

# 品鉴品位

—高文安2007—2008室内设计作品

## Appreciate Quality

—The Works of Kenneth Ko 2007-2008

唐婉玲 编著

Compiled by Angela Wanling Tang

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2007年1月出版的《品味品位——高文安2006室内设计作品》一书在市场上引起很大的反响，许多设计师从中不仅学习到了高先生的设计经验，更分享了这位“香港室内设计之父”的快乐人生。

近两年来，高先生越来越多地投入到中国内地市场，年轻人对他的向往令他想为他们多做一些事。在巡回演讲中，看到很多年轻设计师很苦恼，他们看不清前面的人生路该怎么走，高先生希望他们可以通过分享他的人生态度来获得新的生命目标。

今天，高先生与他的团队踏遍中国内地62个城市，将他们的设计传至大江南北。是什么令他们如此成功？高先生认为，表面看是幸运，而实质则是得来不易的。如果每时每刻都要做得最好，那么每分每秒都要耕耘。高先生说他从1975年创业时就开始在耕耘，今天的成果是33年努力的结果。

33年来，每个项目高先生都用心去做设计；每位客人，他都用心去沟通与交流。今天，在62个城市中，没有业主对高先生昂贵的设计费提出异议，因为他除了设计，还帮助业主培训销售人员，并参与楼盘推广销售。这些都提高了设计的附加值，他相信自己是最好的，有时在未签合同前，他也会做设计并嘱咐属下将图纸交给业主，他深信业主不仅仅需要图纸，更需要凭借他所具有的影响力促进楼盘的推广。

已过花甲之年的高先生，每年仍出差超过150次。他说：只要身体状况好，市场认可，就一直会将设计做下去。使命感让他希望用设计来回馈社会，高先生不仅仅在做着设计，更在推动着中国不同城市的房地产向前发展。

今年将迎来高先生66岁生日，让我们共同祝福他生日快乐。

感谢Steve Mok先生为本书摄影。

  
2008年7月17日

*Taste Quality—The Works of Kenneth Ko 2006* was published in January, 2007. Its launch has aroused public awareness tremendously. Through this book, not only did a lot of designers learn more about Kenneth's design experience, they also have a chance to share his happy life as the Father of Hong Kong Interior Design.

In the past two years, Kenneth began to focus on the Chinese market. A lot of young people are looking up to him, motivating him to contribute what he has for the younger generations to come. In his tour conferences, he saw the many puzzled faces of young designers, they cannot see how they should continue walking their lives. Kenneth hopes to share his life attitude with the young ones so that they can also attain their very special life goals.

Today, Kenneth and his team have already stepped into the 62 cities of China. Their works have expanded to every direction of the country. What makes him such a success? Kenneth said it might look they had a bit of luck but it actually was not easy at all along the way. If you want to achieve the best every minute, then you have to work really hard every second. Kenneth said he had been working hard since his business started in 1975. His success now comes from all his hard work of 33 years.

For the past 33 years, Kenneth has put his whole heart to his every design. He communicates and connects to every single client of his own. Today, out of the 62 cities, not one single client has voiced out any complaints about Kenneth's design because of he works so hard work in good designing, assisting clients to train sales people and promoting the properties. He always believes he is the best in the industry. Sometimes before he signs the contract, he would ask his subordinates to present the design blueprints to the clients first, because he believes that clients do not only need the blueprints but his power to promote the property.

This year, Kenneth has already passed his sixties but he still goes on a business trip more than 150 times every year. He said, "As long as I have good health and the market accepts me, I will continue to design." He has a mission to repay the society using his wonderful designs. Kenneth does not only design but pushes forward the property development in different cities of China.

This year is Kenneth's 66 birthday. Let us give him the best wishes of all.

Special thanks to Mr. Steve Mok for the photography works.

  
17th July 2008

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高先生在香港为人所知，并不仅仅因为他是一位著名的设计师，他几乎还是一位公众人物，经常在电视节目中出现，更成为丰田汽车的广告模特。从50岁开始，高先生在专业教练的指导下练习健身，艰苦的训练不仅使他具有坚强的意志力，更令他有了健康的体魄。53岁时，他拍摄了个人写真集，在香港乃至东南亚引起了很大轰动。

高先生1943年出生在上海，1949年随父母到香港定居，从此在那里接受小学至中学阶段的教育。大学时期他是在澳洲墨尔本度过的，他说没有其他选择，于是便读了建筑专业。1969年从墨尔本大学建筑系毕业后回香港，开始了设计师生涯。1975年，一个偶然的机会有，有一位客户拿了30万元港币支票作定金，请高先生设计住宅。30万元港币在20世纪70年代，是一幢房子的价值。当时还在打工的高先生决定辞职，专心来做设计。第二天，他到银行存入了支票，向老板提出辞呈，从此开始了自由由建筑师转行做室内设计师的生涯。

高先生除了用心做设计外，他同样用心把握任何机会，把自己推向公众。他希望以自己积极乐观的人生态度去影响别人。他认为成功是别人认同你，认同后你就可以做自己喜欢的事。他毫无保留地将自己对生命的热爱、对健康的珍惜、对生活的感受拿来同全社会分享。

在香港这个高度商业化的社会里，高先生既保持着艺术家的热情，也通晓商人的世故。我曾问他：“什么是你设计的风格？”他的答案是：“我没有风格，设计是为客人服务的，我仅是演绎他们的风格，他们的风格也就是房子的风格，我只是用自己的专业知识去把客人的风格完美地体现出来。”

高先生做过3000多个设计项目，印象最深刻的竟然是自己的家。许多香港人对家居的要求，可以说在很大程度上是受到了高先生的影响。

1973年，高先生在香港石澳海边看中一幢房子，没钱，向母亲借。36万元港币的房款，前期支付11万元港币，除了设计不要钱，材料、施工都要钱，买了楼，他一度连吃饭的钱也没了，但他还是勇气十足地投入到这幢房子的装修中。因为是在海边，平时很亮，他把房顶涂成黑色，把窗漆成绿色，而外墙则是红色的砖。在后来10多年时间里，他买过10多处房子，看上去不起眼的房子，经他设计、装修，即刻焕然一新。他的家常是媒体追逐的热点。他的一处住宅，甚至一直借给别人拍广告和电影。“高文安”这三个字也成了香港好品位的代名词。

高先生是一个重情、重义、有深度、有内涵、热爱工作、热爱生命的人。他真诚地对待社会各阶层的人，用自己最平易近人的方式，给的士司机、酒店门童、街坊邻居等任何一个人以真诚的微笑，同时也给自己赢得了社会各阶层的广泛人脉。与人沟通，他永远是主动地跨出一步，让对方看出自己的诚意。宽容别人是他的气度。为人做设计，对方不付钱，他仍会呈上图纸。他说：图纸对我没用，对他有用，何不让他用呢？

他要自己的每一天都能够保持最丰富、最充实、最完美。他要纯粹的生活，休息就是休息，工作就是工作。每天的完美就会堆积出无怨无悔的人生。

他说自己不是靠天分成功的，而是努力读书，用心交朋友，吸收世界各地的精华，才有了今天的成果。他认为自己学到的知识有限，各界朋友给他的启迪却是无限的。

他的努力、真诚是播出去的种子，突然有一天，这些种子发芽变成了运气。他说自己的运气不是天上掉下来的，而是努力加天时、地利、人和。他出生在战后的年代，在澳洲读书，回香港时正逢经济起飞，现在内地改革开放，又让他得以尽情发挥自己的艺术才华。他的运气还来自无数贵人给他的机会，并以超出他可以想象的范围来帮他。他唯有全盘接受，更加努力，力争做得最好来回馈朋友，而决不会去怀疑朋友的动机。

Kenneth is a household name in Hong Kong not only as a designer but also a public figure. He makes constant TV appearances and is also a model for Toyota's advertisements. At 53, he launched his very own photography book which immediately aroused tremendous public awareness in Hong Kong and South East Asia.

Kenneth was born in Shanghai, 1943. He migrated to Hong Kong with his parents in 1949 and started schooling from primary to secondary. Later he chose to stay in Melbourne, Australia to further his tertiary education. He said he chose to major in architecture simply because there were no other options. In 1969, he returned to Hong Kong after he graduated from the University of Melbourne and set off his career as a designer. In 1975, Kenneth decided to quit his job and focused on this project alone. His career as an architect has completely switched to interior design ever since.

Not only does Kenneth put his whole heart into his design, he also grasps every opportunity to promote himself to the public. He hopes to impact the society with his positive and optimistic attitude and life values.

In such a highly commercialized world like Hong Kong, Kenneth insists on keeping the artistic passion without losing the wisdom of an entrepreneur. I asked him, "What is the style of your design?" and he said, "I don't have any style. Design is for my clients. I am just here to display their own styles. Their styles are the styles of the houses. I only rely on my professional knowledge to help my clients perfectly show off their personalities."

Kenneth has done over 3000 projects, of which his own home impresses himself the most.

In 1973, Kenneth found a house he loved in Shek O, Hong Kong. However he did not have any money, so he had to borrow what he needed from his mother. The situation was difficult. After he purchased the house, he did not even have money for meals. However, he still decided to get himself totally involved in the design of the new house. Since the house was located by the seaside, it brightened up easily. Kenneth painted the house as he wanted. For the coming 10 years, he has bought over 10 houses all over Hong Kong. Some houses were not eye-catching at all but after his design and refurbishment, a lot of those houses have transformed into a new look. His home is always the spotlight in the media. Kenneth Ko is now a representative of good taste in Hong Kong.

Kenneth values relationships and justice. He also has wisdom and character, with a huge passion for work and life. He treats all walks of life with a genuine heart. Therefore a lot of people around the neighborhood love him so much. Kenneth is always kind hearted. Forgiveness is often offered by him.

He strives to keep as perfect and fulfilled as he can everyday. He just wants a simple life in which he can work and rest in the way he wants to.

特别鸣谢成都三块砖会所提供拍摄场地。

Special thanks the Three Bricks Club in Chengdu for providing the location.

高先生在这个行业里独领风骚，专业上的领先地位令他拥有“香港室内设计之父”的头衔。才气、运气让高先生有了名气。他享受着这份名气，并利用这份名气推动东方艺术及中国文化的发展和传播。许多年轻人就是因为“高文安”这三个字，才跨入了设计这一行的。为此，高先生也为自己感到自豪。

他一身正气，做人、做事信奉公正、真诚。他不编假话，不说别人坏话，因此赢得了很多的朋友。

他视情义是一种责任，更崇尚义气。江湖上的义气是一种责任，结拜兄弟、肝胆相照，义比情更令人珍惜。

高先生生命中最重要的人是他的母亲。母亲在23岁时已是七个孩子的后母了，高先生的出生无疑令她快乐。她爱子心切，恨不得儿子一夜成才。于是，她用偏激的方式来培养儿子，有时候她甚至花钱买考题给儿子考试。这些都成了高先生儿时的压力，也在他的内心烙下了阴影。长大后，他理解了母亲年轻时的不容易，遂加倍努力，让母亲看到自己的成功。母亲则以她独有的方式爱着他：她到北角买馄饨皮，到上环买猪肉，到红磡买青菜，为的是为儿子亲手煮一碗馄饨。母亲活到78岁时离开人世，高先生最多的眼泪为母亲而流，“世界上最疼爱我的那个人去了。”

高先生生命中最重要的男人是他的父亲。高先生出生时，父亲已45岁。小时候，高先生在每周六下午才能见到父亲，而且时间只有一个小时。不过，父亲在有限的时间里把他丰富的阅历及积极向上的人生态度传授给了儿子。父亲是开酒家的。厨房的人私下煮鲍鱼、鱼翅吃，父亲知道后只是同他们讲：“你们吃完，请把厨房收拾干净。”他用大度去感动雇员，而不是用责骂来降低自己的身份。父亲以身教来让高先生明白，永远要用气度去包容身边所有的人。

高文安设计有限公司在成立后的33年时间内，前后聘请过700多位设计师，最长的聘用时间达12年之久。香港知名的设计师中不少都是从高先生这里踏出自己设计生涯的第一步，高文安设计有限公司可谓是香港设计师的摇篮。今天，深圳高文安设计有限公司已发展至近200人，成为培养中国年轻设计师的摇篮。

人说三十而立，四十而不惑，五十而知天命，六十而耳顺。已届66岁的高先生生活得非常充实，他比以往任何时候更加热爱自己的生命。现在，他大部分时间在内地，他可以一天飞一个城市，不知疲倦地工作着。他说过：今生死也要死在舞台上，而工作是他展示人生最精彩的舞台。他希望用自己的才华在祖国建设的舞台上大显身手。他也希望自己可以多一点时间去培养年轻人，并为年轻人树立一个榜样。

毅力、坚持，令他不懈努力，不断前进。高先生66岁了，66岁可以是生命另一个崭新的开始，66岁也可以是一个惊叹号。高先生以一份使命感，去证明年龄并不足以限制事业的突破。

每个人都有自己的生活方式和信念，高先生的人生绚丽多姿，让我们的掌声为他传奇而精彩的人生响起……

He said his success did not come from natural talent but all his hard work in studying. He exposes himself in different parts of the world and treats them honestly. All that combined leads to his phenomenal success. He believes that his knowledge is limited, however, the inspirations that his friends give him are without boundaries.

He said his luck came out of the combination of the right time, right place and right people. He was born after the war and studied in Australia. When he returned to Hong Kong, China was adopting the policy of reform and opening to the outside world, so that he could fully develop his artistic talents. His luck was about the countless of opportunities offered by important people. He embraced every opportunity and worked even harder than before so that he could repay his friends with his great work.

Kenneth has become one of the best in design industry and is named the Father of Interior Design in Hong Kong. His talents and his fortune have made Kenneth famous around the world. He enjoys the fame and wants to use it to promote the beauty of oriental arts and the Chinese culture.

Kenneth's mother is the most important woman in his life. When his mother was 23 years old, she was already the stepmother of seven children. Therefore, when Kenneth was born, his mother was filled with joy. She loved his son so much that she wished him to be an overnight success. Her way to nurture her son was very extreme. As Kenneth grew up, he realized her mother's life was not easy. Therefore, he told himself to work harder and hoped that one day his mother would witness his success. She died when she was 78 years old. Kenneth shed the most tears for his mother, "the person who loved me the most is now gone."

Kenneth's father is the most important man in his life. When Kenneth was born, his father was already 45 years old. When Kenneth was little, he could only see his father once every Saturday afternoon for one hour. His father would try his best to share his experiences and pass down his optimistic attitude to Kenneth. Kenneth picked up his father's habit and accepted the people around him with generosity.

Kenneth Ko Design Company has run for 33 years. He has hired over 700 designers and the longest employment lasted for 12 years. A lot of famous designers in Hong Kong started their career at Kenneth Ko Company. Today Kenneth Ko Company Shenzhen has nearly 200 staff. It has become the cradle for young designers in China.

People say when one reaches 30, one establishes oneself; at 40, one knows everything and knows the meaning of life; at 50, one understands one's destiny; at 60, one takes all kinds of opinions and critics naturally. Kenneth is now 66 years old and his life is still very fulfilling. He loves his life more than ever before. He never gets tired of his work. He once said, "if I die, I want to die on the stage and work is the stage to display my colourful life." He hopes to fully utilize his talents on such stage in China. Now he hopes to spend more time to nurture the young people and become a good role model for them.

Patience and persistence make him a hard worker. Kenneth is now 66 years old, he has a mission which proves that age should not be a limitation on anyone's career.

Everyone has his way of living and beliefs. Kenneth has a wonderful and colourful life. Let's applaud him for continuing living such a legendary life.





高先生是香港第一位由建筑师转行做室内设计师的人。在近30年的室内设计生涯里，高先生设计了超过3000个室内设计项目，被誉为“香港室内设计之父”。

高先生谈设计，首先强调的是服务意识。他说，作为一名出色的室内设计师，先决条件并不是对审美要有独到的眼光，而是对客人的起居饮食和个性先要有浓厚的兴趣，并在极短的时间内了解客人的喜好、品位和生活习惯，体会他们真实的需求。

他认为，设计师应顺应业主的需要，客人住的那个空间，是他的世界，设计在一定程度上是满足客人的要求。这个项目不一定很艺术、很有特点，但项目一定是从服务中诠释出来的，让客人花钱买回的是自己想要的东西，而不是设计师想要的东西，勉强让别人接受设计一定是不行的。设计要符合使用者的情绪。设计过程是通过设计师的人生经验了解客人的要求，了解他们对人生的希望，以设计帮助他们达到理想。外边流行什么设计并不重要，重要的是了解你服务的这个人的要求，了解他的追求，在所设计的空间里弥补客户考虑的不周之处，在设计中帮助他找到某种平衡。可以将室内设计工作者比喻为做衣服的裁缝，每一个人的体型、美的标准都不一样，首要是如何做到衣服合身舒适，其次是如何把客人所喜爱的式样、颜色衬托起来，使其外表看起来更加美观大方。所谓美的标准，并非设计师本人对审美的看法，而是客人眼中对美的看法。接受客人委托的一份室内设计工程后，首先应到其居所仔细观察，例如家具陈设、位置及空间使用主题。有些人特别注重厨房，某些人特别喜爱浴室，女主人在意放衣物鞋帽的空间，愈是细微之处，愈要留意谨记于脑海中。

高先生认为任何的设计，如果客人有不满意的地方，都只能归咎于设计师没有彻底了解客人的需要。顾客永远是对的，尤其是，要完成的室内装修工程并非是设计师享用的，顾客才是真正的主人，并且要长时间生活在该环境中，设计师自然要做到让主人认为实用、美观及舒适为止。高先生以这样的设计指导思想，赢得了许多的私人客户。在香港居然有这样一种说法：经高先生设计的住宅，没有夫妇是离婚的。

高先生认为，设计绝对是商业行为。一个客人租下铺面，他一定要在最短的时间内能挣钱，因而速度成为很重要的因素。这需要设计师理性地去考量各方面环节：设计、施工、监理等。如果一味地强调设计的艺术，在目前的商业社会中显然是不可行的。高先生对待商业项目一定以其商业用途为最重要，他虽然也会在设计中放入一些纯感性的东西，但一定不会本末倒置。他说：“有很多人看我，认为我的设计没有什么特长，这可能就是我的风格。我从这种平淡中，寻找一点惊艳。一般人不可能每分、每秒都讲究艺术，没人要求吃一顿饭、喝一次茶，都要强调在艺术的氛围内。但若客人从我的设计空间内得到一点感受已足矣。”

高先生曾为一个楼盘设计示范单位。这个楼盘的目标客户是25岁左右的年轻人，他认为这个样板房的设计就不能突出艺术，因为年轻人尚未有经历及资历。光同他们讲艺术是行不通的，他认为设计师要研究他的生活中哪样重要，哪样不重要。比如餐厅、厨房一定不重要，但卫生间、客厅设计一定要好，年轻人有他的生活观，样板房要做得像他的世界。这样做，自然会对楼盘的销售有很大帮助。

设计不应仅局限于某一个范畴，要启发人们对日常生活的环境加以注意，培养出欣赏与分析的能力。什么是好的设计，什么才是适合如今人们的生活潮流。设计师对美有很好的感觉，才会推动设计向艺术的方向发展。设计师的信心来自于别人对他的肯定，来自于大家的喝彩声，因此设计要突出一种新形象，需要技巧、信心以及客人的支持。

家居是身心的休憩地，是人们最重要的活动场所。所以，不管环境多么糟、地方多么小，设计师都要尽量去改善它、美化它。地方不在大小，明洁清爽为本。让客户在家里有自己的感觉，这才是最好的设计。

店铺设计最大的成功无疑是营造气氛。客人走进时，里面的摆设简单、有条不紊，让人感到舒服，这样就有一种购物的欲望，这样的设计应该说就成功了。

Kenneth is the first interior designer who came from an architectural background in Hong Kong. For the past 30 years of his career, he has accomplished over 3000 interior design projects. Therefore, he is named the Father of Interior Design in Hong Kong.

When Kenneth talks about design, he firstly puts emphasis on the service one can provide. He says that in order to become an outstanding interior designer, one has to first feel strongly interested in the clients' lifestyle and personality before he can show his talents in design. He also has to understand his client's preferences, taste, daily habits and needs in the shortest time possible.

Kenneth thinks that a designer should follow his client's needs because the house he is going to design will be his client's private world in the future. Therefore, his design strategy should meet the client's requirements. The design blueprint should be brought about from how the designer serves his client. If the designer has to force the client to accept his ideas, this will never work. A good design should match the user's emotions. A good designer also knows how to make the client's hopes and dreams come true through his special design. What is in and out of the market may not be important. However, what is the most important for a designer is to understand the needs and dreams of the client he is serving.

Kenneth thinks if the client is not satisfied with the design, the problem is that the designer has never tried to understand the client's needs in the first place. Clients are always right, especially when the house is not for the designer's use. Client is the real owner of the house and the one who needs to spend a lot of time living there. Therefore, the designer has to make the house useful, beautiful and comfortable until the client's needs are met.

Kenneth believes that designing is a commercial activity. Apart from artistic values, the designer also needs to measure logically different steps of the designing process, including designing, remodeling and monitoring. Without any of these, it is just not good enough in the commercial world. He says, "A lot of people think my design has nothing special, but this is just my own style. I love to search for the stunning beauty in what seems to be plain and dull. But we can't just talk about arts every minute and every second, just like nobody would make such a request to have a meal or drink a tea in an artistic environment every time. However, if my client is slightly touched by my design, this will be enough for me."

Design should not be bound by boundaries. It should inspire people to pay more attention to their everyday life and help enhance their analytical ability so that they can know what a good design is and find out the best lifestyle at the moment. Designers should have a good feeling towards beauty otherwise they will not be able to push forward the development of arts.

良好的室内设计讲究的是“耐看”，例如淳朴、和谐，可触动人的心灵得以净化，去享受家居中陈设的协调感，让人在家休息的时间里，能充分恢复体力和精力。

提到品位及审美眼光，高先生认为品位的素质少有天生，而是由后天培养得来，是随着年龄、经验的增长而逐步获得的。每一个人的品位及审美眼光都是不一样的，主观性太强的人难以成为成功的室内设计师。任何客人都有特别喜爱的设计，或颜色，或款式，但绝不能认为他没有品位，例如有些人特别喜爱金色或紫色，或特别钟情于保守抑或新潮的设计。设计师只能尽量迎合客人口味，考虑如何利用其他颜色去陪衬金或紫的主色，又如何注重保守或新潮主题的同时，渗入其他实用、美观及舒适的内容，这很能体现设计者的功力。

做室内设计，除了专业知识外，对客人心理方面的把握尤其显得重要。高先生所提供的室内设计心得之一，亦是最重要的原则，就是必须符合业主自己的感受，业主自己认为最舒服便可。要知道居所是业主自己一年365天生活的地方，并不是为了亲朋的赞赏或其他而布置，故并不需要豪华的粉雕玉砌，只要在自己能力范围以内布置得令业主自己感到舒服便是最好的住宅室内设计。

布置一个中小型住宅单元，高先生表示要为此花费更多的心思。由于地方本身不大，故一分一寸都要考究，最佳的方法之一是在适当地方加上镜子或者“借景”的方法，尽量扩大空间感觉，再为局部加上颇具匠心的小摆设，这是小面积单元装修的最佳手法。

至于小摆设，则是点缀家居的一个不可或缺的装修大法。高先生表示，室内摆设不一定要用贵重的东西，但要配合室内气氛。一个小竹篮，一些有地方特色的小玩意，生活范围内的小物品也可融入室内设计之中，小摆设的好处，是可随时变化，时常有新鲜感。

高先生认为，日本人最能将生活小品位的概念发挥得淋漓尽致，他们的室内摆设，包括窗帘，甚至一个小茶杯，也会随四季转换，十分有生活情趣。

至于用色方面，由于中小型住宅本身空间并不大，若用深色会使空间更狭窄，故一定要采用柔和的颜色，甚至全白色，方可使室内的感觉干净明快，空间更觉宽敞通透。若认为白色太单调，可加上小的摆设，互补不足。

高先生说：“室内设计因为属于服务性行业，只有仔细观察用户的需要，才能提供恰当的服务。建筑也好，室内设计也好，要引起共鸣，首要是站在使用者的角度，以使用者的心态为设计蓝本，才能达到雅俗共赏的效果。”

设计师要学习转移自己的立场，走到使用者的心灵世界里面去。高先生解释，设计的奥妙在于观察力的培养：从各行各业的人身上收集资料，从此明白不同使用者的需要，然后应用到设计上。

要突破个人的设计，便要不停地发问。不断地问，脑袋不断地转，新构思便由此产生，设计便有进步。

说到办公室的设计，高先生觉得，设计办公室除咨询清楚顾客的要求，以专业的眼光去提供意见、让顾客接受，还需要顾及办公室的到访者，因为办公室始终是一个做生意的地方，要顾及到访者的感受。对于办公室设计，舒适、安全感都是必须要做到的，还要让人看到后认为有气势，这样才能建立公司的形象，赢得顾客的信心。

A home is where our bodies and souls rest. It is the most important area of our lives. Therefore, no matter how bad the house condition is or how small it is, designer will try his best to improve it and beautify it. The most important thing about a house is not its size but its cleanliness and brightness. A good design should help the client feel good about themselves.

An excellent interior design is built to last. Simple and harmonious design can touch people's hearts and purify their souls so that they can enjoy the decorations of their homes. When they rest, they can easily recover their strength.

Kenneth thinks that having a sense of good taste is rarely naturally born but a result of how one works for it. Different clients like different styles, colors and designs but you can never think of them as no taste. Designers should just try their best to meet their clients' taste and think about how to match their taste. They should also think about how to add practical, beautiful and comfortable elements in a place where it is too conventional or too fashionable. This says clearly how skillful a designer truly is.

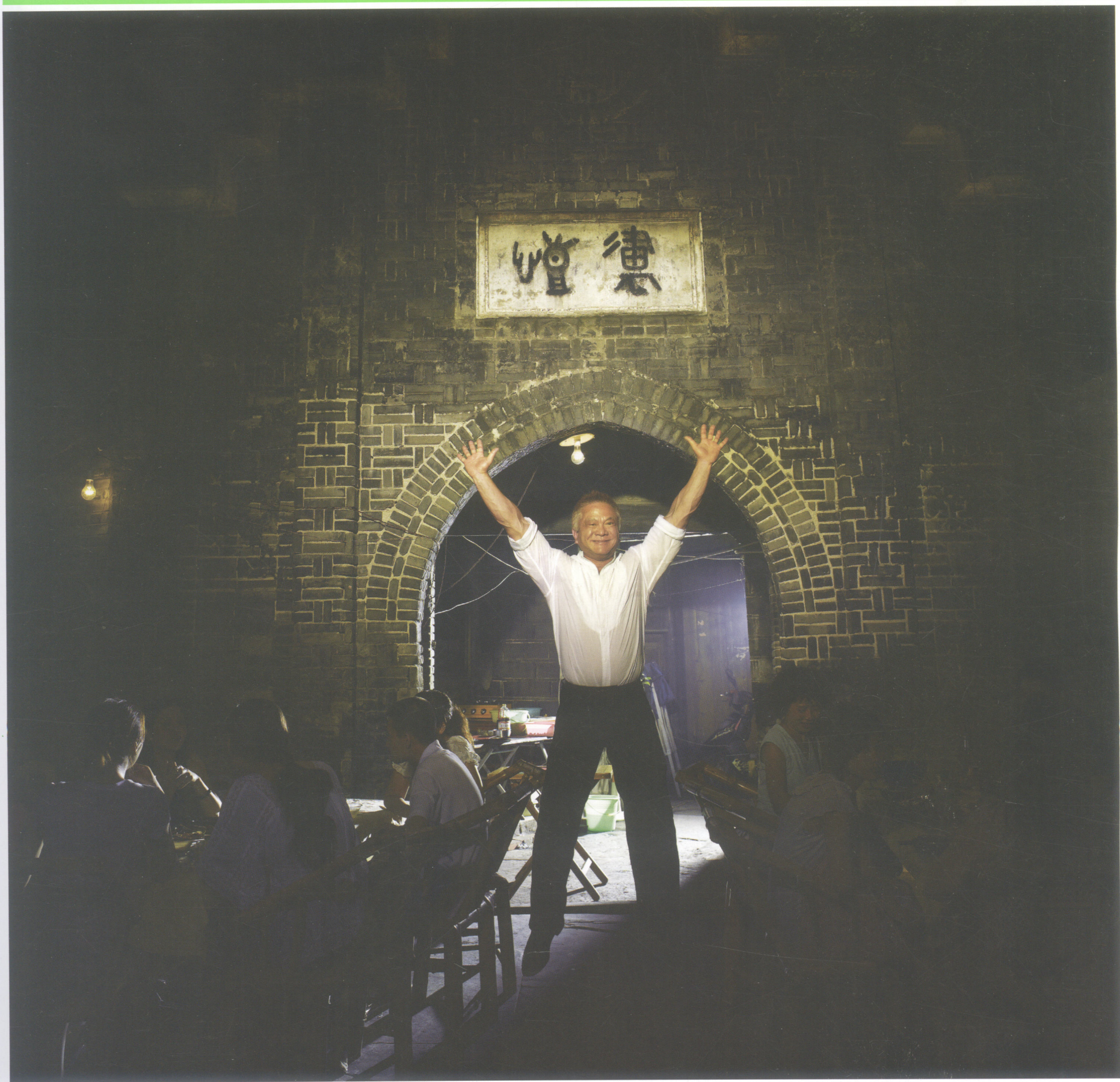
Apart from skills and knowledge, it is essential for a designer to understand the clients psychologically. Kenneth's principle on interior design is one of the most important ones. It is always a must to match the client's feelings and make him feel comfortable at home. The client has to spend one year 365 days to live in this house and it is not designed for his relatives and friends' compliments. Therefore, luxurious and fancy designs may not be as necessary. The best residential design comes when someone tries his or her best to make the space comfortable to live.

For a small to medium residential area, Kenneth says it takes more effort than usual. Since the area is not big, a designer has to study well every inch of the space. The best way to expand the space is to put up mirrors and little decorations around the house. This is the best way to remodel the small apartment.

Kenneth said, "interior design is a kind of service. You have to carefully observe the needs of the client, otherwise you cannot provide the suitable service. No matter it's architecture or interior design, if you want to arouse a resonance, you have to first see things from the user's perspective. Feel what they feel as you are drafting the design blueprint. This will help you suit both refined and popular tastes."

Designers have to learn to switch their points of view. They have to go into the hearts and souls of the users. Kenneth explained that the essence of design lied in the training of observation. Designers should collect data from all walks of life and try to understand the needs of different users before they apply it on their design.

Speaking of office design, Kenneth thinks designers should first seek the opinions of the clients then provide professional ideas and suggestions for them. Other than this, the designers should also take care of the visitors because office is a place where business is done. The design, comfort and security are very essential to an office. When people see the impressive style of the office, the image of the company can be built and the trust of the clients will be won.



做人要知恩图报

Be grateful.

一切尽在不言中

Things that matter lie beyond words.

我是个做大事的人

I go for greatness.

我是个享受生活的人

I do enjoy life.

要善于做一个聆听者

Be a good listener.

人要有爱心 耐心

Love and patience are essential.

认认真真做人 踏踏实实做事

Work hard. Live seriously.

路走到了尽头 也就走进去了

At the end of the road, keep walking.

一个有智慧的人 不能不可一世

A wise man is not proud.

做人不仅要有深度 还要有厚度

One should be knowledgeable as well as tolerant.

做人要一身正气

A man should be righteous.

我迫切地想把自己知道的告诉大家

I am eager to share with everybody what I know.

做任何事首先考虑到别人 再考虑自己

Consider others first.

付出不求回报 收获的反面比付出的更多

When you do not ask for returns, you often get back more than you pay out.

认真负责 积极主动 坚持思考 品味人生

Be serious, responsible and proactive. Have your own thoughts, and don't forget to enjoy life.

我一直在努力 现在不努力还要等到80岁吗

I am always hard working. I am not going to waste time until I am too old to work hard?

我有一个优点就是在逆境中寻找成功的机遇

I can find opportunities in adversity. I regard this as one of my capabilities.

没必要为自己控制不了的事情不开心

Don't cry over things you can't control.



我从不做我没把握的事  
既然是我无法控制的事我为什么要去做呢

I won't waste time on things I am not sure of. Why should I waste time on things I can't control?

我就像一个磁场  
吸引着身边的每一个人靠近我

I am like a magnet and can draw everybody around near me.

做人要大气 与人相处 多方面以对方的角度考虑 真诚地付出

One should be considerate and think from others' perspective. Be sincere.

每个人都是为自己而活 但应在考虑自身利益的同时也考虑到别人的利益

Men do live for themselves, but we should also consider others.

在我眼里没有坏人 每天一睁开眼我看到的都是好人

No man is evil in my eyes. Everybody I see looks good.

坏人的计谋我都知道 甚至可以比他们更坏 但我选择做个好人

I know how to be a bad guy, but I choose to be a good one.

我是看上去不会做生意其实很会做生意的人 这就是你们老板的厉害之处

I don't look like a businessman, although in fact I am a very capable one. This is exactly what makes your boss outstanding.

生活质量的高低没有一个标准 无论贫富 对自己的生活应该要有要求

There is no universal standard for quality of living, but all people poor or rich should expect more from their own lives.

我是一个对生活充满激情的人 对生活的态度是凡事多为别人着想 多往前走一步

I am passionate for life. And I always take others into consideration and go the extra mile for the others.

以退为进

Compromise is progress.

做事要用心 做事要当机立断

Work with your heart. Be decisive.

精雕细琢乃恒心所至

Great works are the results of perseverance.

成花成树非一日之功

Rome was not built in one day.

做任何事情 不应先考虑将得到多少报酬

Returns should not be the first thing to consider when you start working on something.