Hong Kong, China
Pan Pacific Orchard Hotel, Singapore
Ayara Hilltops Resort, Phuket Thailand
Citadines Apart', Soi 16 Bangkok Thailand
Citadines Apart', Chongrui, China
Citadines Apart', Emerald City China
Citadines Apart', Xi'an China
Tasek Corporation Office Millenia, Bukit Bintang KI Malaysia
Peach Garden Restaurant @ Orchid Country Club, Singapore
Universal Dining at Changi Airport Terminal 2, Singapore
- 2008
The Parvis, Parvis Road, Singapore
Peach Garden Restaurant @ 33 OCBC Centre, Singapore
Orchard Medical Centre at Lucky Plaza, Orchard Road, Singapore
Executive Office Copthorne King's Hotel, Singapore
Citadines Apart', Mount Sophia, Singapore
Citadines Apart, Hotel Prototype Worldwide
JW Marriot Residence, Chennai, India
- 2007
Montebleu, Balestier Road, Singapore
Shuixiang Lingli, Suzhou, China
Aalto Condominium, Meyer Road, Singapore
Volari Condominium, Balmoral Road, Singapore,



EXPERIENCE

- 2006 MBFC Tower 1 Condominium, Marina Bay, Singapore
Cliveden @ Grange Condominium, Grange Road, Singapore
Singapore Chinese Chamber Of Commerce & Industry, Hill Street, Singapore
The Coast, Sentosa Cove, Singapore
Mimosa Terrace, Yio Chu Kang, Singapore
Sukhumvit Soi 18, Bangkok, Thailand
- 2005 The Beacon, Cantonment Road Singapore
Infinity, Faber Hills, Singapore
E & O Berhad Corporate Office Bukit Bintang Kl, Malaysia
One Residency, Kuala Lumpur, Malaysia
The Berth Condominium, Sentosa Cove, Singapore
The Sail Condominium, Marina Bay, Singapore
Saint Hilda's Community Services Senior Citizen Centre, Neighbourhood Link, Singapore
Clinic Mount Elizabeth Hospital, Singapore
- 2004 Le Chinois Restaurant & Bar @ Millennium Hotel, Knightsbridge London, United Kingdom
Rasa Fiesta Food Mall @ Ikea, Kl, Malaysia
Bugis Street Brasserie @ Millennium Gloucester Hotel London, Kensington Hotel, United Kingdom
- 1998 Tanglin View Condominium, Tanglin, Singapore
Offices for Far East Shopping Centre, Orchard Road, Singapore
Jurong East Ville Education Centre
Gek Poh Ville Education Centre, Singapore
Kim Keat Education Centre, Bukit Panjang Education Centre, Singapore
- 1997 Cid Tower Offices & Public Spaces, Cantonments, Singapore
- 1996 Hong Kah Community Children's Library, Jurong, Singapore
- 1995 PAP Development Unit, PCF Kindergartens, Singapore
- 1994 IUP, Interim Upgrading Of Public Spaces, Jurong East Street 13, Singapore
Teacher's Society Office, Golden Mile Complex, Singapore
Teacher's Society Office, Golden Mile Complex, Singapore
Alliance Françoise French Institution, Sarkies Road, Singapore
Family Service Centre - Trans Centre, Bedok North, Singapore
- 1993 Centrepoint Building Extension, Orchard Road Singapore
- 1992 Sentosa Underwater World Extension, Orchard Road, Singapore
New Wing, Hospice Mount Alvernia Hospital, Singapore