

BEST

10

21st ASIA-PACIFIC
INTERIOR DESIGN AWARDS



BASHEER
GRAPHIC BOOKS

APIDA

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**21ST APIDA
GOLD MEDAL**





LEISURE & ENTERTAINMENT SPACE GOLD MEDAL

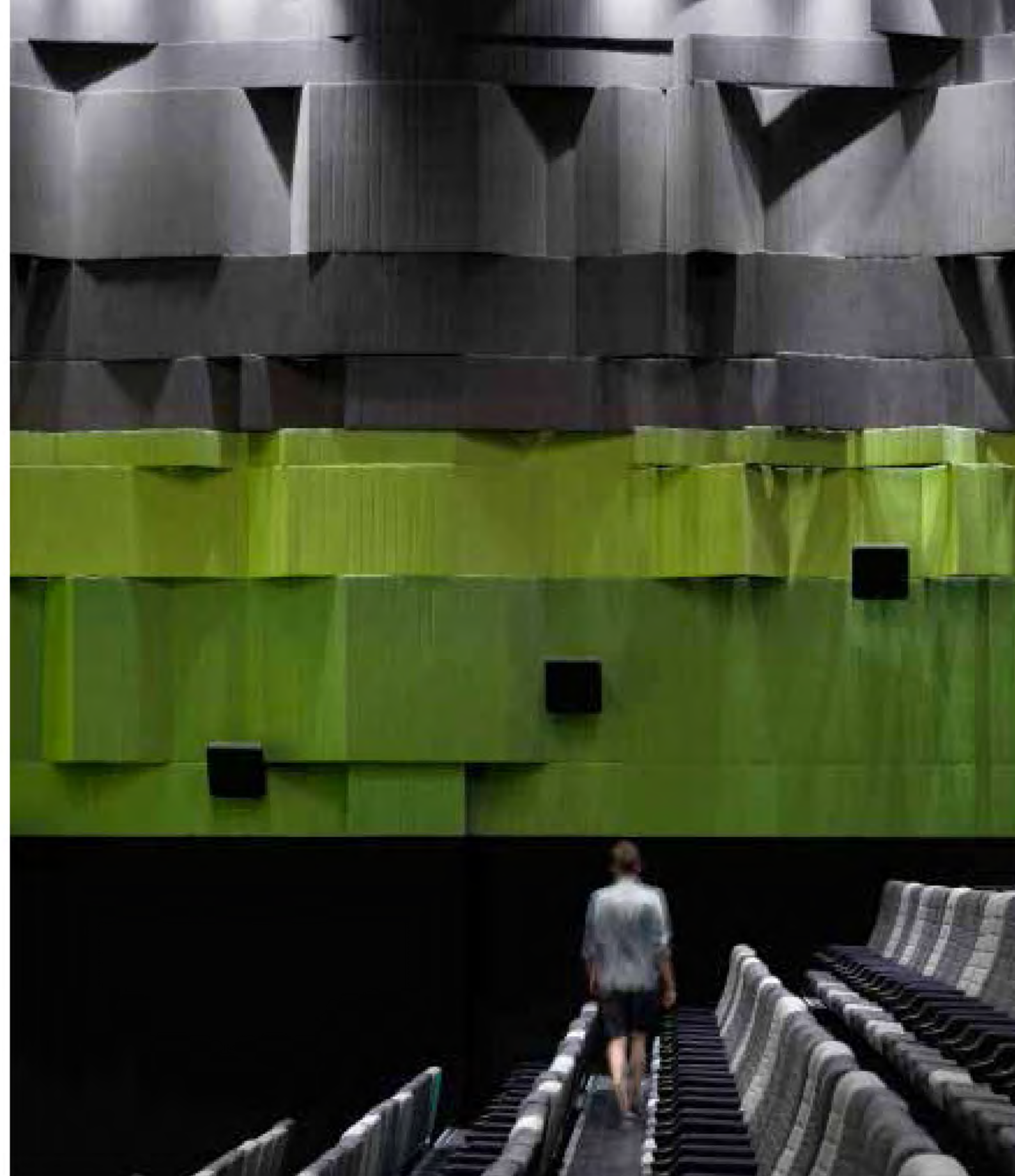


NANCHANG INSUN INTERNATIONAL CINEMA



Design Team / Virginia Lung, Ajax Law
Location / China
Area / 7,285 m²
Client / Hubei Insun Cinema Film Co., Ltd.

Design Agency / One Plus Partnership Ltd.



The cinema, located in a book city, has inspired the designers to combine the two elements into their design. Books are normally being published with white background and black fonts, whereas films, acting the opposite way, having images printed on black frames instead. The cinema uses this special correlation between books and films, by mix and matching their respective colors — white and black. First, you'd see pages of books flipping along the

wall. There're stacks of "paper" standing on the floor. When looking from afar, you will can't help but think they are real paper! In fact, they are the ticketing office made up of corian. Passing through the lobby into the hallway, the background switched from white to a striking black. Words of different fonts and colors scatter randomly against the black surface, forming famous dialogues extracted from classical movies. ■



21ST APIDA

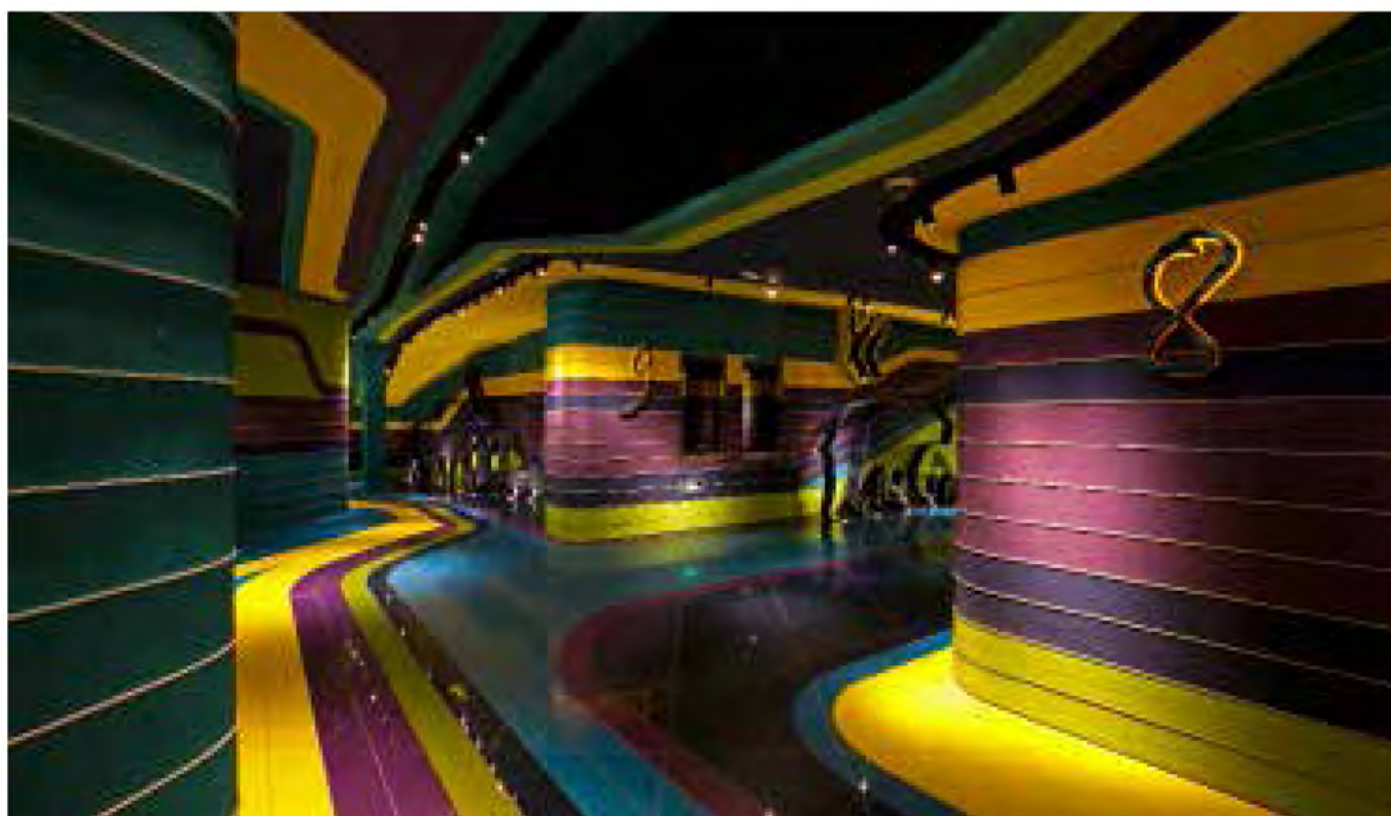
LEISURE & ENTERTAINMENT SPACE



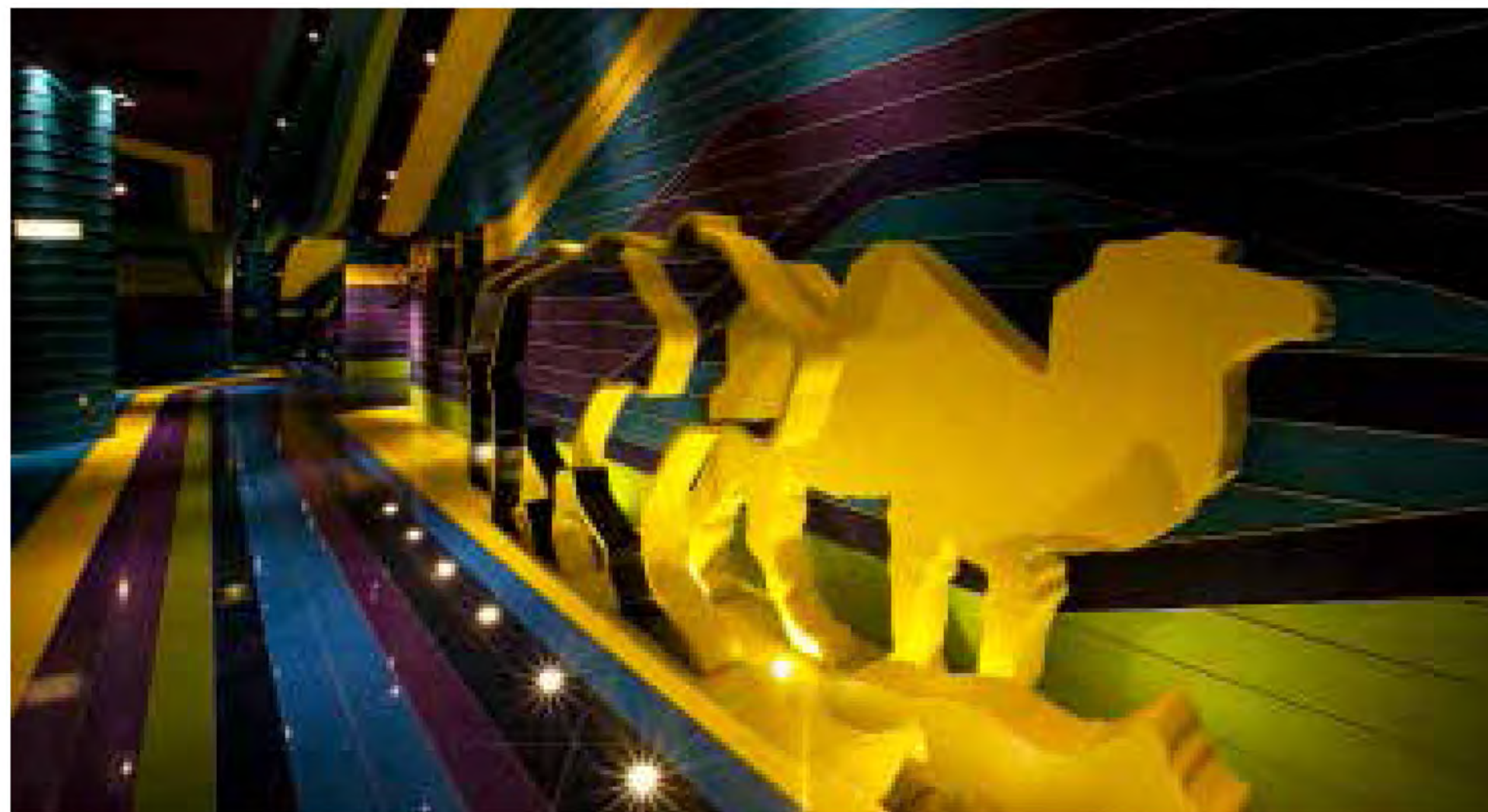
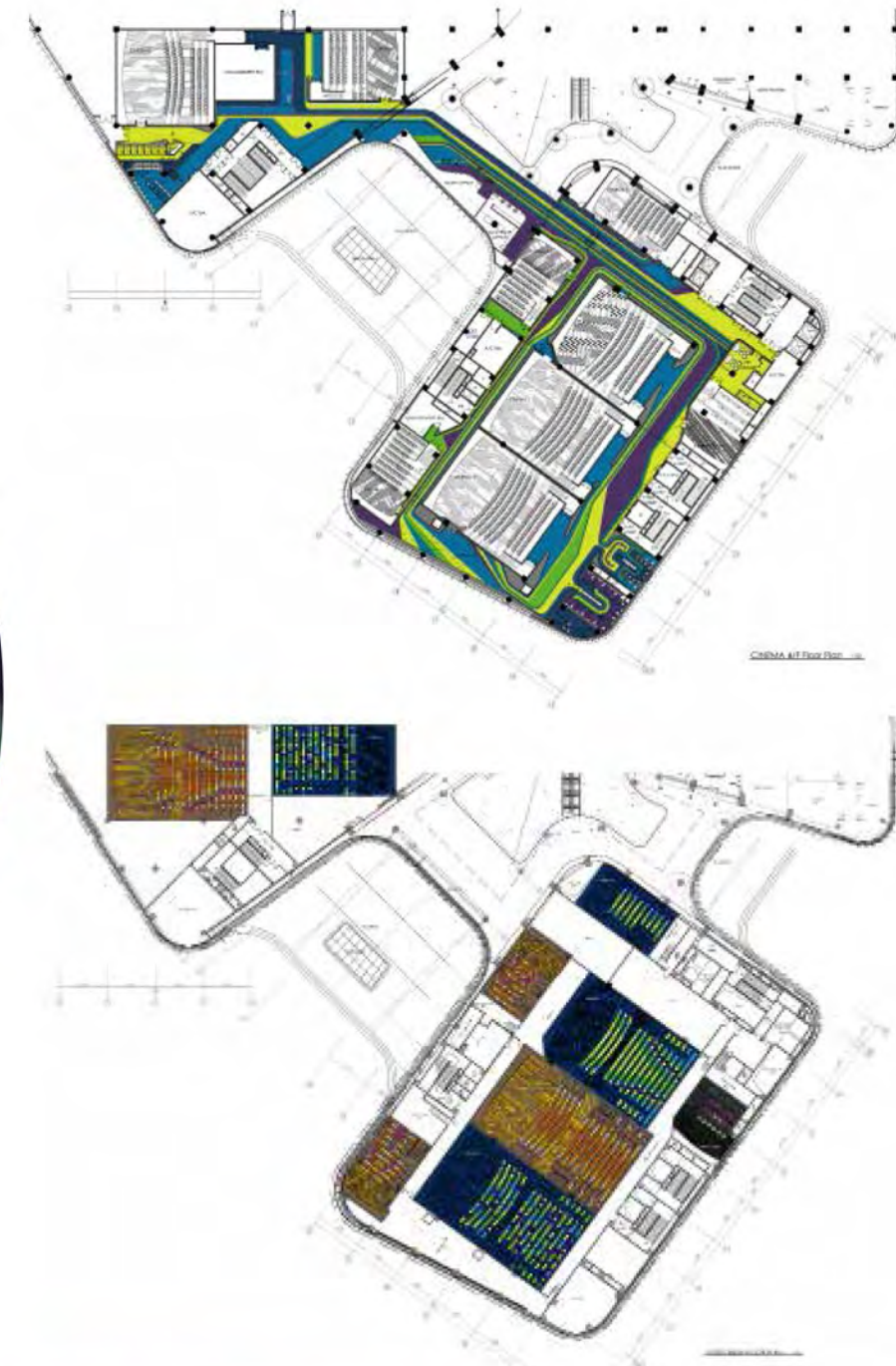
TIANJIN INSUN LOTTE CINEMA

Design Agency / One Plus Partnership Ltd.

Design Team / Virginia Lung, Ajax Law
Location / China
Area / 4,500 m²
Client / Hubei Insun Cinema Film Co., Ltd. and Korea Lotte Cinema



The cinema is a China and South Korea collaboration, which inspires the design concept of an "animal athlete meet" to resemble the friendship among two countries. Cinemagoers are greeted in the lobby with a backdrop of 3-dimensional lines, or "tracks", in startlingly colourful aquamarine, blue, lime green, yellow and purple. Ticket desks are fronted by large cut-outs of wild animals — from an ostrich, rhino and elephant to a bear, sheep and dinosaur. The flamboyant theme continues down the corridor leading to theatres, giving visitors the impression they are racing down the colourful "tracks" against more cut-out creatures running down the walls. Corridor seating is against the backs of foxes and baboons. ●







21ST APIDA

**INSTALLATION &
EXHIBITION SPACE**



Design Team / Virginia Lung, Ajax Law
Location / China
Area / 1,215 m²
Client / Shanghai Forte Land Co., Ltd.

CHONGQING FLOWER & CITY SALES OFFICE

Design Agency / One Plus Partnership Ltd.

With the name "Flower and City", designers selected the "flower" and "kaleidoscope" as their main design elements. The designers simulate the effect of looking through a kaleidoscope by the use of irregular wall edges and different colors of ball decorations. Polygonal, angular, artificial, are how people would describe a kaleidoscope. Throughout the whole sales office, all the walls and ceilings are neatly finished with polygonal and triangular forms in white. Designers deliberately "shaped" the walls to uneven irregular triangles to depict abstract presentation of kaleidoscope. Spheres which are hanging on the wall are covered with seven different colors to symbolize the colourful flowers greeting kaleidoscope, scattered and disorderly, with the magic twist of the kaleidoscope. Designers use the spheres as an abstract method to illustrate how "flower" would look like under the influence of the kaleidoscope, highlighting the flower in its most basic structural elements. •

