

INTERIOR DESIGN YEARBOOK 2023



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Celia Chu
Celia Chu Design



INTERIOR ARCHITECTURE

BY CELIA CHU

Celia Chu Design

Celia is the principal and visionary of her design firm Celia Chu Design. She creates elegant contemporary hospitality and upscale residential projects with a flair of sophistication and layered richness. Inspired by her passion for art and design, Celia combines the practical functionality and the unique expression in design sensibilities to form a holistic approach to all her projects. The finished product is always refined and personalised, with a variety of influences reimagined to form that signature touch.

Nowadays people have very specific needs for many different lifestyles. I find in residential design a project is now more about creating a home for very specific needs, a home to use for family entertainment, a home to be a main place of work or a getaway holiday home, a recluse from the outside world. Interior designers are storytellers, they visualize the space with elements to become a new invention, which evokes emotional experiences. Local elements I find are easily implemented using local artisans and artwork. Art has become a very essential element to create engaging spaces that make the space feel personally connected to the homeowner. Art can also be so versatile. Often we see art seamlessly complemented on architecture or furniture finishes as a space divider or as an installation to bring a new meaning to the space. With hospitality projects, we often try to support young artists. To bring on the unique point of views from the younger generation keeps spaces fresh new and modern. For residential projects artwork is mostly customized to showcase the personal taste of the owner. The

biggest challenge today is how to fulfill "Earth Friendly Design." Green architecture has been developed over the years for energy-saving and material sustainability. More and more countries support this issue, even by policy. As an interior designer, we challenge ourselves to select materials from green businesses. It might be difficult to

change in an instant, but to promote, communicate or educate our client or contractor, one person at a time – this becomes our goal for change. Hotels today are on a trend to become more and more boutique. Inclusivity is the key for travelers. We are expected to inspire the hotels guests as they enter, to make them feel they are local but

Richard Meier & Partners Residential Tower Building Taipei, by Celia Chu (Below)



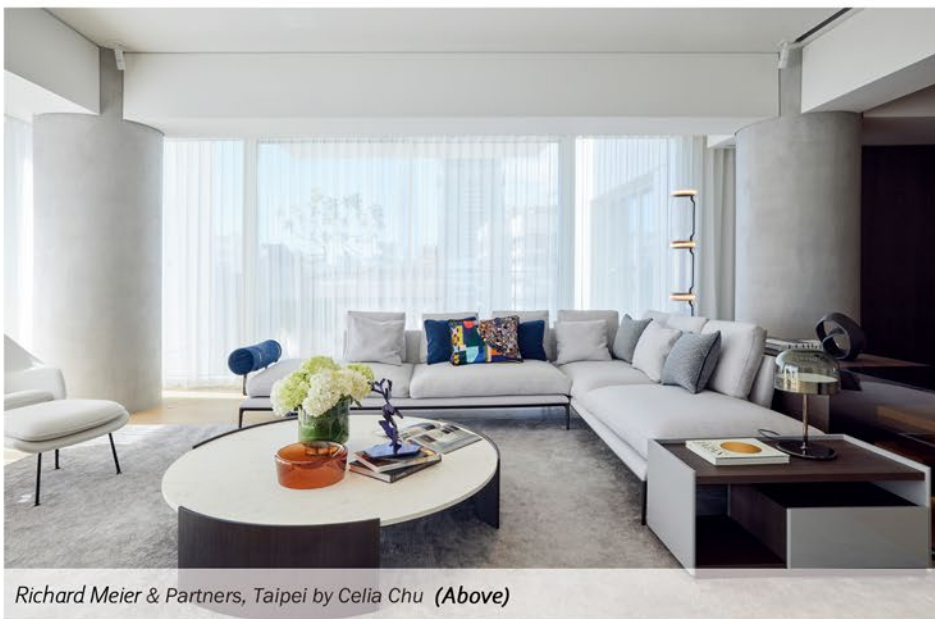
CELIA CHU

unique, with all the small moments from interiors to bring them great satisfaction. However, residential projects are all about how to make every space personalised and functional. Each project is tailored to every detail of the owner's lifestyle. Hospitality projects are more about storytelling yet residential brings much more flexibility on the space planning strategy. We often see impressive photographic images; however, the space is often over-designed and overwhelmed in reality. I think a great interior space should impress you with comfort but also bring on enough emotional experience to make you want to come back again. This is always what I keep in mind while designing both residential and commercial interiors. Nowadays, having a space to work from home is a must requirement. It needs to be a place where we can stay focused in working-mode but at home. I found my balcony

became my favorite place to work in, even more preferable than an office space indoors. I can look at the green open spaces which stimulate my creative thinking, all while enjoying the breeze and sounds of nature. In my Celia Chu Design office, I designed a green living wall garden at the portal deck with a semi-outdoor bar counter for designers to work or rest with some green space in the office. Its essential for our mental health. Interior design is a process of storytelling. Every project brings a unique style to reflect the cultures and meanings from the location. I always get excited working on a project, which is often located in a different country. It's truly wonderful to understand different culture, the art and even the local stories. Every country and city brings great inspiration to me. All the unique cultures are stimulating. I've worked on projects all over China, from North to South and

every city is so distinctly charming with its own culture and characters. When I work on a project in a foreign country to my native Taiwan, I always bring my team to experience the life of the locals. Lots of inspiration could be found at the local shops and markets. This was most recently done to Bangkok Thailand where I designed the Rosewood Bangkok hotel. The scale for interior space has already started the change. For hospitality design, hotels are no longer just filled with grand and beautiful spaces but serving as the connection from people to cultures. However, sustainability is one of the most important subjects that everyone should be addressing. We hope for more consultants and suppliers in the business to make our design as green as possible, for a more sustainable planet and future.

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Photography by Sebastien Veronese



Richard Meier & Partners, Taipei by Celia Chu (Above)



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