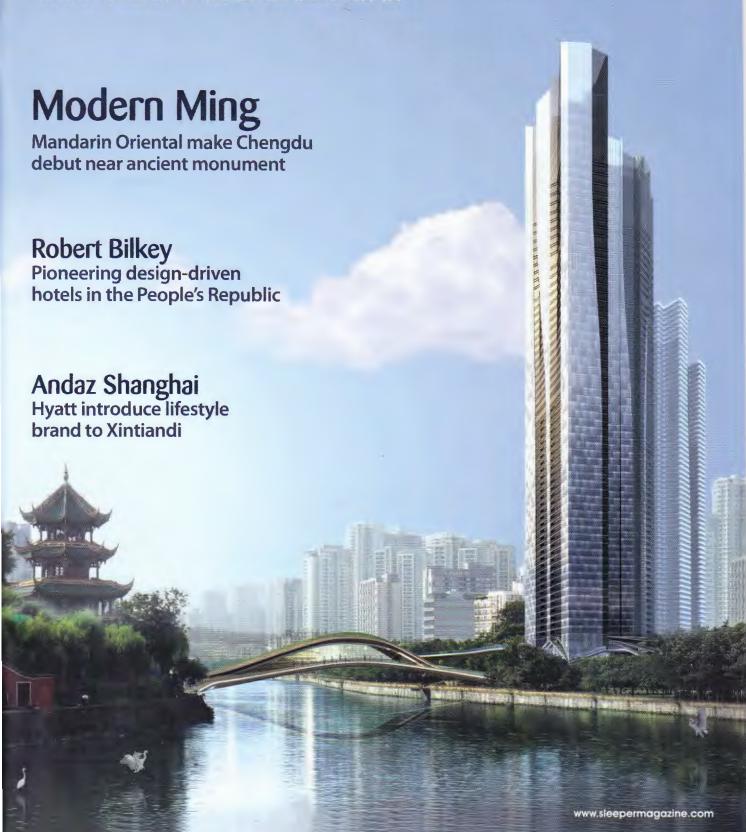


HOTEL DESIGN, DEVELOPMENT & ARCHITECTURE 酒店的設計,開發和體系結構

Shanghai Tower J-Hotel
Mövenpick Resort & Spa - Sanya
Hualuxe Hotels & Resorts
Pacific Dream Plaza - Qingdao
Shimao Wonderland InterContinental



FEATURE | 特征

Design Perspectives

Four interior designers share their experiences of working in China.



Founded in 2011, Hughan Design has a strong client base in the UK, USA, and Middle East. Angela Dingle is currently building the firm's Asia portfolio with a boutique hotel in Qingdao.

What interests you about working in China's hotel market?

Over the past few years, the Far East – especially China – has grabbed the world's attention and is now seen as the growth area for commerce. Its, global influence means, of course, a rise in the hotel sector. Large hotel groups are entering the market but there are also the local trailblazers who are making their mark. In my opinion, this shows that the region is worth investing in and has long-term potential.

From your experience so far, what challenges have you faced?

One of the real positives of the Far East is that developers and hotel owners are perfectionists and expect high standards in service and design. They like to use their own local workforce as much as possible, including suppliers. This can, and has, thrown up specification issues.

How have you had to adapt to work in the region?

We are currently in negotiations with a Chinese investor with regards to setting up an office in Shanghai. This will give us a real presence in China and the added advantage of having translation. We are also using local marketing consultants to promote our services.

What's the best piece of advice you have been given?

To be patient. The Chinese are not into rushing things with regards to their decision-making, they want to make sure the decision they make is right.

Clint Nagata

Founder and Creative Director **BLINK Design Group**



With offices in Singapore and Bangkok, BLINK has recently completed the interiors of Conrad Sanya Haitang Bay, Current projects include Clearwater Bay Resort and Residences, Sanya, and Marriott Xiangshui Bay, Sanya.

What is your experience of working in China?

I have been working in China for over ten years, in which time hotel development has prospered alongside the Chinese consumer. Ten years ago, the hospitality market was still in its relative infancy, it has since matured into a market that continues to see and set new trends.

You've worked internationally, are there any challenges in China that you don't face elsewhere?

Having designed hotels in many other countries, I don't think I've worked in a country in which projects are done at such an incredible pace. The Chinese have become the leaders in building hotels in shorter periods of time. It takes a lot of experience, coordination, and understanding on the part of both the designer and the client.

Being based in the region, what do you feel you can offer over international competition?

At BLINK we not only take pride in providing our clients with bespoke design solutions, but are also a very service-focused firm. All our directors are actively involved and communicate directly with clients almost daily. Our proximity to China allows us to do so. It is not uncommon for us to jump on a plane without any notice in order to meet our client or project needs.

What design trends are you seeing in China?

Not too long ago it was more popular to design hotels that were more reflective of other cities throughout the world, rather than what is in their own country. Having now travelled extensively, the Chinese have developed aspirations for design that is international in some sense of the word, but also reflects their cultural heritage.

When specifying FF&E, do you prefer to source locally (including international suppliers with a local presence) or is it just as easy to source

As in all of our projects, we undoubtedly prefer to source locally. This is what helps' our projects to retain a sense of place without overtly trying too hard. There are some very nice product and material coming out of China that can be sourced to help-create a sense of place that is truly unique.