



THE RED HOUSE

63 East Coast Road, Singapore 428777



# 75 EAST COAST ROAD

## 2017 Special Mention

Despite other commercial options available, the owners of the iconic red building made a deliberate decision to revive the social memory of a community landmark by bringing back its use as a local café. As a modern update of the old Katong Bakery, the current café has resurrected an important social space fondly remembered by many familiar with the Katong icon. The special effort by the owners to sustain the bakery's intangible cultural heritage as a way of 'giving back' to the community, is commendable.

The project also recaptures the site's social legacy of philanthropy as the wakaf property of Sheriffa Zain Alsharoff Bte Syed Mohamed Alsagoff. Through onsite storyboards, the legend of the Red House as a community landmark and an endowment property is kept alive for all to enjoy.

### **Owner**

WRH Pte Ltd

### **Architect**

SH Lim Architects Pte Ltd

### **Engineer**

K P Chai Engineering &  
Management Consultants

### **Contractor**

Tokyo Construction Co., Ltd.