

THE ARTS HOUSE

# HOUSE OF TIMBRE

House of Timbre will be a synergistic holistic concept at The Arts House whereby 4 spatial concepts co-exist and combine to create a truly unique house of music, arts, food & beverage and an exquisite dining and entertainment enclave within Empress Place. Each concept is unique and contributes to the complete timbre experience.

## Saddle & Bridge

## Barber Shop

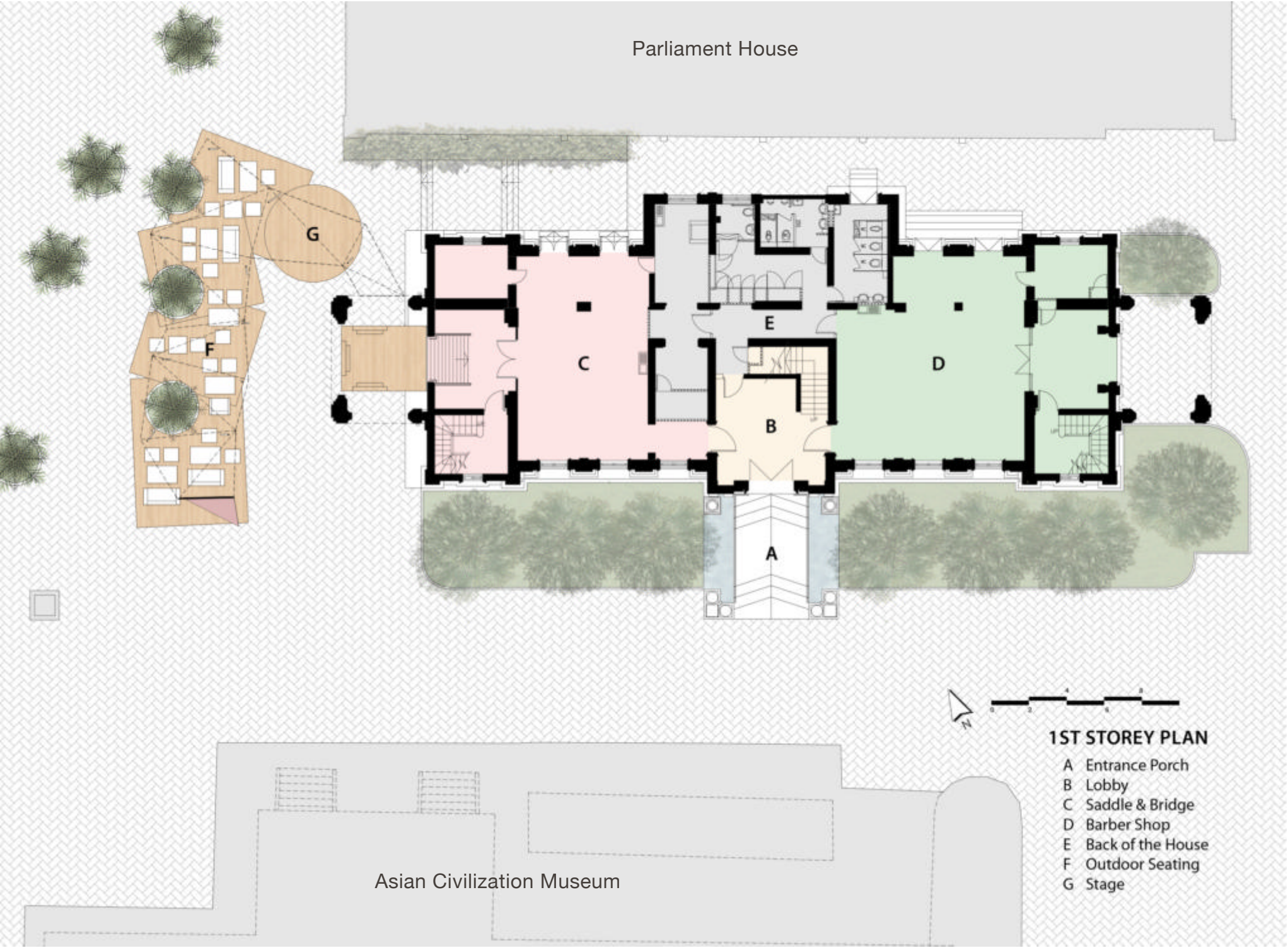
## Saint Valentine

## UpStage

THE ARTS HOUSE  
HOUSE OF TIMBRE

1ST LEVEL

Saddle & Bridge  
Barber Shop



1ST LEVEL PLAN

THE ARTS HOUSE  
HOUSE OF TIMBRE





## THE ARTS HOUSE HOUSE OF TIMBRE

1ST LEVEL

### MICROBREWERY

At the heart of the House of Timbre is a state of the art Microbrewery system which will provide freshly brewed beer connected directly to each of the 4 spaces at The House of Timbre. This Microbrewery will bring about a new buzz to Empress Place and stand out not only to the tourists but also Singaporeans with its high quality standard brews and featuring unique brews exclusively created for The House of Timbre.





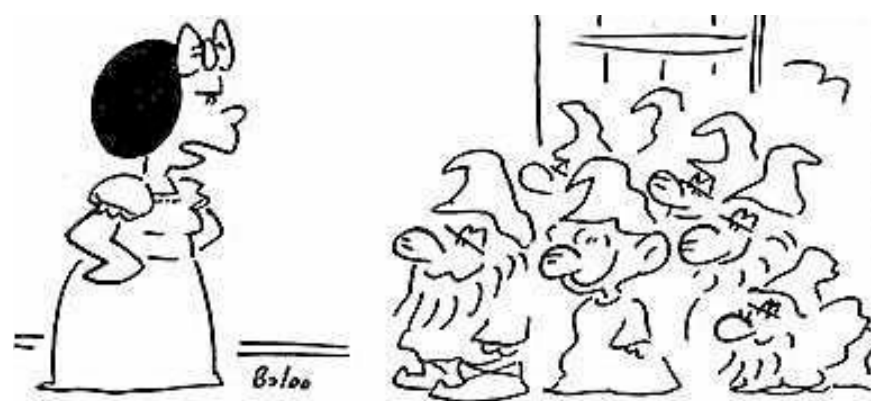
## THE ARTS HOUSE

## HOUSE OF TIMBRE

## 1ST LEVEL

**MICROBREWERY**

Making use of the existing volumetric space at the main entrance foyer, Microbrewery System will be showcased as an iconic feature to The House of Timbre.



"You bums have been to the microbrewery again, haven't you?"



ENTRANCE FOYER PERSPECTIVE VIEW





THE ARTS HOUSE - HOUSE OF TIMBRE

ENTRANCE PERSPECTIVE VIEW





THE ARTS HOUSE - HOUSE OF TIMBRE

ENTRANCE PERSPECTIVE VIEW



## THE ARTS HOUSE HOUSE OF TIMBRE

### 1ST LEVEL

### **Saddle & Bridge**

This relaxing music enclave offers high quality live acoustic pop and rock music just beside the beautiful backdrop of the Singapore River, where timbre's live music, popular pizza and tapas are served. It is a great place for any occasion including birthdays, anniversaries, stag and hen nights and even wedding solemnisations. Timbre has established itself as the main attraction at Empress Place the last 3 years as well as have presented major events such as Kinestasia (Singapore River Festival) and still going strong.







THE ARTS HOUSE  
HOUSE OF TIMBRE

SADDLE & BRIDGE - NIGHT VIEW



## THE ARTS HOUSE HOUSE OF TIMBRE

### 1ST LEVEL

### Barber Shop

Barber Shop is inspired by the original Beale Street in Memphis, widely known as the home of the blues and where Elvis was born. Barber Shop will be a new music bar and restaurant concept which will present a different style of music compared to Timbre @ The Arts House, whereby eclectic blues, acoustic soul, rock and roll, ragga, classics, funk and original singer songwriter acts will be presented. The musical tastes of Singaporeans has grown exponentially the past decade with many more music choices being offered, and this concept also ties in well with the Timbre Rock & Roots Festival. There are also increasingly more international bands traveling through Singapore on route to Australia or the region and Barber Shop will also feature such traveling artistes.





## THE ARTS HOUSE HOUSE OF TIMBRE

### 1ST LEVEL

#### Barber Shop

Barber Shop theme nights include Swing, Blues, Raggae, Singer Songwriter, Soul and Funk nights to keep a diverse live music schedule and customers interested. Like its namesake, Barber Street will be a vibrant enclave for passionate, soulful and original music styles, reminding how much music is loved and appreciated.



Endah & Rhesa - Indonesia



Carlos Castano  
- Philippines



T-Bone - Thailand



Indian Ocean - India

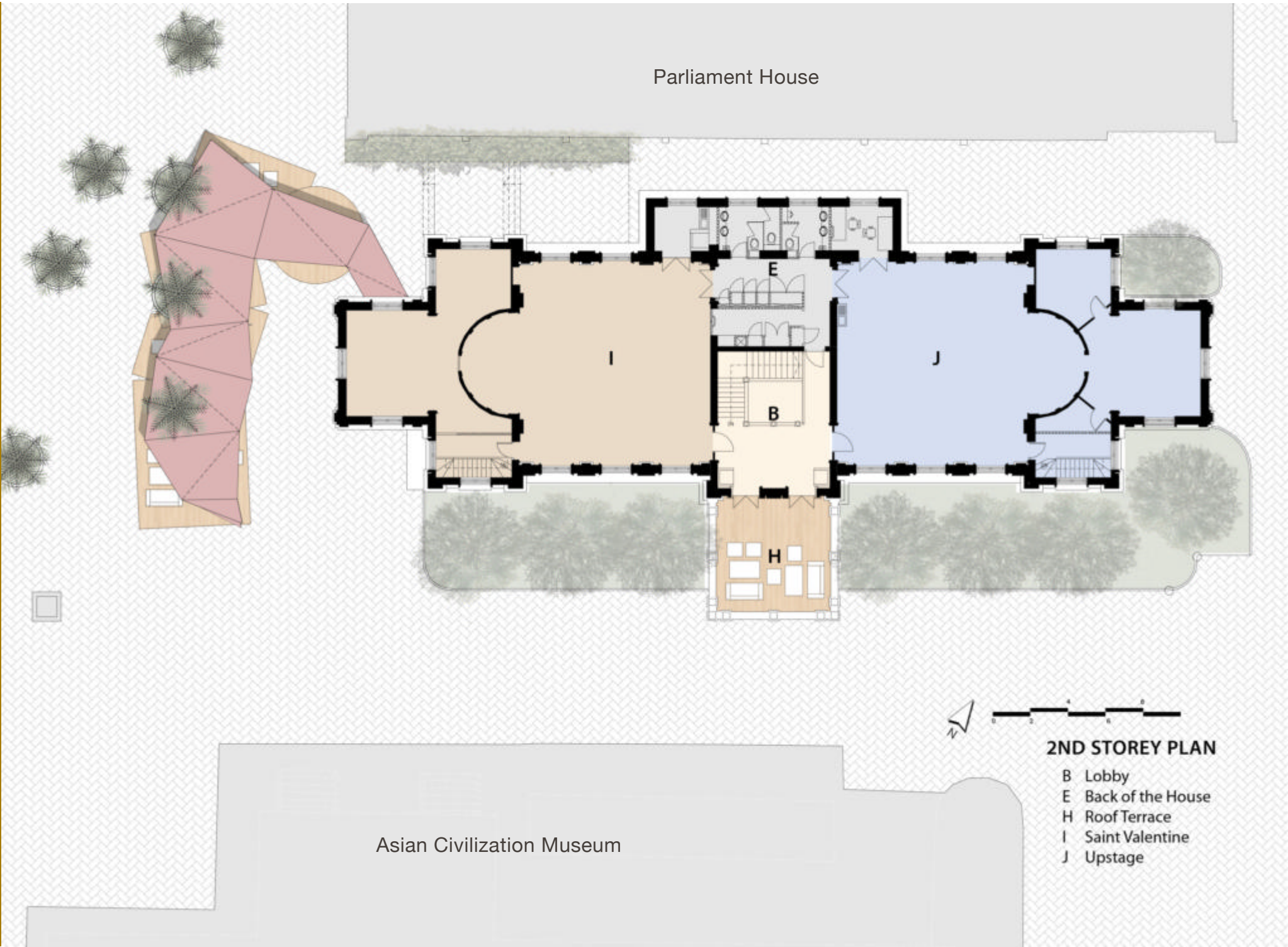
**Barber Shop  
will feature  
unique and  
eclectic acts  
such as....**



THE ARTS HOUSE  
HOUSE OF TIMBRE

2ND LEVEL

**Saint Valentine  
UpStage**



2ND LEVEL PLAN



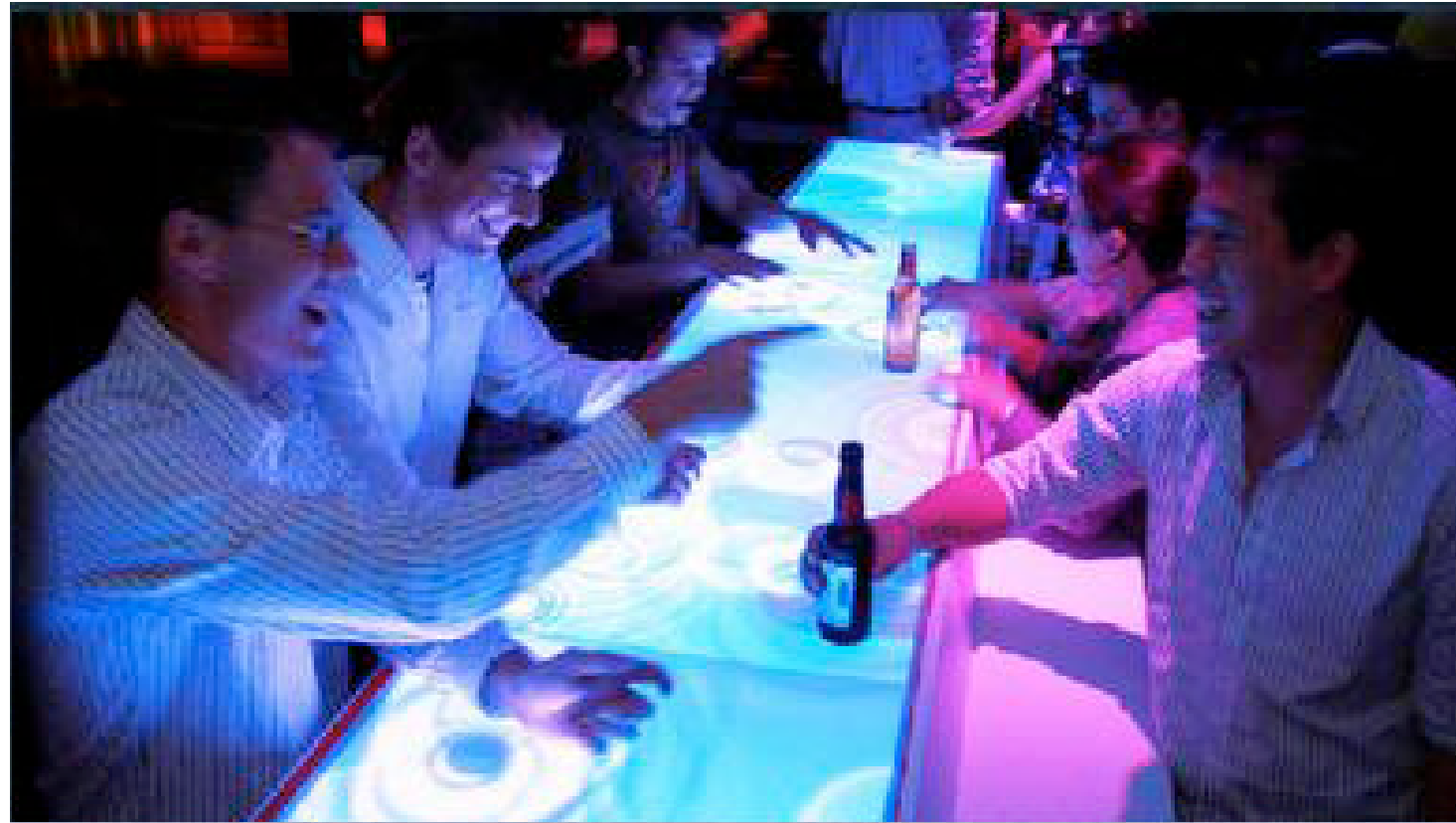
## THE ARTS HOUSE HOUSE OF TIMBRE

### 2ND LEVEL

### **Saint Valentine**

Saint Valentine not only represents love, but “Valen” from the word Valentine represents “worthy, strong and powerful”. This is a new concept from Timbre Group, offering its award winning cocktails, however with a special focus on single malt whisky. Everything at Saint Valentine’s will be of the highest quality, down to the cigars sold and classy live jazz performance with a grand piano on a rotating stage.

We intend to bring this concept to Empress Place to become the finest bar in the area for whisky and cocktails within the Empress Place and Boat Quay Area precincts. This also presents an opportunity to create new cocktail concoctions for Empress Place, which can help brand Empress Place.





## THE ARTS HOUSE HOUSE OF TIMBRE

2ND LEVEL

### UpStage

by Timbre Music Academy

Jam. Perform. Record. Film. Rock.

UpStage is a one stop shop for any aspiring musicians or bands where it can be used as a fun rehearsal/jamming space, venue performance space, and where they can also practice with the high technology 8 track audio systems installed in each room and at the main stage where they can choose to isolate particular tracks/instruments which enables them to “perform” with a complete backing band. UpStage will have in library thousands of songs which the client can choose from in video, audio and 8 track format. The musicians and bands can also record songs and produce their own live music video as UpStage has a fully equipped video and audio recording facilities.





# THE ARTS HOUSE HOUSE OF TIMBRE



EXTERNAL DAY VIEW



# THE ARTS HOUSE HOUSE OF TIMBRE



EXTERNAL NIGHT VIEW



## THE ARTS HOUSE

## HOUSE OF TIMBRE

## PROFILE



**EDWARD CHIA**  
FOUNDER & MANAGING DIRECTOR

Edward has been an active youth and arts activist and event organiser for the past five years and is the founder and chairman of the youth organisation, Arts for Us All (AFUA). AFUA, is a registered non-for-profit organisation, primarily seek to promote active involvement and awareness of the Arts to a target group - Singaporean youths.

Edward Chia was appointed to be a council member of the National Youth Council (NYC) in 2005 by Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports. In 2007, Edward was appointed to be a member of its Government Parliamentary Committee (GPC)



Timbre Group is a holding company with a diversified portfolio of lifestyle and entertainment brands providing a holistic and synergistic range of businesses ranging from food and beverage, concert and festivals promotion, music education and electronic ticketing service. Timbre Group's objective is to create fresh and cutting edge ideas, always with substance, passion and integrity.

### Timbre Group Portfolio of Brands

Timbre • Klee • ta.ke • Malted Milk • espressamente illy • Timbre Catering • Timbre Music • Timbre Music Academy • Timbre Rock & Roots • Beerfest Asia • Bytes





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PROFILE

Resource Panel (MCYS) by its Chairman, Member-of-Parliament Sin Boon Ann for Tampines GRC. As part of NYC's Youth Delegation Team, Edward also represented Singapore at ASEAN +3 YOUTH Forum held in Beijing and Inner Mongolia three years ago.

Timbre Group was started as he embarked on his undergraduate studies at National University of Singapore. Two years later, he became the managing Director of Timbre Group. Edward graduated with a Bachelor of the Arts in Economics and Political Science,



**Timbre Group History**

Timbre Group started in July 2005 with the first F&B venue, Timbre @ The Substation with its two founders, Managing Director, Edward Chia and Chief Creative Director, Danny Loong who were both united and passionate about supporting Singaporean musicians, wanting to help raise the profile of the Singapore music scene by building a new and fresh platform. Through a relatively short time, they managed to build up a gradually increasing crowd through its many music events and attracted a wide demographic of music loving audiences.

The positive response to the Timbre concept eventually led to the opening of its second outlet, Timbre @ The ArtsHouse at the illustrious Old Parliament House. The company did not rest on its laurels and soon after that, Klee, a bespoke cocktail bar at Portsdown Road was born. Subsequently Timbre @ Old School opened, situated in yet another historic artistic venue at Mount Sophia.

In 2008, its organic growth spurred further subsidiaries - Timbre Catering, the group's catering and functions arm and Timbre Music, the music and festivals promoter arm.

In 2009, the company further diversified the company's portfolio and organised the lifestyle event, Beerfest Asia. Now in its second year, Beerfest Asia attracted close to 30,000 people.



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## PROFILE



**DANNY LOONG**  
FOUNDER & CHIEF CREATIVE DIRECTOR

Danny is ex-barleader and founder of one of Singapore's most traveled, and widely regarded by the media and critics as one of the best bands in Asia - Ublues (Universal Blues Band). Ublues performed in Malaysia, Australia, Barcelona Spain and received critical acclaim in USA, reaching the semi-final at the "International Blues Challenge" in Memphis USA in 2003. A major highlight for the band was to share the same billing with James Brown, Jackson Brown, Robben Ford and many other music greats at the East Coast Blues & Roots Festival at Byron Bay Australia in April 2004. The band was also the first Asian band to be invited to perform in the festival's 20 years history and have

**Timbre Group History**

To complement the set up of Beerfest Asia, the group made a step into information technology with its very own electronic ticketing system, BYTES. BYTES now supports all of the Group's ticketed events including the large scale music festival Timbre Rock & Roots featuring quality musicians the likes of Gypsy Kings, Buddy Guy, The Fray and more.

In a move to support the Timbre music eco-system, Timbre Music Academy was founded to cater to Singaporean's demand for music education. Its offerings include more than just theoretical lessons to prepare students for live performance opportunities.

In 2010, Timbre Group collaborated with the Millennium Copthorne Group for all three F & B outlets located at the new Studio M hotel. 3 new dining concepts joined the fold – Malted Milk, ta.ke and espressamente illy.

Both founders continuously look out for new challenges, creating innovative and fresh ideas for the future, but never losing sight of the passion to inspire change and create new perspectives, that passion that started them on their journey in the first place.



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### PROFILE

since returned to perform at their 20th anniversary celebrations in April 2009.

Being very involved in the music circuit, Danny has been invited to be a judge at the Noise Singapore 2010 (Music Category) and a critic/mentor for Noise Youth Olympic Game's Incubation Programme. Danny also manages Goddfellas, a popular resident band at Timbre Venues. Under his mentorship, new exciting concept bands spinoffs - Soulfellas and Rockafellas have been created. Danny aims to provide performance opportunities for Singapore's Musician and allows guidance for the bands to achieve the best they can be. This stems from Danny's passion for music and his hope for the Singapore music scene.

Danny graduated with Bachelor of Arts (Media Studies specialising in film and production) with second upper class honours.

Prepared by



for :



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