

WINNERS OF
DISTINGUISHED DESIGN
FROM CHINA
MERIT PRIZE

BenQ Corporation

Joybee 102 audio player

'The world's smallest and lightest high-style digital lifestyle MP3 player.'



“With its small, clean and simple design, Joybee 102 sets a new trend in the mobile music industry and reflects the Asian lifestyle.”

Working with the vision of “bringing enjoyment and quality to life through technologies that free people to better see, hear and touch the world”, BenQ Lifestyle Design Center developed the digital audio player, Joybee 102. This product is specifically designed for consumers who look for flair and design, and expect only the highest standard in musical enjoyment.

Inspiration for the Joybee 102 was taken from elegant necklaces and aristocratic pocket watches that hark back to royalty of long ago. Bold design and futuristic materials have been melded to give the Joybee a stylish yet high-tech feel. The case consists of an aluminum shell, with graphics produced by dual-toned repetitions; through this audio player it is possible to create a life of boundless vitality, sophisticated sensibility and Bohemian attitudes.

The Joybee 102 digital audio player is a tiny MP3 player that comes with stereo earphones and a neck strap. It is the size of a silver dollar, weighs only 17g and, comes in three colours (green, blue and orange). With dimensions of 42mm x 42mm x 8.8mm, its slim design makes it the world's smallest and lightest MP3 player.

The Joybee 102 comes with no LED display but a LED light showing the mode of operation. The light is red when switching on or off and when playing music, it blinks green, adding a sense of emotion. There are only four buttons

(on/off, forward/backward, volume adjustment) perfectly incorporated on the two sides of the body of the Joybee 102. The device can play MP3/WMA/WAV digital music – allowing the consumer to listen to up to ten hours of music.

The Joybee 102 combines the band and earphone cord together, allowing consumers to use a single jack through which to listen to MP3 files; no extra band is needed. With its easy-to-use interface, it includes QMusic, BenQ's proprietary software that allows conversion of music between MP3 and audio CD formats for an optimal music and listening experience. It uses flash memory to store music and data, meaning consumers need never worry about vibration damage. The Joybee 102 can be connected to the computer for recharging.

The Joybee 102 is not only a digital music player but a fashion statement and a personal ornament. Its trend setting and evocative form will convince you that it is a necklace, a bracelet or another elegantly designed personal accessory.

Harmoniously combining technology, lifestyle and fashion, Joybee 102 is one of the best selling digital audio player models and through its success BenQ has further expanded into the music player market.

A Few Words From The Designer

“The BenQ Lifestyle Design Center integrates into its design, the inclinations and cravings within certain lifestyles. The resulting products are no longer merely practical, but are an expression of the user’s sub-culture and taste. Along with BenQ’s design concept, the Design Center builds rational and sensitive digital products that bring into reality the closeness between the company and consumers.”

Manfred Wang

The Company’s Perspective

At BenQ, we listen to our customers, and act on their needs. A new generation of consumers are defining the digital lifestyle, simply by living it. They are doing things in their own way, leaving outdated distinctions between work and play behind them. They are on the move, and refuse to be tied down. They want technology to enhance, not complicate their lives. They are innovators that thrive on progress, style and quality. They want mobility, simplicity, and most of all enjoyment. Joybee 102, a simplified portable MP3 player, is specially designed for them.

About The Company

BenQ Corporation, Taiwan

Formerly Acer Communications & Multimedia, the name BenQ was adopted to reflect the motto “Bringing Enjoyment and Quality to Life”. The company strives to achieve this goal by listening to and acting on customer needs.

BenQ’s product lines are managed by four business groups: Imaging Network (scanners, optical drives, digital cameras, colour laser printers); Digital Media (Digital Hub, projectors, LCD TVs, MP3 players/USB flash drives, plasma displays, multi-functional DVD); Network Display (LCD monitors, CRT monitors, smart displays) and, Networking & Communications (GSM/GPRS/CDMA/CDMA2000 mobile phones, wireless LAN, home networking, SOHO routers, smart phones, wireless PDAs, wireless modules). BenQ is the world’s second-largest manufacturer of LCD displays.

About The Designer

Manfred Wang

BenQ Lifestyle Design Center, Taiwan

The BenQ global sales headquarters runs the BenQ Lifestyle Design Center. Set up in October 2001, the Design Center was renamed from the Industrial Design Center due to a redefinition of its tasks which include consumer analysis, lifestyle research and man-machine interface. Matters of enjoyment have been BenQ’s vision since its inception. The Design Center is customer-oriented and expresses the belief that technology should be something that brings out the best in peoples lives. Led by Manfred Wang, Director, BenQ Life Style Design Center currently employs 70 designers; half are graduates from renowned schools such as Stuttgart University, Germany; Royal College of Art, UK; and Stanford University, USA.

Manfred Wang
王千睿



「設計精巧、簡潔俐落的Joybee 102徹底開創現今流動音樂新潮流，亦真正體現了亞洲風尚。」

明基電通股份有限公司

Joybee 102 音樂隨身聽

「不失為全球最小巧的MP3機，處處體現尖端潮流姿采。」

明基的抱負是「高科技帶給生活快樂，讓你更好觀看、聆聽，以及感受世界」，明基數位時尚設計中心特別為追求產品流麗線條以及優質聽覺享受的消費者呈獻嶄新的Joybee 102 數碼音樂隨身聽。

Joybee 102的設計散發著濃厚的復古味道，產品以歐洲凡爾賽時期的宮廷舞會為靈感，主題取材自當時女士精緻的項鍊和袋錶；再融入前衛大膽的設計、採用富未來感的物料，予人時尚、嶄新的感覺。鋁製外殼配以雙色重疊的曲線，十分配合富生命力、前衛大膽，以及灑脫不羈等生活態度。

匠心獨運的Joybee 102設計小巧，附有身歷聲耳筒連頸繩。機身大小儼如銀幣般，只有17克，備有琥珀橙、翡翠綠以及寶石藍三種顏色。全機體積亦只有42毫米 x 42毫米 x 8.8毫米，堪稱世上最輕盈小巧的MP3機。

Joybee 102沒有液晶顯示屏，機身正面以液晶指示燈顯示操作狀態，當開或關機時，指示燈是紅色，而當播放音樂時，指示燈是綠色，且會不停地閃爍，為音樂平添一份動感。Joybee操作簡易，四個按鍵天衣無縫鑲嵌在機身兩側，分別控制開關、向前及向後播放和音量調較。Joybee可相容MP3、WMA 及WAV三種數碼音樂格式，並可連續播放音樂長達十小時。

Joybee 102將耳機與吊鍊巧妙結合，使用時宛如時尚精品；還附設多項操控簡易的介面，並支援明基專利的QMusic軟件，方便使用者將CD唱盤上的歌曲轉錄成MP3格式檔案，帶來最優化的音樂及聽覺體驗。Joybee 102利用快閃記憶體儲存音樂及數據，因此不必擔心會因震動影響到儲存的質量。只要接駁電腦，更可為Joybee 102充電。

Joybee 102 不僅是數碼音樂隨身聽，它更是時尚的象徵及個人的飾物。它的造型既復古亦創新前衛，可當作頸飾、手鍊及典雅的掛飾之用。

將科技、生活風尚及潮流和諧地結合的Joybee 102 是數碼音樂隨身聽其中一個最暢銷的型號。它的成功，全面協助明基進一步拓闊市場，創造商機。

設計師心聲

「明基數位時尚設計中心」將一種對生活風尚趨勢的渴求，注入設計當中。所設計出的產品，不單切合實際的需要，更反映用戶的次文化及品味。除了設計概念，設計中心亦會創造合用以及針對用戶需要的數碼產品，拉近公司與用戶間的距離。

王千睿





Daka Designs Limited

Dual Power Shake Light

'Lighting up the world; a 30-second shake, a 300-second light.'

A flashlight that needs no batteries and can provide light even without a bulb – is this really possible? The answer is yes; by applying the Faraday Principle of Electromagnetism, Daka Designs has turned this dream into a reality.

The company's engineers have developed a novel, safe and highly efficient flashlight that never requires batteries or light bulbs: the Dual Power Shake Light. By shaking the device for around 30 seconds, a magnet moved back and forth inside its wire loop, inducing an electrical current. The electricity is then stored in a capacitor and used to power and light up a super-bright LED tube inside which will provide up to five minutes of light. The LED tubes lasts up to 100,000 hours and the flashlight can be charged up to a million times.

The Dual Power Shake Light is a new improved version containing twin LED tubes and lens/reflector design. This design provides an absolutely fail safe, 100% guaranteed source of light. The dual functions, shake to charge and back-up battery power, enhance brightness and lengthen power storage while requiring fewer shakes to activate the light.

The Dual Power Shake Light was developed for use in emergency situations. The unit can be used at home in case of a power cut or environmental disaster. It is a trustworthy and indispensable accessory for boat owners. For car owners, the unit is a useful accessory which can be kept in the glove compartment in case of emergency. Thanks to its waterproofing, shock-proofing and its handy and light-weight design (261mm x 45mm x 45mm) with an over-molded rubber grip, it can be used for any manner of outdoor activities.

“Based on Faraday's simple theory, the innovative Dual Power Shake Light definitely sets a new standard in the world of illumination.”

A Few Words From The Designer

“It is an honour for our design team at Daka Development to be recognised by this prestigious award. At Daka, our passion for innovation fuels our relentless pursuit of bringing ideas to life, and we are very pleased to accept this award.”

Pat Y Mah

The Company's Perspective

It has always been Daka's mission to develop innovative products that improve people's life. The Dual Power Shake Light is an inventive design that will create a competitive advantage for Daka in achieving commercial success. Through its added functionality, Daka has extended the dual power flashlight market distribution channel from gadget to mass retail, such as home improvement / DIY chains.

With the Dual Power Shake Light, battery drain is no longer a problem.

About The Company

Daka Designs Limited, Hong Kong

Daka Development Ltd is one of the most celebrated award winning design and development companies in Hong Kong. It is a wholly owned subsidiary of Daka Designs Limited, a Mainboard listed company on the Singapore Stock Exchange. Daka Development Ltd offers a comprehensive range of products and services from industrial design and product engineering to full-scale turnkey product development and manufacturing. Leveraging its strong strategic and licensing partners such as AcDelco®, HUMMER™, EVINRUDE®, SEA DOO® and NATIONAL GEOGRAPHIC™, Daka focuses on developing and marketing products for the lifestyle, sports and leisure and marine sectors.

About The Designer

Pat Y Mah, Chairman, Daka Designs Limited Hong Kong

Pat Mah graduated with a Bachelor of Science degree from the University of Alberta, Canada where he majored in Computer Science. Beginning his career in 1979, he worked closely with the Government of Alberta and has over 10 years' experience in the IT industry. He returned to Hong Kong in 1989 and subsequently established a direct-marketing company called Direct Innovation Limited for the purpose of marketing products via mail order. Later Mah established the Horizon Marketing Group in the United States, a subsidiary marketing company trading in automotive related products. Mr Mah is the founder and currently the Executive Chairman of Daka Development Limited and its subsidiaries. He is responsible for the overall strategic planning of the Group.

Pat Y Mah
馬仕賢



Daka Designs Limited 多功能手搖充電式電筒

「三十秒的搖動，綻放三百秒的光芒。」

沒有電池、甚至連燈泡也沒有的所謂手電筒，真的可以發光嗎？特嘉應用了法拉弟定律的電感原理，將這問題的答案變為肯定。

特嘉的工程師創製出新穎、安全而且高效能的手電筒—多功能手搖充電式電筒，無需使用電池或燈泡，便可照明。將手電筒搖動約三十秒，內藏的磁石在金屬線圈中來回走動，電能隨之產生，令內裡的發光二極管發出強光，提供約五分鐘的光源。發光二極管的壽命可維持十萬小時，手電筒亦可充電上百萬次。

多功能手搖充電式電筒是經過改良的版本，設有兩個發光二極管以及反射鏡的組件，為用者提供百分百安全、可靠的光源。產品加入了補充電池設計，加強光度之餘，更可減低搖動次數及延長儲電時間。

多功能手搖充電式電筒研製目的主要是為應付緊急情況。當遇上停電或天然災難，它必定能大派用場，也是開船人士最可信賴及不可或缺的物品。對車主亦然，放在前座工具箱內可備不時之需。其防水、防震、全身防滑橡膠及輕巧的設計 (261毫米 x 45毫米 x 45毫米)，適用於各種環境及戶外活動。

設計師心聲

「我們很榮幸Daka Designs Limited能獲得這個獎項，表示我們的產品得到了認同和稱譽。我們特嘉的全體人員均致力將創新構思與我們不屈不撓的精神結合，力求將嶄新設計意念帶進生活。能夠獲得這獎項使我們感到欣喜和鼓舞。」

馬仕賢

「以簡單的法拉弟定律為基礎，
創意無限的多功能手搖充電式手電筒，必定能開創照明的
新標準。」



Dual Power Shake Light 多功能手搖充電式電筒



Fairwood Holdings Limited

Fairwood rebranding

'An energetic, vibrant, stylish and happy lifestyle lingering over the décor long after their meal is finished.'

In Chinese, Fairwood means Big Happiness. In 2003 the food and beverage industry in Hong Kong was depressed by the sluggish economy and high unemployment rate. This situation was made worse with the outbreak of SARS. During this period Fairwood Fast Food chain suffered from poor sales and market share decline.

Fairwood conducted 12 months of research to gauge consumers' perceptions of its brand. It was found that the brand equity of the original logo, the "happy face clown" has declined. In November of 2003 Fairwood launched a corporate-wide rebranding campaign targeting the high quality of Fairwood food and service as well as the cleanliness and comfort of the outlets. A new corporate logo and store concept were introduced.

Designer, Alan Chan, created the new logo, an orange "jumping man" which projects an energetic, stylish and happy lifestyle. It mimics the Chinese character "Big" for "Big Happiness" and created a strong brand identity for Fairwood. To gain maximum coverage and avoid confusion, all signage was changed overnight and coordinated with an aggressive public relations campaign.

The rebranding initiative also coincided with the opening of the trendy flagship store in Causeway Bay. The interior designers Steve Leung and Yasumichi Morita used vibrant orange to promote a modern and original character. Orange

vinyl was made to look like denim giving the outlet a unique, youthful and cheerful ambience. To enhance the updated store design, new uniforms and stylish utensils were introduced. As part of the rebranding, Fairwood also introduced a non-smoking policy in all outlets; it is the first Chinese fast food operator to do so.

Fairwood was also the first Chinese fast food chain in Hong Kong introducing fresh brewed coffee at its stores. The menu was also revamped with all time favourites such as: baked pork chop with rice and spaghetti bolognese upgraded and promoted as signature dishes named the "Ah Wood" line. Celebrity Chapman To was brought in as a spokesman for the brand. With the new Fairwood slogan "It's Time Fairwood", To's public appeal and witty, vibrant approach to life were considered ideal for the Fairwood image.

Fairwood has also adopted QSCI (Quality Services Cleanliness Index) to standardise the services provided by its staff.

Supported by a series of marketing and promotional activities, the re-branding campaign attracted enormous attention. The campaign successfully rejuvenated Fairwood, regaining public brand awareness. Fairwood is now a dynamic brand, bringing patrons better food in an improved environment.

“Redesigned from the ground up: the clown logo revamped to jumping man and with refurbished interior design of outlets, Fairwood is a good example of how cooperation between business and design can achieve commercial success and influence our daily life.”

A Few Words From The Designer

“The simple graphics demonstrate Fairwood’s spirit; one can live happily in simple ways. It represents the joy of life, liveliness, youth and energy.”

Alan Chan

“We are glad that a new standard for fast food eatery in a clean and modern environment with stylish ambience is recognized in the interior design for this new flagship store of Fairwood Café.”

The Company’s Perspective

Fairwood’s aim through the rebranding exercise was to re-build a loyal customer base and cultivate brand equity to become, within three years, the preferred fast food chain in Hong Kong and gain double-digit sales growth. The holistic design successfully strengthened Fairwood’s position in the competitive fast food industry and it is expected there will be an increase in the turnover and the profit.

About The Company

Fairwood Holdings Limited, Hong Kong

Fairwood is a household name in Hong Kong, established in 1972. The fast food chain offers a range of good-quality Chinese and western food at affordable prices in a modern, comfortable environment. The Group’s core business includes Fairwood Fast Food, concept restaurants and institutional catering services covering the school lunch box business. The menus are designed around breakfast, lunch, afternoon tea and dinner, and are changed frequently to reflect seasonal produce and introduce new dishes; currently, more than 200 dishes are offered.

About The Designers

Logo Design: Alan Chan, Creative Director and Peter Lo, Design Director

Alan Chan Design Company, Hong Kong

Shop Interior Design: Steve Leung, Director and Yasumichi Morita, Director

Leung & Morita Designers Ltd, Hong Kong

Alan Chan is one of the few Hong Kong-trained graphic designers who has achieved international recognition; he has won more than 500 local and international awards.

Steve Leung and Yasumichi Morita

The fusion of oriental and western cultures in contemporary graphic presentation is a dominant theme in Chan’s work.

Peter Lo joined Alan Chan design in 1990 with over 14 years’ design experience, Lo has been involved in diversified projects, ranging from visual identity and branding programs, to packaging design and interior design.

Steve Leung was born in Hong Kong. He is an internationally recognized architect and interior designer. Leung established his own company in 1988 and restructured it to form Steve Leung Designers Ltd. Leung is famous for his dedication to minimalist style and focuses on people as the key concern in his design.

Yasumichi Morita was born in Osaka, Japan in 1967. Morita set up Morita Yasumichi Design Office in 1996 and in 2000 restructured it into Glamorous Co Ltd. In 2001, he set up Y Morita Design (HK) Ltd in Hong Kong.

About The Designers’ Companies

Alan Chan Design Company was established in 1980. The company has a varied portfolio ranging from corporate and brand identity design to packaging, product and interior design and was the only one Asian design company selected as one of the Graphis Ten Best design firms in the world.

Leung & Morita Designers Ltd, a partnership formed by Steve Leung and Yasumichi Morita in 2003, aims to combine the best of Chinese and Japanese elements in interior design. The company has been concentrating on interior design work throughout Asia with an ultimate plan for global expansion.

Steve Leung (top)
梁志天 (上)

Yasumichi Morita (bottom)
深田恭通 (下)

Alan Chan
陳幼堅



「商業機構把業務與設計配合，可取得商業成功，同時亦對我們的生活帶來正面影響；而大快活便是好例子。大快活商標由小丑轉換成跳躍者，再加上全線大快活餐廳重新裝修，從上至下作出裡外改革，給予大家煥然一新的形象。」

大快活集團有限公司 變身・大快活

「設計充份表現出時尚格調、活力和生活品味，別出心思的裝潢讓客人在品嚐美食後仍願意逗留在餐廳內休息及欣賞室內的設計。」

顧名思義，大快活便是非常開心的意思。可是在二零零三年，香港飲食業陷於大低潮，除了經歷通縮及失業率持續高企的困擾，還受到非典型肺炎疫情爆發的影響，大快活的業績受到嚴重打擊。

其後大快活進行了為期十二個月的市場調查，探討消費者對其品牌的看法。調查發現，原有的「笑面小丑」品牌形象已經褪色。集團遂於二零零三年十一月推出全新品牌形象及市場策略，集中表現優質食品、高質素服務，以及清潔舒適的餐廳環境。全新的商標及店面設計概念正式面世。

設計師陳幼堅創作的全新商標，採用了橙色的跳躍者，意喻時尚活力的開心生活風格。商標以大快活的「大」字為本，兼具「大快活」的意思，有助強化大快活的品牌形象。為達至最佳的宣傳效果以及避免混淆視聽，所有標誌於一夜間全線更換，並配合全面及有效的公關宣傳計劃。

是次品牌革新策略非常配合銅鑼灣旗艦店開幕。負責室內設計的兩位室內設計師梁志天及深田恭通以鮮豔奪目的橙色引發出時尚的原創意念，為店內增添了獨特、充滿青春活力的快樂氣息。此外，大快活的員工更穿上全新制服投入服務，餐廳更使用時款餐具，進一步提升整體的形象。革新計劃更包括將全線大快活快餐店列為無煙食肆，成為中式快餐業界的創新先鋒。

餐廳的菜式也來個大變身，將最受歡迎的菜式如焗豬扒飯及肉醬意粉重新包裝，成為「阿活」系列的招牌菜式。宣傳方面邀請了杜汶澤為品牌代言人。他百變詼諧的形象深受大眾歡迎，配合全新的廣告口號「係時候大快活」，對是宣傳大快活形象的最佳法門。

此外，大快活更榮獲QSCI(優質清潔服務指數)的肯定，確保全線僱員為大眾提供高水平的優質服務。

是次品牌革新策略在一連串的市場推廣活動帶動下，成功引起大眾對大快活的注意，使大快活改頭換面，重拾大眾對品牌的信心。大快活現已成為充滿活力的品牌，讓顧客於更舒適的用膳環境下享受更優質的食品及服務。

設計師心聲

「商標的設計靈感源自大快活的『大』字。跳躍者的設計令商標更人性化，活現眼前，突顯大快活的字面意思——『快樂』。其簡單的構圖表達了大快活的精神——人可以簡單地活得開心。這個商標代表生命的喜悅、多姿多采、年青朝氣和活力。」

陳幼堅

「我很高興大快活旗艦店的全新時尚裝潢得到業界的認同，成為現今快餐店室內設計的新標準。梁志天、深田恭通設計師有限公司的成立，標誌著中日合作的成果。」

梁志天、深田恭通



G.O.D. Ltd

Hong Kong Street Print Tote Bag

'Discordant but novel combinations with people carrying their culture in their hands and in their hearts.'



Inspired by familiar everyday scenes such as old metal mailboxes from tenements in Tokwawan, traditional market and fish stalls in Mongkok, old factory buildings in Cheung Sha Wan, horse racing in Happy Valley, classified advertisements in Chinese newspapers, and facades of the tightly-packed buildings in Yaumatei, the Hong Kong Street Print series of Tote Bags from G.O.D. take seemingly common scenes and apply them in a way that makes them extraordinary. Putting these images to use when designing apparel and accessories creates a unique, discordant and yet appealing combination.

These street scenes are part of our culture, they show the Hong Kong of old. The tote bags remind people of the value of places and things they may often overlook and in some cases even throw away. The resulting intrigue born out of unfamiliarity symbolises Hong Kong's characteristic harmony-in-conflict; this displacement of tradition constitutes modern design with an Asian character. The target customers for the tote bags are those who want their own modern personal style but are unashamedly proud of the Hong Kong culture. The humorous approach and the intricacy in detail provide customers with a fun design.

Hong Kong is a unique fusion of Eastern and Western cultures where the old and the new live side by side. This unique situation shows the adaptability and pragmatism of Hong Kong's people. In order for G.O.D. to bring the nostalgia of the Hong Kong street scenes to customers, the designer, Douglas Young, has endowed the tote bag series with the G.O.D. branding: fashion conscious, relaxed and casual, with a sense of humour. So today, when people see the series they immediately know it is a G.O.D product.

The prints are placed on un-dyed natural cotton. They fade with repeated use and gradually develop an attractive vintage look - the older the bag, the better it looks, so there is no need to throw it away. The production process is environmentally friendly - the printing process is a new photographic transfer method that does not produce wasteful, polluting by-products.

“By visualising our street scenes and using a sense of humour with a photographic print, the series of Hong Kong Street Print Tote Bag help people treasure our unique culture.”

A Few Words From The Designer

“I believe that the best designers can make the ordinary become extraordinary.”

Douglas Chi Chiu Young

The Company's Perspective

The design is a reaction against today's mass-produced, soulless products. By being distinctive and having a sense of humour, the tote bag series have become G.O.D.'s signature products, increasing our brand value and brand awareness. The prints have been applied to a wide range of products (furniture, clothes, aprons, slippers, etc). By pricing them in an affordable range, the designs have generated impressive sales results.

About The Company

G.O.D. Ltd, Hong Kong

Founded in 1996 by Douglas Young and Benjamin Lau, G.O.D. sells contemporary furniture, homewares and lifestyle accessories. G.O.D., "Goods of Desire", encapsulates the desire to improve life; the Chinese version 住好啲 is phonetic Cantonese slang, "to live better". Using characters to spell out the brand's spirit is itself a proclamation: to establish its self-identity and to affirm the uniqueness of Hong Kong's culture. G.O.D. is more than just a furniture store, it is a lifestyle store and the company's mission is to define a new Asian identity. The core range of merchandise is self-branded and designed by a multi-disciplinary design team. G.O.D. operates three stores in Hong Kong, and distributes products globally.

About The Designer

**Douglas Chi Chiu Young, Founder & CEO
G.O.D. Ltd, Hong Kong**

Born in Hong Kong in 1965, Douglas Young was trained as an Architect at Sheffield University, UK and the Architectural Association, London. Young worked in Hong Kong on projects ranging from residential to retail interiors before founding G.O.D. together with partner Benjamin Lau in 1996. Young is responsible for all G.O.D. visuals, from product design and shop interiors to graphics. As well as participating in Hong Kong related cultural activities, he is a Director of the Fringe Club, a member of Project Hong Kong, and has been on the advisory committee of the Hong Kong Polytechnic University School of Design.

Douglas Chi Chiu Young
楊志超



「香港街頭剪影、
輕鬆幽默的攝影照片，應用
在手提袋之上，喚起我們珍惜獨
特的香港文化。」

住好啲有限公司 香港「街頭剪影」手提袋

衝突中見和諧 — 手握文化、心繫文化

這些都是熟悉的日常生活物事—土瓜灣舊式樓宇的殘舊鐵皮郵箱、旺角舊式蔬菜活魚攤檔、長沙灣舊式工廠大廈、跑馬地賽馬盛況、中文報紙的分類廣告、油麻地的密集建築；「住好啲」的香港「街頭剪影」手提袋系列便由這些常見的物事中迸發出來，顯得非比尋常。設計師把該等景物影像應用到服飾和傢具上，營造出獨特、不和諧但饒有趣味的作品。

這些街頭剪影是我們文化的一部份，展示香港的今昔。當人們往往把其身處地方的景致和物事拋諸腦後，這手提袋會提醒人們有關事物的價值。通過這種傳統錯置的做法，製造出陌生的趣味，也隱喻了香港在衝突中也有和諧的特點。該等產品深受講求個人風格而又死心塌地崇尚香港文化的顧客歡迎。手提袋以輕鬆幽默手法，呈現仔細複雜圖案，帶給顧客新鮮有趣的體驗。

香港是中西文化匯聚，而又能新舊兼容的地方；同時，香港人亦擁有極強的適應力和折衷主義生活模式。設計師楊志超為G.O.D.品牌開創該嶄新產品系列，把這份昔日香港街頭情懷帶給顧客，亦貫徹「住好啲」一貫的品牌形像—時尚觸覺、輕鬆休閒及富有情趣。當顧客看到這系列時，總會聯想到是「住好啲」的產品。

那些街頭略影是印在未經漂染的天然棉布上，會隨著日積月累的使用而產生飽經歲月的獨特外觀。袋子用得越舊越好看，不要丟棄；產品的製造過程亦絕對符合環保原則。印製過程採用嶄新的相片轉移技術，不會產生任何廢物及污染物。

設計師心聲

「我相信最好的設計師能把平凡變得不平凡。」

楊志超





Hunan Baishayuan Cultural
Development Co Ltd

Baishayuan Teahouse

'Originated from Baisha, Endless Taste. Baishayuan – a place to cultivate the soul.'

In the region of Mount Huilong, Baisha Well, Tianxin Mansion and Yunlu Palace, Baishayuan Teahouse is blessed by the natural beauty and heritage of the land and the legendary water of the Baisha Well. It is well known that tea drinking is an integral part of Chinese society. With a history dating back to the Ming Dynasty, the Baisha is renowned as the "fountain of life" for Changsha residents.

Baishayuan Teahouse is situated directly in front of the Baisha Park where the Baisha well is located. The 855-square metre premises is a Suzhou style heritage building which was originally part of the public park. While the building structure and exterior have been preserved in keeping with the cultural heritage of the city, the interior of the building has undergone constructional change achieving a new contemporary look.

The teahouse offers a reception and retail area, an open gallery and a two-storey dining space. To become the tea lounge, the open gallery was enclosed with full height windows of transparent red and clear glass. By enclosing the gallery in glass the views across the courtyard are retained and the space can be used all-year-round. The two-storey building consists of a VIP lounge on the upper floor and a spacious room on the ground floor with clear views across the central courtyard, where live performances take place during Chinese festivals. Fishponds and lit bamboo groves are introduced as focal elements in the courtyard.

The simple and restrained coloured palette of dark-wood pieces, together with the Chinese red, black and white crisp interior perfectly meld with the Suzhou garden and landscaping elements.

Baishayuan Teahouse capitalizes on the pure water from Baisha Well, offering a wide range of high-quality Chinese, western and herbal teas, as well as coffee, Chinese "dim sum" and western snacks. While sipping a cup of tea, patrons can appreciate the ingeniousness of the surrounding art, admire the precious artifacts and savour the delicacies of Hunan in a calm and tranquil setting designed for them to relax and enjoy.

The visual identity and the logo "Qi" of Baishayuan fully capture the essence of the Teahouse. Baishayuan Teahouse is a local attraction. The design successfully blends the traditional Chinese architecture of the existing building with a contemporary yet luxurious interior designed to appeal to high-profile customers such as government officials, artists, designers, cultural workers and tea lovers.

“While maintaining the Chinese Suzhou characters and spatial value, the designers intelligently transformed Baishayuan Teahouse into a contemporary and tranquil dining place for tea lovers.”

A Few Words From The Designers

“It was a great opportunity to be part of this collaboration between dwpCL3, Alan Chan Design Co and the owner. With all successful designs, the amount of trust and freedom the owner bestows on the designers cannot be underestimated. We are glad that the design turned out true to our presentation. The union of an interior design firm and a graphic design firm allows us to look at aspects of the design from all angles. Most importantly, it is great to create design that is truly 21st Century Chinese.”

Alan Chan and William Lim

The Company's Perspective

Fresh tea originates from pure water, and Baishayuan Teahouse is perhaps just what the Baishayuan well has been longing for. The designers gave birth to the Teahouse, maintaining its Suzhou-style while offering a contemporary and comfortable dining atmosphere, where tea lovers can share the “Fountain of Life” - Baishayuan Well.

About The Company

Hunan Baishayuan Cultural Development Co Ltd, China

Hunan Baishayuan Cultural Development Co Ltd, a Chinese developer, is the owner of the Baishayuan Teahouse in Changsha following a government privatisation scheme. Baishayuan advocates the development of cultural values and cultivated tastes. The Teahouse is a relaxed dining venue offering a wide variety of high-quality Chinese, western and herbal teas, as well as coffee, Chinese “dim sum” and western snacks.

About The Designers

Alan Chan, Creative Director

Alan Chan Design Company, Hong Kong

Alan Chan is one of the few Hong Kong-trained graphic designers who has achieved international recognition. He has won more than 500 local and international awards. The fusion of oriental and western cultures in contemporary graphic presentation is a dominant theme in Chan's work.

William Lim, Managing Director

dwpCL3 Architects Ltd, Hong Kong

William Lim is a graduate of Cornell University in the USA. After graduation, he worked in Boston for five years before returning to Hong Kong in 1987. Lim worked for a Hong Kong developer for six years before assuming the position of Managing Director at dwpCL3 Architects Ltd in 1993. Lim oversees all architecture and interior design projects and has a hands-on approach to his work.

About The Designers' Company

Alan Chan Design Company, Hong Kong

Established in 1980, Alan Chan Design Company has built up a portfolio of a wide variety of works, ranging from corporate and brand identity design to packaging, product and interior design and was the only one Asian design company selected as one of the Graphis Ten Best design firms in the world.

dwpCL3 Architects Ltd, Hong Kong

Established in 1993, dwpCL3 Architects Ltd has grown from a small Hong Kong studio to an award-winning design firm with liaison offices in Beijing, Shanghai and Bangkok. The company provides professional services in architecture, interior design, sourcing, and project management to the hospitality, corporate and retail markets throughout Asia Pacific region.

Alan Chan and William Lim (from left)
陳幼堅、林偉而 (由左起)



「承襲中國蘇州固有特色和對空間價值的追求，設計師巧妙地把白沙源茶館設計成一個既現代化及寧謐的用餐環境，為愛好品茗人士提供一個好去處。」

湖南白沙源文化發展有限責任公司 白沙源茶館

「源於白沙·品味無限。白沙源—孕育心靈的世外桃園」

東倚迴龍山、南接白沙古井、北朝天心閣、西望雲麓宮，白沙源茶館處處被自然美景以及深邃歷史文化所簇擁；白沙古井的泉水更是聞名遐邇。白沙泉水的歷史可追溯至明朝，亦向來被長沙人視為「生命之泉」。

白沙源茶館位處白沙古井所在地—白沙公園的前門附近。茶館原本屬於公園的一部份，佔地855平方米，採用傳統蘇州風格建築。茶館周邊的建築仍保留著原有的城鄉風貌，而茶館的室內設計則經過重建，展現時尚的氣派。

茶館設有接待處、商店、展覽廳以及兩層用餐地方。展覽廳以紅色及透明落地玻璃間格，除可保留室外園林怡人的景觀外，室內空間亦可得到充分利用。該樓高兩層的茶館，上層劃分為貴賓專區，下層則為寬闊的大廳，可供節日表演之用，園林花園的迷人景致亦盡收眼簾。映照竹林的魚池則是花園的焦點所在。茶館以紅、黑及白色為基調，綴以樸實簡潔的胡桃木製品，與園林影色相互融合。

白沙源茶館標榜白沙古井的清澈、純淨水源，並提供中西名茶、植物藥茶；甚至紅茶、咖啡，以及多款中西美點。顧客可一邊茗茶，一邊感受周圍的藝術靈氣；一邊欣賞瑰寶，一邊品嚐湖湘佳餚美食，充分體驗恬靜怡人的情趣。

白沙源的視覺形象以及「氣」字的商標充份演繹了茶館的氣派和神髓。設計亦吸引了當地人的注意。設計師細緻地將現代高雅的室內設計融入中國傳統建築之中，令政府官員、藝術家、設計師、文化人及愛好茶藝人士，紛紛成為席上客。

設計師心聲

「我有幸參與這項由思聯建築設計有限公司、陳幼堅設計公司以及業主共同合作的項目。這次計劃的成功，業主給予我們的信賴及創作空間實在功不可沒；我亦喜見我們的設計如我們所想表達的完全實現。這項結合室內設計及平面設計的計劃擴闊了彼此間的設計領域，讓設計更趨全面。這計劃更顯重要的是，它充分表現了二十一世紀中國人的生活態度。」

陳幼堅、林偉而





SOHO China Ltd

Suitcase House

'More than just a suitcase – A plane of sensual leisure and pleasure. Intimacy, privacy, spontaneity and flexibility.'

Twelve architects from the Asia region were invited to create houses for the experimental development project Commune by the Great Wall located in the Nangou valley of China's Great Wall; the Suitcase House is one of its projects.

The Suitcase House, as the name suggests, looks like a giant shoebox and is situated at the entrance of the Commune, above the sloping terrain. With dimensions of 44m x 5m, the Suitcase House at first glance, looks like a world of emptiness. Although the dwelling has no furnishings or partitions it is in fact, a fully equipped home. All the main functional elements of daily life are hidden under the deep horizontal section of the main floor. Pneumatic trapdoors conceal a series of sunken chambers: bedrooms, bathrooms, kitchen and storage, as well as a series of chambers for specific uses such as: meditation (with glazed floor looking down the valley below), music, library, study, lounge, and a fully-equipped sauna.

The contrast between the specific sunken chambers and the non-specific space above it is the core interest of the building. Opening the trapdoors creates a secondary space and this middle stratum is a place for habitation, activity and flow. By effortlessly re-arranging the door panels, the

house transforms itself from an open space to a sequence of chambers according to the nature of the activities, number of inhabitants, and personal preferences. The playful design turns the traditional concept of a home on its head, providing endless permutations for living. It not only fully utilizes limited space, but also provides potential for flexibility and spontaneity.

The outer skin of the Suitcase House is constructed of full height double-glazed folding doors while the inner layer is a series of screens forming a matrix of openings. There are multiple entrances; each gives the house a different spatial organization.

In order to maximize views of the Great Wall and take advantage of the continental temperate climate solar exposure, the house has been constructed with a north-south aspect. A pull down metal ladder connects the living area of the middle stratum with the roof space. A scenic view of the Great Wall can be seen from all major spaces within the house, including the unobstructed roof terrace, accessible from the pull-down staircase.

“Breaking the mundane rituals of every day life, arousing public interest and rethinking the use of limited space with maximum flexibility, Suitcase House combines architecture with interior design and revisits the issue of space utilization in a simple way.”

A Few Words From The Designer

“Limitless variation can only emerge from simplicity. I planned for the Suitcase House to be more than a residence. Its character is not limited to space for living and working, it is a transformative environment. From the most complex partitioning, to the most minimal space, it is defined by how people use it. Its life is bound up in perpetual resonance and interaction with people whose lifestyles are constantly changing.”

Gary Chang

The Company's Perspective

The Commune by the Great Wall is a bold and experimental real-estate project placing contemporary Asian architecture and interior design at the centre of the global stage. It is a collection of luxury hotels, holiday homes and an architectural museum designed to appeal to Beijing entrepreneurs. The hotel is a hit with multinational corporations, including Louis Vuitton, Hennessy, Audi and Mont Blanc. Since opening in October 2002, it has received over 200,000 international visitors. The Suitcase House is one of the most popular houses for hotel guests, architects, students, and tourists to visit. Staying in the Suitcase House is absolutely fascinating.

About The Company

SOHO China Ltd, China

Pan Shiyi and Zhang Xin co-founded Beijing Redstone Industries, the predecessor of SOHO China, in 1995. As a real estate developer, SOHO China's goal is to create innovative, fashionable lifestyles for people who appreciate the finer things in life. SOHO conducts operations through majority-owned project subsidiaries; each managing a single real estate project. SOHO China has developed and is developing several large-scale projects, including: SOHO New Town, Commune by the Great Wall, Jianwai SOHO in Beijing, and Boao Canal Village on Hainan Island. By tracking trends in the real estate market with its international management team, SOHO China has succeeded in winning critical acclaim from its diverse clientele.

About the Designer

**Gary Chang, Managing Director
EDGE Design Institute Ltd, Hong Kong**

Born in Hong Kong in 1962, Chang graduated from the Department of Architecture, the University of Hong Kong in 1987 and founded EDGE in 1994. Chang was among the first group of Hong Kong representatives invited to participate in the international Biennial Exhibition of Architecture, Venice (in 2000 and 2002). He has won many awards for his design locally and internationally, including The Hong Kong Institute of Architect President's Prize (1996), and The Dedalo-Minosse International Prize (2002) and is amongst the several Asia architects included in the Taschen Book 40 Architects Under 40. Chang also lectures locally and overseas.

About The Designer's Company

EDGE Design Institute Ltd, Hong Kong

EDGE Design Institute was established in 1994. Chang's major works included the Suitcase House in Beijing, the Kung Fu Tea & Coffee Set for leading lifestyle accessories design brand Alessi, a "Workstation" for Ogilvy & Mather Asia Pacific, The Broadway Cinematheque in Hong Kong, recalibration of The Hong Kong Arts Centre, the Mega-iAdvantage Data Centre Building.

An "edge" is not as rigid as it seems, it can be very flexible: starting another beginning or going through another process to get to an end. The firm bases this principle to any architectural or interior project and it is a matter of recognizing relations and context.

Gary Chang, Andrew Holt,
Howard Chang, Popeye Tsang,
Yee Lee (from left)
張智強, Andrew Holt, 張海活,
曾銘漢, 李漪 (由左起)



「箱宅徹底打破日常生活的規限；它既引人注目，又讓人反思有限空間可發揮無窮靈活性的可能。它匯聚建築與室內設計的精髓，把『簡單空間運用』重新定義。」

SOHO中國有限公司

「箱宅」

「它不只是個大箱，而是讓人可翱翔於感官消閒和滿足享受兩者的空間，具親密、私隱、自行順應變化和靈活等特點。」

十二位來自亞洲的建築師應邀為一項名為「長城腳下的公社」的實驗性發展計劃建造房屋。他們在鄰近長城的水關山谷，各自以嶄新概念建構一所房子，而箱宅便是其中一間。

位於公社入口的箱宅，顧名思義，外型儼如貨櫃，背靠陡峭的山坡。箱宅的面積約44米 x 5米，表面空蕩蕩，沒有傢俬和間格，但其實內裡五臟俱全。客廳、飯廳、書房、臥室、廚房、貯物室、洗手間、桑拿室以及多用途房全部收藏在活動木地板之下，利用氣壓臂控制的地板可以隨意揭開或蓋上，隨意創造生活環境。

木地板上面和下面的空間可謂大相逕庭，亦是這所房子一個有趣焦點。木板揭開後即可創造出另一個空間，提供了適合寓居和生活的環境。木地板揭開後更可充當間隔，使用者可因應居住人數、個人喜好和活動性質而設定空間佈局。這項帶著遊戲性質的設計，扭轉了一般住宅固定間隔的概念，不單善用了有限的空間，更提供變化靈活的生活體驗。

箱宅的外層是一道道雙面玻璃折疊門，內層是一系列窗簾布組成的矩陣豁口，賦予其開揚的景觀。房子的設計是「多入口式」，為使用者帶來不同的空間組織。

為提供最寬廣的長城景觀以及善用該處充足的陽光，箱宅選擇了座北向南的位置。房子更設有一條伸縮鋼梯連接天台陽台，壯麗的長城景色一覽無遺，而屋內差不多每個位置皆可眺望長城景觀。

設計師心聲

「無窮變化皆由最簡單的東西演變出來。在我的構思中，箱宅的概念遠遠超過單純提供居住功能。箱宅並沒有固定的生活或工作空間，而是一個可以自由轉變間格的空間環境。從最複雜的間隔，到最小的空間，都是由居住者來決定。這房子的生命受到人們恆常的共鳴與生活風尚時刻轉變的人們互動的影響。」

張智強





Hong Kong Design Centre 香港設計中心

Hong Kong Design Centre (HKDC) is an independent non-profit organization founded in September 2002 with support from the Government of the Hong Kong SAR and the Hong Kong Jockey Club, with the objective of encouraging and promoting design excellence and the vision to establish Hong Kong as a design hub in the international arena.

HKDC has four founding members, namely:

- Hong Kong Designers Association
- Interior Design Association Hong Kong
- Hong Kong Fashion Designers Association
- Chartered Society of Designers, Hong Kong

HKDC works with the Government, industry, business partners, educational institutions and associations to promote design as a strategic, value-adding component in business and to increase awareness in a wider audience of the ways in which design can contribute to our quality of life. HKDC is the first organization in Hong Kong dedicated to encourage, inspire, support and facilitate the best use of design which by so doing will contribute to the sustainable competitiveness, economic prosperity and overall well-being of Hong Kong.

HKDC actively organizes events which promote the use of good designs in business. The annual flagship event, Business of Design Week: Lifestyle Asia is a leading international design gathering featuring a conference, exhibitions, seminars and prestigious design awards events. In addition throughout the year a wide range of networking, educational, research, promotional and publication activities take place which provides a strong platform for Hong Kong designers to flourish and where ideas, knowledge and information can be shared throughout the design community both locally and internationally. HKDC also maintains strong links and open channels of communication with international design organizations and this contributes to the promotion and brand image of Hong Kong as a world class city.

If you are interested to learn more about HKDC, please visit our web site: www.hkdesigncentre.org.

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香港設計中心為獨立非牟利機構,在香港特區政府和香港賽馬會的支持下於二零零二年九月成立,其宗旨是鼓勵及推動本土設計精益求精,令香港成為國際設計之都。

香港設計中心的四個創會成員包括:

- 香港設計師協會
- 香港室內設計協會
- 香港時裝設計師協會
- 英國特許設計師協會(香港)

香港設計中心與政府、業內人士、業務夥伴、教育機構及其它團體緊密合作,共同推動設計成為商業策略及為產品增值的重要元素,並提升公眾對優秀設計的認知以助改善生活質素。

香港設計中心是本港首個將所有資源開放於推廣設計營商的團體,旨在鼓勵、啟發、支持和促進香港的設計,並發揮其優點,藉此保持香港的競爭力,對經濟繁榮和整體福祉作出貢獻。

香港設計中心積極舉辦以設計營商為目標的活動,特別是每年一度的旗艦活動「設計營商周:亞洲風尚」—涵蓋不同性質的項目,包括大型國際研討會、設計營商博覽會和多項設計大獎。藉著年內教育、研究、推廣和出版活動,為香港及國際的設計團體提供能表達和交換意見的平台,從而令本土設計有更蓬勃的發展。此外,香港設計中心更會向國際設計組織發佈資訊,並且保持開放的溝通渠道,讓香港能緊貼世界潮流。

如有興趣進一步認識香港設計中心,請瀏覽網址:www.hkdesigncentre.org


Hong Kong Design Centre
香港設計中心

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