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[DESIGN CITY]

SINGAPORE'S
CREATIVE CLIMAX



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Ten minutes with...

AJAX LAW

CO-FOUNDER OF ONE PLUS PARTNERSHIP,
AN AWARD-WINNING DESIGN FIRM IN
HONG KONG.



Best thing about my job:

It is surprising and unanticipated since different clients have different requirements. There is a sense of satisfaction and achievement when we turn our new ideas into reality.

My proudest moment:

We were honoured to receive the equivalent of an Oscar in the design industry; the prestigious Andrew Martin Award for Designer of the Year 2012.

Most challenging project:

The standards and expectations from clients are getting higher and higher and we ourselves also continuously strive to improve. We try to make sure each project is better than the previous one. So for us, each "next project" is the most challenging.

Current design obsession:

We are obsessed with 'form' as it can make interior design more three-dimensional. Our Pixel Box cinema project in Wuhan evolved from the idea that films are composed of images formed by tiny pixels, so 'pixel' became the theme of the design. The entrance of the cinema is decorated with multiple square-shaped strips protruding from the wall, featuring the name of the cinema. Square blocks of different heights became tables, seats, cashier counters and serving counters.

Design trend I am bored of:

I am bored of the traditional Hong Kong style of design, like using mirrors as wall finishings and cream-coloured wooden flooring. They are too stereotypical and generic.

Design philosophy:

Using a particular theme for each project is our leading design philosophy.

Alternative career:

I cannot think of another career I would enjoy!

My own home is:

As a home should be, the most peaceful place for rest, and it is mainly designed with comfort in mind.

Easiest way to update a room:

Rearrange the furniture.

Why One Plus is different:

We strive for continuous change that brings improvement and new energy, instead of stability. [1]

