

SUBSTANCE
SHOWCASE

WE ARE DELIGHTED TO SHARE THE ESTABLISHMENT OF OUR **NEWEST OFFICE PRESENCE IN DUBAI**, MARKING AN EXCITING MILESTONE FOR OUR CREATIVE PRACTICE AS WE CONTINUE TO **EXPAND OUR GLOBAL REACH** AND DEEPEN OUR ROOTS IN THE MIDDLE EAST. IT IS WITH GREAT EXCITEMENT AND HONOUR THAT WE EMBRACE THE OPPORTUNITY TO CONTINUE ELEVATING OUR ENGAGEMENT IN THE DESIGN DISCOURSE OF A REGION AS **AMBITIOUS AND TRANSFORMATIVE** AS THIS.

IN GANGNAM, KOREA, WE FIND NEW MEANING IN THE RETAIL EXPERIENCE FOR **SHINSEGAE** THROUGH THE CONCEPT OF HOME. IN HONG KONG, WE EXPLORE THE RICHNESS AND DELICACY OF HOKKIEN CUISINE THROUGH OUR IDENTITY FOR **MING PAVILLION, ISLAND SHANGRI-LA**. MEANWHILE, IN A PRIVATE FAMILY OFFICE, WE EXAMINE THE **BALANCE** BETWEEN BUSINESS, FAMILY, AND INDIVIDUALS AS A FOUNDATION FOR **BETTER COMMUNICATION, LIVING, WORKING, AND CREATIVITY**.

*House of Shinsegae*

SHINSEGAE STANDS AT THE FOREFRONT OF LIFESTYLE CREATION, SUGGESTING A NEW VISION FOR THE RETAIL INDUSTRY THAT **REIMAGINES THE TRADITIONAL NOTION OF BRICK-AND-MORTAR SHOPPING**. FOUNDED ON A MERGING OPPORTUNITY OF A NEW REALM OF THE CONSUMER EXPERIENCE, OUR INTERIOR DESIGN FOR THE **GANGNAM FLAGSHIP** CENTRES AROUND THE CONCEPT OF **HOME** - A SPACE THAT COMFORTS AND INVITES ONE TO LINGER, INDULGING FASCINATION AND INSPIRATION TO REVISIT. THE PHYSICALITY OF A HOME IS AT THE CORE OF THE SPACE—**INTIMATE, LAYERED, AND SOFT**. SPANNING ALMOST 8000 SQM, INDIVIDUAL MEMORIES ARE BUILT AROUND PERSONAL EXPERIENCES THROUGH A FOOD HALL, WINEHALL, AND LIVING MEZZANINE. WHILE STYLING A DEPARTMENT STORE WITH A RESIDENTIAL EXPERIENCE IS RARE GLOBALLY, IT WILL **REMAIN A MEANINGFUL RESULT**.

[Explore more](#)

*Reimagining Tradition at
Ming Pavilion,
Island Shangri-La*

BREATHING LIFE ANEW INTO HOKKIEN'S CULINARY HERITAGE, A NEW CHAPTER THAT CELEBRATES THE **COMFORT AND FAMILIARITY** OF THE CUISINE WHILE EMBRACING ITS JOURNEY OF WISDOM AND TRADITION UNFOLDS AT THE URBAN SANCTUARY OF **HONG KONG'S ISLAND SHANGRI-LA**. WEAVING IN TEA CULTURE'S VIBRANCY, 茗 (MÍNG) MEANING DELICATE, YOUNG TEA LEAVES, AND 悅 (YUÈ), A SENSE OF DELIGHT AND CONTENTMENT, INVITES GUESTS TO **GATHER AND RELISH** IN THE SHEER DELIGHT OF SHARING QUALITY TIME WITH CHERISHED COMPANIONS.

[Explore more](#)

*A Collective of Legacy at
a Private Family Office*

WE UNFOLD THE **WORKPLACE AND URBAN LANDSCAPE** ON A SOCIAL AND SPATIAL LEVEL THROUGH OUR INTERIOR AND IDENTITY DESIGN WORK FOR A PRIVATE FAMILY OFFICE. ADOPTING A HOLISTIC APPROACH, WE CREATED A SPACE THAT TRANSCENDS THE TYPICAL CONVENTIONS OF AN OFFICE ENVIRONMENT, IMBUING IT WITH THE **WARMTH AND COMFORT** OF A PRIVATE RESIDENCE. HERE, WE CONSIDER THE **INTERCONNECTEDNESS** OF THE WAY WE WORK, LIVE, AND **ACHIEVE PERSONAL WELL-BEING**, THROUGH A SPACE THAT IS **AS FUNCTIONAL AS IT IS INVITING**.



Photography by Juan Basso

We're Hiring!

WE ARE CURRENTLY LOOKING FOR HONG KONG BASED **GRAPHIC DESIGNERS / INTERIOR DESIGNERS / PRODUCTION MANAGER / HR MANAGER / INTERIOR DESIGN PROJECT MANAGER** AS WELL AS **INTERNS** ACROSS DEPARTMENTS TO BECOME A PART OF OUR GROWING TEAM!

KINDLY NOTE THAT WE ACCEPT PORTFOLIOS AS **PDF ONLY** TO CAREERS@SUBSTANCE.HK

Substance Spotlight:

EXTRACTING THE INGREDIENTS FOR INTERPRETATION, WE DIG DEEP INTO THE PHYSICAL, HISTORICAL, SPIRITUAL AND CONTEMPORARY CONTEXT OF THE MATERIALS THAT FIRE OUR IMAGINATIONS.

What we're watching:

[SHŌGUN](#)



A RE-IMAGINATION OF **JAMES CLAVELL'S EPIC NOVEL**, THE SHŌGUN SERIES FOLLOWS THE NARRATIVE OF JOHN BLACKTHORNE, AN ENGLISH NAVIGATOR IN FEUDAL JAPAN THRUST INTO THE HEART OF A **FOREIGN AND ENIGMATIC** CULTURE. IT IS AN EXPLORATION INTO THE CLASH OF CIVILIZATIONS AND POLITICAL INTRIGUE OF **17TH CENTURY JAPAN**.

What we're listening to:

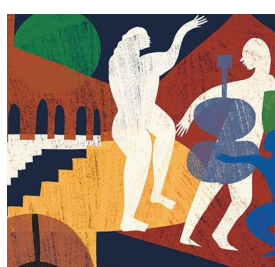
[THE POWER OF TIME OFF](#)



DESIGNER STEFAN SAGMEISTER CLOSES HIS NEW YORK STUDIO **EVERY SEVEN YEARS** TO TAKE A YEARLONG SABBATICAL. CHALLENGING THE CONVENTIONAL WORK ETHIC, HE DEMONSTRATES THE PROFOUND VALUE THAT **TAKING INTENTIONAL TIME OFF** HAS ON CULTIVATING A **DEEPER WELL OF CREATIVITY** AND INNOVATION.

What we're reading:

[HUMANISE: A MAKER'S GUIDE TO BUILDING OUR WORLD](#)



THOMAS HEATHERWICK CONFRONTS THE NECESSITY FOR RESTORING THE DESIGN OF OUR URBAN LANDSCAPES WITH **HUMAN EMOTION**, URGING A PARADIGM SHIFT TOWARDS ARCHITECTURE THAT **PRIORITISES THE WELL-BEING OF INDIVIDUALS AND COMMUNITIES**. FUSING INSIGHT FROM NEUROSCIENCE AND COGNITIVE PSYCHOLOGY, "HUMANISE" SERVES AS A **CALL TO ACTION** TO RE-EMBED OUR CITIES WITH THE ESSENCE OF HUMAN CONNECTION.

What we're dancing to:

[SOUNDS OF SUBSTANCE: PLAYLIST](#)



SMOOTH GROOVES. AMBIENT TEXTURES. **SLOW EVENINGS**.

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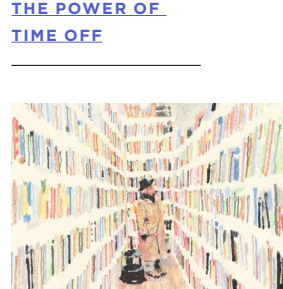
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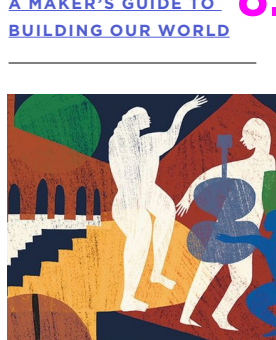
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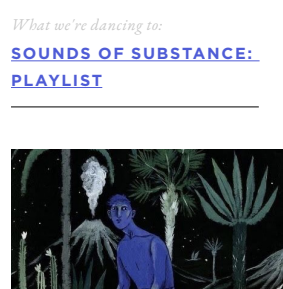
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