

BEST INTERIOR DESIGNERS OF ASIA

HONG KONG YOUTH

亚洲优秀室内设计师 - 香港青年卷

□ 翟东晓 / 深圳市创福美图文化发展有限公司 编著

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Danny Zhai, who graduated from the Northwestern Polytechnical University in 1988, have been engaged in editing & distributing design books and

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翟东晓，1988年毕业于西北工业大学，从事设计类书刊的发行和编辑出版工作将近十年。先后创办了“创福美图”系列文化公司和设计公司，并积极致力于中外设计文化的交流与推广，成功地将国际著名的“亚太室内设计大奖”评选活动引进大陆。策划和主编的代表著作是2001—2005连续五年的《亚太室内设计大奖作品选》。目前是“2006亚太室内设计大奖”组委会执行委员。

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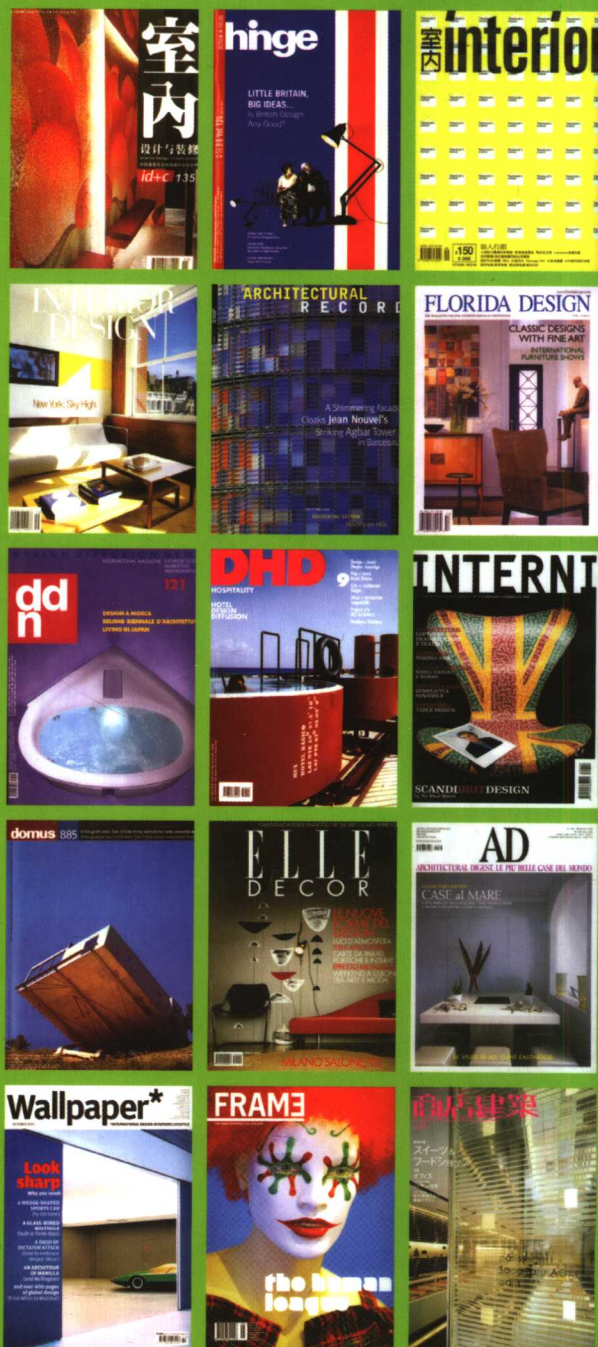
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Editor's Words 编者的话：

This book has collected nearly 60 representative cases of the 8 young interior designers in 6 institutes of Hong Kong. They are representative and active, from among we can find a large number of youth designers like them coming forth now in Hong Kong; they have been made good results in lots of international competition, and successfully demonstrate their talent and have been made great achievements in the field of design at the same time. Moreover, some of them have been the chiefs in some areas. Perhaps now, they are not in the limelight, perhaps they are not ripe enough either, but nobody is able to affirm some of them will not be the Great Masters in near future. Let's wait for their good news!

本书精选了香港目前极其活跃的，并且已经取得了一定成绩的六家设计机构的8位青年室内设计师的代表作品近60件，从中我们可以看到香港室内设计界的新人辈出，他们已经能够在很多的国际比赛中取得佳绩，并在业内展露锋芒，小有成就，甚至已成为某些领域之翘楚。他们现在或许还没有大红大紫，或许也还不够成熟，但谁也不能断言，将来不会从中走出几位大师级的人物。让我们拭目以待吧。

When compiles this book, we not only getting their great support and help, but also take up a lot of their valuable time, we show the sincere thanks to them in here. Among them, some designers may fail to fully communicate, and express our apology for the shortage and other possible mistake in the book specially. Last but not least, express our great thanks to the grandmaster of the Hong Kong interior design - Mr. Steve Leung, whom taking his valuable time to do the preface for this book!

本书编撰过程中得到了他们的大力支持和帮助，并占用了他们许多的宝贵时间，在此表示由衷的感谢。其中个别设计师可能未能有充分沟通，以及书中不足之处，特表歉意。最后，特别向抽空为本书作序的香港室内设计特级大师梁志天先生致以万分感谢！

PREFACE

序言

Design is not a mechanistic business, but a continuously evolving creative industry. Interior design is closely connected to humans and design itself can never be dissociated from life. A design needs to be creative and innovative, but its practical function and aesthetic value are also essential. While a person's experience is a measure of the profundity of thought, a delicate design takes time to polish. I am still learning and improving from day-to-day life.

These 8 promising young designers, some I've known for a long while, and some of whom I have worked with, have already achieved much and established personal styles. I'm really proud of

设计并不是流水作业的手工业，而是一门不断发展的创意产业。室内设计与生活原是密不可分的，设计不能脱离生活而独立存在。设计需要创意、创新，但更需要实用与美感兼备。人的阅历，往往是思考深度的量尺；精炼的设计，需要时间的琢磨。我也在每天的生活中学习、进步。

这8位年青设计师，有的早跟我相识，有的曾跟我共事，他们这么年轻已各有成就，并发展出个人风格，实在替他们高兴。出生于这

个年代，是年轻一代的幸运；面对蓬勃的经济气候，中国大陆在经济发展的乐观前景，设计师的发挥机会特别多，而香港室内设计师的发展潜力尤其大，但我们必须与时俱进，不断自我增值，保持我们的优势。

I hope we can continue to work hard together and make progress in design, and along the way elevate Chinese design to an international level.

个年代，是年轻一代的幸运；面对蓬勃的经济气候，中国大陆在经济发展的乐观前景，设计师的发挥机会特别多，而香港室内设计师的发展潜力尤其大，但我们必须与时俱进，不断自我增值，保持我们的优势。

学而时习之，不亦悦乎！共勉之。

愿我们共同努力，在设计的领域上不断向前迈进，把中国人的设计提升到国际水平，弘扬四海！



Steve Leung

梁志天

CONTENT

目 录



Mr. Horace Pan

潘鸿彬

- 8 **Re-branding for California Red Box Karaoke**
加州红卡拉OK品牌再造
- 12 **Artistic Palace**
天工阁
- 16 **Hydro'pure Roll-Out Store**
hydro'pure 连锁店
- 20 **ATMA Roll-Out Store**
ATMA 连锁店
- 24 **Re-branding CRCARE**
华润堂品牌再造
- 28 **Club Jia**
Club Jia 俱乐部
- 30 **Restaurant Golden Dynasty**
金粤潮代
- 34 **BLUE ONE**
蓝色一号俱乐部
- 38 **Fu Residence**
符宅
- 40 **PANHOUSE**
潘屋

Mr. Joey Ho

何宗宪

- 44 **Mission Hills Spa**
观澜湖骏豪SPA
- 48 **Hong Kong Pavilion — China High Tech Fair 2004**
香港馆 — 2004中国高新技术展览交易会
- 54 **Life Style Library**
时尚生活图书馆
- 60 **HKIS's Identity**
香港测量师学会
- 64 **A Home without a Room**
不分房间的家
- 70 **Leung's Residence**
梁宅
- 74 **Future Home Exhibition Gallery**
未来家居展览馆
- 78 **Golden Oscar Jinjue Villa**
奥斯卡金爵别墅
- 82 **Carol's Apartment**
卡罗尔公寓
- 86 **Basheer Design Bookshop**
“书得起”设计书店

Mr. Law Ling Kit 罗灵杰
Ms. Virginia Lung 龙慧祺

- 92 **5th Garden Show Flat**
深圳万科第五园
- 98 **Vanke Loft**
万科阁楼
- 102 **Singapore Cairnhill Crest Show Flat- Unit 1110**
新加坡景颐峰示范单位1110室
- 106 **Playing Tricks on Space: RoomZ**
戏弄空间: RoomZ
- 112 **Green Town 2nd Phase Sales Office**
格林小城2期销售处
- 118 **Green Town Showflat D2**
格林小城D2示范单位
- 124 **Gemdale Homage Hill Show Flat-unit12 # Room 10b**
金地香蜜山12#10B示范单位
- 130 **Gemdale Homage Hill Show Flat-unit12 # Room 10c**
金地香蜜山12#10-C示范单位
- 136 **Gemdale Homage Hill Show Flat-unit16 # Room 26C**
深圳金地香蜜山16#26C示范单位
- 142 **The Pacifica, Belle Mer Unit C+D**
宇晴轩,海翡翠C+D示范单位

Mr. Ed Ng 伍仲匡
Mr. Dan Lee 李聃

- 148 **Marco Polo Hong Kong Hotel**
马可波罗香港酒店
- 152 **Parkside Service Apartment Renovation**
全服务式住宅的革新
- 160 **The Wu Kong Shanghai Restaurant**
上海沪江饭店
- 164 **Tianlun International Hotel, Guangzhou**
广州天伦国际大酒店
- 170 **Grand Café, Tian Lun International Hotel, GZ**
广州天伦国际大酒店Grand 咖啡馆
- 174 **Miele's Hong Kong Headquarter**
Miele公司香港总部
- 178 **OVO Limited**
OVO 家具店
- 182 **Apartment on Old Peak Road, HK**
香港旧山顶道公寓
- 186 **House in King's Park Hill, HK**
香港京士柏山住宅

Mr. Terence Tam
谭瑞志

- 192 **"Centro de Recursos Educativos"**
澳门教育资源中心
- 196 **AIA Premier Financial Services Center**
美国友邦保险理财服务中心
- 200 **AIR MACAU Headquarter**
澳门航空总部
- 204 **Headquarter of CTM, Macau**
澳门电讯总部大楼
- 208 **CTM Retail Shop**
澳门电讯商店
- 212 **CTM Call Center**
澳门电讯电话服务中心
- 216 **Escola Kao Yip**
澳门教业学校-幼儿园部
- 222 **AIA Avenue**
友邦成功路
- 226 **Supreme Flower City Showflat**
至尊花城示范单位及售楼处
- 238 **The Coca-Cola Store, Shanghai**
上海“可口可乐”旗舰店

Mr. Lam Wai Ming
林伟明

- 244 **2% Concept Shop, Dongguan China**
2%中国东莞概念店
- 248 **Commercial Kisok for Hong Kong Airport Terminal Building**
香港机场大楼售卖亭
- 252 **HONG KONG Art School Expo 06**
香港艺术学院教育展06
- 256 **Mr. Chan's Residence**
陈宅
- 260 **"City Heroes" Photography Exhibition**
“都市精神”摄影展
- 264 **Evisu**
Evisu服装店
- 268 **Design Proposal for urban furniture system at Huai Hai Road, Shang Hai**
上海淮海路街道设施设计方案
- 270 **Motorola Hong Kong Headquarters-Reception Area**
摩托罗拉香港总部-接待处部分
- 274 **Hong Kong Pmt'd Ltd Headquarters**
香港加减乘除有限公司设计总部

Mr. Horace Pan 潘鸿彬



1992 Graduated in Diploma in Design, with distinction at The Hong Kong Polytechnic University

1993 Interviewed in TVB program 'EYE ON HONG KONG'

1994 Awarded Tao Ho Scholarship For Creative Design

1995 Graduated in BA (Hons) Interior Design at The Hong Kong Polytechnic University

2001 Project 'Panhouse' awarded Silver Award in Residential Interior Design, HKDA DESIGN SHOW & awarded Winner in Residential Category, ASIA PACIFIC INTERIOR DESIGN AWARD 2001

2002 Became Partner of HAK Studio

2002 Project 'HAK Quarters' awarded Judges' Award & Silver Award in Office Interior Design, HKDA DESIGN SHOW 02

2003 Established PANORAMA International Ltd.

2003 Became Part Time Teacher at SPACE, The University of Hong Kong

2003 Became Part Time Lecturer at Hong Kong Institute of Vocational Education

2004 Project 'Blue One' awarded Winner in Commercial Design Category, PERSPECTIVE DESIGN RECOGNITION 2004

2004 Became Part Time Instructor at The Open University of Hong Kong

2004 Became Full Member of Hong Kong Designers Association (MHKDA)

2004 Became Professional Member of Hong Kong Interior Design Association (HKIDA Professional)

2004 Project 'Restaurant Golden Dynasty' awarded Honourable Mention in Restaurant / Bar Category, ASIA PACIFIC INTERIOR DESIGN AWARD 2004

2005 Became Visiting Lecturer at The Hong Kong Polytechnic University

2005 Became Executive Committee Member of Hong Kong Interior Design Association

2005 Lecture Speaker at STYLE HONG KONG (Guangzhou)

2005 Graduated in MA Design at The Hong Kong Polytechnic University

2005 became assistant professor at School of Design, The HongKong Polytechnic University.

2006 Elected Vice-chairman of HongKong Interior Design Association

1992 香港理工大学设计学文凭荣誉毕业

1993 接受香港电视节目“香港透视”访问

1994 获颁Tao Ho Scholarship For Creative Design奖学金

1995 香港理工大学室内设计系荣誉学士毕业

2001 “潘屋”设计项目荣获香港设计师协会设计双年奖2000—住宅设计银奖及2001亚太室内设计大奖—住宅设计冠军

2002 成为 HAK Studio 设计事务所合伙人

2002 “凯德办公室”设计项目荣获香港设计师协会设计双年奖02—办公室设计银奖及评审大奖

2003 成立泛纳国际设计顾问有限公司

2003 担任香港大学专业进修学院兼任讲师

2003 担任香港专业教育学院兼任讲师

2004 “Blue One”设计项目荣获透视室内设计大赏2004—商业设计组冠军

2004 担任香港公开大学兼任讲师

2004 成为香港设计师协会全权会员

2004 成为香港室内设计协会专业会员

2004 “金粤潮代”设计项目荣获2004亚太室内设计大奖—餐厅/酒吧设计优异奖

2005 担任香港理工大学客座讲师

2005 担任香港室内设计协会执委

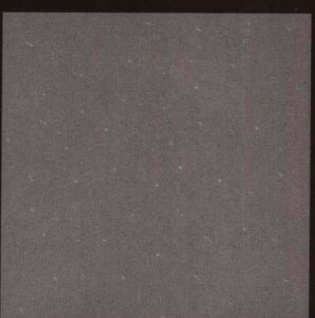
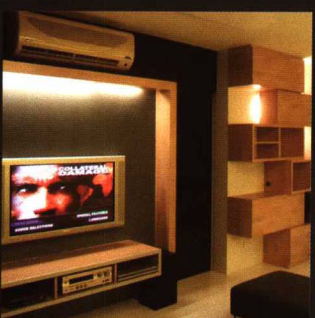
2005 香港设计及品牌管理博览会(广州)专题讲座讲者

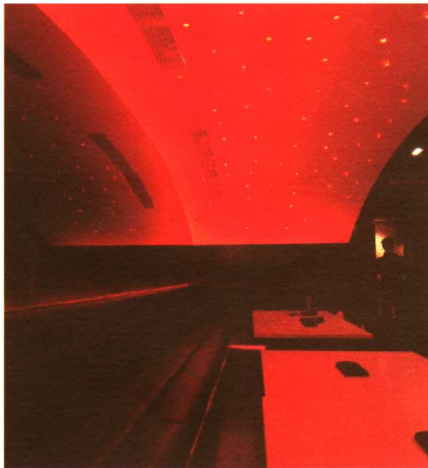
2005 香港理工大学设计学硕士毕业

2005 担任香港理工大学设计学院助理教授

2006 获选香港室内设计协会副会长

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符宅
- 40 **PANHOUSE**
潘屋





Re-branding for California Red Box Karaoke 加州红卡拉OK品牌再造

"Singing Notes"

Karaoke, originated from Japan in 1980's, had long become a dominated entertainment format in Hong Kong over the past 2 decades. However, the unique experience of the activity of "singing" was seldom seriously addressed as most of the interiors of karaoke in town are decorative oriented. Being one of the major market players of karaoke business in town, California Red Ltd. has decided to re-brand their "Red Box" series to better against the competitions. Located in the down town area in Hong Kong, California Red Box – Mongkok store is the first completed outlet of this re-branding exercise of its whole karaoke series.

The design objective is to reposition this long established brand to the higher target groups like middle class & office lady, and clearly differentiated from "Green Box" – a series of the same company which targeted at younger generations.

Black and Magenta was chosen as the key color

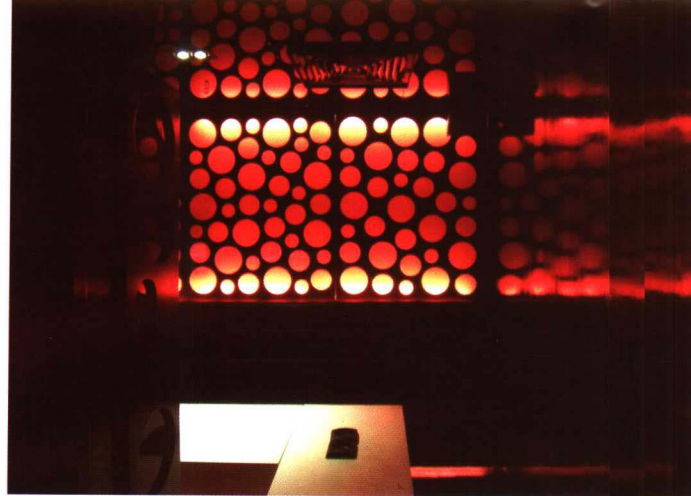
scheme so as to provide a darken envelope & create the right mood for singing pop songs. Glossy and matte finishes were applied on ceilings, walls and floors in different zones to create illusion and mysteriousness, which started from the transition space of general corridors. On top, the corporate color of hip magenta tone was superimposed and washed on various surfaces by glowing room directory or concealed lighting. This has also brought femininity to the space which suited the brand's new target groups.

Spatial rhythm was created by the transformation of intangible musical elements (e.g. rhythm, tempo and pitch) into tangible spatial elements of circles (rings and dots) in various treatments of the envelopes of VIP rooms of different sizes.

To conclude, the culture of karaoke was reinforced in manipulating the egos and psychos of the customers as they were the "stars" performing on stage and thus created a strong and unique image for people to hangout.







“唱动的音符”

卡拉OK，发源于20世纪80年代的日本，在这二十多年里也一直是香港主要的一种娱乐方式。然而，这种“歌唱”行为的独特之处往往没被认真考虑。同样，大多数城里卡拉OK厅的室内设计也都是以装饰性为主。作为城市主要的卡拉OK市场运营者，加州红有限公司决定重塑他们的“Red Box”品牌去更好的面对竞争。座落在香港繁华地段的加州红旺角店，是公司在整个卡拉OK系列中重塑他们品牌的第一间店。

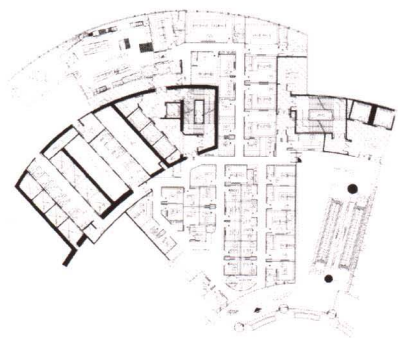
设计的目标是将这个历史悠久的品牌，重新定位于更高端的消费群体，比如中产阶级和女性白领，从而明显区别于他们公司目标在年轻一代的另一个品牌“Green Box”。

我们选用了黑色和桃红色作为设计的主色

调，旨在提供一个黑暗并能激发健康情绪的空间来唱流行歌曲。从走廊的过渡空间开始，天花板、墙面和地面都是采用光滑或粗糙两种方式处理，从而在不同区域去营造一种虚幻和神秘的感觉。另外，这种时尚桃红色调在房间标志及暗藏灯光下，在不同的表面显得层次分明，给空间带来了女性特有的气质，这也正是这个品牌的消费群体所钟爱的。

原本无形的音乐元素(象旋律、节拍和音调)被改造成了实实在在的空间元素(象圆环和圆点)，分别用于在各贵宾室大小不同的立面中，空间的韵律因此而产生。

总之，卡拉OK文化的精髓在于巧妙利用客人的自我心理，让他们感觉像“明星”在台上表演一样，从而产生一种强烈而独特的感受，并乐此不疲。





Artistic Palace

天工阁



"The Red Interweaving Thread"

The name "Artistic Palace" symbolizes the quality / craftsmanship of the merchandise is comparable to those of the emperors in ancient China. It offers an expanding range of men & ladies' apparel, accessories and a collection of novelty gift items - all of which enhance the concept of revitalized Chinese arts. The style of the merchandise was built on the Oriental aesthetics: emphasis on sophisticated workmanship and subtle details. The main construction of the garment, e.g. all trimmings, piping and intricate details are mastered by hand stitching which includes embroidered, beaded and sequined details as well as the construction of the signature oriental Chinese fastenings.

The challenge of the client's brief was to build up a new brand identity in the highly competitive high fashion market and yet maintain the brand association with her master brand, the Chinese Arts & Crafts Store.

To achieve this, the C.I. & interior design tactics adopted were the merge of the two spatial languages: the interweaving "grid" & "thread".

Dark spatial shell of timber floor, black relief wall and grey exposed ceiling are firstly set up to provide an understated backdrop to the space. This was followed by combining the patterns of grid planning of the ancient Forbidden City with the knitting threads in Chinese garment in both 2D & 3D ways.

From the rectilinear arrangements of key areas, display units, light fittings to the logotype & packaging, the "Chinese ness" of this retail space were aimed to be executed in a subtle and functional layer. Black logo monogram walls configured the shopfront display area, square-shaped floating lantern defined the highlight display platform, red wall shelving unit dividers-cum ceiling feature controlled the light fittings arrangement, logotype derived into 3D sculpture and multi-functional island display units created unique brand signature.

