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# 今日家居<sup>®</sup>

INNOVATION IN LIFE - STYLE

## TODAY'S LIVING

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室內設計

# 酒店設計新浪潮

## Redefining Hospitality Design

紮根於台北的 Celia Chu Design & Associates 近年設計了不少優雅與實用並重的酒店及住宅，每個項目均以獨特的角度思考設計，美學理念表露無遺，成就出當代酒店和高級住宅設計的優雅典範，於亞洲設計界掀起女性菁英新浪潮。Based in Taipei – interior designer Celia Chu's hometown – Celia Chu Design & Associates has established itself as one of the leading design firms in Taiwan since it was first established in 2007. The studio serves an international roster of clients in Asia Pacific and Europe, and offers a wealth of experience in the fields of luxury and boutique hotels and restaurants. Being the principal figure and visionary of the firm, Chu has created a number of elegant and contemporary hospitality and upscale residential projects that capture her flair for sophistication and layered richness, reinventing hospitality design.

Text by *Nicole Chung*



Celia Chu Design & Associates 的創辦人及首席設計師 Celia Chu

### 生

長於台北的 Celia Chu 自幼深受各類創意藝術薰陶，而這份對藝術的鍾情最終驅使她遠赴紐約攻讀設計學位。畢業後她於著名設計事務所 tonychi 工作，成為她從事酒店設計里程的起點，其後於 2007 年回流台北創立 Celia Chu Design & Associates，開展自己的事業，並成為公司的首席設計師。

追溯童年，Celia 就已喜歡看報紙上銷售房子的廣告，看著樓盤試想著該如何佈置自己的房間。她從小就對室內設計充滿熱忱，故此她一路朝著這個方向前行。由於她對藝術與設計有一番獨特的見解，因此會以獨到的設計靈感融合實用元素，帶出全面的角度。Celia 的作品均以個性化見稱，她會深入了解一個城市獨有的文化和背景，有助她創造與眾不同的設計風格。自公司成立以來，Celia 為來自世界各地的客戶完成了許多享負盛名的設計，其中包括台北國賓大飯店、亞太地區凱悅酒店以及近期的曼谷瑰麗酒店等，近年來更獲不少設計大獎，備受各界認同。

### 設計新視角

Celia 深信優秀的設計師都擁有與生俱來的美感觸覺，但不是每位設計師都懂得在美感與實用之間創造平衡。她認為美感較易掌握，所以她設計時會先從實用及安全的角度出發，最後再融合美感。問及對她事業影響最深遠的人和事，她笑說自己很幸運在人生不同階段遇上對她影響深遠的人，容許她以多角度看這個世界，也創造了不同的舞台讓她發揮。著名設計師 Tony Chi 便是她很欣賞的前輩，當時 Celia 在他的紐約設計事務所工作，除了學到設計的價值，也學習到生而為人的價值，是她畢生受用的體驗。設計行業以男性居多，相信不少人也好奇女性設計師於行業的立足點有否不同。Celia 表示女性設計師在立足點上與男設計師無異，也沒有優勢。她指出女設計師的優勢只在於設計的呈現與體驗，女性的包容性與可柔可剛的個性讓她們在工作時更具彈性。



Grand Hyatt Dalian, China



### 源於一個故事

Celia 認為酒店設計所牽涉的領域甚廣，尤其是市場動向和設計領導趨勢、獨創性以及各個品牌定位方面。Celia 對空間有一套獨特的敘述方式，她認為設計不應從視覺上出發，而是思考怎樣訴說一個故事，脈絡連繫空間，思考用家如何體驗品味，與平常在家的感覺截然不同。Celia 的酒店作品遍佈世界各地，她設計時喜歡利用當地的文化為切入點，「不同的風土民情及文化會造就不一樣的結果，設計瑞士的項目，除了保留當地色彩，也會輕滲亞洲文化及氣息；又如埃及的項目，會糅合傳統文化與創新元素，務求呈現與當代共鳴的空間。」正正因為設計有不同的可能性，精妙的設計就在於設計師如何演繹每一間酒店的故事，只要掌握其獨特的個性並加以發揮，便成為人性化的設計。

### 連繫下一代

室內設計行業中，前瞻性是不可或缺的，Celia 浸淫於行業多年，當然期望回饋社會。為了擁有更好的未來和替下一代著想，Celia 提倡「綠能設計」。她表示，「可持續發展是現時世界的趨勢，我希望由我開始為環境出多一分力，包括積極鼓勵我的設計團隊從個人的辦公室生活開始改變。然而，這任務需所有人參與，包括客戶和承辦商在內，以實現並共同完成這個目標。如果成功的話，將為人們創出幸福健康的生活。」作為設計行業的推動者之一，Celia 願意努力並引領下一代的綠色設計發展趨勢。她堅持將城市的在地元素和文化細膩融入在每個設計作品當中，配合她的未來綠色理念，相信能為現代人帶來更多劃時代、雋永的室內設計作品。



One Park Taipei Show Residence



Inspired by a passion for art and design, international interior designer Celia Chu combines practical functionality and her unique expression in design sensibilities to form a holistic approach to all her projects. The end result is always refined and personalised, with a variety of influences reimagined to form that signature touch. Born and raised in Taipei, Celia has always been immersed in the creative arts, and this fascination with art eventually led her to pursue further education in New York City. Strolling down memory lane, Chu recalls a time when she was a young child, where she would anticipate reading the newspaper, not for the news, but for housing adverts. From these pages, she would gather inspiration and draw blueprints of her room from an early age, clearly demonstrating her love of design. Growing up, she continued to refine her eye for art and design, bringing a unique creative vision to life in the realm of hospitality design.

As such, her firm's main competitive edge lies in its combination of inspired creativity and comprehensive design strategies, and each project is undertaken with its own unique approach and appropriate narratives that reflect the sensibility and the spirit of their aesthetic. And since the firm was first established in 2007, Chu has led her top-notch team to complete

many award-winning hotels, restaurants, spas, service apartments in a wide variety of international locations, including the Ambassador Hotel in Taipei, several Hyatt brand hotels and the recent Rosewood Hotel in Bangkok, Thailand.

## A new point of view

Chu's studio was borne from a desire to build an interior design practice that offers practical solutions that integrate elegance and her distinctive style. She believes designers are born with an innate sense of beauty, but not all of them know how to strike a balance between aesthetics and practicality. Aesthetics is a relatively easy element, so her emphasis is often focused in practicality and safety.

When asked about the people who have had the most profound impact on her career, she smiles and says she is lucky to have met a wide number of designers who had a great impact at different stages of her life, allowing her to view the world from different perspectives, while also offering a host of unique opportunities. She speaks especially highly of her experience working for renowned designer Tony Chi, who she admires greatly till this day. When she was working in Tony Chi's practice, not only did she learn

the importance of design, she also learned life-impacting values. Being a woman in a male-dominated industry, Chu believes that female designers are actually no different from her male counterparts, however the advantage of working with women lies in their inclusiveness and flexibility.

### All about storytelling

Chu believes that hotel design is the most complex area of the field, because it involves numerous elements – from market trends to design trends – from originality to brand positioning. She has a unique narrative when it comes to defining spaces, believing the role of design goes far beyond aesthetics. She feels how you tell the story of the brand is important, as is the kind of user experience you would like to create. Only by combining these aspects can you create a one-of-a-kind hotel experience.

Chu’s work is found all around the globe, and when she approaches a new project, her thought process always starts with the city’s culture. “Different local customs and cultures definitely result in a unique design,” she says, “For example, during a recent project in Switzerland, we tried to add Asian colours while retaining a reference to the local culture. Meanwhile, we tried to articulate the local heritage while incorporating innovative elements to

present a space that resonates with the contemporary on a recent project in Egypt.” Because there are endless possibilities in design, a well-designed space is often about how the designer interprets the story of the space.

### Back to the future

Having been in the industry for many years, Chu is dedicated to giving back to the community and creating a better future for the next generation, which goes some way to explain her commitment to advocating for green design. “Sustainable development is important all over the world right now, and this is just as important in the world of design. I hope to do my part when it comes to protecting the environment, starting from our daily habits at the office. Of course, this requires everyone to join hands, including our clients and contractors. In return, we facilitate better and healthier lives for the next generation,” she explains. In terms of design, Chu insists she will continue to integrate local culture and her green design concept into each project. As such, we look forward to seeing more of her unique and timeless work for many years to come. ♪



Rosewood Hotel Bangkok, Thailand



Rosewood Hotel Bangkok, Thailand



White Rose Chapel, Japan