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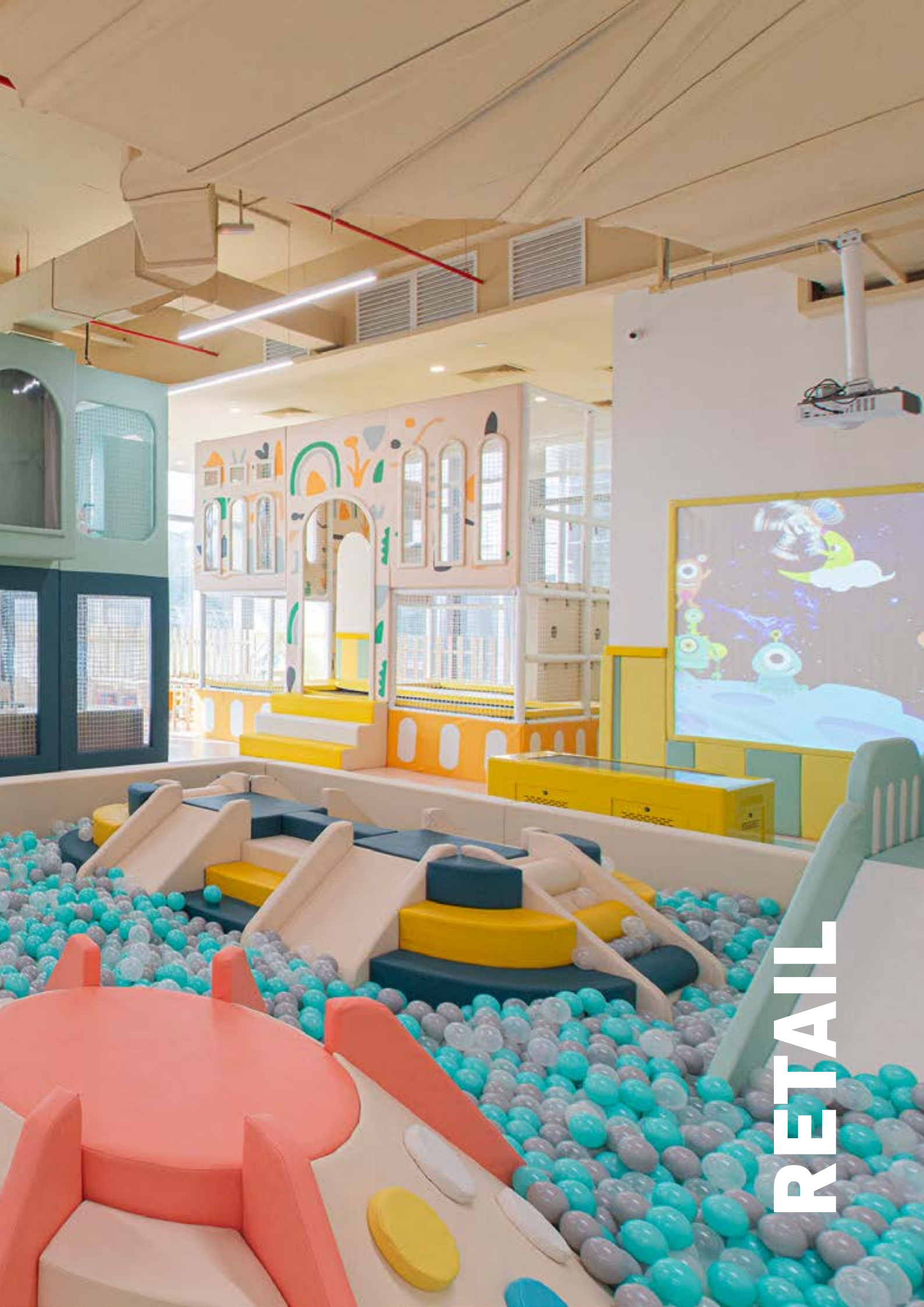
RETAIL

Petit Parc

@ Pavilion Damansara Heights



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MIID REKA AWARDS 2024

RETAIL, EXHIBITION & ENTERTAINMENT CATEGORY

Petit Parc

@ Pavilion Damansara Heights



This spread:
Playground interior overview.



Petit Parc is an indoor children's playground located in the new Pavilion Damansara Heights Mall. What sets them apart is their additional emphasis on the comfort and convenience of the parents who are waiting for their children. Besides facilities like party areas, a drinks concierge, snacks corner, nursing and quiet rooms, there is ample space designed for parents who have to multitask and work while their children enjoy their fun time. The interior design of the parent's lounge its colours and fun shapes bring out the kid even in adults.

The client was very clear with their intention of the playground, and that was to have a design that carried a stronger concept in terms of appearance compared to the existing playground operators in other places and secondly, to provide equal comfort to the

parents who are waiting for their children. Being parents themselves, they realised that having just basic facilities such as just tables and chairs isn't enough for parents to spend longer hours in the playground while worrying about their work or tasks. With the rise of the work-from-home culture, it would make total sense that parents can bring their work to the playground without having to worry while their children are gleefully playing.

The production of the children's playground was to be manufactured overseas and the colour scheme of the playground needed to match the colour scheme of the playground which would be set by our design studio and we were also tasked to design Petit Parc's logo. Our scope of this project was to set the tone of the general space including the entrance and parent's lounge, minus the playground equipments.



Above: Façade of the main entrance of Petit Parc.

Left: Seating areas for the children surrounded by safety fencing.



Above: Parent's lounge and snack corner view.

Right: Children's basin and tiered seating.

Below: Children's playground area.



Design Concept

Petit Parc is a new playground brand in Malaysia and our studio was tasked to design the logo and brand identity from the start. With the name Petit Parc, we wanted to include park elements inspired from nature such as trees, green hills, clouds and rainbows with a twist of cosy fantasy. Given the company's name, Vixen & Cupid, a silhouette of a baby fox is added to the logo. Rather than applying strong primary colours, we used pastel tones for a softer and pleasant approach—colourful, fun and chic.

We wanted the space to appear dreamy, friendly and comfortable for both the children and parents, hence we designed the interior with mostly curved and rounded shapes such as arches in the shape of rainbows and cake icing, puffy-looking furnitures, pebble-shaped pendant lamps, ceiling in the form of a river and patches of colourful turf for the flooring design. This brings out the inner child even in adults.

Ultimately, we wanted Petit Parc to be everyone's happy place.



Spatial Features

Typically, most indoor playgrounds allocate 70-80% of their space for the playground equipments. Petit Parc however, allocates 60% to playground equipments and 40% to the other areas. Statistically, parents make up 30% to 50% of the guests in a playground with at least one child. And for parents to wait patiently for their children, they had to find ways to keep themselves occupied while waiting comfortably.

Glass panels are used to separate the main areas—the reception, the parents lounge and the playground. These panels are decorated with colourful mountainscape film that provide a transparent view for parents to monitor their children's activities in the playground. Upon registering, guests are required to remove their shoes and head on to the shoe rack and locker section. The co-working and dining area make up the center of the park lounge under a river-like ceiling design, creating an organic yet organised impression.

With the allocation of sufficient seating and space plus the facilities such as a snack corner, co-working tables, nursing and quiet room, the parents can wait comfortably for their children while staying productive. The tables and chairs by the oval pink arch can also be rearranged to make way for private events.

Right & bottom right:
Shoerack and locker area.

Below: Tiered seating and glass partition view.





This page: Views and details of the event space, nursing room and private room.

From the exterior, curved arched windows mimicking animal burrows create curiosity for passers-by and the powder-coated metal cladding reflects the colour transitions of the sky (blue), to the mountains and plains (greens) and the terrain (yellow). The main entrance welcomes guests with a giant arch looking into a broad view of the interior, like walking into a cave opening. Around the reception area, circular membrane lightings appear on the ceiling resembling pockets of skylight within a cave.

Upon entering the parents lounge, the nursing and quiet rooms and the

event area are nested on the side within rainbow shaped arches and the pantry and snack corners within a cream shaped pelmet adding a playful wonderland touch.

The ceiling design creates a flow leading to the playground area. The tiered seating area mimics the layered terrains of a hill with the inner ceiling mirroring the layers, paired with custom-made sound insulation boards in the shape of hills. Circular openings on the partitions add to the fantasy park theme. ■

AN INTERVIEW WITH

IDr Patrick Chin

The lead designer of Petit Parc @ Pavilion Damansara Heights gives us insights into the project

Interviewed by IDr Christine Rowland



Petit Parc stands out for catering to both children and parents. What is the story and/or inspiration behind this dual focus?

With the name Petit Parc, the concept draws inspiration from nature and the warmth of a park elements like trees, clouds, and rainbows are reimaged with a cosy, whimsical twist. The idea was to create a dreamy and welcoming environment that feels both playful for children and comfortable for parents, blending fantasy with familiarity so both can truly enjoy the space together.

What were the key steps in your team's design research and exploration after receiving the project brief?

After receiving the brief, our team began with a deep dive into understanding the client's vision, target users, and functional needs. We conducted research on child-friendly and family-oriented spaces, drawing inspiration from both global references and local cultural contexts. Next, we explored materials, colour palettes, and spatial layouts that balance safety, comfort, and aesthetic appeal. We also developed mood boards and concept sketches to test different directions, before refining the ideas into a cohesive design language that aligned with the Petit Parc identity.

How did you approach creating a space that feels both playful for kids yet sophisticated and practical for adults?

Our approach was to strike a balance between whimsy and refinement. For children, we introduced playful elements inspired by nature—soft shapes, vibrant accents, and imaginative details that spark curiosity. For adults, we layered in a sense of sophistication through thoughtful spatial

planning, subtle textures, and a warm yet modern palette that feels comfortable and stylish. Every design decision was guided by practicality, durability, safety, and ease of use, ensuring the space could be enjoyed seamlessly by both children and parents.

Safety and comfort are crucial in children's play spaces. How did you incorporate these elements without compromising creativity?

Safety and comfort were embedded in every stage of the design process. We selected child-friendly materials with soft finishes, rounded edges, and non-toxic coatings to create a secure environment. Spatial layouts were designed to allow clear visibility for parents while giving children freedom to explore. At the same time, we embraced creativity through playful forms, vibrant colour accents, and imaginative details that spark wonder. By treating safety features as part of the design language rather than as limitations, we were able to craft a space that is both secure and inspiring.

Did the mall setting (being inside Pavilion Damansara Heights) influence or constrain your design in any way?

The mall setting played a significant role in shaping our design approach. Being inside Pavilion Damansara Heights meant we needed to integrate seamlessly with the mall's premium environment while still standing out as a playful, family-focused destination. Practical considerations such as spatial limitations, safety regulations, and foot traffic flow guided many of our decisions. Rather than seeing these as constraints, we used them as opportunities to create a more thoughtful design—one that balances the mall's sophistication with Petit Parc's imaginative and welcoming character.

What were some of the most significant challenges encountered during the design process, and how were they addressed?

One of the main challenges was balancing the dual needs of children and adults—creating a space that sparks play and imagination, yet also feels refined and comfortable. We addressed this by carefully layering design elements: playful forms and colours for kids, paired with warm tones and textures that resonate with adults. Another challenge was working within the mall’s technical requirements and spatial limitations. Through close collaboration with the client, we optimised layouts, selected practical yet creative materials, and ensured compliance without sacrificing the design vision. These challenges ultimately pushed us to develop a more thoughtful and adaptable solution.

Were there any design ideas or features you initially explored but later had to refine or let go of during the process?

Yes. As with any creative journey, several early ideas evolved as the project progressed. We initially explored more elaborate thematic installations and custom features, but these were later refined due to practical considerations, with costing being the main factor. By simplifying certain elements and selecting smarter material alternatives, we were able to maintain the playful spirit without exceeding the budget. Some design details also shifted once we considered durability, safety, and the mall’s technical requirements. Ultimately, these refinements ensured the project remained financially viable while still delivering a safe, welcoming, and imaginative space for both children and parents.

In your opinion, what does Petit Parc contribute to the broader conversation about family-oriented spaces in urban developments?

Petit Parc highlights the growing need for urban environments to provide not just retail or dining, but also meaningful family experiences. By offering a space that caters equally to children and parents, it demonstrates how play, comfort, and community can coexist within a premium mall setting. It shows that family-oriented spaces in cities don’t have to be purely functional or purely entertaining—they can be thoughtfully designed to inspire imagination, foster connections, and enhance the overall quality of urban living. In this way, Petit Parc contributes a model for how future developments can integrate family well-being into the urban fabric.

What kind of experience do you hope both children and parents will take away from Petit Parc?

We hope children leave Petit Parc with a sense of wonder, joy, and imagination—feeling like they’ve



stepped into a playful world where exploration is encouraged. For parents, especially working parents, the space is designed to offer peace of mind and comfort. It provides a safe environment for kids while giving adults a chance to relax, recharge, or even catch up on work without worry. Ultimately, our goal is to create shared family moments: a place where children can play freely, parents can find balance, and both can leave with meaningful memories and a desire to return.

“ Family-oriented spaces in cities don’t have to be purely functional or purely entertaining—they can be thoughtfully designed to inspire imagination, foster connections, and enhance the overall quality of urban living. ”

Finally, what impact does submitting your projects for the REKA Awards have on your team’s growth and design approach?

Submitting to the REKA Awards is both a milestone and a learning journey for our team. It pushes us to reflect critically on our design process, articulate our ideas with clarity, and evaluate how our work contributes to the larger design community. The exposure also challenges us to raise our own standards, knowing our projects will be viewed alongside some of the best in the industry. The process fuels growth, encouraging us to stay innovative, collaborative, and purposeful in shaping spaces that matter. ■