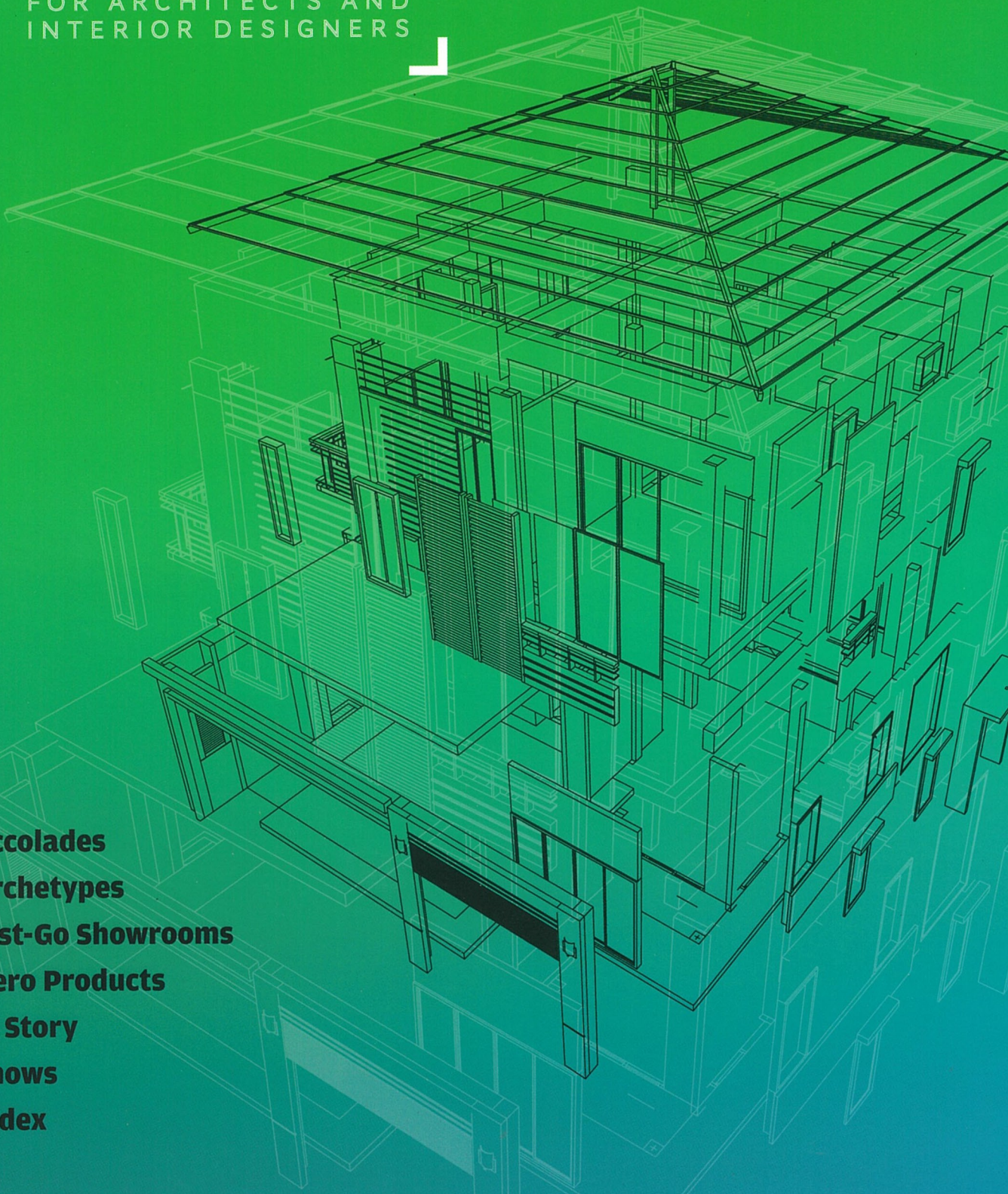


2019 | EDITION 2

The SOURCE

FOR ARCHITECTS AND
INTERIOR DESIGNERS

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Ajax Law,
Director



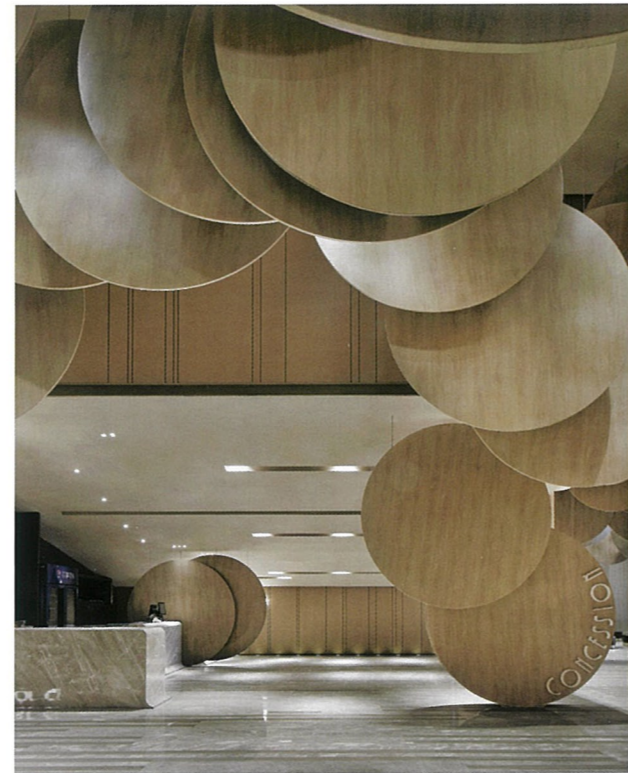
Virginia Lung,
Director

Our design philosophy

Our design approach is anchored by themes that inform the design direction of a space. We are very much into theme-driven projects that deliver an interesting back-story, which is supported by our cutting-edge design and daring vision. Architecture and design shouldn't just be beautiful or elegant, but also practical and inspirational. Our mission when working on so many projects that share the same functional and technological requirements is to create a distinct visual language for each.

Why awards are important

Since our establishment in 2004, we have taken part in various competitions and are grateful to have won 585 international awards, averaging 70-90 awards each year. These authoritative awards, which are selected from thousands of worldwide designs, are a form of meaningful recognition. They show that we are heading in the right direction, and inspire us to create more groundbreaking designs in the future. We believe that creativity is limitless and we will continue to 'wow' the world with our originality.



Project name: Wuhan Wushang Mall Cinema 9F
Location: Wuhan, China

Client: Hubei Xiang Sheng & Insun Entertainment

- Awards:**
- 2018/2019 Singapore Design Excellence Awards – Best Public Design, Gold
 - 2018 Spark Design Awards (USA) – Space, Gold
 - 2018 Red Dot Award: Communication Design 2018 – Red Dot: Best of the Best for Outstanding Design Quality
 - 2018 JCD Design Award 2018 – Gold
 - 2018 iF Communication Design Award (Germany) – Interior Design Category, Winner
 - 2018 Iconic Awards (Germany) – Interior, Best of Best
 - 2018 Golden Pin Design Award – Recreational and Entertainment Space, Spatial Design, Winner
 - 2018 DFA Design for Asia Awards, Bronze
 - 2018 CODA awards (USA) – Hospitality, Top 100
 - 2018 APIDA – Finalist in the Entertainment category, Gold Award
 - 2018 A&D Trophy Awards (HK) – Interior Design, Certificate of Excellence
 - 2018 A&D Trophy Awards (China) – Interior Design, Certificate of Excellence
 - 2018-19 Asia Pacific Property Awards (UK) – Leisure Interior, Winner

- 2018 World Interior News Awards – Leisure or Entertainment Venues, Finalist
- 2017-18 A' Design Award & Competition (Italy) – Spatial Design Category, Platinum A Design Award
- 2017 IIDA 8th Annual Global Excellence Awards (USA) – Entertainment, Best of Category, Winner

Project leaders: Ajax Law, Virginia Lung
Completed: 2017

In the past, films were stored in canisters as reels and, at the cinema, screened by running these reels through projectors. The designers drew inspiration from the rotation of the reels, capturing and portraying the theme in an impactful and modernistic movie-viewing environment. The film reels are portrayed as huge round discs measuring 2.8 meters in diameter, which are linked carefully to form an enormous and powerful ceiling feature in the lobby. The wood pattern and the lighting together create a sense of movement and suspension, resembling film reels frozen mid-rotation.

- Project:** Wuhan Panlong Plaza Yinxing Cinema
Location: Wuhan, China
Client: Hubei Xiang Sheng & Insun Entertainment
- Awards:**
- 2018/2019 Singapore Design Excellence Awards – Best Public Design, Silver
 - 2019 The 46th Annual IIDA Interior Design Competition – one of six winners
 - 2019 Frame Awards (Netherlands) – Entertainment Venue of the Year, Jury's Choice Winner
 - 2019 The 40th Annual Interiors Awards (US) – Entertainment, Winner
 - 2018 Spark Design Awards (USA) – Space, Platinum
 - 2018 Best of Year Awards (USA) – USA Interior Design Magazine – Entertainment Category, Winner
 - 2018 APIDA – Finalist in the Leisure & Entertainment Space Category, Winner

Project leaders: Ajax Law, Virginia Lung
Completed: 2018

Thinking out of the box, the designers imagined the space as a cubic volume and applied a subtraction concept to shape the space. This both emphasised the form of the architecture, while also combining the elements of architecture and interior design. The space was conceived as a volume from which numerous projections were subtracted, resulting in an irregular and tilted space, achieved by the use of digital drawings and 3D models. Grey formed the primary colour palette, from the concrete of walls and floors to the furnishings within the theatres.

