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THE BEST IN INTERIOR DESIGN

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DESIGNER  
SHOWCASE  
2015

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**LEONG TA WAH**  
Design Business Sdn Bhd  
"We design for the user."

**PATRICK CHIN**  
Pride Studio  
"It's always important to put ourselves in our client's shoes."

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**WONG PEI SAN**  
Essential Design Integrated  
The team strongly upholds their core philosophy: to not impose onto others their personal tastes.

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**AR DR. TAN LOKE MUN**  
DTLM Architect  
"Each project is different. We rarely repeat our designs."

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**NG KHUEN KEAT**  
NGKK Architects  
"I always strive for relevance in my designs."

**LISA ONG &  
OOI BOON SEONG**  
PDI Design & Associates  
The team's priority lies in producing good designs, as well as paying attention to the finer details in a space.

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Patrick Chin

## PRIDE STUDIO



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**H**ead of interior design in Pride Studio, Patrick Chin most certainly lives up to the name. And it's necessary – in order to come up with designs that speak to the client, one must, indeed, take pride in one's work. With interior designers Swee Ching and Zac Lee on board, Pride Studio's works are rich in innovation and new ideas.

Boasting 11,000 square feet worth of built-up space, 1000 Miles Hotel on Jalan Tun H. S. Lee is a vision in blues and yellow. The five-storey building, with its post-war architecture dates back to the late 1800s. 37 rooms make their home within. The space is decked out in styles of the past: mosaic tiles, collapsible gates, and a raw brick wall. Pride Studio's goal was simple: to bring visitors back to the colonial age as befits the landmark site, incorporating the use of old photographs and tradition to bridge the past with present day.

The bridge brings together retro aesthetics and colours, and couples them with a slight modern twist in the form of contemporary furnishings. To further supplement this, the tiles were lain in a way to evoke an imagery of today's high-rise cityscape silhouette, bringing the modern world into the space and breathing fresh, new life into an otherwise

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classic style of design. It's vibrant, bold, and above all, it speaks strongly of inspiration and a desire to work, and to think, outside the box.

The interior of the hotel echoes the blues and yellows of its outer walls. Though the rooms are perhaps smaller, they nonetheless evoke a sense of clean-cut modernity, with ample amenities such as en-suite bathrooms, to serve guests' needs. Space is not wasted – it's used up, and used well, while ensuring plenty of room to move about. And to make up for the narrower make of each room, the spaces lack overly-ostentatious adornment, eliminating the prospect of stifling visual clutter.

"It's always important to put ourselves in our client's shoes," Patrick says. "Only by doing so will we be able to fully understand the client's reasons and requirements, and also be able to give additional input and advice." And while that's an undoubtedly important place to start, the Pride team believes in the power of research in work. "It is always important that we visit the site to understand more about the space and surroundings of the location, before the design and proposal stage." Patrick adds.



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If that is any indication at all of Pride Studio's dedication to the needs of their clients, the proof is further visible in the pudding – or in the design footprint of 1000 Miles. Despite working within specified constraints, Pride was intent on giving guests a unique experience, bringing them through a comfortable and enlightening 'time warp' through their carefully-curated interiors. And though 1000 Miles is categorised as a budget establishment, it most certainly doesn't look it. Boutique as they come, with vibrancy, character, life, and a story to boot, the hotel welcomes guests from afar – especially travellers who have come a thousand miles.

It's not only 1000 Miles that bears Pride Studio's magical touch. As with other establishments in works by the studio, other boutique hotels, some private

residences and retail outlets, 1000 Miles began by answering to Patrick's three fundamental rules. Functionality, Aesthetics, and Practicality top the pyramid of importance in design insofar as Patrick is concerned. "We place function first because a nice design that isn't user friendly is pointless. And practicality affects the final design in the end," Patrick adds.

As an interior designer, Patrick sees his projects as stages on which he can direct one magnum opus after the other. Projects are designed and executed according to meticulously-laid out plans, all in the name of achieving the desired mood, atmosphere, and end result. As far as the pieces go, Patrick's ideals for interior design are simple, yet often difficult to achieve without attention to detail. "It should be an experience of

space and atmosphere that involves our senses toward surroundings such as lighting, colours, textures, sound, and even smell." He says. "It's very important to pay extra attention to the little details in order to strike a balance between aesthetics and practicality."

While Pride's current projects are most certainly eye-catching in design, the studio's past includes projects such as the award-winning Apple Vacations HQ on Jalan Sultan Ismail. Completed in 2014, the five-storey office project was awarded Best Office Interior for Malaysia by London-based International Property Awards. More recently, the studio undertook the task of putting together the interior of Hana Dining & Sake Bar in Sunway Pyramid, drawing on Japanese influences to create both spaces. ●

