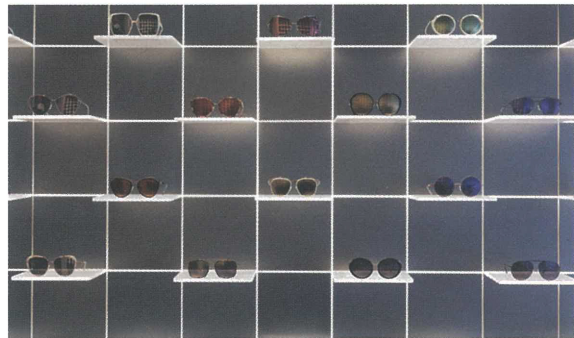


# DESIGN ANTHOLOGY AWARDS



2019



## KHROMIS STORE, HONG KONG A WORK OF SUBSTANCE

Hong Kong- and Europe-based design studio A Work of Substance was tasked with an interesting, if minimal, brief: name, brand and design the store for a new Chinese eyewear company competing with high-end European brands. The creative freedom within the brief was welcomed by the designers, who aimed to create a space that would highlight the key product attributes of affordability, high-end style and, of course, glass.

The team created a concept based on the study of micro and macro light, aiming to build a journey that explored the perspectives and dimensions of sight affected by light. The concept drove both the branding and the physical space, with a strong focus on bringing in as much light to the space as possible; taking advantage of the well-lit corner location, the team chose materials such as stainless steel and glass for their ability to transport and diffuse light, and emphasised white as a colour choice.

In addition, mirrors throughout the interior create reflections and perspectives, manipulating light to best showcase the products. A touch of warmth is provided by reclaimed wood and an intimate corner coffee bar, creating a comfortable atmosphere and emphasising a multi-sensory experience.



## ORIGIN GRILL, SINGAPORE A WORK OF SUBSTANCE

The brief for this restaurant in Shangri-La's oldest property was to create a destination with its own distinct brand that would draw guests in from lunch all the way to late-night drinks. As a starting point, the client provided design studio A Work of Substance a picture of a train station; the concept of travel was to play a key role.

The studio focused on multiple aspects: translating the kitchen craft into the space, and constructing atmospheres that would enhance a variety of social interactions and reflect the history of the hotel and its links with travel. The team considered the fluid layouts of train stations, with one space transitioning to the next, emphasising the time spent on a journey rather than focusing on the destination. The brand identity and elements such as the bar's kinetic sculpture symbolise time and process, also echoing the process of food production and ageing.

The bar area is layered with alcoves that create visual interest and intimate spaces, while each piece of furniture, from the kinetic sculpture to the train station-style wooden bench and dining chairs inspired by the classic director's chair, was designed to capture the romance of a journey. Materiality was also a key aspect. Custom parquet flooring in the lounge creates a sense of familiarity and craft, while the back of the bar is fluted glass, allowing diners to see the distorted shapes and colours of the bottles on the other side. Venetian plaster, teak and brass also feature, reflecting the history and grandeur of the Shangri-La brand.