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Style for the Here and Now 留住那個當下

It's all about finding an identity and working with what's around you for Else Design

執著於每件作品的獨特性 | Text : Doris Winchester | Photo : Else Design |

Hong Kong-based Else Design heads into its fifth year of providing architecture, planning and interiors solutions for an increasingly pan-Asian clientele. Square Foot talks with Edgar Chan, director of design and operations, about staying local.

Profile

You studied design here overseas. How is that influencing the studio and your work?

My educational background has influenced my work in different aspects. Besides studying in Australia for architecture and environmental design, I received my design diploma from Hong Kong Polytechnic. These backgrounds have cultivated my design ideas for different cultural aspects and concerns.

於 2008年在香港成立的艾索設計(Else Design)，主要從事建築與室內設計的工作，項目遍佈中國及東南亞。今期 Square Foot 訪問了該公司的營運及設計總監陳創森。

簡介

你曾於海外留學，這對你的設計工作有影響嗎？

我的教育背景確實對設計工作有多方面的影響。除了在澳洲修讀建築及環境設計，我也曾在香港理工大學修讀設計。因此我的設計充滿了不同的文化色彩和主題。



Philosophy

You do a lot of work in China and other part of Southeast Asia. How difficult or easy is it to work in those spots, and what lessons could Hong Kong take from that?

The design industry is blooming in China and Southeast Asia. Clients in these regions are more open to new design ideas and are more willing to try them. In China, particularly for interiors, peoples are searching for the so-called "Chinese identity," which they seem to have lost in the last two decades. Most Chinese clients are asking for Contemporary Chinese in their projects nowadays, ranging from private homes to show flats and clubhouses. In Hong Kong, we need a design identity — our "Hong Kong" style.

Past Projects

What was your favourite project to work on in 2012 and why?

We have just finished designing two show flats for a villa project in Guangzhou, and its construction starts after Chinese New Year. We were asked to design the villas in Modern Chinese and Modern Shanghai styles. We started the project with research on the characteristics of the "styles" and the outcomes are fruitful and playful — particularly for the Modern Shanghai style. We merged simplified traditional elements with vivid colours, and the result is both playful and strong with Shanghai-ness. We all like it!

設計理念

你所負責的項目遍佈中國及東南亞地區。在這些地方工作困難嗎？那些地方值得香港學習？

中國及東南亞的設計行業正蓬勃發展，這些地區客戶的態度都較開放，往往勇於嘗試新的設計理念。中國的設計行業，特別是室內設計，人們正尋找似乎已失去近二十年的「中國個性」。今日很多中國客戶都要求在他們的項目中，無論是私人住宅、展銷示範單位及會所，加入當代中國的元素。在香港，我們也需要有自己的個性，展現出「香港風格」。

項目作品

2012年的設計項目中，你最滿意哪個作品？為甚麼？

我們剛剛完成了兩個示範單位的設計，單位屬於廣州一個別墅項目，有關工程將於農曆新年後動工。客戶要求我們的設計能展現出當代中國及現代上海風格。於是我們就這些特點進行資料搜集，找到不少創作靈感，特別是現代上海風格。最後我們行鮮明的色彩把簡單的傳統元素結合起來，甚具玩味，點亮「上海」的個性，公司團隊對設計亦相當滿意。



Trends

Like food, people are starting to focus on the local ingredients and materials, regional trends and location-specific design. Obviously some clients won't want that but when possible do you work like that and what have you noticed as an emerging theme lately?

Clients have different tastes and different characters, and we like and have to work with local ingredients, cultures and ways of life, as these will tell the full story of the project — what and where, and who owns it. These ingredients will always play the main role in any design exercise, no matter when and where. It's just a question of how.

Wish List

What would you like to see Else accomplish this year?

As ever, the company will keep focusing on possibilities and choices on the design spectrum, aiming to provide our clients and our professional minds with satisfactory designs. 📍



潮流趨勢

人們開始關注本地元素及材料、地區潮流和指定地方的設計，然而並非每位客戶都喜歡這種設計，你會在甚麼時候把這些元素滲入設計之中？最近新興的設計主題又是甚麼？

客戶有不同的個性，亦有不同的品味。我們傾向將本地元素、文化特色和生活方式融為一體，設計成獨一無二的作品。這些元素能夠反映出作品的多個層面，如設計目的、地點或人物等。無論任何時候，這些元素都是設計的軸心，關鍵在於怎樣運用它們。

發展大計

今年你們公司有甚麼發展計劃？

艾索會秉承不斷創新的精神，以專業知識及革新思維，設計出讓客戶稱心滿意的作品。 📍

info

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