

CATALIST

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Issue 01/2023



BREAKING THE SURFACE

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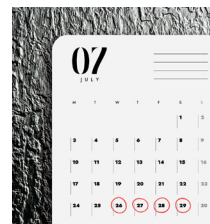
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FROM THE CEO'S DESK

ENDEAVOURING BEYOND SURFACES



Thank you for picking up the first issue of CATALIST, our very own periodical containing stories, articles, news and a host of information about Catalyste and its brands.

In this inaugural issue, discover how Catalyste HQ, and its highlight space, CATALAB, was conceptualised and conceived through the eyes of the architect and our conversations. Also, you will be excited by the new laminates from O2+ PLAY and MATTERS collections which are sure to add colour and texture to interiors everywhere. If you love metal, do read the story on how real metal laminates from Dekodur Distil can add lustre and elegance to any space.

Like many company initiatives which exemplify how we go Beyond Surfaces, CATALIST was borne out of our constant search for new, effective yet entertaining ways to interact with the exciting ecosystem we are privileged to be a part of.

Whether you are an architect, interior designer or someone who is passionate about design and materials, I sincerely hope you will find CATALIST an interesting, informative and engaging read.

Warmest regards,

Geraldine Tan
CEO Catalyste



• TITAN Jade HST 5001M
• TITAN Navy HST 6001M

BREAKING THE SURFACE

WHAT MATTERS IS MORE COLOURS

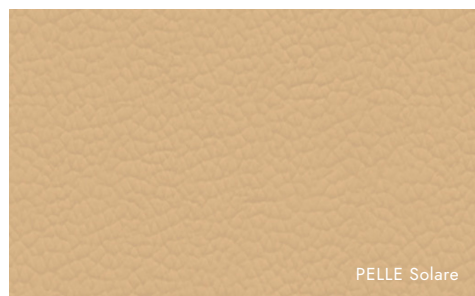
The MATTERS collection from O2+ is set to be even more colourful and vibrant. New additions to the VELVET and STELLAR ranges of high-pressure continuously pressed laminates (HCPL) will enable you to add more flair and style into your spaces.

With the new additions, VELVET will have 20 bright hues and STELLAR will more than double in its selection to five colours. Among the new shades,

there is something for everyone. If you like nature, VELVET Autumn, Cobalt, Sage, Forest and Pebble will entice you with their soothing hues. If shades of browns and beige are more your cup of tea, VELVET Caramel, Latte and Nude will most definitely tickle your fancy. As for STELLAR, Apricot and Ruby will bring variety to the range with their vibrant orangey and reddish shades respectively.

LEATHER-LIKE YET LEATHER-FREE

For more details on the PELLE range, scan this



PELLE Solare

Leather. We love this timeless material that has been used by humankind for millennia and still serves as an important purpose in today's fashion industry. Ask any leather aficionado what they most desire about leather and often, the feel and look of its texture are inevitably mentioned.

PELLE, inspired by the Italian translation for leather, is a range of O2+ PLAY laminates created to fulfil anyone's wish to have the gorgeous look and tactility of leather in their spaces.

Aside from the characterful grains on its surface, the laminates come in an array of colours which were inspired by popular colours from the MATTERS collection. Muschio's soothing green, from VELVET Olive, lends any nature lover's interior a soothing ambience while Solare's hue, from VELVET Meadow, adds a dash of energy to any abode. If you love a classic colour, Pioggia's beautiful shade of white looks so elegant, thanks to VELVET Ivory.

Imbue the beauty of leather in your interiors with PELLE laminates now.

NEW COLOURS

VELVET		STELLAR
CARAMEL	CLAY	APRICOT
NUDE	AUTUMN	ROYAL
FOREST	LATTE	RUBY
SAGE	BLOSSOM	TITAN
PEBBLE	COBALT	STONE
		FOSSIL

For the complete collection, scan this



SUPERMATTE MATTERS MOST



Every laminate within the MATTERS collection is imbued with Supermatte – a feature that has multiple advantages. Aside from being extremely nice to touch, especially if you run your fingers lightly along the surface, everyday stains, like sauce, coffee or juice as well as dirt and dust, are easily wiped off. If the room has bright lights, there is hardly any glare bouncing off the surface so your eyes will not feel irritated.

OTHER FEATURES THAT MATTER



SCRATCH RESISTANT



FINGERPRINT RESISTANT



CHEMICAL RESISTANT



LIGHT FASTNESS



ZERO BACTERIA PROLIFERATION

ENHANCED SURFACES

MAKE MAGIC IN YOUR SPACES WITH METAL

Add a touch of luxury, simply yet effectively, to your interior with Dekodur Distil's real metal laminates.

"Metal laminates have a lustre and sheen that work when creating a variety of palettes. Depending on the tone, texture, patina and tactility of the laminates, they add character to a space," says Selwyn Low, Director of Farm, an interdisciplinary studio specialising in architectural work, interiors and branding.

If you love metals, genuine metal laminates from Dekodur Distil, which are endowed with a layer that is made from real metal, are a gorgeous, cost-effective alternative to actual metal sheets.

Headlining Dekodur Distil is FLUX – the compelling portfolio which comprises decorative and functional metal laminates arranged in a variety of series. There are four decorative series in total – Structures, Reflective, Brushed and Mill. Each has its own personality which will get the creative juices flowing.

Structures, as its name implies, features metal laminates with surfaces that are truly three-dimensional, matched by a tactility that makes you want to run your fingers over them. For those who prefer metal laminates with a more subtle, refined finish, then Brushed and Mill fit the bill. Both exude sophistication and elegance with surfaces that commingle with light for a soothing radiance.

However, if a space needs something that will turn heads at an instant, the Reflective series will draw eyeballs to its captivating, mirror-like surface. Imbued with a super reflective finish, these captivating metal laminates enliven interiors by creating contrast that shines.

"I like the core metal tones that form the basis of the four FLUX series as well as the way the brand continuously builds textures and finishes to it. It is a focussed and well-curated collection that consistently evolves in a highly sophisticated way," says Dennis Cheok, Creative Director of UPSTRS, a Singapore-based collaborative spatial studio that has garnered multiple design awards.

"In particular, I love the simplicity of the Brushed and Mill laminates and the artisanal textures of Lava, Aqua and Crater from the Structures series."

With the advancement of laminate technology, genuine metal laminates offer wider variety, more flexibility, easier application, and cost effectiveness when it comes to embellishing surfaces in your spaces with metal. Best of all, you can do so without any compromise to the gleaming beauty and exquisite allure that metals are renowned for.

“

Metal laminates have a lustre and sheen that work when creating a variety of palettes. Depending on the tone, texture, patina and tactility of the laminates, they add character to a space.”

– Selwyn Low, Farm



Reflective Steel
AL 805B-MR



Designed by: Mues Design

Vegas Brushed
AL 403B

For the full collection of
Dekodur Distil, scan this



Designed by: Eddy

Vegas Brushed
AL 403B



1,2,3 - Photos by: UPSTRS_



SUR-FACES

OF CONVERSATIONS, CONTAINERS, AND CUSTOMER EXPERIENCE

Delve into the mind of the architect behind the creation of Catalyte HQ, our office, and CATALAB, our Experience Hub in Singapore.

“Catalyte HQ is the physical translation of my conversations with Geraldine and the core of our design aspiration. Every project we undertake is an extension of the person behind the brand we work with, and Catalyte HQ is the perfect example of her creative mind.” – Dennis Cheok, UPSTRS_

Catalyte HQ is more than an office – aside from a place of work, it is also a hub for myriad activities, formal and informal, centred around one key feature – the human experience. Be it weekly meetings, client visitations, birthday celebrations, or industry events, Catalyte HQ is to be experienced, often from a perspective that is personal and intimate.

Architect Dennis Cheok, the founder of UPSTRS_, through numerous, thought-provoking dialogues with Geraldine Tan, Catalyte’s CEO, creatively yet effectively conceptualised, and then realised Catalyte HQ. The highlight of the space is CATALAB – the Experience Hub in Singapore where the company’s laminate brands are innovatively displayed.

“Catalyte HQ is the physical translation of my conversations with Geraldine and the core of our design aspiration. Every project we undertake is an extension of the person behind the brand we work with, and Catalyte HQ is the perfect example of her creative mind.”

– Dennis Cheok, UPSTRS_

How did the concept of Catalyte HQ come about?

In our initial chit-chats, Geraldine spoke about designs, materials and architecture. She also expounded on containers, which is a fascination of hers. Conceptually, we thought about a mini architectural town, with individual spaces, each housing a specific function, a distinct purpose. Instead of real metal containers, container-like spaces bedecked with an array of materials, to give each one of its own identity, came to life.

What are some of your favourite spaces?

CATAPOD, with its movable walls, is so multifunctional. It is a haven for creative discussions and exchanges of ideas yet when fully opened, it becomes a venue for exhibitions and installations. Then there is CATALAB, the most exciting space within Catalyte HQ as it is the place where the company’s material brands are showcased.

What led to the creation of CATALAB?

One of Geraldine’s passions is her constant search for new, exciting surfaces materials. These materials, such as laminates, need to be experienced and understood hence a dedicated place is paramount. CATALAB truly affords a fully immersive and interactive experience of the materials offered.

What are some of the design ideas that went into CATALAB?

I wanted to create a sense of lightness hence the liberal use of glass and metal mesh. The glass wall makes a stylish visual statement while the cylinders hanging from the ceiling serve a dual purpose – sound absorption and illumination. CATALAB is by no means voluminous, but you never feel restricted or cramped. There is a lovely openness that is inviting and comfortable. Perfect for customers who need to browse laminates!

Are there other features of CATALAB worth noting?

The trays which display the laminate door panels are a definite highlight. There were so many details to consider when I was creating them as each factor is elemental to the customer experience. Aside from how they fit nicely onto the tabletop (or bench, as it is named), the equally spaced slots for the door tiles allow the laminates to be admired individually, or collectively. Each door tile can also be removed from the slot for closer examination. I also like that when all the trays are stowed away and the white tabletop covers are replaced, everything melds with the monochromatic theme again.



1,2 - Photos by: UPSTRS_

SUR-FACES

THREE REASONS WHY YOU SHOULD VISIT CATALAB

In any interior space, laminates are an essential material and CATALAB, our Experience Hub in Singapore, is a conducive place for anyone looking for them. With a wide range of finishes and colours, from reputable brands, you will find laminates suitable for whatever you have planned. We can find many compelling reasons why you must visit CATALAB but here are three key ones.

EXCITE

You will be excited about the brands of laminates, each with their unique proposition, we offer.

Dekodur Distil – Real metal laminates from Germany with gorgeous decorative surfaces in a variety of lustrous colours as well as laminates with a solid metal core that you can write on, attach items with magnets, and project a movie or presentation.

O2+ – High-pressure continuously pressed laminates (HCPL) with must-have features for today's interior spaces. Two collections are available – PLAY and MATTERS. PLAY comprises an array of playful motifs like stripes, leather grain and mesh while MATTERS offers solid colours with surfaces imbued with proprietary Supermatte and a variety of protective features like fingerprint and abrasion resistance.

EXPERIMENT

You will be able to create your personal moodboard through experimentation. Decorating your interior requires mixing and matching laminates of myriad hues and patterns hence we encourage you to bring all your samples and brochures. Then, you can use them with laminate door tiles to create the ideal palette of materials for your space.

EXPERIENCE

You will experience our hospitality and helpfulness so that your visit is fruitful and complete. An experienced staff will be on hand to answer your queries so that you will make informed choices always. Indulge in a cup of coffee or tea as you browse the door tiles and the catalogues. Decisions are best made when the mind is at ease and CATALAB's ambience has been carefully created for this purpose. When you have made up your mind, samples will be available for you to take away. Of course, we gladly welcome a revisit where we can continue the conversations from where we left off.

CATALAB Opening Hours

Mon-Fri : 10am-6pm
Sat : 12-5pm

Closed on Sun & Public Holidays

To make an appointment to visit CATALAB, scan this



SURFACING SOON

ARCHIDEX 2023 – SAVE THE DATE, 26-29 JULY 2023

The 22nd edition of Asia's leading architecture, interior design and building exhibition will be held at the KLCC (KL Convention Centre) and Catalyste will be there!

Held from 26 to 29 July 2023, 10.00am to 7.00pm daily, the event is a renowned as a multifaceted platform that offers something for everyone – forums, trade talks, networking sessions, awards and the largest showcase of companies and brands.

At our booth (10F181, Hall 10), expect the unexpected as we demonstrate how we go Beyond Surfaces in our approach towards showcasing our brands such as Dekodur Distil and O2+. There will be installations to aptly display the uniqueness and useability of our laminates as well as ample opportunities for interaction with our team and our product offerings.

So, remember to save the date(s) now!



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