

COLLECTION OF THE 18TH ASIA-PACIFIC INTERIOR DESIGN AWARDS

第十八届亚太区室内设计大奖参赛作品选

SHOPPING SPACE

+ INSTALLATION & EXHIBITION SPACE 购物空间+设施展览空间

18th APIDA



翟东晓 / 深圳市创福美图文化发展有限公司 编著
大连理工大学出版社

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PREFACE

前言



Po Po Leung

Chairlady of APIDA 2010

I am honoured to have the opportunity to organize this year awards and we have completely revamped the APIDA design this year, in recognition that the award is into the 18th year. The concept comes from a simple geometrical form that can shape into many possibilities.

We have nearly 600 entries from the Asia-Pacific region, including Australia, Japan, Singapore, Malaysia, Thailand, Indonesia, Mainland China, Hong Kong China and Taiwan China and I am overwhelmed by their standard and quality of works. Choosing the best design among these very compet-

itive entries was an extremely difficult task for our eminent panel of jurors to whom we are deeply indebted.

The success of the awards lies in the fact that it has drawn the focus and recognition of the interior design professionals within the Asia-Pacific region.

I congratulate all the winning teams and all the participants for their courage and aspiration to meet the new demands of this fast changing economy.

Dear Honorable Guests and Members,

It's my honor to be elected as the new chairman of HKIDA.

APIDA has proved to be a remarkable index at Asia-Pacific Rim in purpose to promote the design excellence of Interior Designers, I am pleased to thank you all for taking the time to join us in celebrating the 18th APIDA Presentation Ceremony and Gala Dinner.

Over the past years HKIDA has established strong relationships with the government, designers, peer organizations, industry partners & stakeholders in promoting interior design excellence and professionalism in Hong Kong China. In the years to come we are committed to further develop the association with 5 identified core tasks which include Education, Research, Promoting Design Excellence, Members Networking and International & PRC Participations. The objective of setting up these core tasks is to further enhance the role of the association and better serve the needs of practitioners, students, industry partners and the general public.

In celebration of the 20th Anniversary of HKIDA next year, we will be launching a series of important events which include conducting a comprehensive 2E industry Survey to collect your final views on the RIDA project and participating in an ambitious global policy initiative by the International Federation of Interior Architects / Designers (IFI) called "Design Futures: Interiors Identity" which comprises regional think tanks culminating in a global conference and the publication of a report repositioning the interiors discipline on the world stage.

On behalf of the whole HKIDA executive committee team, I would like to express our deepest gratitude to all organizations and individuals including each of you that continuously support the association's development.

I also deeply appreciate all the Guests, Participants, Sponsors, International and Local Adjudication Panels who have contributed to make this event an ever successful one.

Congratulations to all Award Winners of APIDA 2010!



Horace Pan

Chairman
Hong Kong Interior Design
Association 2010

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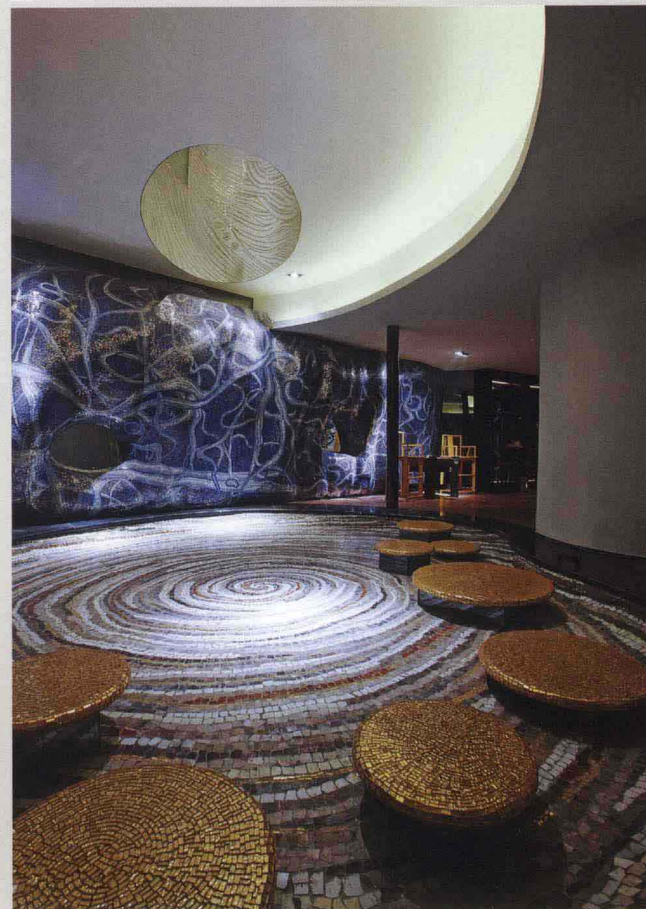
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SHOPPING SPACE
购物空间

PROJECT COMPANY:

NHDRO(NERI&HU
DESIGN AND
RESEARCH OFFICE)

DESIGNER IN CHARGE:

LYNDON NERI,
ROSSANA HU

DESIGN TEAM:

WINDY ZHANG, ERIKA
LANSELLE, GARY
LEUNG

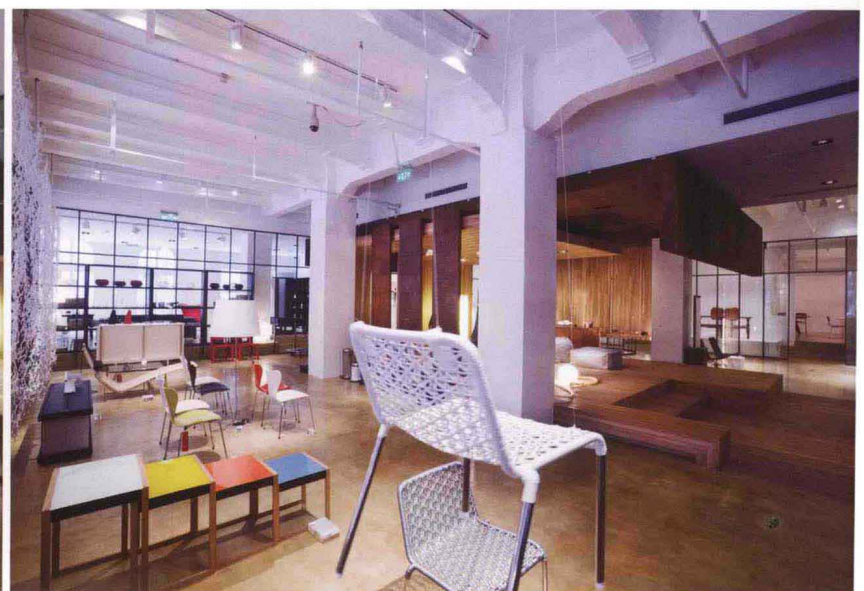
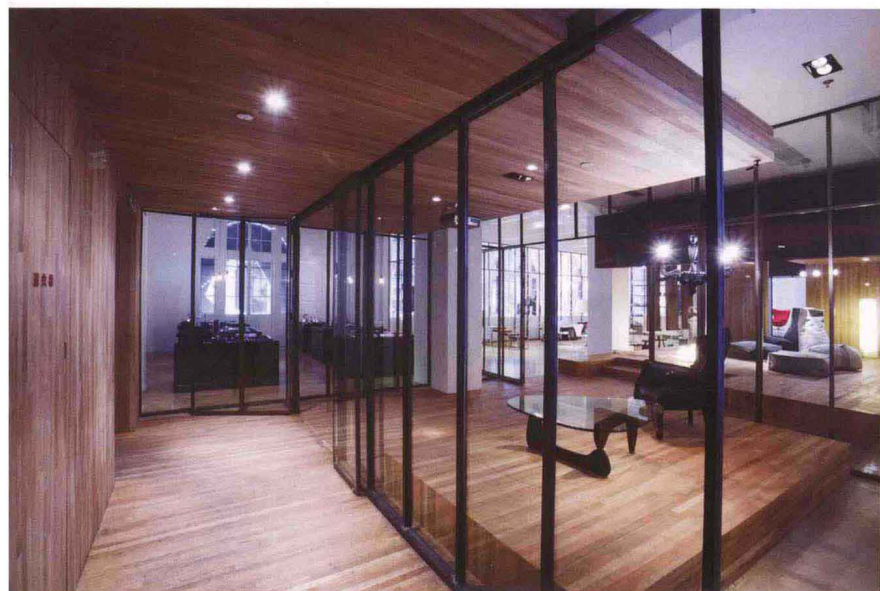
63-14 XINGUO ROAD, SHANGHAI, CHINA / 600m²

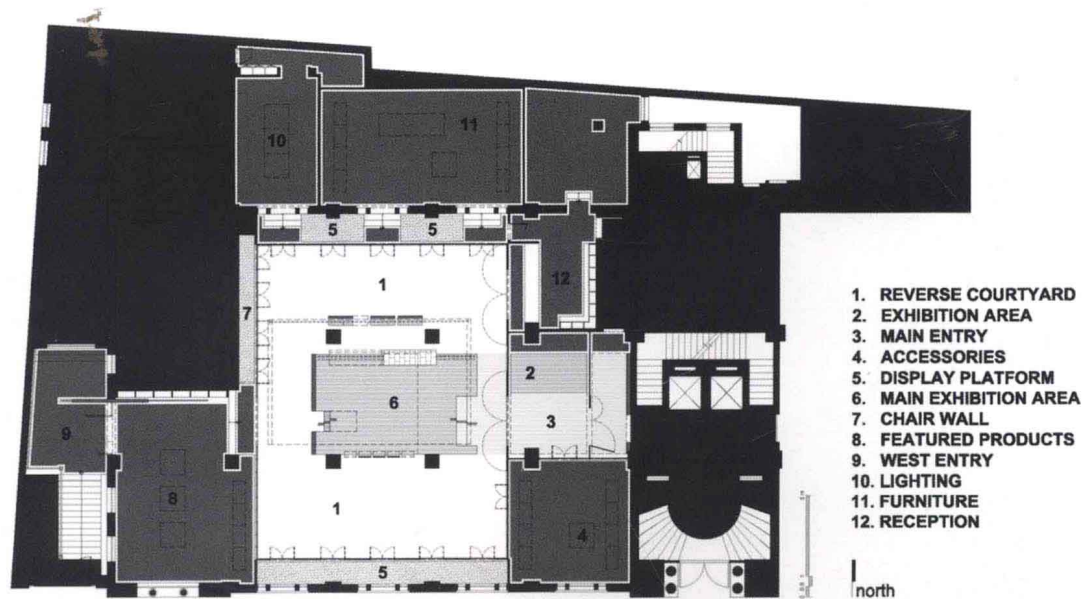
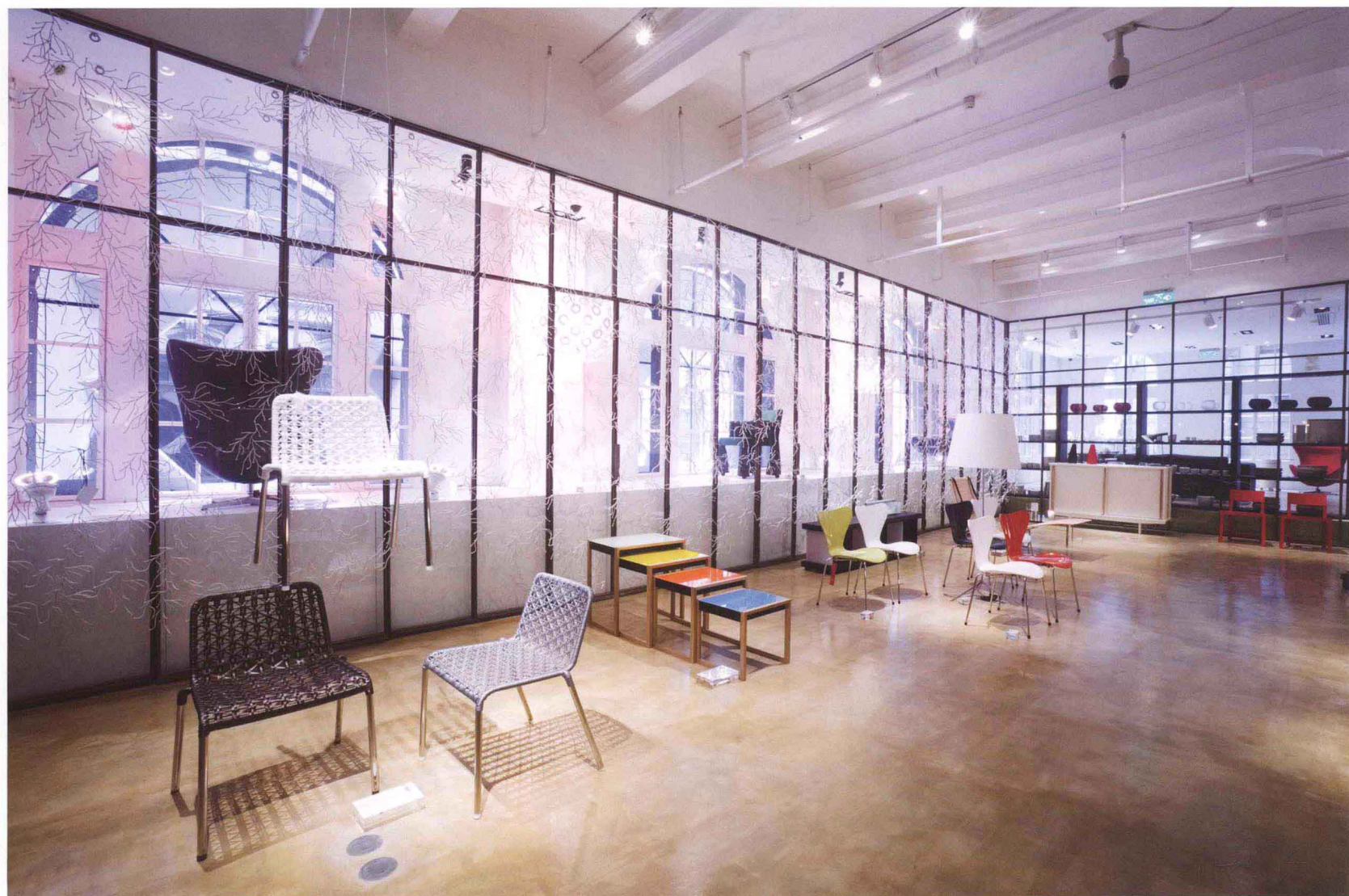
THE REVERSE COURTYARD – DESIGN REPUBLIC FLAGSHIP STORE

The discontinuous walls in the building perfectly combine layers of floor to generate a perfect space. The central part of the building is rebuilt as a courtyard, which unintentional design approach solves the problem resulted by the building itself. The design inherits the spirit of Chinese architecture and changes the original structure by glass panels and steel frame.

建筑内部断续的墙壁同错落的楼层完美结合，勾勒出了一个完美空间。建筑的中间部位被改建成一个庭院，看似无心的设计解决了建筑本身结构引发的问题。设计秉承了中华建筑的精髓，通过玻璃面板和钢制框架改变原有结构。

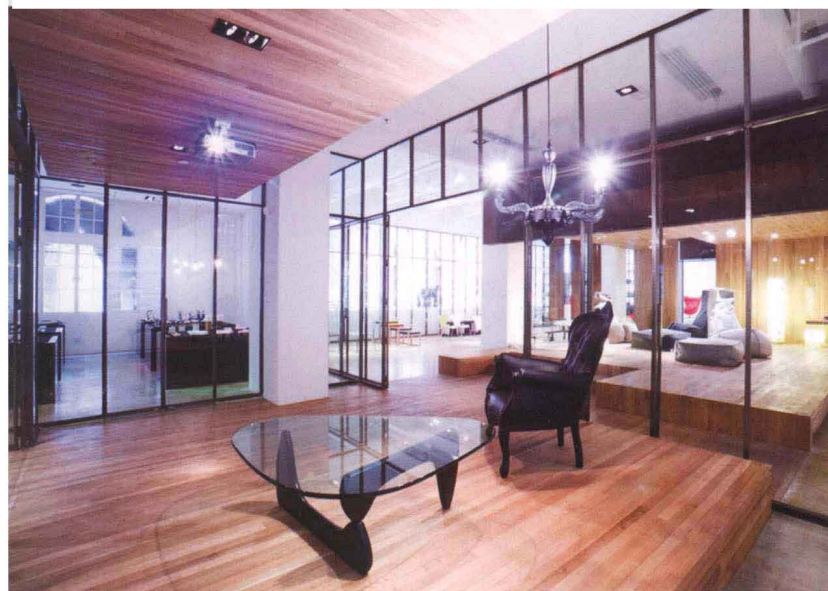






- 1. REVERSE COURTYARD
- 2. EXHIBITION AREA
- 3. MAIN ENTRY
- 4. ACCESSORIES
- 5. DISPLAY PLATFORM
- 6. MAIN EXHIBITION AREA
- 7. CHAIR WALL
- 8. FEATURED PRODUCTS
- 9. WEST ENTRY
- 10. LIGHTING
- 11. FURNITURE
- 12. RECEPTION

north



HONG KONG, CHINA / 335m²

THE SHOE BOX – PEDDER RED FLAGSHIP STORE

PROJECT COMPANY:

NHDRO(NERI&HU
DESIGN AND
RESEARCH OFFICE)

DESIGNER IN CHARGE:

LYNDON NERI,
ROSSANA HU

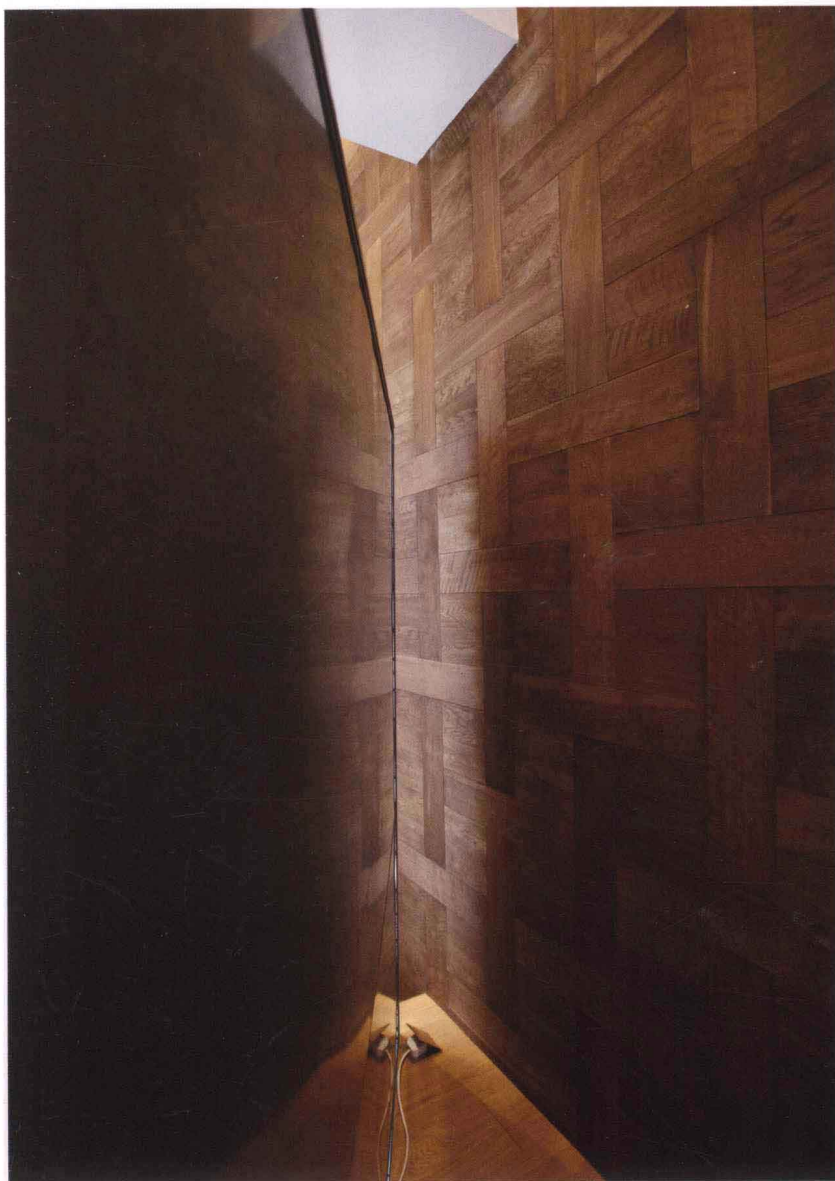
DESIGN TEAM:

JONAS HULTMAN,
WANG XIANG, ROMEO JR
ANDAYA, NELLIE YANG

Retail stores are becoming the most identifiable image segment for a brand, sometimes more prominent than the brand's collections. For Pedder Red, designers created a captivating brand image by defying retail conventions while capturing the attention of style-savvy shoppers. The design concept revolves around the

stained-oak wooden box that stands vertically through the two-story space. Aside from anchoring a strong visual brand identity, the wooden box creates warmth in its "woven" appearance, inspired by the stitching on a shoe.

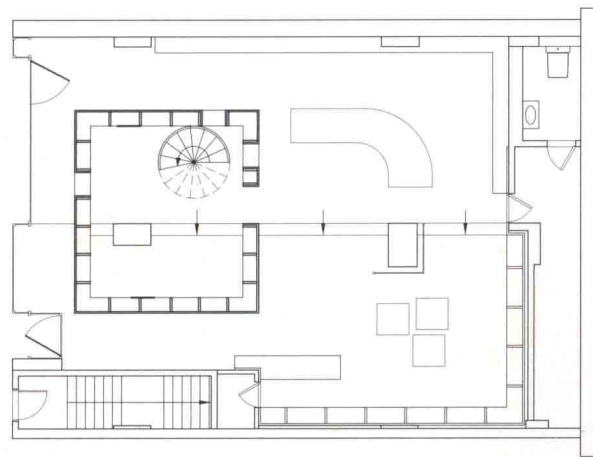
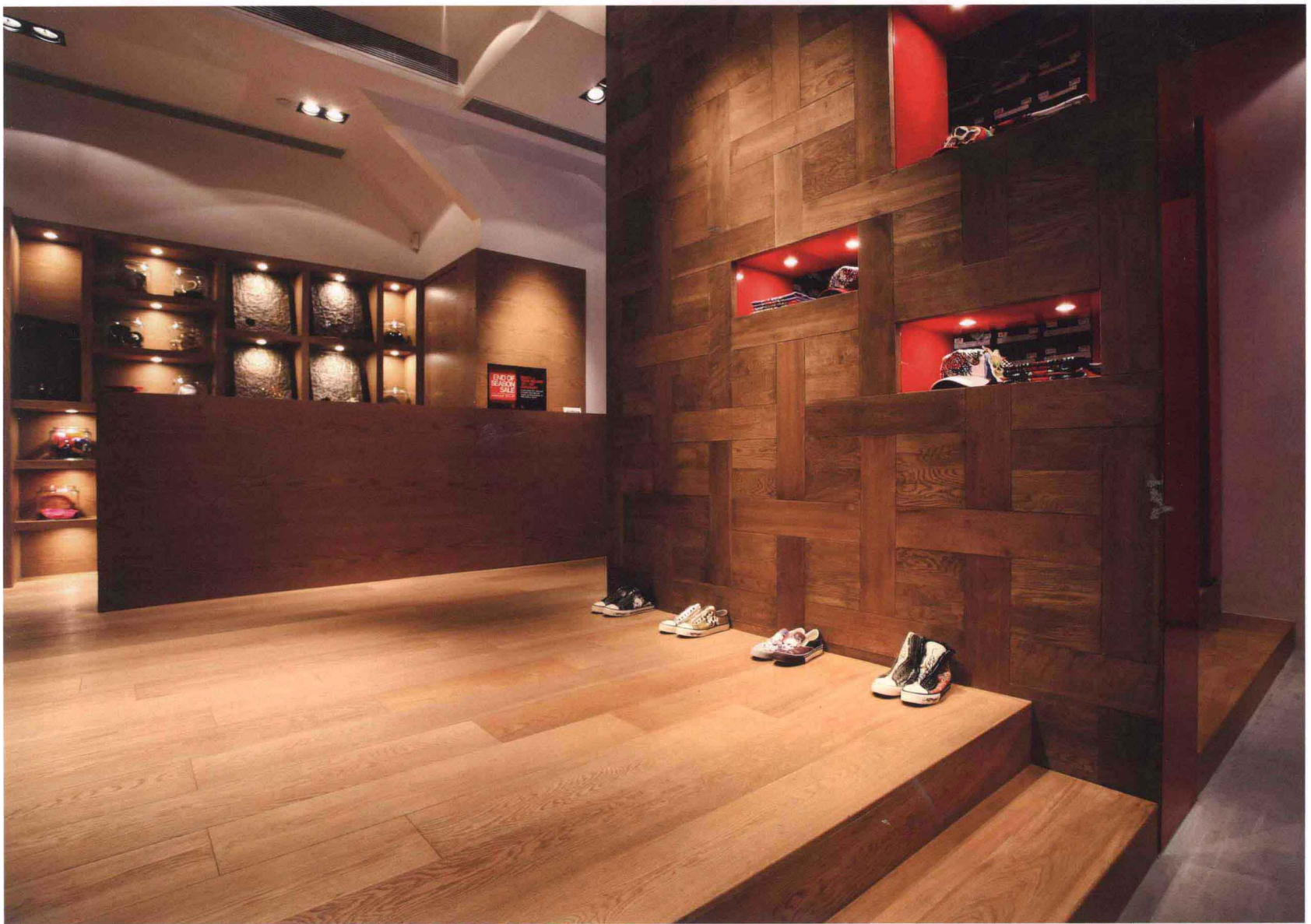




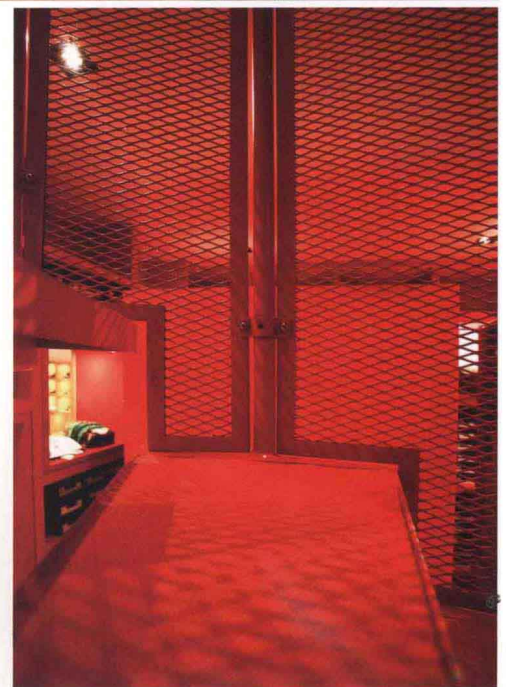
对一个品牌来说，零售商店成了其最直观的形象，有时甚至比品牌本身更加让人易于辨认。本案设计师打破了零售店设计的窠臼，为 Pedder Red 旗舰店创造了一个诱人的品牌形象，以此来吸引智慧型客户的关注。两层楼高的空间垂直竖立一个褪色的橡木箱子，除了给人强烈的品牌视觉冲击外，由鞋子上的纺织条纹产生的灵感所打造的“编织”外形也给环境带来温馨的氛围。







GROUND FLOOR PLAN



SHANGHAI, CHINA / 350m²

TREND PLATTER

PROJECT COMPANY:

DESIGN SYSTEMS LTD.

DESIGNER IN CHARGE:

LAM WAI MING

DESIGN TEAM:ZHANG XING, KENT
WONG, FANNY LEUNG,
FANG HUAN HUAN

Located in Shanghai, China, the project is a boutique for a young fashion brand with area about 350 square meters.

Nowadays, retail design is more than spatial or functional design which is just unidirectional work from the designers.

The interactions between clients and designers will strike more gorgeous sparks. Namely, clients help designers to understand their customers, competitors, originations, and marketplace; in turn, designers try to emphasize their distinctiveness by creating meaningful, aesthetically pleasing, and enduring design solutions.

