
THE BEST IN INTERIOR DESIGN



MALAYSIA
HOME
&
DECOR



DESIGNER SHOWCASE 2017



PATRICK CHIN

PRIDE
STUDIO

CONTACT

Pride Studio Sdn Bhd
30-2 Jalan PJU 1/3D,
SunwayMas Commercial Centre,
47301 Petaling Jaya, Selangor.

Tel: +603-78809320

Fax: 03-91731402

Email: info@pridestudio.com.my

www.pridestudio.com.my



DUE FOR OPERATIONS IN THE FIRST QUARTER OF 2017, THE SHANGRI-LA CUSTOMER CONTACT CENTRE NEEDED TO FIT HUNDREDS OF EMPLOYEES COMFORTABLY.



In the works of Pride Studio, one notable connecting thread stands out: that function reigns supreme where design is concerned. Headed by designer Patrick Chin, the studio champions an ethos that's most certainly difficult to dispute; that is to put themselves in their clients' shoes, and to understand what it is the client truly needs. "Only then can we understand the clients' reasons and requirements, and give our input and advice," says Patrick.

Such an ideal naturally features, and most prominently, in one of their most recent projects: The Shangri-la Customer Contact Centre.

Due for operations in the first quarter of 2017, the Shangri-La Customer Contact Centre needed to fit hundreds of employees comfortably. As the space would serve to service customers worldwide, the final design needed to facilitate a good and comfortable working environment, as well as one that met the brand's high standards. The client brief echoed a sense of dedication to employee comfort – especially important given the nature of their work.

"They wanted a modern work space that could house more than 200 workers, with an environment to inspire >

team spirit," Patrick shares. "As it is a 24-hour customer service centre, the office is constantly occupied and functions around the clock. Hence, the space needed to instil an energetic, productive, and yet fun environment for the team."

For this purpose, the Pride Studio team worked closely with the IT cum M&E Consultant to meet technical specifications, all the while keeping the aesthetics and functionality of the space in check. With operation hours around the clock, it was important to the Pride Studio team to keep the call centre aesthetics energetic and motivational. "We applied an open office concept to maintain work force continuity," Patrick says. In this manner, the office was kept accessible, promoting easy and convenient communication between Shangri-La's employees. "It allows the employees to have a choice, and control over where and how they work as they 'hot-desk'."

Vibrancy plays a significant role in the interiors of the space. Patrick and his team utilised colour to great effect. Bright yellows and blues promote energy and calm in turn, while graphic wall features and special carpets were applied, producing different effects to suit different moods – a win, indeed, in terms of versatility. This is evident in the wing, with green and yellow carpets that promote a biophilic environment. >



THE PRIDE STUDIO TEAM WORKED CLOSELY WITH THE IT CUM M&E CONSULTANT TO MEET TECHNICAL SPECIFICATIONS, ALL THE WHILE KEEPING THE AESTHETICS AND FUNCTIONALITY OF THE SPACE IN CHECK.



VIBRANCY PLAYS A SIGNIFICANT ROLE IN THE INTERIORS OF THE SPACE.





"Given the design of the building, we made full use of the natural lighting," Patrick says. And to induce a sense of calm and closeness with the natural world, panoramic windows allowed for full appreciation of the surrounding trees! Within, motivational quotes adorn the walls, the perfect reminder for employees in need of some positivity.

To further equip the office inhabitants with versatility at work, Patrick and his team created spaces that served different functions while keeping them open. This includes private discussion booths for one-on-one coaching, staff lockers, meeting tables for small groups, and partitioned rooms for private discussions. To keep morale and workplace satisfaction high, Patrick also included a break-out zone, one including the pantry and a chill-out lounge.

All in all, it wouldn't be a stretch to say that Pride Studio has indeed delivered the client brief to perfection. Here is a space any employee would be happy to work in day in and out – bright, vibrant, colourful, and easy on the eyes. ●



TO FURTHER EQUIP THE OFFICE INHABITANTS WITH VERSATILITY AT WORK, PATRICK AND HIS TEAM CREATED SPACES THAT SERVED DIFFERENT FUNCTIONS WHILE KEEPING THEM OPEN.