



# PASSION PLAY

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*Samantha Soo, founder of Studiossoo, on her latest project for Audemars Piguet, and her take on how the notion of home has been redefined because of the pandemic*  
Studiossoo創辦人Samantha Soo帶大家走進最新完成的項目AP House，同時分享疫情如何為家居重新定義

**C**reativity may be in the genes, but passion often germinates directly from your parents. Meet Samantha Soo, founder of Studiossoo, who discovered her spark for interior design at a very young age because of the influence of her father. Through design magazines and her many travels, her passion for design started taking roots and later evolved into a profound interest in materiality and spatial planning, which prompted her to start her firm in 2017.

With the notion to communicate authentic spatial experiences through unique textures and materials, the Hong Kong-based practice is behind a plethora of refined homes and premium retail spaces in Hong Kong and Asia, including the premium lounge of Audemars Piguet in K11.

We caught up with the designer and mother on her latest project, discussed how the pandemic has evolved the design landscape, and the top décor trends for the coming year.

創造力也許有賴於先天基因，但創作的動力，卻需要從小培養。Studiossoo創辦人Samantha Soo的父親是一名建築師，在擁有設計背景的家庭長大，令她從小就培養出閱讀設計雜誌的習慣，加上豐富的旅遊經驗，啟發了她對室內設計的濃厚興趣。後來她專注於物料的使用及空間規劃的領域，並於2017年創立自己的室內設計公司。

透過獨特紋理和材質提升空間體驗的理念，令Studiossoo的足跡遍及香港和亞洲不同地區，作品涵蓋住宅和商業項目，當中包括Audemars Piguet位於尖沙咀K11的貴賓室。我們日前與Samantha進行了訪談，藉以了解她為Audemars Piguet創作的最新項目，並探討疫情對設計界造成的影響，以及今年的設計潮流趨勢。



**What prompted you to become an interior designer and to set up your own firm in 2017?**

Growing up in a family that has been in the design development business for decades, I was exposed to architecture and interior design at an early age.

My father has had a profound impact on my career direction. He would always bring home design magazines for me to read on a weekly basis and whenever we travelled together, he would take me to architectural landmarks and educate me on the history of spatial design.

Influenced by my father, I developed a strong interest in materiality and spatial planning growing up. Such interest turned into a passion that led me to study interior architecture in the US.

In 2016 I became a mother. Long working hours in the office made it hard for me to spend time with my children. Like any other working parents, the new chapter of my life prompted me to reconsider the balance between family and work.

I have learned so much from years of experience working with notable design firms in Hong Kong and decided it was the right time for me to start my own practice in 2017. Striking a balance between a newly established studio and my children is not easy. However, I feel incredibly lucky and privileged being able to devote my time and passion into design while not missing out on precious family moments.

**What's the mission of Studiossoo and how have you brought these visions to life through your previous projects?**

At Studiossoo, we are proud to put our clients first. Listening attentively to their needs, and focusing on discovering fundamental necessities that are important to the end user instead of stamping projects with a house style, we approach each project and client individually.

Our design is always rooted in the project's brand, local culture, and the project vision. We believe only through that we are able to create something authentic that is contextual with actual meanings, and one that evokes an emotional response and speaks to the users' hearts.

**What is the inspiration and design concepts behind your most recent project AP House at K11 in terms of furnishings and store layout, and the objectives of it?**

The new AP House is set to elevate its clients' experience with the brand. Rooted in the hospitality-driven concept, the new AP House at K11 is designed to be a home away from home that conforms to the brand's standard of impeccable craftsmanship.

Being the second venue in Hong Kong, the new venue requires a unique design perspective that distinguishes itself from the first AP House in

H Queens. To pay homage to the metropolitan city of Hong Kong, our design injects more oriental-inspired elements and promotes local artistic flair.

The interior architecture of the space comes with smooth lines and curved edges. We fully embrace that nature and use it to establish the character of the venue. Orchestrated with fluid forms of furniture and soothing colour hues, our design achieves a serene ambience that gives an immediate sense of homecoming.

**How has the pandemic changed the way people design their homes, and your design practices?**

Due to this pandemic, our notion of home has changed. Home is always where we can relax and enjoy quality time with family. However, the meaning of home is now different. We are spending most of our time at home not only working, but also parenting and spending a great amount of leisure time. Adapting to such changes and accommodating the new multifunction household becomes a primary question to solve.

As for our practice, fortunately we have not been impacted much by the pandemic. Projects are still progressing as planned, along with site visits and co-ordination with key parties. We are very lucky and grateful our industry is not as affected by the pandemic as other industries.

**What do you think will be the top home décor trends this year in terms of furniture, colour, textures, finishings, and home accessories?**

With more people working from home and spending much more time indoors, we are seeing increased cravings for a connection with nature. Applications of natural materials such as terracotta, travertine, raw wood finishes, earthy textures and materials are in greater demand.

Meanwhile, we also notice that more clients are embracing a louder design style to show their personal character and brand identity. We anticipate to see more play on layers of textures, extravagant textiles and fabrics, richly hued palettes, bold and loud patterns, and striking arts and decorative elements in home décor in the future.

**What's next for Studiossoo?**

We will continue practising what we believe, focusing on authentic storytelling through spatial design, and helping clients to realise design outcomes that stay true to their core values.

Currently we are working on a couple of private houses and restaurant projects, a new revamp for Eighty-eight on Wellington Street, Hong Kong's first Lash Lab, and many more new and exciting projects in the pipeline that we will share with you shortly. | |

*“The new AP House at K11 is designed to be a home away from home that conforms to the brand's standard of impeccable craftsmanship”*



**什麼原因促使你成為一名室內設計師，並在2017年成立了自己的公司？**

我一個從事設計行業業務達數十年的家庭中長大，自小就經常接觸到和建築和室內設計相關的資訊。父親對我的職業有著極深遠的影響，以前他每星期都會把不同的設計雜誌帶回家給我閱讀，一起旅行時，他亦會帶我探訪當地的建築地標，讓我得以窺探空間設計的世界。由於成長過程中受到父親的影響，我慢慢對材質物料及空間規劃產生強烈興趣，促使我遠赴美國修讀室內建築課程。

2016年我成為了一名母親，發現在辦公室長時間工作，令我很難有時間和孩子相處。和其他在職父母一樣，人生的新一頁讓我重新思考家庭和工作之間的平衡。

我曾經在多家香港知名設計公司工作多年，憑藉當中的豐富經驗，促使我在2017年開設自己的室內設計公司。

要在經營一家新成立的公司與親子時間之間取得平衡，並非易事。雖然如此，我仍然能夠將時間和熱情投放在設計上，同時擁有寶貴的家庭時光。

**Studiossoo的品牌理念是什麼？你是如何將這些願景轉化為現實？**

在Studiossoo，我們永遠把客戶需求放在第一位。我們認真聆聽他們的需要，從而創作出切合他們個人風格的設計，而非只是跟隨潮流。我們對待每個項目和客戶都是採取一對一的方式，所有作品糅合項目品牌、願景和當地文化，三者缺一不可。我們相信只有這樣才能創造出有意義的作品，喚起用家心底的情感。

**對於AP House的傢俱佈置和空間佈局，其背後的设计靈感和理念是什麼，以及設計本身希望達到什麼目標？**

基於品牌以客為先同時提升顧客體驗的宗旨，我們特別將的AP House設計成一個充滿暖心氣息的生活空間，彰顯品牌的頂尖工藝標準。

作為品牌在香港的第二間AP House，我們在K11的嶄新空間注入更多帶有東方魅力的設計元素，藉此宏揚本地特色，與中環H Queens的首間AP House店鋪截然不同。

新的空間以流暢和圓弧線條貫穿，成為設計特色。空間透過圓弧曲線的傢俱，配合柔和治癒的色調，營造靜謐平和的室內氛圍，讓人置身其中，有一種回到家中的感覺。

**疫情如何影響著我們設計生活居所，以及你實踐設計應用的方式？**

疫情改變了我們對家的概念和定義。過住，家總是我們放鬆自在、或和家人享受相處時光的地方。但今時今日，家的含義已經徹底改變，不論工作、照顧孩子和其他空餘時間，大部分生活都在家中進行。因此，打造一個多功能的生活空間，是適應新常态的首要解決方法。我們十分慶幸疫情對公司並沒有太大影響。從現場考察到協調合作，所有項目仍按計劃進行。我們非常幸運，並十分感恩室內設計行業並沒有像其他行業一樣受到重創。

**在傢俱、顏色、紋理、飾面和裝飾方面，今年的家居潮流趨勢是什麼？**

隨著在家工作成為新常态，我們注意到大家越來越渴望與大自然建立聯繫。一些天然材質包括紅陶 (terracotta)、石灰華 (travertine)、原木飾面及大地系材質的需求，相信將會越來越大。

另外，越來越多客戶追求更大膽的設計風格，以展示自己的個人性格和品牌形象。我們預計在未來的家居裝飾中會看到更多層次的紋理、奢華物料、豐富色調、大膽圖案，以及充滿張力的藝術和裝飾元素。

**公司未來發展動向如何？**

我們將繼續追求和實踐我們的公司信念，並專透過設計，講述空間背後的故事，同時幫助客戶實現心目中的理想家居。我們正著手創作數個私人住宅和餐廳設計項目，其中一個項目是重新打造位於中環威靈頓街的Eighty-eight，另一個項目是香港首個Lash Lab。還有更多項目正在籌備當中，我們很快會與大家分享。 | |