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At TAO, setting up home should be easy and fun

New lifestyle store offering furniture, art and home decor items add style and balance to life.

Singapore, October, 2007 -- TAO Design Concepts is proud to announce the grand opening of their first freestanding store and showroom. Opening October 17, the Tao Lifestyle store features a unique collection of furniture, art and home decor accents with a modern, Asian flair. Conveniently located at 88 South Bridge Road in the Central Business District, TAO has everything to add balance and style to a distinctive home.

TAO is a one stop lifestyle store offering Singaporeans a single destination for all of their furnishing, art and design requirements. The store came about after one of the owners, Craig Snyder, moved to Singapore from Tokyo and scrambled to pull his home together. With the discovery of a new city, Craig was excited about the home project, but with a new job, had very little free time and no idea where to begin. "After work each day, I was running all over Singapore, said Snyder, "I was going from shopping mall to shopping mall, waiting in long taxi Q's and sweating like crazy." Craig ordered a bed in one store, bought sheets in another and art work at a gallery. It wound up being a long, painful and expensive process. "I kept asking myself why aren't there any stores in Singapore that carry an extensive collection of stylish furnishings at a reasonable price," said Snyder, "It seems like such a simple concept."

In February Craig wrote a business plan, recruited Rick Harshman, a close friend and co-worker, and began to build out the company. Having both lived in the Asia Pacific region for several years, Snyder and Harshman decided to brand their venture TAO Design Concepts. The name TAO originates from a Chinese word that roughly translates into the way or the path. "We wanted something that was Asian inspired but also had a good message, TAO embodies beauty, enlightenment, harmony and most importantly balance, That has become our new mantra, find balance, which is just a great way to live." says Harshman.

Nine months of hard work and planning has finally been rewarded with the opening of the TAO Lifestyle Store. Conveniently located at 88 Southbridge Road in the Central Business District, the renovated 6,000 square-foot space will feature art, home furnishings, lighting, and accessories designed for style, function and beauty. The objective of the store is to deliver high end products at affordable prices. But more importantly the owners' hope that the experience of shopping and setting up ones home will be simple, fun and easy. Life in Singapore moves at an extremely fast pace; the store is a peaceful place for clients to shop, soak up the atmosphere, and relax.

The TAO collection has a broad line of furniture, which displays a contemporary Asian flair with its use of luxurious materials, including solid rare timbers, rich teak wood, leather and bronze. The gallery will also feature the work of some very gifted artists that call Asia home. TAO has established exclusive relationships with artists in Indonesia, Vietnam and India.

"We hope people will come and spend an afternoon with us," said Snyder, "everyone in Singapore is on a journey; you may as well travel in style!"

TAO Lifestyle Store
88 Southbridge Road at North Canal
Open Tuesday to Saturday 11am to 7pm
Sunday 12 pm to 6 pm

www.taosg.com