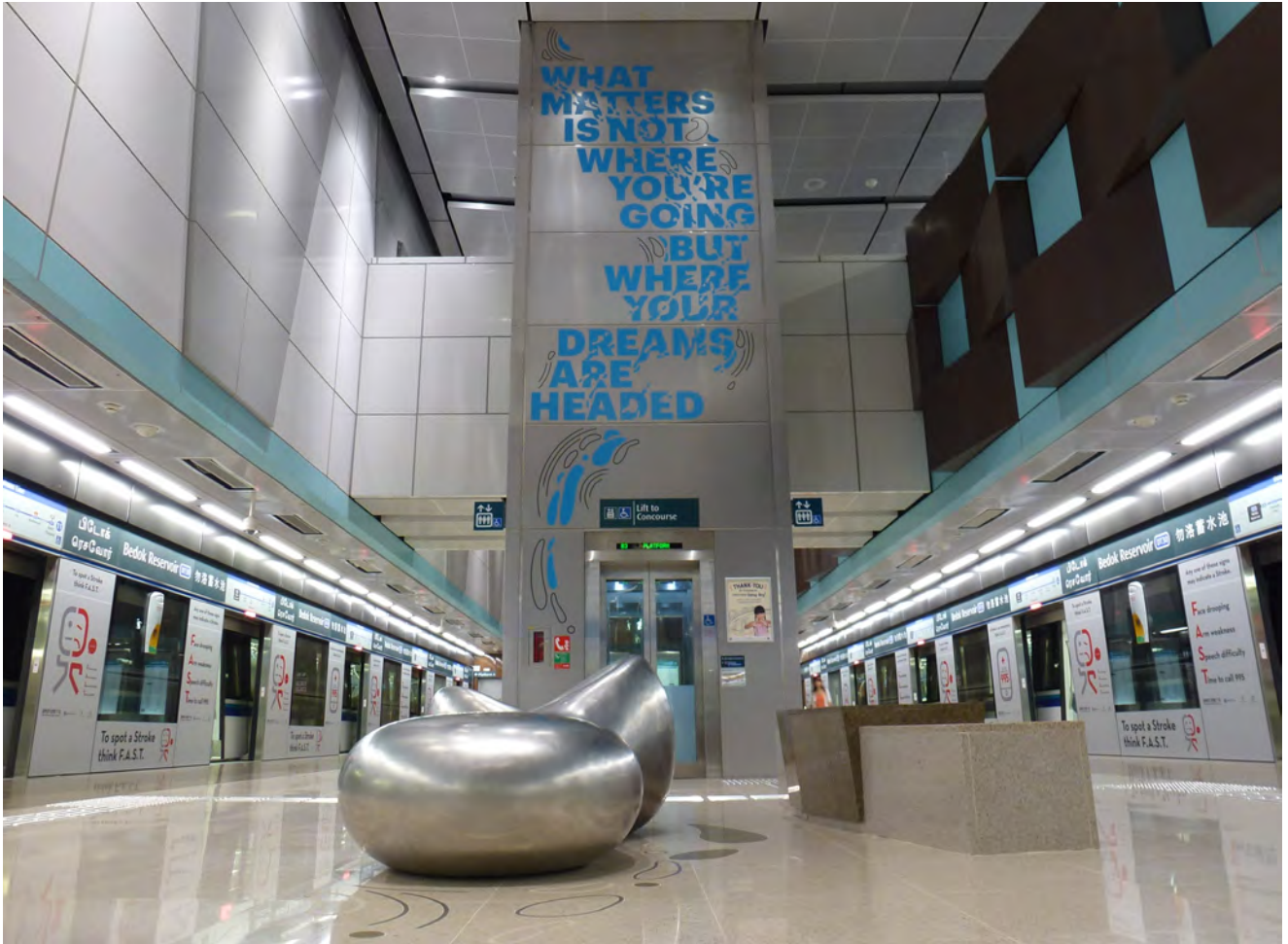


Let Your Dreams Flow



DT30: Bedok Reservoir

Somewhere Else

Yong Ng

“The artwork is inspired by how everyone is in a way born or destined for greater things in their lives and that their everyday journey is a part of a bigger scheme of things.”

- Yong

About the Artwork

The artwork consists of a typographic piece on the lift shaft with connecting graphic elements on the train platform leading towards the exit. Floor patterns that remind one of footprints or water puddles and a special bench formed out of a graphic element were developed by the artist such that the entire artwork serves as a connected unit for both visual and physical enjoyment.

The artist hopes the quote, “What matters is not where you’re going but where your dreams are headed” will serve as an inspirational reminder to commuters as they undertake their daily commuting journey.

Fun Facts

The Flow Bench was initially done in high reflective mirror finish but it was later sanded down to matte hair line surface to address modesty issues.



About the Artist

Yong (b. 1984) leads Somewhere Else, a branding studio in a constant shift away from the ordinary; the persistent journey to create work that goes beyond the basic need to communicate. The studio creates distinct and thoughtful work that communicates brand individuality across diverse mediums; transforming brands from mere logos into experiences worth sharing.

Aside from his work commitments, Yong actively involves and contribute in the design industry: having served jury duty for the Creative Circle Awards & Crowbars and mentor for Noise Singapore (2013–2016). He is currently volunteering in the EXCO for The Design Society.

In his free time, he dreams of parallel universes.

