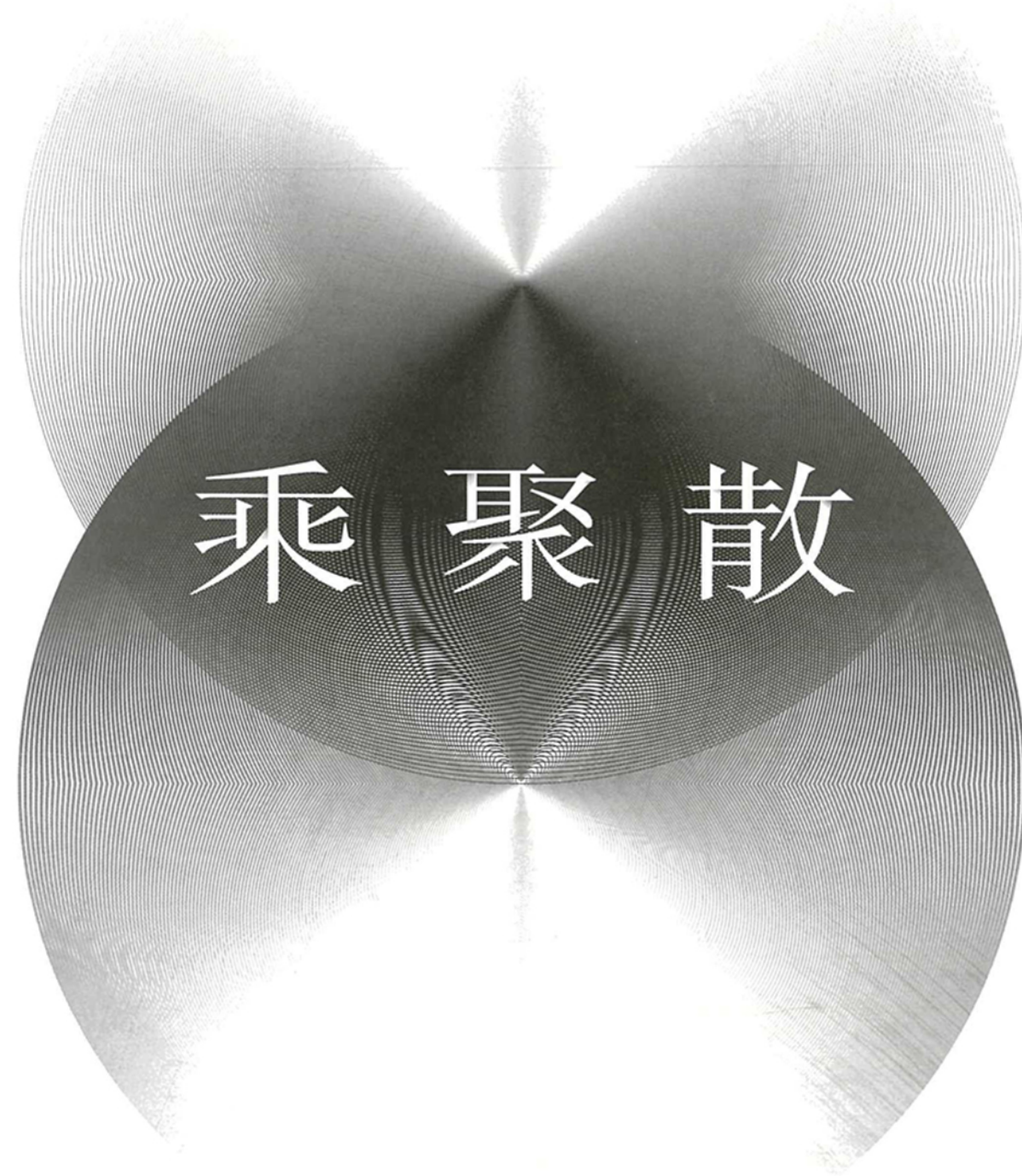


Transversity



周大福珠宝集团 - 周六福形点店 CHOW TAI FOOK JEWELLERY GROUP - CTF YOHO MALL SHOP

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人们用礼盒精心包装珠宝，以此为礼物庆祝人生中重要时刻。设计师以“礼盒”为主题，创造“周六福”门店最大革新，店铺内可以看到散落在四周的“礼盒”形象，我们用粉红色包装整个空间，打造活泼和轻松的购物环境。礼盒的陈列方式，也同样改变了传统店铺柜台的销售模式，颠覆品牌的创造力且被广泛收录在欧美杂志上。

People usually use gift boxes to carefully wrap jewelry and give them out to celebrate important occasions. The designers thus adopted the concept of "gift box" in the interior design of Chow Tai Fook's brand-new series of shops. The "gift box" appears in various forms all over the shop. The whole space is pink, which creates a lively and relaxing shopping environment. The way in which they display the gift boxes has also changed the traditional sales method of normal interactions at the counters between salespersons and customers. This groundbreaking sales interaction has also been frequently featured on American and European magazines.



粉盒 Translocation



湖北长江电影集团 - 长沙银兴万影汇国际
HUBEI CHANGJIANG FILM GROUP -
CHANGSHA INSUN INTERNATIONAL
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电影是视觉、听觉的盛宴，这影城主题采用传统扩音器弧形喇叭口的概念，打破常规方式，采用大面积的曲面表现空间和功能，运用建筑手法去分割室内空间。曲面的柜台沿著大厅到通道方向收紧，并配以弧形 LED 大屏。柱子从天花延伸至地面所设计的弧形座椅，配合整体灰白的空间一气呵成。点缀橙色的线条让人能够明显察觉空间中曲面的走向。

Watching movies is an utmost visual and acoustic treat. This design was inspired by the traditional cone-shaped megaphones. It has traversed the boundary by using huge areas of curvy surface to express the space and function. The interior space has been divided through architectural technique. The curved surface of the counter tightens along the entrance lobby towards the hallway. The huge LED screen is also in a resonating curved shape. Some columns extend from the ceiling to the floor and form curved seating, which echoes the entire grey and white space. The striking orange lines easily draw the audience's attention towards the curved surface within the space.



世纪新天影院 - 龙华区壹方天地新天影城
CINE SKY CINEMA -
LONGHUA UNIWORLD CINE SKY CINEMA

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电影创作从构思开始，各行业都有自己不同的创作原点，设计的原点是电脑上绘出一横一竖，于是我们将设计主题回归到电脑中虚拟的界面上，用“横”和“竖”来构造一个电影场景般虚拟的世界。影院大堂中穿插得垂直和水平线条，丰富了大堂空间的变化，同时勾勒出一个“虚无”的视觉效果。我们用这种方式，连接了银幕内外、虚拟和现实。

Creating a movie starts with generating ideas. Every industry has its own starting point for creation - the starting point for design would be the horizontal and vertical lines drafted by computers. The designers would like to bring the design theme of this cinema back to the virtual computer world. They use 'horizontal' and 'vertical' lines to create a virtual world similar to a cinema scene. The vertical and horizontal lines appear throughout the entrance lobby, which does not only enrich the interchanging lobby space, but also emphasises a 'virtual' visual effect. They use this method to connect the worlds before and behind the screen, and also the virtual and the real.



行程 Itinerary DAY 5 10.11.2019

参与
第六届成都创意设计周—
设计周活动
Attended the
Activities of the 6th
Chengdu Creativity
and Design Week

参与
第六届成都创意设计周—
「成都创意设计产业
展览会」香港主题
活动论坛
Attended the
6th Chengdu Creativity
and Design Week –
"Chengdu Creativity
and Design
Industry Exhibition"
Hong Kong Forum



第六届成都创意设计周
「成都创意设计产业展览会」
香港主题活动论坛
The 6th Chengdu Creativity &
Design Week 2019
Hong Kong Thematic Forum

10.11.2019
世纪城新国际会展中心
3号馆路演区
Century City New
International Exhibition &
Convention Centre, Chengdu
Hall 3, Roadshow Area

香港创意设计业界访问团在成都与在地人才交流、分享，是为了在「聚」时共通共汇、「散」开后却又可以带著各自的经验再去发展新事物。「成都创意设计产业展览会」中的香港主题活动论坛，也是希望藉由香港设计专才的经验，回馈成都这座城市香港多年来的文创故事，让两座城市互相补足，这亦是双城合作、优势互补，带动各自长处之意。

The Delegation of Hong Kong Creative & Design Industry had exchange and sharing activities with the local talents of Chengdu, for ideas to converge, for experience to develop new designs. The "Chengdu Creativity and Design Industry Exhibition" Hong Kong Forum was held in the hope of contributing Hong Kong professional designers' experience and stories in the creative industry to the city of Chengdu, each complementing the other with its advantages in a collaborative relationship.

论坛讲者及主题
Forum Speakers and Topics

「二元桥—前海深港设计创意产业园」

刘君璧女士
Ms. Grace Lau
二元桥总经理
General Manager, Zetta Bridge

「品牌成功7R法」

吴秋全先生
Mr. Charles Ng
香港品牌协会创会主席、MCL品牌策划设计顾问
有限公司创办人兼执行总裁及创作总监
Chairman, Hong Kong Brands Association Founder &
Chief Brand Consultant, Maxi Communications Ltd

「先进动态图像与创意生活…
香港软实力的活化体验」

冯子昌先生
Mr. Percy Fung
国际先进动态影像协会创办人、天极电影制作集团总监
Director, Advanced Motion Imaging Association &
Film Magic Limited

「亚太文化创意产业的发展及大奖推广活动」

吴卓颖先生
Mr. Albert Ng
亚太文化创意产业总会理事、亚太文化创意产业总会
理事兼弘毅创意有限公司(风狂集团)联合创始人
Committee, Asia Pacific Creativity Industries Association
Co-founder, Cherubim Creative Crew Ltd. (Crazy Group)

「生活的灵感 设计的灵魂」

高少康先生
Mr. Hong Ko
新刘高设计合伙人及中国区总经理
Partner & General Manager (China), KL&K Design

「壹正企划个案分享」

罗灵杰先生及龙慧祺女士
Mr. Ajax Law & Ms. Virginia Lung
壹正企划有限公司设计总监及创办人
Design Director and Founder, One Plus Partnership Ltd

「从沙到砾：
Mr Hammers 的新式水泥设计」

徐启轩先生
Mr. Stefan Chui
Mr. Hammers 创办人
Founder, Mr. Hammers