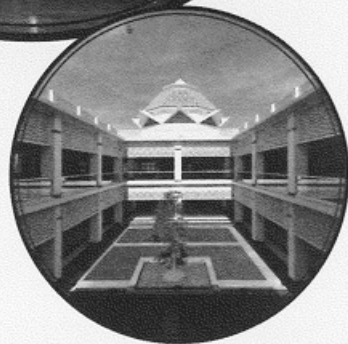
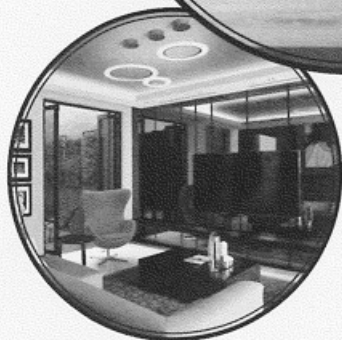
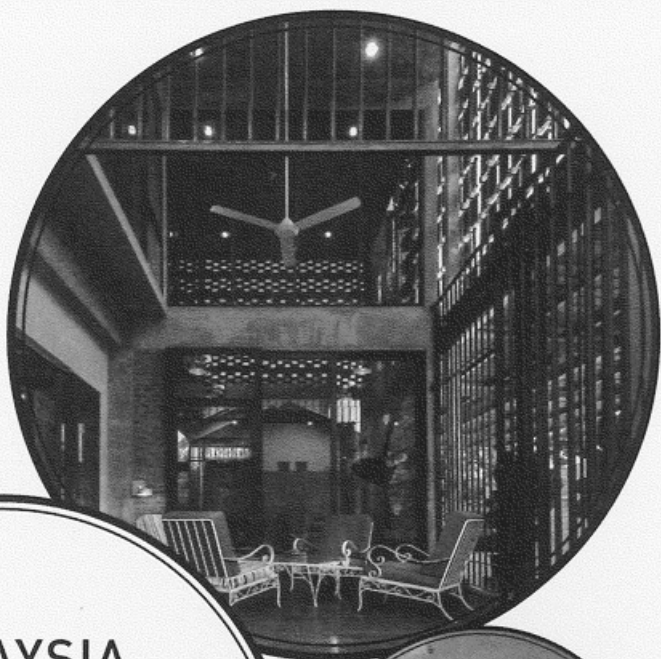


THE BEST IN INTERIOR DESIGN



**DESIGNER**  
**SHOWCASE 2016**





Patrick Chin

## **PRIDE** **STUDIO**

**CONTACT**

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

Tel: +603-78809320  
Email: info@pridestudio.com.my

[www.pridestudio.com.my](http://www.pridestudio.com.my)







Located near the heart of Bukit Bintang, just off Jalan Sultan Ismail, Apple Vacations HQ sits in a corner lot unit boasting 19,800 sq feet which spans over its five storeys. "The unit is owned by Apple Vacations themselves," Says Patrick Chin, Head of Interior Design at Pride Studio. "The different divisions of the Apple Vacations HQ group occupy the 2nd to 4th floors, and the lower floors are leased to a local bank." The grand scale of the space sees a whopping total of 160 workstations in the HQ – and these are most certainly not the tight, cramped offices we're so accustomed to seeing.

"The clients were expecting a space that combines their spirit and love for Japanese culture that allows them to work effectively and function as a team." Patrick says. As a key person in the aesthetic of his clients' spaces, Patrick believes that it's important to put oneself in the clients' shoes. "Only by doing so will we be able to fully understand the clients' reasons and requirements, and also to be able to give additional input and advice." He adds.

This ideal, naturally, lends itself to the way the space of Apple Vacations HQ came about. What drives every project forward is a strict adherence to the tone of the business, coupled with the client's brief and a dedication to functionality, aesthetics, and practicality. "We place function first," Patrick says, "Because a nice design that is not user friendly is pointless. And practicality affects the final design in the end."

After the initial client brief, the Pride team goes on to visit the site to learn about the space and surroundings, following which further research is done, and proposals are submitted. For the Apple Vacations HQ, the Pride team proposed an infusion of traditional Japanese architecture into a modern space. As Apple Vacations HQ serves as one of Malaysia's leading travel agencies known for Japan tours, the proposed aesthetic ties into the work, neatly linking the identity of the brand to the space itself.

**LEFT**  
Natural wood elements, combined with a dark colour scheme echo traditional Japanese aesthetics.





WHAT DRIVES EVERY PROJECT FORWARD IS A STRICT ADHERENCE TO THE TONE OF THE BUSINESS, COUPLED WITH THE CLIENT'S BRIEF AND A DEDICATION TO FUNCTIONALITY, AESTHETICS, AND PRACTICALITY.



**LEFT**  
The workspaces are spread out over three floors, catering to the different departments and subsidiary companies of the group.





**ABOVE**  
To reflect the company directors' love of Japanese culture, plenty of natural materials were used; these include wood, washi paper, jute, and textured plastering frames.

The resulting space, spread across the three floors, plays on natural colours, from pale blues to light woods featuring beautiful grain patterns and organic, curved shapes. To accommodate the many subsidiary companies of the group, the Pride team faced the challenge of segregating each department systematically, while installing a theme that represented each individually from floor to floor. This, they achieved by assigning different design concepts to different floors in accordance to the regions they represented; ASIA travels, Western travels, and departments catering to Muslim travellers.

The newly extended fourth floor, dedicated to the Management Department, features contemporary Japanese aesthetics, as

requested by the company's directors who have always been fond of the Japanese culture. "To reflect this, a lot of natural materials were used." Solid wood, washi paper, jute, and textured plastering frames the directors' existing collections of Japanese artifacts. To further accentuate the natural aesthetic popular in Japan, pine tree trunks were turned into a grand conference table in a tatami room on the mezzanine floor, a grand structure that displays the wood grains of the piece to perfection.

Pride Studio is currently working on a few small to medium-sized hotels which are located in the city centre; each boast their own characteristics and uniqueness in terms of location. ●

