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用設計訴說故事 The Storyteller

Chinese text by Fish Ng | Translated by Jason Tang



CE LA VI Hong Kong

AB Concept 是享譽國際的知名設計公司，設計作品遍佈全球，但 Ed Ng 及 Terence Ngan 沒有特定的設計風格，只專注於每一個參與的項目，而且將每個項目背後的不同文化及背景，融合並演繹出只屬於每件作品的故事。Renowned design company AB Concept have earned an international reputation for prestige over the years, but the co-founders Ed Ng and Terence Ngan refuse to confine their creativity despite their success, preferring to blend cultures and contexts into each project, telling their stories through each design.



印度康萊德酒店的香華廚房 || Conrad Pune

AB Concept 歷年來打造了不少奢華的室內設計，兩人透過空間訴說著不同的故事，然而他們認為真正的奢華並非是用金錢來堆砌，Ed Ng 直接以「舒適」來形容奢華：「人們住住在舒適的空間中就能感受到奢華。」因此在設計上需要考慮周詳，無論在空間、藝術或物料的搭配上務求令客戶感到舒適。

互相欣賞

他們分別專攻室內設計和建築，因欣賞對方的作品而互相認識。不同專業令他們產生互補互利的關係：Ed 指 Terence 雖然是修讀建築，但卻是個非常細心，小至門牌都會注意到的人；而自己雖然是室內設計為專業，但是由於過往在建築公司的工作經驗，也多以整體角度出發，因此能互相理解亦起了互補的作用。問到為何會選擇一起合作時，Ed 表示二人在相識後會常常討論彼此的作品，並會問到對方有關設計概念的問題，後來認為時機成熟便決定合作，可謂一拍即合。但最佳拍檔亦會遇到意見分歧的時候，而 Ed 認為分歧是代表進步：「設計最重要的是批判的部份，能接受別人的挑戰，設計才更完美。」分歧過後亦能迅速達成共識，再構思出更好的設計。

用空間說故事

AB Concept 選擇用不同的風格來闡述每一個獨特的空間和項目，藉著這種方法去演繹故事。Ed 指出好的「故事」首先需要考慮主題和次序，怎樣鋪排「故事」的進展，吸引觀眾；其次是項目的品牌定位，需要配合歷史元素和理念多方面塑造，最後是「故事」希望帶來怎樣的體驗，不同品牌的分別在於對體驗的追求有所不同。因此項目的設計就是將客戶的理念投射出來，具體地實現。這個過程中與客戶的溝通便變得相當重要，溝通的好開始可以說是成功的一半。即使每一個作品也在說著不同的「故事」，Ed 認為 AB Concept 的作

品有一共通點：它們都有著強烈的性格，有各自的特色，訴說著不同的文化特色。Ed 希望當地人也能在到訪項目時，對設計產生共鳴。若細心留意，會發現 AB Concept 會以酒店及餐飲項目為多，源於兩人喜歡分享體驗，隨著這幾年社交媒體的興起，人們也喜歡分享生活中大小事情，餐飲體驗也隨之與網上世界接軌。人們除了到餐廳享受美食外，用餐環境是吸引食客光顧的因素。因此 Ed 和 Terence 希望透過較公開的平台，能讓更多人欣賞到他們的設計，聽他們說說「故事」。

設計香港

當問到如何評價香港設計行業的發展時，Ed 是持正面樂觀的態度：「香港的室內設計師在世界各地的舞台正逐漸受到關注；以往有名的設計項目或許都是歐美設計師負責，而現在香港的設計師亦在世界各地進行不同項目，亦同樣受到關注。」

Ed 所提到的變化正悄悄地發生，不少本地設計師近年在世界各大舞台大放異彩。

展望未來，AB Concept 除了希望繼續做好目前的項目外，Ed 更提到自己從前也在分享當中得到了前輩們的啟發；現在他也希望能多回到母校，透過分享啟發年輕一代的設計師，將行業發展傳承下去。



AB Concept 由兩位創辦人顏學添 (Terence Ngan) 和伍仲匡 (Ed Ng) 掌舵。

Profile

伍仲匡 || Ed Ng

奧必概念的創辦人，畢業於香港理工大學，從事室內設計 25 年，參與國際知名酒店、頂級住宅、一流的餐飲及商用空間項目，亦是 APHDA (亞太地區酒店設計協會) 的副會長。|| Co-founder of AB Concept, Ed Ng has worked in interior design since graduating from Hong Kong Polytechnic University 25 years ago, during which time he has completed a host of impressive projects including several well-known hotels, leading hospitality venues and several commercial units. He is also the Vice Chairman of the Asia-Pacific Hotel Design Association.

顏學添 || Terence Ngan

奧必概念的創辦人，畢業於多倫多大學，2010 年著名雜誌 Hospitality Design 評選他為 Wave of the Future 大獎得主之一，是 AB Concept 的首席建築師。|| AB Concept co-founder Terence Ngan is a graduate of the University of Toronto, and since leaving, his illustrious career even earned him a Wave of the Future award from popular magazine Hospitality Design in 2010. He is also architect in chief at AB Concept.

Since they first established AB Concept in Hong Kong more than 20 years ago, internationally renowned design duo Ed Ng and Terence Ngan have built their practice into a luxury design powerhouse. Renowned for their sensual, multi-layered style, architectural use of space and meticulous detailing, the pair draw on a wide range of cultural influences to create exceptional interiors for some of the most beautiful hotels, restaurants clubs and private homes in the world. However, the team are keen to stress their own unique interpretation of the term luxury, which is clearly articulated in their designs through an unmistakable sense of comfort.

Mutual appreciation

Blessed with two complementary talents – Ng specialises in interior design while Ngan has expertise in architecture – the pair initially joined forces due to their mutual appreciation for aesthetics and form. However, their personalities and approach are equally as diverse as their skill sets, and while Ngan is meticulous and fastidious, noticing tiny flaws that would typically escape the human eye, Ng tends to view things from multiple angles, preferring to focus on the bigger picture at hand. Together, their individual approaches combine to create the yin and yang of design.

But how did this unique partnership come to life? Already acquaintances, the design duo often met to discuss the various projects they had completed, asking each other questions about how they had arrived at the final concept or overcome a particular challenge. Obviously, they occasionally disagreed, however according to Ng, "Criticism makes an important part of design, and perfect designs are possible only if one accepts other's criticism." As such, when the timing was right, they decided to work together, and so AB Concept was born.

Stories through space

According to the designers, each project presents a unique space, and as such the team at AB Concept adopts a different style for each in order to conjure up the perfect narrative-driven interior. However, Ng also believes that – just like good storytelling – it is also essential that good design first consider the overall setting and sequence of events, in addition to how the plot develops as you progress through the property. After this, it's important to properly articulate the brand positioning, past, present and future, in order to tell the story, introducing an experiential perspective that ensures people feel at home in the finished

development. In order to achieve this, the designers invest a significant amount of time discussing the project with their clients before coming up with the concept, which should perfectly project and realise their ideas and visions.

As a result of this especially philosophical approach, the studio has built a reputation in the luxury hospitality and residence, unique dining destinations and commercial sectors, working with leading hotel operators including Four Seasons Hotels and Resorts, Rosewood Hotels, Mandarin Oriental and W Hotels as well as select restaurateurs and prestigious residence from Hong Kong's iconic landmarks to the sought-after coastline of Cote d'Azur. Their projects have an enduring quality and demonstrate fluency between aesthetic vernaculars of east and west.

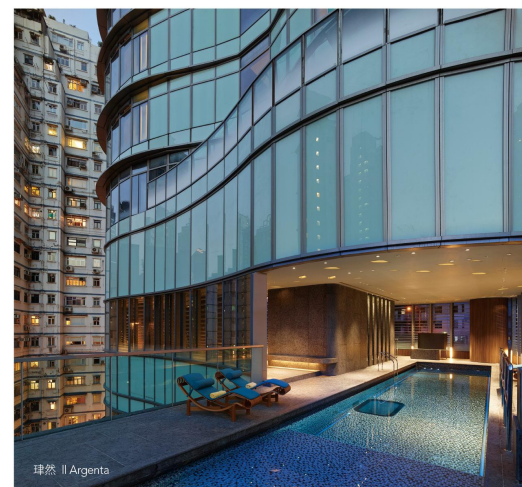


干德道 39 號 || 39 Conduit Road

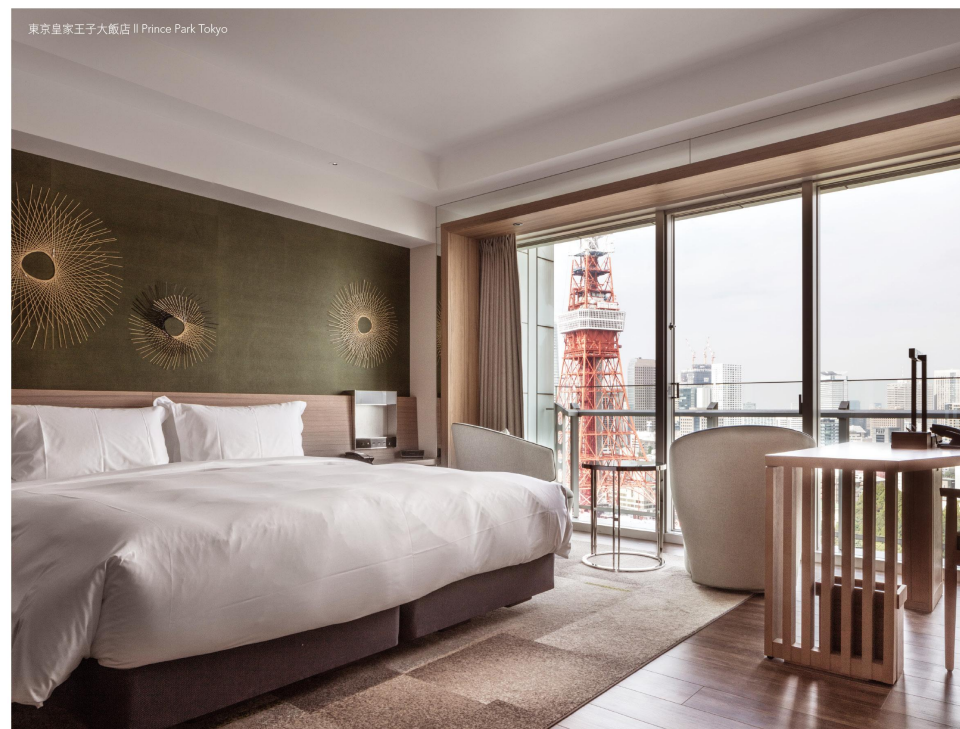
Hong Kong design

When asked about his thoughts on the development of the Hong Kong interior design industry in recent years, Ng has an extremely positive response, saying, "Hong Kong's interior designers are increasingly earning attention from all around the globe. In the past, the most famous projects were typically completed by Western designers, but now Hong Kong's up and coming designers are increasingly winning projects all over the world, demonstrating their talents on the global stage."

And while Ng believes this trend will continue in the years to come, he is also keen to play a role in helping the next generation of architects and interior designers hone their skills and push the boundaries, and even hopes to return to his alma mater soon in order to share and inspire younger designers. ↗



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