

Samantha Soo

studiosoo

studiosoo.com

Founded by Samantha Soo in 2017, studiosoo is a Hong Kong based interior design practice that cultivates authentic spatial experience through celebrating textures and materials. studiosoo is proud to put clients first, listen attentively to their needs, and focus on discovering the fundamental necessities that are important to the end users. Instead of stamping projects with a house style, the studio approaches each project individually. Its design is always rooted in a project's brand, local culture and the client's vision. studiosoo believes only through this approach can they create a truly authentic design outcome that is contextual with actual meanings, one that evokes an emotional response and speaks to users' hearts.

紮根於香港的室內設計公司studiosoo由Samantha Soo於2017年創立，擅長通過創意使用搭配不同質感物料，為空間量身打造獨一無二的體驗。Studiosoo著重以客為先，細心聆聽需求，專注發掘重要基本所需和細節。工作室為項目賦予個性，不設既定框架。設計從項目的品牌、當地文化及客戶理念出發。Studiosoo相信，唯有如此，才可創造真正意義的設計，與用家情感交流、互為響應。





“Having a design vision and listening to our client is a very important aspect”

How did you get into interior design, and what did you do before becoming an interior designer? Born and raised in Hong Kong, Asia's world city, I'm no stranger to architecture and interior design. Growing up in a family that has been in the design development business for decades, I was exposed to design at an early age. Influenced by my father, I developed a profound interest in materiality and space planning from an early age. It led me to pursue studying Interior Architecture at the School of the Art Institute of Chicago, and further gain my master's degree of Interior Design from the renowned Harrington College of Design.

你是如何進入室內設計行業，以及你成為室內設計師之前曾從事過什麼行業嗎？我在香港土生土長，父親從事房地產設計管理，在他的薰陶下，我從小就對建築與室內設計產生興趣。對於空間以及不同材質質感的濃厚興趣，促使我遠赴美國芝加哥藝術學院學習室內建築，並在聲名顯赫的哈林頓設計學院繼續深造，取得室內設計碩士學位。

How do you usually kick-start the design process of a residential/hospitality project? Before we start a project we do a lot of research. For residential clients we learn about the way our clients move in a space and their daily routine. For hospitality clients we always create a concept with storytelling.

一般而言，你如何展開一個住宅或酒店項目的創作過程？項目開始前，我們會大量搜集資料。對住戶並會了解住宅客戶的日常生活流程和習慣，以及打算如何運入及使用空間。招待及服務業的客戶，我們會以講述故事的形式，創造設計概念。

Design trends you like and hate most? All design trends are influential in some ways, whether it is something similar to your design style or totally opposite. We are always revisiting old styles and trends and creating something new from it. We do not have a particular trend we like or dislike, instead we learn to accept and adapt to the trend.

你最喜歡和最討厭的設計趨勢？設計潮流或多或少都有其影響力，有時與自己設計風格相若，有時則完全相反。我們經常重新探索舊有風格或潮流，並從中創造新意。我們沒有特定喜歡或不喜歡的潮流，反而樂於學習接受及適應潮流。

Do you have a secret skill for a residential/hospitality project to be successful? Having a design vision and listening to our client is a very important aspect when creating a successful residential and hospitality project.

成功的設計有沒有秘訣？無論是住宅或酒店項目，清晰的設計願景、聆聽客戶需要，都是成功的必需因素。

