

SPECIAL
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HONG KONG

ONE STORY

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THE PERFECT DUO

OFT Interiors stands out as the epitome of the perfect duo in the dynamic world of interior design. Their collaborative spirit, artistic prowess, and unwavering dedication to excellence continue to shape the landscape of design, setting new standards.

ENTERTAINMENT REDEFINED: A NEW ERA OF EXPERIENCES UNVEILED



Emperor Cinemas Entertainment Building, Hong Kong

With an impressive track record of designing over 80 cinemas, OFT Interiors has revolutionized the cinematic landscape, offering visitors a distinctive and unparalleled experience at each venue. From Hong Kong to various cities in China, OFT Interiors has left an indelible mark, redefining the way people engage with movies.

VIBRATIONS OF COLOUR AND DESIGN



Mirror Wrap, Hong Kong

Mirror Wrap: where cars once wrapped appear as if models on a fashion catwalk.

A TRANSCENDENT JOURNEY FROM JAPAN TO HONG KONG



Mizuno, Hong Kong

OFT Interiors' design for Mizuno Sportstyle Hong Kong is a powerful testament to the brand's lasting legacy and unwavering commitment to sustainable development.

INTERVIEW



Mirror Wrap, Hong Kong

The collaboration between the co-founders of OFT has injected the city's design sector with vibrant energy and innovation. Together, they have reshaped the landscape, setting new standards and inspiring the creative community.

AN ASPECT THAT IS DYNAMIC AND MULTIDIMENSIONAL



Natura, Hong Kong

To demonstrate the softer side of design, OFT Interiors uses a diverse mix of geometries, colours and materials.



COSMO MALL, CHENGDU, CHINA

HONG KONG

Hong Kong design powerhouses, Ken Cheung and CM Jao, have become synonymous with cinematic experiences. Co-founding OFT Interiors in 2013, they have transformed cinema complexes for renowned names like Emperor Cinemas and Broadway Cinemas. Recently, they have extended their innovative approach to leading-edge projects including Mizuno Sports Style Hong Kong and Mirror Wrap HK car wrap studio and have put the COSMO shopping mall in Chengdu, China on the hip map. This dynamic duo, along with their talented design teams, has expanded their portfolio into the realm of 'new retail' – a fusion of cinema, art, retail, and hospitality.

The creative journey of this design duo began at Hong Kong Polytechnic University School of Design, where they both graduated within a year of each other, in 2007 and 2008. With successful careers in their respective fields – CM Jao at an internationally renowned interior design firm, overseeing retail and leisure projects, and Ken Cheung at an architecture firm, handling commercial ventures – their collaboration as co-founders of OFT brought together their expertise, infusing the city's design sector with "vibrancy and energy", as CM Jao eloquently puts it. For Ken Cheung, the partnership fulfilled his desire to "recall the original meaning and sensation of interiors."

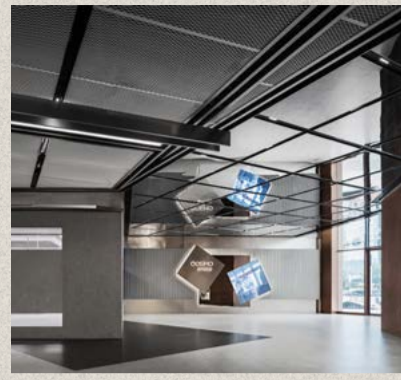
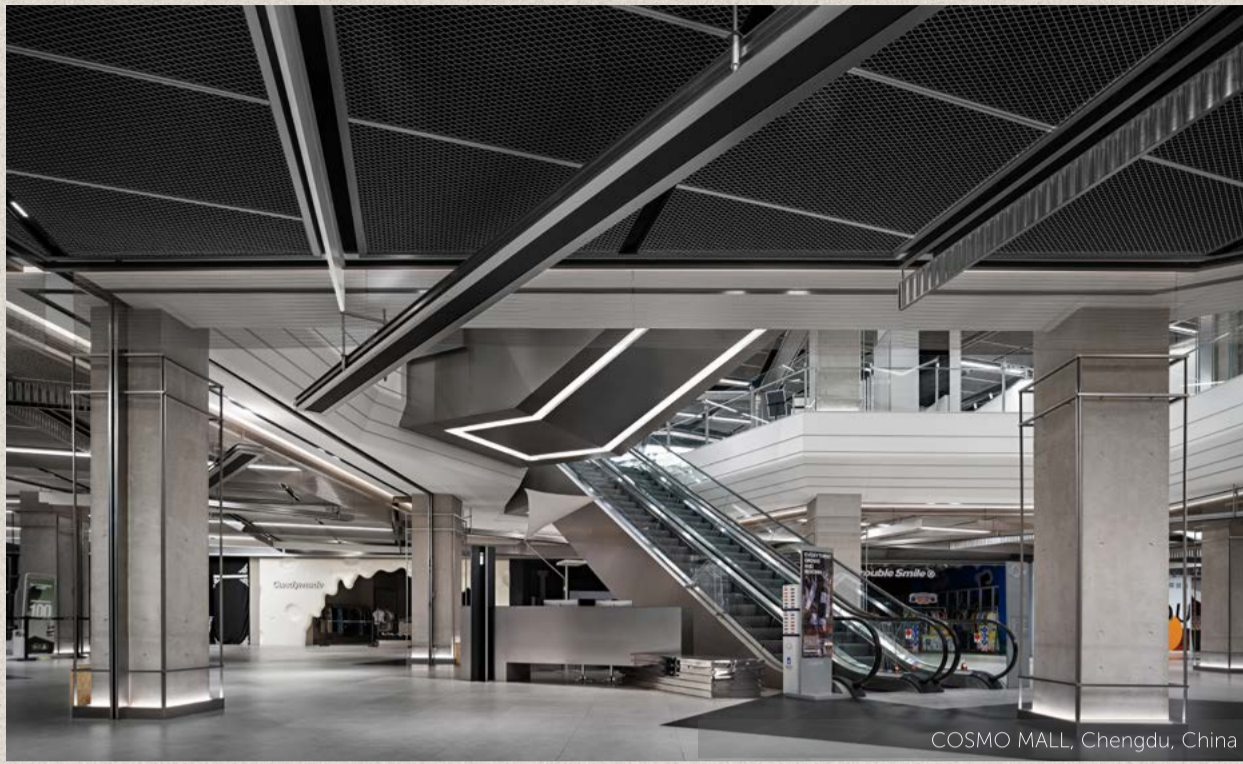
While OFT gained a reputation for their remarkable cinema designs, their versatile portfolio also encompasses smaller-scale interior projects. One recent commission that exemplifies their ingenuity is the deep and intense space they crafted for Mirror Wrap HK, a car wrap studio. The design literally mirrors the studio name. The cars once wrapped appear as if fashion catwalk models multi-imaging on walls that refract the light from inset lighting tubes under an industrial grid canopy. The effect is of a sublime kaleidoscope, strobe lit.



“OFT describes their brand of creativity as a process of “mixing, matching, and experimenting - the very essence of creating a showpiece.”

BY MERCI MAGAZINE

CREATE A VIBRANCY OF EXPERIENCES



Both designers infuse their large-scale cinema developments, for which OFT is renowned, with a distinctive vibrancy, often employing colour washes and dynamic lighting. Their created spaces exude drama. Take, for instance, the BASE2 bar & restaurant in Tsim Sha Tsui, where OFT envisioned “the city of the future” – a dystopian cyberpunk hyper-reality inspired by Ridley Scott’s iconic Blade Runner film. The cinematic design comes to life on a colossal LED screen, immersing diners in a sci-fi planetary universe. Ken Cheung believes that OFT’s designs embody “the personality of the space,” while CM Jao aims to provide “a sense of arrival and connection.”

OFT has an impressive portfolio of cinematic masterpieces, and their ventures into retail are equally brilliant. The duo possesses an infectious energy and a humble modesty, a trait that will find a fitting home in Japan, where genuine talent and sincere modesty are deeply valued. OFT describes their brand of creativity as a process of “mixing, matching, and experimenting – the very essence of creating a showpiece.”

COSMO, brought to life by the creative brilliance of OFT Interiors, stands as a testament to their visionary design approach. Infused with an infectious sense of fun, vibrancy, and a deep understanding of youth culture. Bursting with energy and playful elements, the space exudes a joyful ambiance that resonates with the aspirations and passions of youthful demographics. OFT Interiors’ commitment to creating a design that sparks excitement is evident in every carefully created detail.

COSMO

The COSMO retail mall in Chengdu, China owes its captivating consumer environment to the creative prowess of OFT Interiors. With their innovative design and meticulous attention to detail, CM Jao and Ken Cheung have successfully blended materials such as metals, concrete and LED screens into a design that infuses the mall with a vibrancy that gives it a distinctive edge. The design successfully enables the mall to showcase a diverse intermingling of brands and cultures.

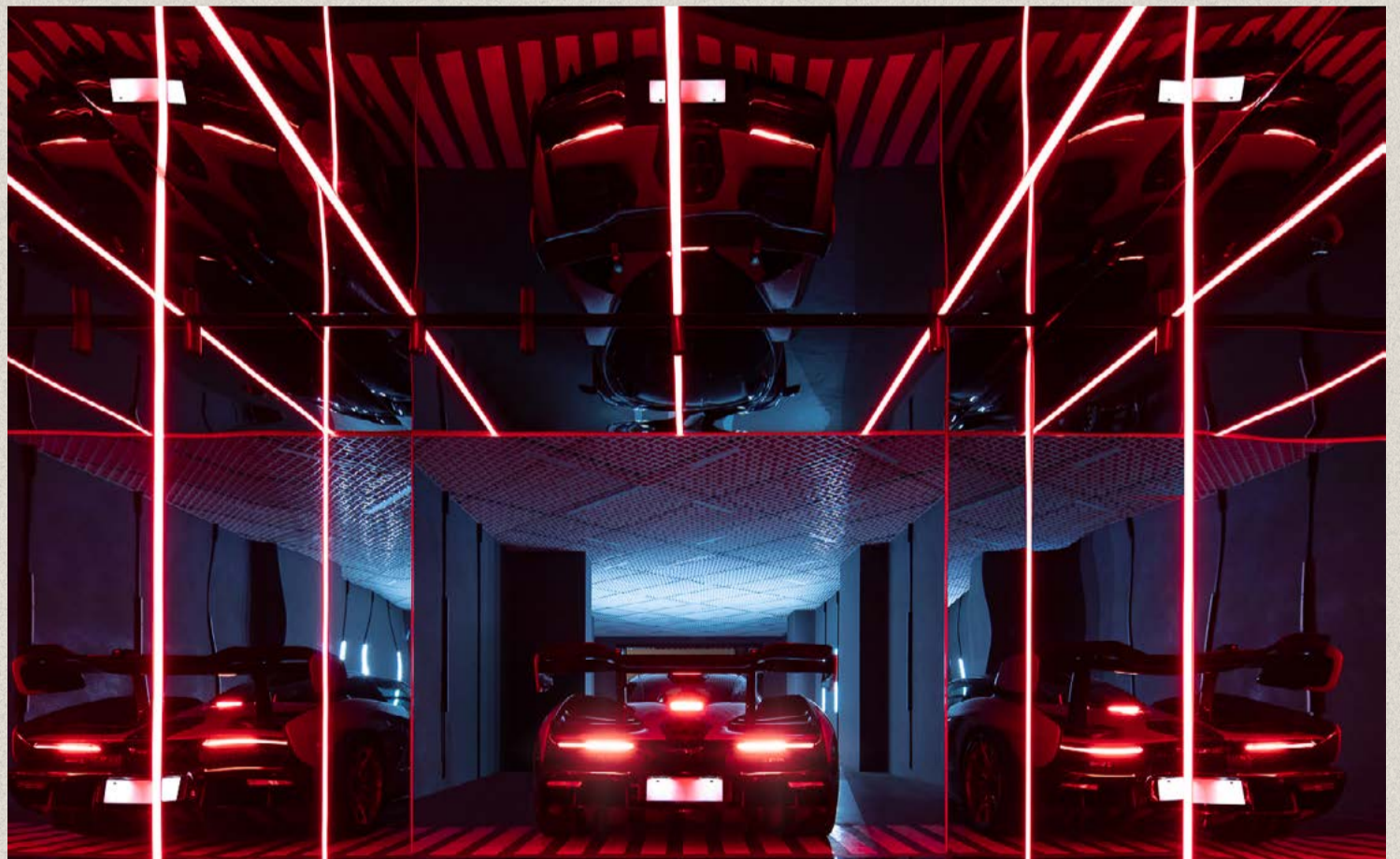
AN EXPLOSION OF COLOUR

MIRROR WRAP

OFT Interiors, renowned for their expertise in interior design and contracting, unveils their latest masterpiece, Mirror Wrap. This extraordinary project breathes new life into a 176 m² space, crafting a vibrant wonderland that dazzles the senses. Drawing upon their innovative design approach, OFT Interiors has curated a captivating design scheme centered around a bold and impactful colour theme.

With meticulous attention to detail, OFT Interiors has harnessed the power of strong and vibrant hues, creating an immersive environment that evokes energy, and a sense of wonder. The space becomes a canvas where design and colours merge harmoniously, enveloping all who enter the space in a visually captivating experience.

Mirror Wrap stands as a testament to OFT Interiors’ creative prowess, their ability to transform spaces into extraordinary realms of expression. This innovative project showcases their unwavering commitment to pushing the boundaries of design, creating immersive environments that leave a lasting impression. Step into Mirror Wrap and be transported to a world where vibrant colours reign supreme.



ONE STORY, ONE INTERVIEW

What were the initial steps that you took when you acquired OFT Interiors' first project?

In 2013, towards the end of the year, we embarked on our first collaboration together, eager to push our creative boundaries and explore new design possibilities. It was a project filled with enthusiasm and a shared vision to create something unique and innovative. This milestone marked the beginning of our journey towards excellence and set the stage for many more remarkable projects to come.

What is your mindset when it comes to designing?

At OFT Interiors, our mindset when it comes to designing is to achieve a harmonious balance between masculine and feminine inspirations. We believe in the power of blending these contrasting elements to create spaces that are both strong and graceful.

Drawing inspiration from the masculine, we incorporate clean lines, bold forms, and strong materials to bring a sense of stability and strength to our designs. At the same time, we embrace the feminine by incorporating soft textures, delicate details, and a gentle colours palette, infusing spaces with elegance and warmth.

Our goal is to create designs that strike a perfect balance, where contrasting elements coexist in harmony. We believe that this fusion of masculine and feminine inspirations brings depth and richness to our projects, creating spaces that are visually captivating and emotionally engaging.

By embracing both sides of the design spectrum, we strive to create environments that cater to the diverse needs and preferences of our clients. Our mindset is to create designs that resonate of our clients' personalities, resulting in spaces that are beautifully balanced and timeless in their appeal.

How does OFT Interiors differentiate designs and value client branding?

At OFT Interiors, we highly value our clients' branding philosophy and understand the importance of colour in design. We believe that colours play a crucial role in creating a distinctive and memorable visual identity for each project. By carefully selecting and utilizing colour, we aim to differentiate

and enhance the overall design, aligning it with our clients' unique brand image and philosophy. Our approach involves a thoughtful analysis of colours psychology and its impact on human perception, ensuring that the chosen colours palette evokes the desired emotions and resonates with the intended audience. Through our meticulous attention to detail and strategic use of colour, we strive to create meaningful and impactful design solutions that reflect and elevate our clients' brand identity.

Would you like to pursue any particular style-oriented projects in the future?

While we do not specifically pursue style-oriented projects, we are open to a wide range of opportunities and embrace projects that captivate our interest. We are driven by a passion for creativity and innovation, and we thrive on the excitement of taking on unique and captivating projects. Our focus lies in creating exceptional experiences and designs that leave a lasting impact, regardless of the specific style or genre. We are always eager to explore new avenues and collaborate on projects that challenge conventions and inspire us to push the boundaries of design.

How does OFT Interiors ensure a distinct separation between mall and cinema areas while maintaining a cohesive overall design concept?

When designing the mall and cinema spaces, OFT Interiors ensures a distinct sense of arrival for each while maintaining a cohesive design concept. For the mall, an open and inviting entrance with grand architectural features creates a vibrant and exciting arrival experience. In contrast, the cinema spaces has a more intimate and immersive sense of arrival, with dedicated lobbies and carefully designed transitions. Consistent design elements and branding ties the spaces together while allowing for unique arrival experiences.

How does OFT Interiors create a unified and enjoyable experience for customers in its cinemas, restaurants, and malls?

As we design spaces that seamlessly flow together, our cinemas, restaurants, and malls create a cohesive and immersive experience.



Left: CM Jao | Right: Ken Cheung Cheung

It is our goal to create a unified design concept throughout the space, from the entrance to the various functional areas. Materials, colour, and architectural elements must be used consistently to achieve visual harmony.

What is the business value proposition of OFT?

As a bridge between clients and customers/users, OFT Interiors understands and integrates the needs and preferences of both parties. By conducting thorough research and involving clients and end-users throughout the design process, we create spaces that align with our clients' vision while delivering exceptional user experiences.

BRINGING TOGETHER CREATIVITY AND SUSTAINABILITY - MIZUNO



Japan has emerged as a leading advocate for the promotion of Sustainable Development Goals (SDGs) in collaboration with the United Nations. One notable company that aligns with this vision is Mizuno Corporation, a Japanese sports equipment and sportswear brand founded in Osaka in 1906 by Rihachi Mizuno. Rooted in their corporate philosophy of "contributing to society through the advancement of sporting goods and the promotion of sports," Mizuno has dedicated over 110 years to providing high-quality sports equipment and fostering the joy and happiness that sports bring to people's lives.

When OFT Interiors embarked on the design journey for Mizuno Sportstyle Hong Kong, they embraced the challenge of showcasing the brand's core values while incorporating a minimal and sustainable approach. By combining their creativity with minimalist design principles, they exemplified how simplicity can be a powerful means of expression within the dynamic setting of Hong Kong.

In Mizuno Sportstyle Hong Kong, OFT Interiors utilized the essence of minimalism and sustainable materials, infusing the space with an understated yet impactful aesthetic. Through the strategic use of clean lines, uncluttered spaces, and eco-friendly materials, they showcased Mizuno's commitment to both refined design and environmental responsibility.

OFT Interiors' design for Mizuno Sportstyle Hong Kong is a testament to the brand's enduring legacy and their dedication to sustainable development. Through their collaboration, Mizuno and OFT Interiors have created a space that not only reflects the brand's rich history but also embraces the beauty and effectiveness of minimalism. This harmonious integration of minimalist design and sustainability not only captures attention but also inspires others to embrace a more mindful and eco-conscious approach in the realm of sports and beyond.

DYNAMIC AND MULTIDIMENSIONAL

OFT Interiors goes beyond the conventional use of lines and vibrant colour in their design approach, aiming to create new spatial experiences for visitors. In addition to these elements, they skillfully employ various geometries to showcase the possibilities and reveal the softer side of masculine design.

By incorporating diverse geometric shapes, OFT Interiors brings a dynamic and multidimensional aspect to their designs. They use these shapes to create unique spatial arrangements, allowing visitors to explore and interact with the environment in unexpected ways. The deliberate use of different geometries adds a layer of intrigue, encouraging curiosity and engagement.

Furthermore, OFT Interiors utilizes these geometric elements to soften the traditionally masculine design aesthetic. They skillfully balance the use of clean lines and bold colour with curves, arches, and organic shapes, creating a harmonious blend that evokes a sense of comfort and elegance. This approach showcases the versatility of masculine design, challenging preconceived notions and revealing its softer, more approachable side.

Through their innovative use of geometry, OFT Interiors expands the possibilities of spatial experiences, offering visitors a fresh and captivating journey. Their thoughtful balance of lines, vibrant colour, and softer geometric elements not only creates visually striking environments but also provides a welcoming and harmonious atmosphere for all to enjoy.

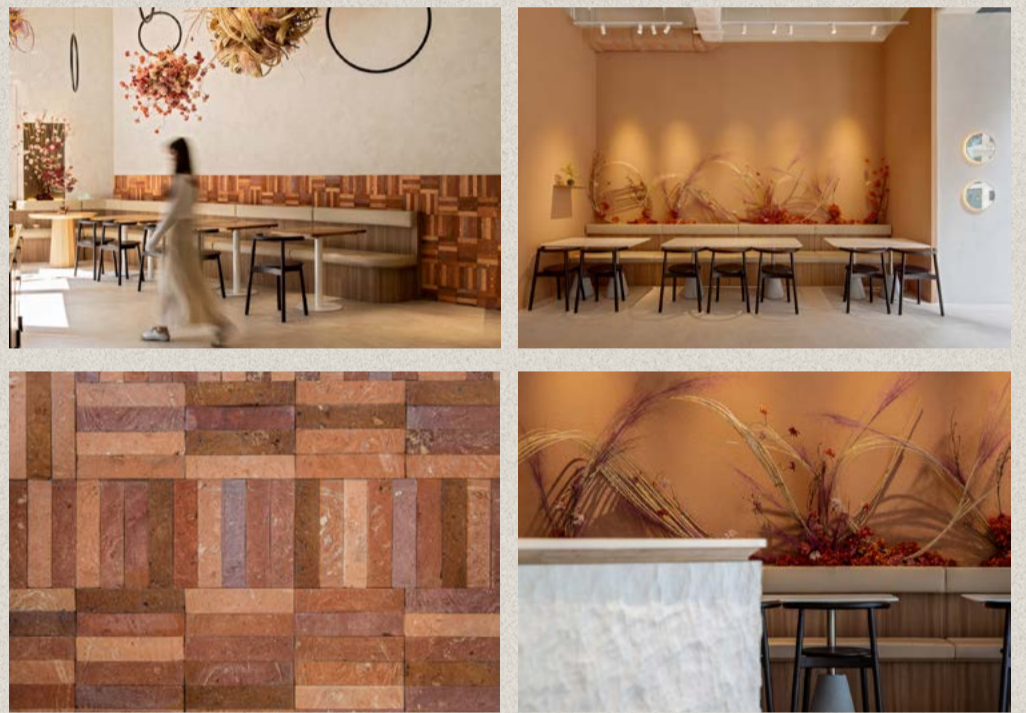
From Bean to Tranquility

Step into the serene world of (From SEED TO WISH) FSTW, a greenery-themed coffee shop that firmly believes in the power of plants to reduce stress and heal the mind and body. With a white-themed interior design, glass brick walls add exquisite accents while terrazzo flooring and tabletops enhance the sense of tranquility. The combination of stainless steel decorative walls, white and gray interiors, metal furniture, and translucent glass brick walls creates an atmosphere of serenity. Immerse yourself in this botanical haven and experience the restorative benefits of nature.



Natura: Coffee Shop

Discover a hidden gem nestled amidst the urban jungle, where coffee enthusiasts embark on a whimsical journey. Welcome to NATURA: Coffee Shop, an extraordinary creation by OFT Interiors. Step into a world where dreams intertwine with reality. This captivating sanctuary invites you to escape the bustling city and immerse yourself in a serene field trip experience like no other. Within NATURA, a symphony of soft, warm tones greet your senses, creating an ambiance that beckons tranquility. The skilled use of wood panels and pristine white artificial stone materials evoke a sense of raw authenticity, celebrating natural textures that harmoniously blend with the surroundings. OFT's meticulous attention to detail ensures a natural and unadorned coffee experience.



REDEFINED & ELEVATING CINEMATIC EXPERIENCES

OFT Interiors has transformed the cinema industry with their customer-centric approach, designing over 80 cinema projects that prioritize exceptional viewing experiences. Their innovative designs captivate audiences, creating immersive environments that transport moviegoers into the heart of the action. From comfortable seating arrangements to cutting-edge technology, every element is carefully curated to enhance customer satisfaction. With a focus on acoustics, lighting, and ergonomic considerations, OFT Interiors ensures that each seat offers optimal comfort and an unobstructed view. Their commitment to customer experiences has established them as leaders in cinema design.

Right image: Emperor Cinemas Entertainment Building: A Timeless Rebirth in Hong Kong's Historic Entertainment Building*.



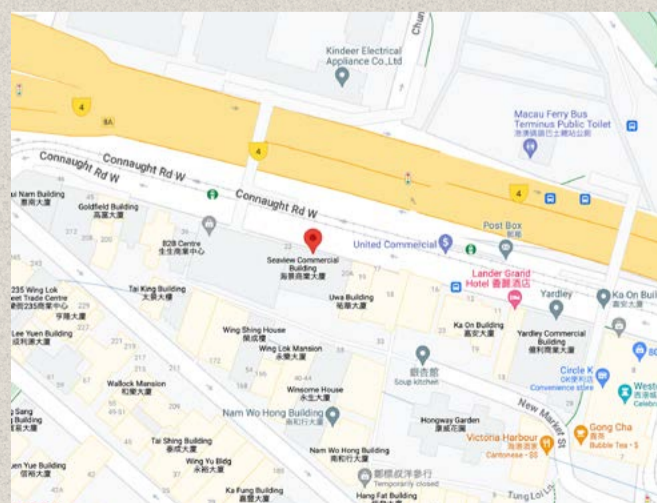
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