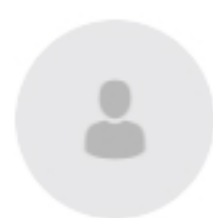


Women in Design: Corina Leung, director – Singapore, LWK + PARTNERS



by Staff Writer

13 Feb 2020



Corina Leung received her Bachelor of Interior Architecture degree from the University of New South Wales, Australia. After beginning her professional career in Sydney, she relocated to Shanghai before returning to her native Hong Kong. Prior to joining LWK+PARTNERS in 2018 Leung worked with several international architecture firms, planning and designing large-scale commercial interior projects across Hong Kong, Macau, China, Southeast Asia and Australia.

What are your strategic plans for the business?

LWK + PARTNERS is an international architecture, interior design and urban planning firm with 34 years of solid experience in delivering award winning projects to esteemed clients. Originally established in Hong Kong in 1985, we now have 11 studios throughout Asia and the Middle East, with 1000 multi-disciplinary staff and over 2000 projects under our belt.

The addition of the Singapore office is a strategic step in further strengthening LWK's global position in the market. Our big goal is to extend LWK's footprint and help promote our brand across South East Asia region, covering LWK's full range of services. Large-scale real estate developments are ideal opportunities for us to offer our design and architectural services and grow LWK + PARTNERS's portfolio internationally.

We are looking at establishing LWK + PARTNERS as a global architecture firm. Our goal for the next two years would be to strengthen our presence in MENA and to grow strategically across South East Asia and its promising developing markets.

What are the main operational challenges you face in Singapore?

Launching a new regional office comes with many inevitable challenges. While our HK and China studios have worked with some of Asia's most prestigious developers, we are not expecting any free rides here in Singapore and we know that we need to prove ourselves in this market. Singapore is a small and competitive market where the industry relies on existing long-term partners for architecture services while MENA is still very welcoming towards new players. That being said, we benefit from a strong reputation in Asia Pacific - thanks to our directors and large clients portfolio, which makes it easier for us to approach prospective clients.

What projects are you currently working on?

Our MENA office is currently working on a massive bridge project that is destined to cross Dubai Creek and which will be 380m long and 60m high. The intention for the Hanging Garden Bridge was not to create just a practical structure over a body of water but to make it a destination in itself. Our architects were inspired by the hanging gardens of Babylon and designed a "living" bridge covered with plants and trees. Dubai is renowned for its spectacular structure and buildings and we hope our bridge will contribute to enhancing the city's unique architectural landscape.

What are the current trends in retail design?

With the rise of millennials, retail brands are facing an urgent need to adapt in order to survive. Social consciousness and environmentally friendly products are now at the centre of concerns. This extends to both brands' products and to stores and the environment where shopping is done, which needs to reflect the brand's involvement. Developing innovative shopping centres with a sustainable mindset that both keep attracting visitors and creating deep meaningful spaces for human interaction are our main focus points. Shoppers nowadays tend to be more driven by experiences. This has forced retail stores and malls to come up with immersive experiences that are not necessarily meant to drive a purchase but simply to attract and retain visitors. We design malls with this in mind and the last to date was K11 Musea. The entire complex was thought as an experience with plenty of Instagrammable and interactive sights meant to generate traffic.

The current trend of experiential retail will keep on gaining strength as consumers are becoming more demanding and no longer satisfied by brick and mortar outlets. The use of virtual reality, augmented reality and connected objects within the stores will become mandatory to stay competitive and attract prospects. Architects and designers will have to adapt and learn how to include seamlessly all these elements within their concepts.

WOMEN IN DESIGN

CORINA LEUNG

LWK+PARTNERS

Publication: COMMERCIAL Interior design

Publication Date: 13 February 2020

Original Article: *Women in Design: Corina Leung, director – Singapore, LWK + PARTNERS*

设计业内的女性：LWK + PARTNERS 新加坡董事梁颖欣

梁颖欣毕业于澳洲新南威尔大学室内建筑学专业，毕业后于澳洲悉尼开始执业，后转战上海及香港继续发展事业。在 2018 年加入 LWK + PARTNERS 前，她曾为多家国际建筑事务所工作，规划及设计位于香港、澳门、中国内地、东南亚以及澳洲等多个大型商业室内设计项目。

您有什么商业策略？

LWK + PARTNERS 是一家国际事务所，专业范畴广泛，包括建筑、室内设计和城市规划，发展逾 34 年，已实现多个屡获殊荣的项目。事务所于 1985 年在香港成立，现在亚洲及中东地区开设了共 11 所工作室，拥有超过 1,000 位跨领域的创意专才，旗下项目更超过 2,000 个。

新加坡事务所的设立是为了进一步加强 LWK + PARTNERS 在全球市场的定位，从而扩大 LWK + PARTNERS 的业务范围，同时在东南亚地区推广我们的品牌及全方位服务。大型地产项目将会是我们提供设计及建筑服务的良好契机，助力我们在国际上继续扩展。

我们正在积极强化 LWK + PARTNERS 作为一家全球性的建筑事务所，同时亦希望在未来两年间扩展我们在中东及北非地区的业务，把握东南亚和发展中市场的机遇。

您在新加坡面临什么主要营运挑战？

无可避免地，在一个新的地区设立事务所的确会遇到不少挑战。虽然香港和中国工作室曾与一些享负盛名的发展商合作，但我们并不希望在新加坡「坐便车」，我们深知必需在这个市场内证明自己。新加坡的市场相对地小，但竞争相当激烈，业内亦较为依赖长期合作伙伴，并不像中东及北非地区较容易接纳新参与者。话虽如此，我们却因为 LWK + PARTNERS 强大的客户网络及在亚太地区享负盛誉，使我们更容易接触潜在客户。

您目前正在进行哪些项目？

我们在中东及北非的事务所目前正在进行一个大型桥梁项目 - 空中花园大桥。该桥长 380 米，高 60 米，横跨迪拜河，并超越纯粹的连接功能，其本身便是一个充满个性的活动场所。受到巴比伦空中花园的启发，我们的建筑师将大桥设计成一个绿意盎然的生态空间。迪拜素来以其壮观的建筑闻名，我们希望这座大桥将有助于进一步提升该城市的独特建筑景观。

现时零售设计的趋势是什么？

随着千禧世代的崛起，零售品牌正面临着迫切求存的需要。社会和环保意识现已成为人们关注的焦点，产品亦不再是唯一的重心，商店和购物环境亦需要反映品牌对上述元素的参与。我们侧重于以可持续的思维导向发展创新的购物中心，既可吸引访客，又可创造有意义的社交互动场所。现时的零售顾客侧重体验，促使零售店及购物中心转变为浸入式体验场所，并非单纯为引发购物，而是吸引人们重复到访。在设计购物中心时，我们亦加入了以上考量。最近期落成的香港 K11 Musea 便是一个好例子：透过加入适合拍摄及互动的装潢布置，使整个建筑群的人流大增。

一般实体店已不再能满足消费者需求，零售商业体验将会越趋重要。为了保持竞争力和吸引潜在客户，商店内会使用更多虚拟实境、扩增实境和连接对象的元素。建筑师和设计师将不得不适应和学习如何无缝地将这些元素纳入项目的概念中。