

# ARCHITECTURE+DESIGN

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**interiors for retail**  
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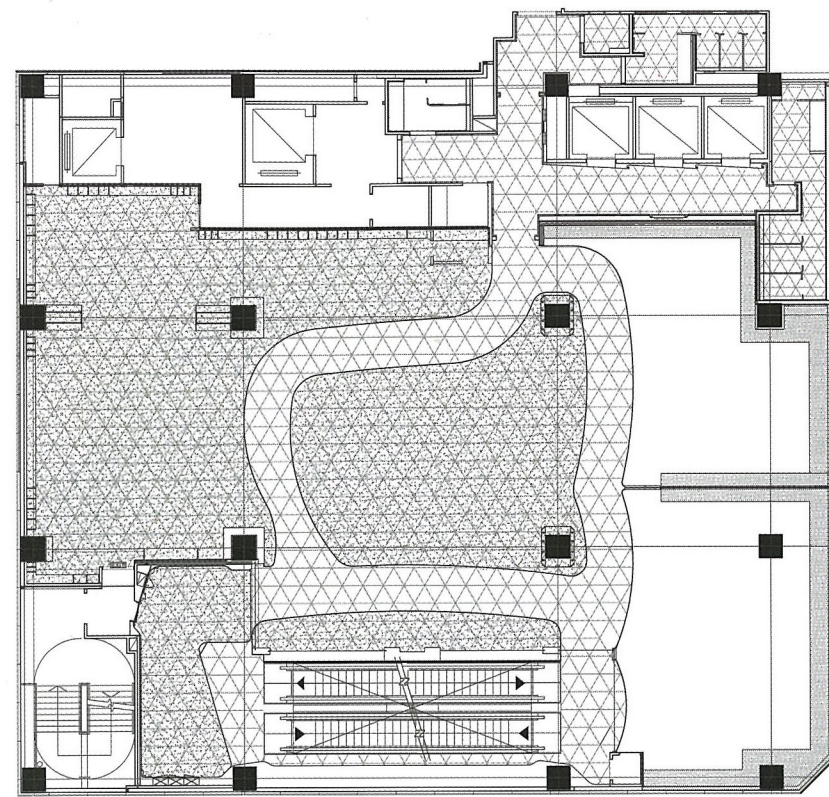
# Evoking Origami

**Project:** Sogo Club, Hong Kong  
**Architects:** Alexander Wong Architects Limited, Hong Kong

As a part of the Sogo 30<sup>th</sup> Anniversary Celebratory 'Style Evolution' Programme, a brand new club was redesigned for Sogo Causeway Bay which is the most popular and successful Japanese-style department store in Hong Kong, and possibly in Asia.

Sogo in Causeway Bay (The New York 'Times Square' or Tokyo 'Ginza' of Hong Kong) commenced its operations in 1985, is simply the largest (by area), most popular (by customer headcount) and successful (by revenue generated) Japanese-style department store consisting of over 18 floors of pure shopping in the heart of the busiest part of Hong Kong.





11/F FLOOR PLAN



It is a must-see for all tourists alike – the Harrods of Hong Kong so to speak. The department store is characterised by their 'one-stop-shop', 'shop-in-shop', 'Japanese style' and 'customer oriented' concepts, offering the best shopping experience in purchasing quality goods while providing

the best customer service all within a comfortable and pleasurable shopping environment.

Interstellar display is the centrepiece of the club's 11<sup>th</sup> floor with 'Katana' display shelves and Sogo triangular monogram ceiling and flooring patterns which also harks



back to traditional Japanese art of origami. Surrounded by the famous Japanese bookstore Asahiya, the inspiration obviously comes from the famous interstellar library scenes of the film with the same title by Christopher Nolan. The giant oval mirror ceiling reflecting in a kaleidoscopic fashion is symbolic of the sun, a leitmotif of Japanese culture well-known to all.

The Katana display shelf is a highly refined and sophisticated system that accommodates and incorporates adjustable shelves, hanging panels, curved glass display cases and many more display accessories including hanging signage inspired by childhood 'swings' – all with special indirect LED lighting fitted in. Highly worth mentioning is the gentle curved-shape of these shelves which recalls the gentle bend of a Samurai sword called 'Katana' – offering a concave

and a convex edge as two subtly different experiences for the approaching customers.

The Ceiling Ribbon in Corian is a symbol of shopping and gift wrapping with additional functions to delineate consignees' boundaries in an elegant and unobtrusive manner.

Standardised monogram ceiling panels with track lighting units incorporated utilises and exploits the dynamic qualities of a triangular pattern, enabling diverse angles and flexibility for positioning spotlights as well as incorporating all other E&M requirements within a rectilinear plan – ultimately generating a quietly intense and lively ambience.

The use of organic and natural-looking but ultimately artificial materials like Quarella marble base flooring panels, Formica laminates with embossed timber patterns framed by nickel silver metal strips create a functional, easy to





maintain interior without sacrificing the sophistication of the overall design. Curved glass poster light boxes are elegant objects with multiple functions including housing giant TV monitors, poster light boxes and incorporating signage, etc.

Sculptural curtain made of Corian is an effective way to soften the surfaces (and spatial qualities) without creating any additional complications in cleaning and maintenance. Sogo Beauty Center evokes a sense of the future with its Sci-Fi looking hexagonal giant mirror and matte beige cushion tiles in acoustic ceramics. +

## Factfile

**Client:** Sogo Hong Kong

**Design team:** Alexander Wong Architects Limited, Hong Kong

**Consultants:** Alexander Wong Architects Limited (Interior Design), Northcroft Hong Kong Ltd (QS)

**Contractors:** DECO Classic Ltd, Art Top Construction Engineering Limited

**Built-up area:** 52,987sq ft

**Cost of project:** HKD 20 million

**Year of completion:** 2015