

WENDY WONG, MANAGING DIRECTOR, LANDSCAPE DESIGNER, URBAN DESIRES

"Urban Desires goes against the notion that floral beauty is girlish and superfluous. We aim to create a deeper, more balanced understanding of the taste. We can be as subtle or as dramatic as our imagination permits."

Wherefore landscape design?

Can you imagine going into a room with only four concrete walls? Design is a shadow of our deeper feelings. It's a part of our humanity. Without design, the world we inhabit is cold and flavorless.

What is the most underrated thing about floral design?

It's not just some flowers and leaves coming together. Floral design can tell a story like any work of art.

What has been your favorite project of all time?

The Singapore Airshow 2000. Because of the scale of the event, we faced many restrictions. But it was an international event that drew global media attention. Seeing my creations on television was immensely satisfying.

If you were tasked to create a landscape for August Man, what would it look like?

It would evoke all of our five senses because the August Man is someone who is sensitive to the good things in life.



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