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**UNDER**  
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2013

**RECOGNISING  
THE NEXT  
GENERATION  
OF DESIGN  
TALENT 2013**

Awarded to

*Celia Chu*

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**CELIA CHU 朱怡芬**

**WHO** Principal, Celia Chu Design

Celia Chu Design 總監

**WHERE** Taiwan 台灣

**WHY** Born and raised in Taipei, Celia Chu graduated from the Parsons School of Design in New York City before going on to join Tonychi & Associates. In 2007, she launched Celia Chu Design in Taipei, working with a roster of national and international clients such as the Ambassador Hotel in Taipei, Hotel Kapok Shenzhen Bay in China, and several Hyatt brand hotels throughout Asia-Pacific.

Which of your early projects was most important in establishing you as a designer?

The White Rose Chapel at the Grand Hyatt Fukuoka remains a special project, as it conveys a level of genuine emotional responses through design.

What were your objectives at that time?

I was interested in eliciting a sense of grandeur and timelessness into my creative endeavours, down to the smallest details.

What do you consider your greatest achievement?

Every project starts with a story, narrated through my creative vision with artistry, passion, and elegance.

朱怡芬在台灣土生土長，畢業於紐約帕森設計學院，及後在季裕棠設計師事務所旗下工作。在2007年，她回到台北成立Celia Chu Design，與許多國際級集團合作過，例如台北國賓大飯店、中

國深圳灣木棉花酒店，及凱悅集團旗下的一些亞太區酒店。

在你的設計師生涯中，哪件早期作品最為重要？

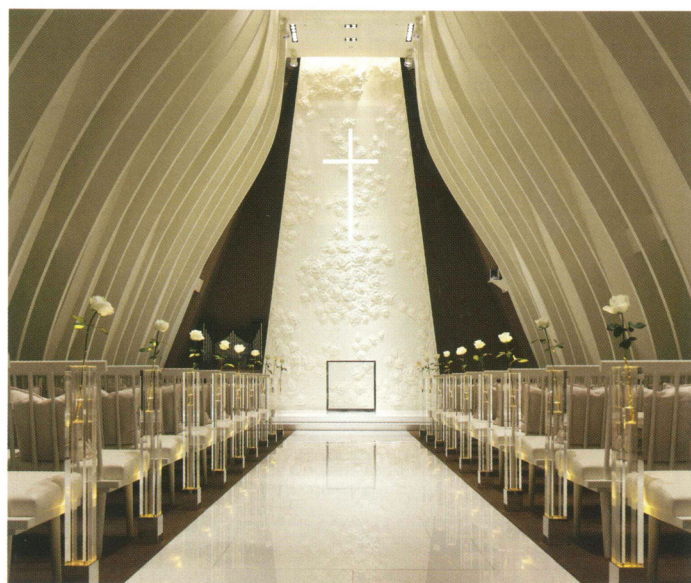
對我來說，福岡君悅大酒店的White Rose Chapel教堂一直都是個很特別的項目，因為它透過設計表現出真誠的情感。

那時候你的目標是甚麼？

我想在創作中，小至每個細節都能誘發出永恆與莊嚴的感覺。

你認為自己最大的成就是甚麼？

每個項目都由一個故事開始，然後透過我的創意以藝術、熱情和優雅感訴說出來。



**NAOKO TAKENOUCHI**

**WHO** Co-founder and director, Takenouchi Webb

Takenouchi Webb 合夥創辦人兼董事

**WHERE** Singapore 新加坡

**WHY** Naoko Takenouchi first studied architecture in Tokyo, continuing her studies in Nottingham, England, where she specialised in interior design. She worked in Tokyo for Shigeru Ban and Claudio Colucci before joining Design Studio Spin. On moving to Singapore, she worked for SCDA Architects before setting up her own office with Marc Webb in 2006 — Takenouchi Webb is an

integrated design firm specialising in hospitality and retail.

How did you become interested in design as a career?

Since I was a child, I have always loved to look at building plans and imagine what the spaces were like.

When you begin work on a new project, what is your starting point?

I always take the existing site with the brief and let my experience and imagination fly.

What is the best moment of the day for you?

When I see my husband, and partner, with our newborn son, playing and smiling together.

Naoko 早於東京修讀建築系，及後在英國諾定咸進修室內設計。她於畢業後回到東京，先後為建築師坂茂與Claudio

Colucci 工作，後來加入Design Studio Spin。在移居新加坡後，她先為SCDA建築事務所工作，後於2006年與Marc Webb 聯手創立Takenouchi Webb 設計室，專門設計酒店與零售項目。

你是怎麼開始想要以設計作為你的職業？

我從小已喜歡看建築的平面圖，想像那些空間會是怎樣。

當你開始著手處理一個新項目時，設計的出發點是甚麼？

我通常會根據設計簡報和項目的選址，然後任意地發揮我的經驗和想像力。

對你來說，哪個時份是一天裡最美好的？

當我看著我的丈夫，他也是我工作上的拍檔，和剛剛出生的兒子一起玩樂大笑的時候。

