



## THE FLEMING

- Location: 41 Fleming Road, Wan Chai, Hong Kong
- Designer: A Work of Substance
- Construction Area: approx. 3382 m<sup>2</sup>
- Renovation timeline: 1 year
- Completion date: September 2017
- Photographer: Dennis Lo
- Photo link: <https://www.dropbox.com/sh/argxiil09ntl9qq/AABEPW3ohCb7IYdL-hK3ayYSa?dl=0>

### DESIGN CONCEPT AND FEATURES

A Work of Substance was tasked to redesign and rebrand The Fleming Hotel, originally opened in 2006. A new take on the architecture, interior, products, and identity transformed The Fleming into a 66-room boutique hotel that is a true reflection of Hong Kong. Occupying a building from the 70s', the hotel stands in Wan Chai close to Victoria Harbour front. The multilayered design concept draws inspiration from the location and history, leveraging Hong Kong's maritime heritage and 70s' industrial era-to create a cultural, social and efficient character. One landmark that embodies these three elements is the Star Ferry — having connected people across the harbour for over a century, it is a piece of Hong Kong's collective memory and identity. The Star Ferry, a unique and elegant icon of Hong Kong's past and present, became the foundation for every design detail, including the custom designed furniture and lighting. Nostalgia is further evoked by colours and scents: Carmine reds and bottle greens — hues seen on the hull of Hong Kong's ferries, fishing boats, delivery trucks, and temples —and apothecary-inspired toiletries and custom aroma of sandalwood and amber notes, to deliver an authentic sense of place.

We are most proud of meeting the needs of our target audience, and creating a memorable aesthetic impression that captures what Hong Kong feels like. The Fleming now drives foot traffic to the industrial Wan Chai, uplifting aesthetics and rejuvenating culture in the neighbourhood. Our creative strategy was informed by an in-depth research process on international and local hospitality landscape and The Fleming's clientele — business travellers. We found that in particular future business travellers expect increasing emotional experience with art and culture, as opposed to traditionally commercial trade-focused. Responding to this demand, efficiency, sociability, and culture became the backbone of The Fleming's new experience. Practical systems of storage, conveniently placed light switches and power points, thoughtfully zoned rooms that satisfy different usage, ledges and tracks along the walls that allow for unlimited configuration of the local artwork all support a smooth operation. Sociability is the essence of the layout design and custom made furniture, creating interfaces among guests as well as one to interact with the staff. The reception, for instance, has lounge chairs with movable backrests, creating a flexible and social space. Going beyond meeting the needs of the business travellers, we've curated a multi-sensory cultural experience, hoping each guest leaves Hong Kong feeling nostalgic.



## ABOUT A WORK OF SUBSTANCE

At the very epicenter of Hong Kong's design revolution, our 22-person shop uses design as a tool to rejuvenate culture and local neighbourhoods, creating works of substance that make Hong Kong a place people look to for inspiration. Ever daring and ever curious, we are constantly venturing into new projects and industries, including the launch of our exclusive line of furniture and lighting.

We work for clients that allow us to do things we could have only dreamed of—with commissions spanning the globe, we are now active in Hong Kong, Seoul, Hoi An, Singapore, Bali, Bangkok, Megeve, and Rio de Janeiro.

**WEBSITE:** <http://www.aworkofsubstance.com/>

**INSTAGRAM:** [@aworkofsubstance](https://www.instagram.com/aworkofsubstance)

## MAXIME DAUTRESME FOUNDER AND CREATIVE DIRECTOR

At the root of Maxime Dautresme's story is passion—a family's passion for creativity and travel. Growing up, he was surrounded by Asian antiquities and works of 20th-century masters. Maxime himself had an itinerant childhood in Brazil, Korea, Japan, France, and the USA, which helped him develop a keen eye for beauty and culture.

He has a deep understanding of the design process at every stage. He started his career joining the prestigious Christian de Portzamparc Atelier of architecture in Paris, and later spent several years in New York, Miami, Shanghai and Hong Kong with TBWA, Ogilvy & Mather and DDB. In 2011 he established the branding and design consultancy Substance in Hong Kong, now with a presence in Paris and Stockholm.

A love of research and historical style has given him a deep respect for the past. Having lived in Hong Kong for almost a decade, he has contributed to the revival of its distinct culture by creating nostalgic and authentic pieces with contemporary flair. This intent of cultural rejuvenation is carried in every detail of the Fleming project.



## THE TEAM BEHIND THE FLEMING

### JOHN HUI

OWNER / MANAGING DIRECTOR

John has had an unconventional journey that led him to his role at The Fleming. From the age of 10 he played tennis competitively and is the highest world-ranked men's player in Hong Kong's history. From 1995-2003 he was a member of the Hong Kong Davis Cup Team. His highest world ranking was 157. His career highlights included a bronze medal in the 2002 All China Games.

After graduating from Pepperdine University with a BS degree in Business Administration, John played on the ATP tour for a number of years. His experiences as a professional athlete had him traveling and experiencing different hotels around the world, sparking his interest in the hospitality industry.

Aside from his role at The Fleming, John is currently a Court member of the Hong Kong Baptist University. He is also a Director of Central Development Limited, which specializes in real estate ownership, development and management.

### JASON COHEN

OWNERS CONSULTANT

Jason has gained considerable experience in the hospitality industry, both in mainstream hospitality with the Hyatt group, as well as in some of Hong Kong's most successful independent hospitality ventures.

Jason started out by joining the hospitality industry at The Grand Hyatt, Hong Kong back in 2002. He then continued his career as the General Manager of JIA Hong Kong (now J-Plus Hotel), Asia's first boutique hotel by Philippe Starck, which was a huge success.

Jason then went on to become the Managing Director of Asia Pacific for the highly acclaimed HIP Hotels Media Group.

Since 2007, Jason has been a consultant to The Fleming. He is also a co-founder and shareholder of CÉ LA VI Group, one of Asia's premier destination entertainment brands with venues in Singapore, Bangkok, St Tropez and Hong Kong.

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