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# ONE STORY

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ART | BUSINESS | DESIGN | HOSPITALITY | LEISURE | LIVING | TRAVEL | WELL-BEING | REAL ESTATE

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## FREEDOM IS EMBRACED THROUGH DISCIPLINE

Pursuing truth is paramount when aesthetics meet the purpose. Stylus Studio's ethos is based on this pursuit. The truth drives everything they do; every space they design is rooted in a profound understanding.

## THE KEY TO UNLOCKING MEANINGFUL DESIGN



SHERATON Nanjing Kingsley Hotel's Towers

Stylus Studio prides itself on understanding the myriad narratives that converge. All voices are valued, every perspective is respected, from their clients' aspirations to the rich tapestry of history woven into a place.

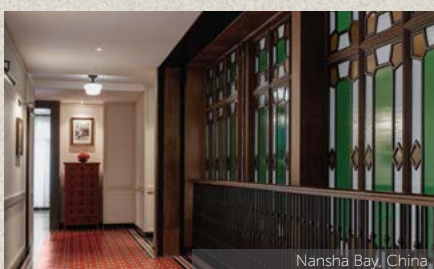
## UNITING MINDS TO SHAPE DESIGN



HKJC's Sha Tin Club House 5/F

Stylus Studio reinvented Sha Tin Club House 5F with a blend of fortune and elegance. They transformed lights, handles, and patterns into timeless elements infused with horse racing spirit. The result is a seamless fusion of tradition and modernity, where every detail tells a story of victory and prosperity.

## EMBRACE THE HARMONY OF EAST



Nansha Bay, China

Stone Inn Boutique Hotel in Nansha Bay, China, is a perfect blend of modern hospitality and Lingnan culture. It tells a story of cultural revival and oceanic resurgence that is inspired by Timothy Fok Tsun-Ting's love for heritage.

## INTERVIEW



Left: SIMON ZENG Right: VINCENT ZHANG  
INTERIOR ARCHITECT, CO-FOUNDER AND DIRECTOR OF STYLUS STUDIO

The success of Stylus Studio is rooted in the philosophy championed by Simon and Vincent. They are passionate about crafting design and storytelling and creating design studios that redefine possibilities through the fusion of thought and action.

## LIVING AS AN ART



Southern, Hong Kong

A home and residential design project could be a personal experience in design. A living space designed by Stylus Studio blends colonial charm with mid-century elegance surrounded by breathtaking mountain views. Nature and modern living are seamlessly integrated into our homes.



Hong Kong Jockey Club's Sha Tin Club House 5/F

## HONG KONG CHINA

Good design begins with good listening. Throughout each project, Stylus Studio prides itself on understanding the myriad narratives that converge. All voices are valued, every perspective is respected, from their clients' aspirations to the rich tapestry of history woven into a place. In the world of design, Simon Zeng and Vincent Zhang founded this interior architectural firm with decades of experience and a philosophy rooted in meaningful design.

Stylus Studio's success is based on Simon and Vincent's philosophy. A design studio poised to redefine possibilities is born out of this fusion of thought and action. Hotels and hospitality spaces are shaped by a number of factors that converge to create a narrative. The story isn't just about design aesthetics; rather, it's a delicate interplay between the physical layout, the geographical setting, and even the background of the investors.

A passion for exploration and discovery lies behind every meticulously crafted design. Designers spend countless hours researching, seeking insights that will resonate deeply with visitors. Creating experiences that remain in the minds of guests long after they leave is more than just leaving a lasting impression.

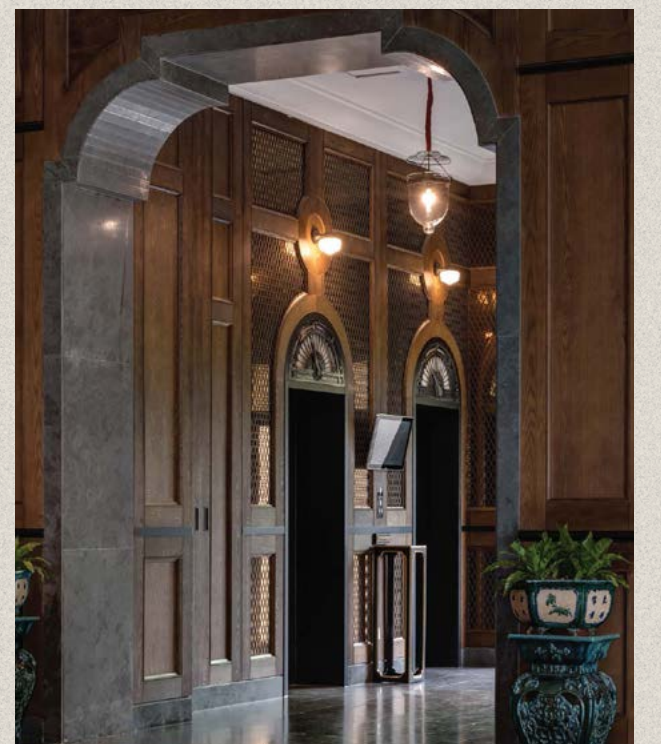
Their unwavering commitment to the future is what truly sets them apart. A vision of longevity drives their efforts beyond a desire to provide visitors with a memorable experience. This dedication transcends mere aesthetics, and is rooted in a profound understanding of how space shapes our world.

Ultimately, it is driven by an unbridled passion for design. A project to these visionaries isn't just a canvas; it's a canvas filled with purpose and meaning. Creating narratives that capture and inspire audiences involves weaving together elements of history, culture, and emotion.

“

Let us remember that true liberation comes not from constraint but from discipline. At Stylus Studio, pursuing excellence with unwavering discipline is the path to unlocking our full potential and discovering what lies beyond.

”



BY MERCI MAGAZINE





Joe Lalli Resort Hotel



Reflecting design by JADE+QA's Exterior Architecture



Stylus Studio was inspired by Moganshan's pristine landscape when designing The Joe Lalli Resort Hotel, incorporating bamboo and pine forests, towering mountains, tea flowers, and picturesque tea farms."

## THE ALCHEMY OF HOSPITALITY DESIGN: COMBINING PASSION AND EXPERTISE



SHERATON Nanjing Kingsley Hotel & Towers

**Nanjing's Ancient Charm Meets Modern Design:** Guests can experience traditional Nanjing craftsmanship like gold foil in the guest rooms. An abstract interpretation of classic charm is reflected in the golden headboard, which reflects the city skyline. A dreamlike experience is created by the black metal lines in the bathroom, which echo the foil's texture

### The Heart of Hospitality: Hotel Projects from Stylus Studio

In the fast-paced world of hospitality design, finding the right balance between location, style, and functionality is imperative. Creating immersive experiences that seamlessly blend into their surroundings is more important to Stylus Studio than laying the first brick.

Simon, Vincent, and their team collaborate with industry leaders such as Marriott, Hyatt, and Four Points by Sheraton to infuse every design with meaning and sustainability. Dedicated to delivering exceptional results time and time again, they understand their clients' needs and focus on repeat and referral business. Collaborating with industry giants such as Marriott, Hyatt, and Four Points by Sheraton greatly impacts the design process. It brings valuable expertise and knowledge from experienced hoteliers, ensuring that the design meets the necessary standards and requirements. It also allows for access to the latest trends and innovations in the hospitality industry, resulting in unique and memorable guest experiences. Additionally, these collaborations foster relationships and partnerships that can enhance future projects and contribute to the overall success and reputation of the design company.

### Beyond aesthetics, crafting experiences that matter

Stylus Studio offers a holistic approach to design in addition to aesthetics. Understanding the rhythm of a location is key to capturing its essence. By focusing on deeper meanings than mere aesthetics, such as cultures and heritage, Stylus Studio emphasizes substance over style.

Hotel brands seamlessly integrate their unique narratives into their designs, creating durable and functional spaces. In order to leave a lasting impression on guests, one must go beyond surface appearances.

Style is essential, but substance is never compromised. Each element is carefully selected to not only captivate visually but also enhance the overall guest experience. Functionality, comfort, and authenticity are prioritized in the lobby layout and material selection.

Understanding that successful design requires more than aesthetics, Stylus Studio explores the culture and storytelling behind each project. Simon, Vincent, and their teams shape the future of hospitality design with meticulous detail, contextual understanding, and unwavering pursuit of excellence.

### Unveiling Cultural Narratives: Designing Through Heritage and Culture

The Stone Inn Boutique Hotel in Nansha Bay, China, undergoes a transformation to honor Lingnan culture by Stylus Studio. Inspired by Timothy Fok Tsun-Ting's passion for Lingnan traditions, these interior architects meticulously recreate the region's maritime heritage.

Designed to seamlessly combine Southern Chinese architectural elements with Western European styles, the hotel combines modern traveler needs with old-world charm. Bricks from the Victorian era, stained glass windows inspired by Manchuria, and antiques from Southeast Asia adorn the interiors.

Recycled fishing boats serve as ceiling decorations and roof beams, paying homage to Nansha's maritime past. Culture of Lingnan is characterized by pale hues accented with red and green, along with intricate furniture featuring relief carvings.

Through sustainable materials and east-meets-west influences, Stone Inn offers a unique hospitality experience with its blend of old-world charm and modern comforts.



Nansha Stone Inn





## ONE STORY, ONE INTERVIEW

### Transcending Aesthetics: Pushing Boundaries and Beyond

#### When did you and Vincent found Stylus Studio?

As associates directors of leading international firms, we noticed that there were limited opportunities for genuine creative expression. Our constraints as employees were inherent, and we felt the need to push the boundaries of design to their limits. As a result of our shared vision, we founded Stylus Studio.

#### In your perspective, how would you define meaningful design?

A deeper quest for sustainable business design lies beneath the pursuit of aesthetic appeal. Throughout our partnership and practice, Vincent and I have shared a commitment to uncovering truthfulness.

As we see it, truthfulness transcends mere honesty; it is a dedication to meaning. We strive to create experiences with meaning and purpose as human beings and designers. Our ethos revolves around discipline at Stylus Studio.

Our discipline is grounded in meticulous research and extends to the art of storytelling woven into the design of spaces. Every project is approached with great attention to detail, creating seamless narratives within the space. To engage our clients, audiences, and venue visitors, it is essential to convey these narratives in a way that goes beyond mere aesthetics.

#### Could you provide insight into the culture fostered at Stylus Studio?

Stylus Studio is based on three core principles: integrity, balance, and discipline.

It is in our DNA to seek the truth. With our intellect and insight, we go beyond mere curiosity to uncover a space's authenticity. With this commitment to truth, we are always seeking to learn and grow from every project, listening attentively to our clients, each other, and the historical context of the place.

Our work is based on a fundamental concept of balance. Progress depends on balance, just like riding a bike. We're all about work-life balance. Creativity flourishes in the friction of constraints, so we try to find equilibrium.

The foundation of our culture is discipline. In contrast to being restrictive, discipline enables us to operate more efficiently and autonomously. Continually asking if we are

delivering our best work is about holding ourselves to the highest standards. The only way to achieve professional and personal freedom is through discipline.

#### Why is discipline important in design, a topic often overlooked by designers?

In order to improve efficiency and instill trust in our independent operations, discipline is essential. It takes mastery of processes, meticulous attention to detail, and diplomatic control. Together, they let us make meaningful designs."

#### 'Meaningful spaces of enduring value.' Could you elaborate on the key elements of your process that enable you to fulfill this commitment?

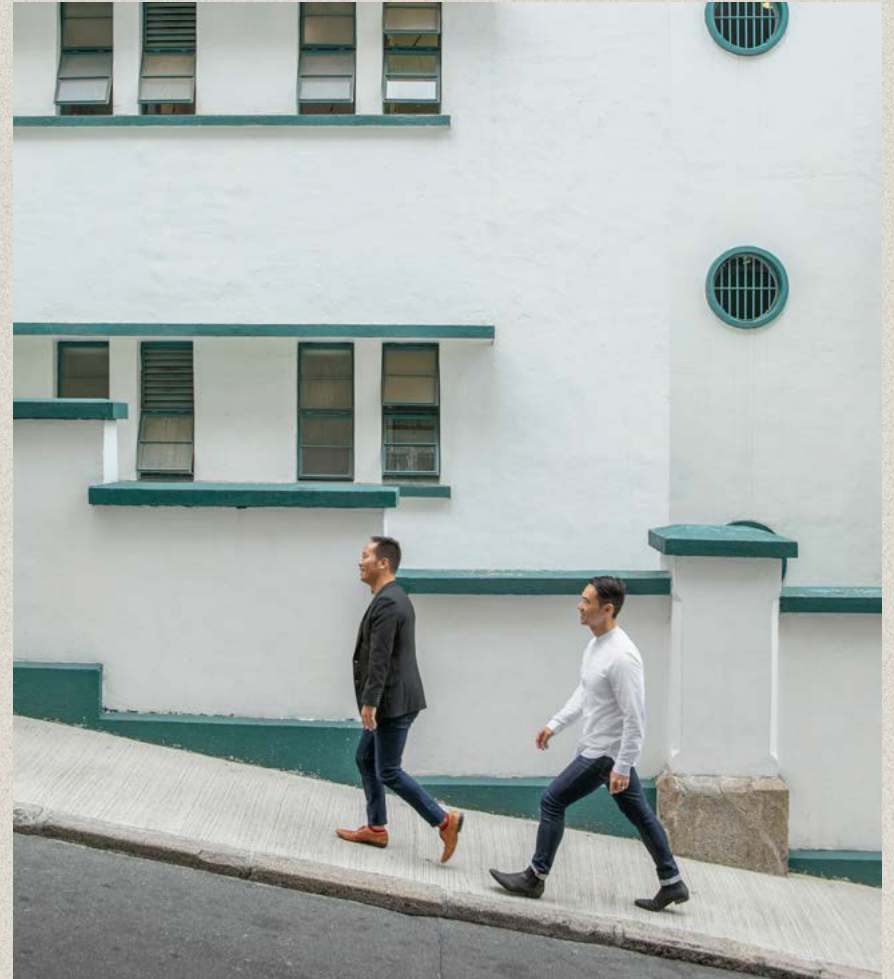
There is an ongoing debate over branding that seems to have no limits to its scope and focus. However, we strongly believe that it's important to lay a solid foundation first. Instead of striving to become the largest in the industry, we have established a boutique firm that is based on this principle. When it comes to hotel design, we make sure that every project becomes a long-term commitment by devoting substantial time and energy to it. We understand that hotel projects are complex and require a lot of attention to detail, so we prioritize depth over speed in order to achieve the best results.

#### What is your perspective on the role of hotel design within the broader design industry?

Hotel design transcends mere aesthetics; it embodies the essence of a microcity, where every facet of life unfolds. From living and dining to nesting, working, meeting, and celebrating, the hotel experience encapsulates diverse moments of life. Would you agree that it serves as a microcosm of our existence?

#### Are you considering expanding into international markets?

"We are always prepared to seize opportunities! Our philosophy has led us to undertake some exciting design projects lately. From the busy streets of Bangalore, India,



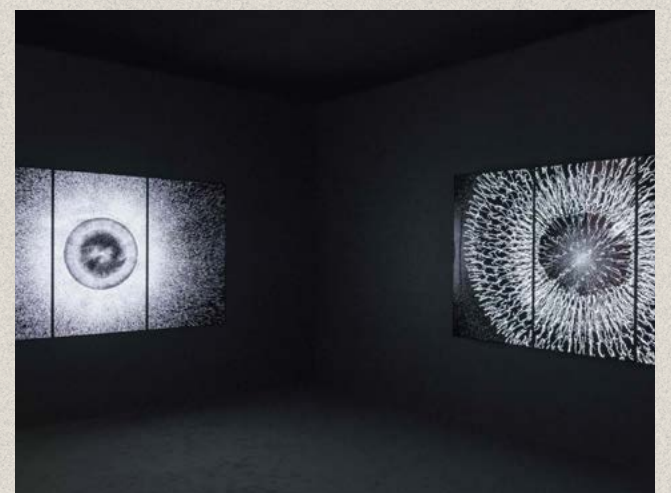
to the lively landscapes of Vietnam and the dynamic cityscapes of Korea, we are on an inspiring journey of creativity and innovation."

We are proud to announce that our team has successfully completed the construction of the Sheraton Grand Incheon Hotel in South Korea. Through this project, we have been able to break down cultural and geographical barriers to design spaces that blend seamlessly with the natural surroundings and provide an exceptional experience for our guests.

#### How do you stay passionate and creative in the design world?

Our practice is deeply rooted in spatial design. We believe in creating immersive experiences through intricate story crafting, meticulous research, and powerful storytelling. Our passion for design stems from the fact that every story is unique and holds immense potential for creativity and innovation.

## EXPLORING THE DEPTHS & REDEFINES SPATIAL DESIGN BOUNDARIES IN ART SPACES



Pace is a prominent contemporary art gallery that exemplifies adaptability. They have seamlessly integrated flexibility and engagement into the modern landscape, ensuring that every artwork is showcased to its full potential. From the iconic concrete flooring to the meticulously curated lighting and acoustics, the gallery pays close attention to detail, creating an optimal environment for visitors to appreciate and enjoy the artwork on display.

Stylus Studio has a strong dedication to creating exceptional and inspiring spaces that are both functional and flexible. This

is clearly demonstrated in the Pace gallery project, which features the innovative concept of 'movable partitions'. While visitors may not immediately recognize the level of intricacy involved, Stylus Studio's commitment to pushing the limits of design is evident in the seamless integration of this concept.

Stylus Studio collaborates with renowned architects like Bonetti/Kozerski Architecture to create exceptional spatial designs in Hong Kong. Their diverse portfolio is a testament to their commitment to crafting inspiring and engaging environments that exceed expectations.

**Client**  
PACE Gallery

**Location**  
Central, Hong Kong

**Size**  
445m<sup>2</sup>

**Year Completed**  
2018



THE ENHANCEMENT OF COMFORT AND REVITALIZATION IN SPACES



Private Residence: Southern, Hong Kong

Imagine waking up to the stunning views of majestic mountains and breathing in the crisp, revitalizing breeze. Stylus Studio was given the exciting task of creating a bespoke home that not only exudes comfort but also rejuvenation. Drawing inspiration from the peaceful and serene ambiance of a mountain retreat, every space has been meticulously designed to amplify community gatherings while also offering a sanctuary of calm for moments of solitude.

At Stylus Studio, we understand that creating a living space that reflects your unique style and personality is incredibly important. That's why we worked tirelessly to design a 200-square-meter home for a young couple that truly captures their dynamic lifestyle and love for the unconventional. Our team combined natural materials, mid-century furniture, and classic black and white checkerboard tiles to create an atmosphere of sophisticated elegance, artistic flair, and timeless ambiance. We hope that this space brings joy and comfort to the owners and their guests, and we are honored to have been a part of making their dreams a reality.

The living room of their house is adorned with a captivating art collection that reflects their shared interests in music and art. It's a space where they have endless conversations and create new memories filled with laughter and companionship. The open kitchen is surrounded by a Maistri cabinet and iconic appliances from New York, where the lady of the house showcases her culinary skills, along with fine wine, gourmet food, and heartfelt conversations.

Simon and Vincent carefully selected Sergio Rodrigues' iconic "Oscar" armchairs to furnish the Sao Paulo Jockey Club's residence. These armchairs, first created in 1956, are symbols of modern furniture history and now reside within the sanctuary of the residence. The selection curated by Stylus Studio pays tribute to the natural beauty of the residence, and these revered pieces hold a cherished meaning.

Stylus Studio flawlessly merges hotel and hospitality design into residential spaces, fashioning environments that truly embody the essence of refined living. With their unwavering focus on detail, personalized touches, and innovative design solutions, Stylus Studio elevates residential design to new heights. They are dedicated to enriching our lives by paying meticulous attention to every last detail. Despite the constantly evolving design landscape, they remain resolute in their commitment to designing spaces that inspire, uplift, and endure.



Photos courtesy of Stylus Studio



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