



PANORAMA

DESIGN GROUP

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HONG KONG | SHENZHEN | CHENGDU | SHANGHAI | SINGAPORE | JAKARTA | KUALA KUMPUR

Company Profile

Design to Inspire

Established in 2003, PANORAMA Design Group has been focusing on planning and designing large-scale composite spaces including Hotel, F&B, Entertainment, Retail, Villa and Showflat. PANORAMA's planning and design team offers a blend of creative and marketing skills brought together to produce unique and lasting quality design solutions. These solutions consider location based importance, target markets, trends, budget requirements and operations for every size and type. Each environment is assured of a dynamic, vibrant and unique character in its own right.

The company provides consultancy services in Interior Architecture & Branding Solution and receives over 150 international awards including Germany's iF Design Awards, Red Dot Design Award Winner, US's IIDA Global Excellence Awards & IDA Design Awards, Japan's JCD Design Awards Best 100, Taiwan's TID Design Award, UK's FX Design Awards, Restaurant & Bar Design Awards Finalist, Singapore's SIDS Design Award & INSIDE Awards Finalist, Netherland's Great Indoors Awards Nominee, China's Most Successful Design Awards, The Ring - iC@ward International Interior Design, Hong Kong's Asia Pacific Interior Design Awards, Hong Kong Designers Association Global Design Awards, Perspective Design Recognition Awards and Design for Asia Awards. Projects have been featured in numerous international design magazines & journals, e.g. Netherland's FRAME, Japan's World Hyper Interiors, Singapore's d+a, Korea's Interior World & bob, Taiwan's Interior & CONDE.

Our headquarter locates in Hong Kong with representative offices in Shenzhen, Chengdu, Shanghai, Singapore, Jakarta, Kuala Lumpur.

Horace Pan

- Vice Chairman, Hong Kong Interior Design Association
- 2011-14 Executive Board Member, International Federation of Interior Architects/Designers (IFI)



Founder

Horace Pan, a Hong Kong design figure famous for creating story-telling and unique spatial experiences of various commercial interior disciplines, obtained his Bachelor of Arts degree in Interior Design and Master of Arts degree in Design from School of Design, The Hong Kong Polytechnic University. He established his award-winning design practice PANORAMA Design Group in 2003. With headquarter in Hong Kong and local offices in China, Singapore, Malaysia & Indonesia, the company's project categories include Hotel, Property Development, Clubhouse, F&B, Retail, Education and receives over 150 international awards. Pan is frequently invited to be the guest speaker of international design conferences and seminars. He now furthers his professional career in the field of design education and is the assistant professor at School of Design, the Hong Kong Polytechnic University and serving as the Vice Chairman of the Hong Kong Interior Design Association and 2011-14 Executive Board Member of the International Federation of Interior Architects/Designers (IFI). Pan received Hong Kong Ten Outstanding Designers Award and China Entrepreneur Award in 2008 & 2010 respectively, 2015-16 Designer of the Year in China. Pan was the only Chinese among the 10 invited international designers in 2011 Taiwan International Interior Design Exhibition. In 2014 Pan received Hong Kong & Shenzhen Outstanding Achievement Designer Award in recognition of his contribution to the interior industry development over the past decade. In 2016, 2017 & 2019 Pan was respectively invited as international judge for Hong Kong's APIDA Award, Japan's JCD Award and Malaysia's JIDA Design Award.



HORACE PAN

Founder,
PANORAMA Design Group
Interior Designer of Donut Playhouse and Taste
Chamber at K11 MUSEA

A SILICON VALLEY OF CULTURE

Famed for creating unique spatial experiences with distinctive narratives, Horace Pan established his multi-award-winning design practice PANORAMA Design Group in Hong Kong in 2003, and has since expanded across Asia. For K11 MUSEA, Pan created two innovative zones with markedly different approaches. Donut Playhouse is a shopping area for parents and children featuring abstract forms and an open-plan playscape that help bring the world of the imagination to life. In the Taste Chamber, Pan draws inspiration from the visual heritage of Havana in Cuba, encouraging guests to experience the exotic culture of this enchanting Caribbean island while they dine amid Spanish colonial and Moorish-style architecture.

Project Information:

Project name : K11 MUSEA Donut Playhouse
Location: Hong Kong
Client: New World Development Company Limited
Interior design : Panorama Design Group
Design Director : Horace Pan
Design Team: Wendy Lam, Rachel Wong, kathy Lau
Photographer: Ng Siu Fung
Completion Date: OCT 2019
Area: 2000 sqm

Media inquires

Becca Sung
Telephone : (852) 2317 7850
Email : info@panoramahk.com

Kidscape Shopping

The K11 MUSEA is located in the heart of Hong Kong. In this composite shopping centre the three-storied “Donut Playhouse”, connected by slides from ground floor to basement, is designed to be the very first kids-oriented shopping arcade in the city.

“Donut Playhouse” consists of three main zones: Body, Mind and Soul. From the simple perspective of a kid, the basic elements of point, line and plane were manipulated to support different purposes given to the zones: a space for exercise, a space for learning and a space for performance respectively. Kid’s development was nurtured through introspection, exploration and discovery in enhancing the physical, mental and spiritual quality. Public facilities including concierge, seating, and directory are all catered for kid’s ergonomics. The family washrooms are all catered for easy access of adult’s and kid’s height: cubicles, washing islands and “Co-wee-wee” zone in the male washroom are specially designed to provide user-friendly, fun and out-of-expectation experience for building closer human relationships, it’s both a recreation of the childlike and a manifestation of the child’s pride.

BODY: PHYSICAL AND ACTIVE

An energetic and organic play zone and family cafe aims to unleash energy, provoke physical workout, provide space for relax and recharge. Besides the brightness and joy it brings, the yellow tone effectively stimulates muscle and enhances hand-foot coordination development of kids.

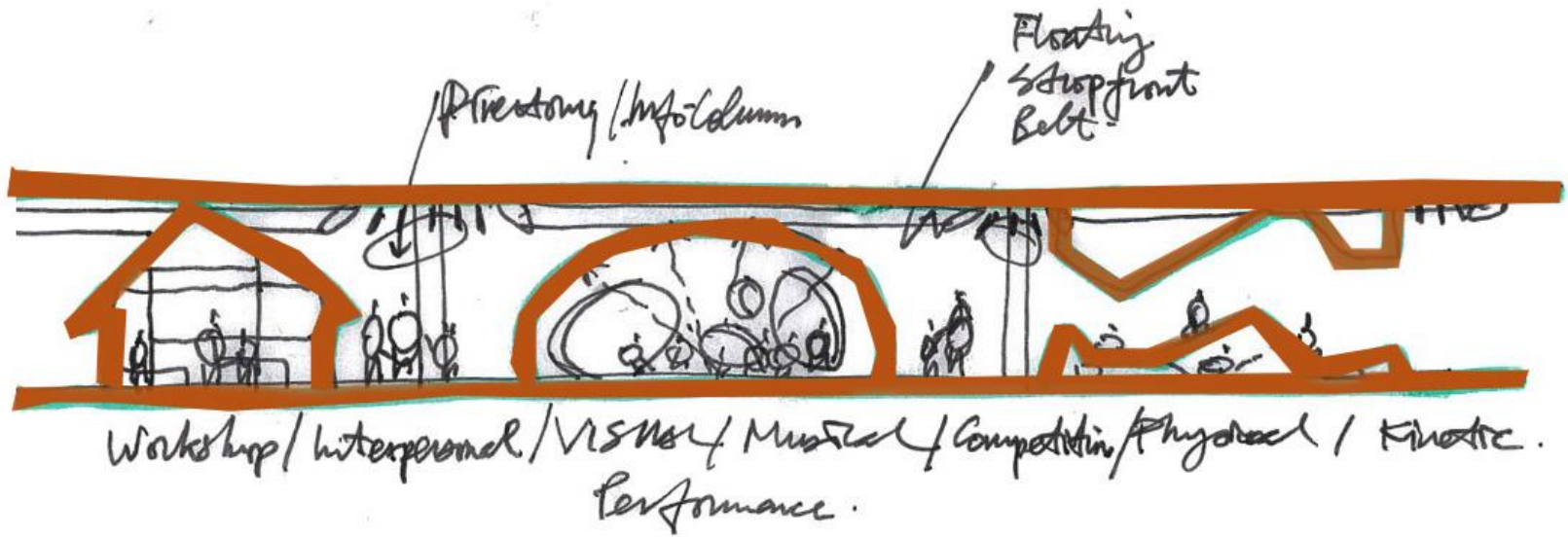
MIND: MENTAL AND CALM

Mind zone is designed as an open learning hub that workshops and lessons are made available to parents and kids. This organic landscape in green has an effect of stimulating the memory of children. Relatively small sized seats and tables in different shapes provide flexibility for end-users to cater for different activity needs; kids can even sit on the reading zone padding freely, adding fun and arousing their interest of learning.

SOUL: EGO AND INTERACTIVE

Soul Zone contains a mirrored tree as display device with a digital ring hoisting in the air. Whenever parents and kids finish their artworks in the workshops, their pieces of work will be posted simultaneously on the ring. The little artists or writers can go under the ring and see others’ and their own workpieces displaying. All to evoke creativity and ego expression through multi-media interactions.

We believe an ideal kids arcade shall not be a theme park, but go beyond reality and provide spatial experience for imaginations. We aimed to create a kidscape for edu-shopping that incorporated a sense of magic and playfulness for kids and parents.

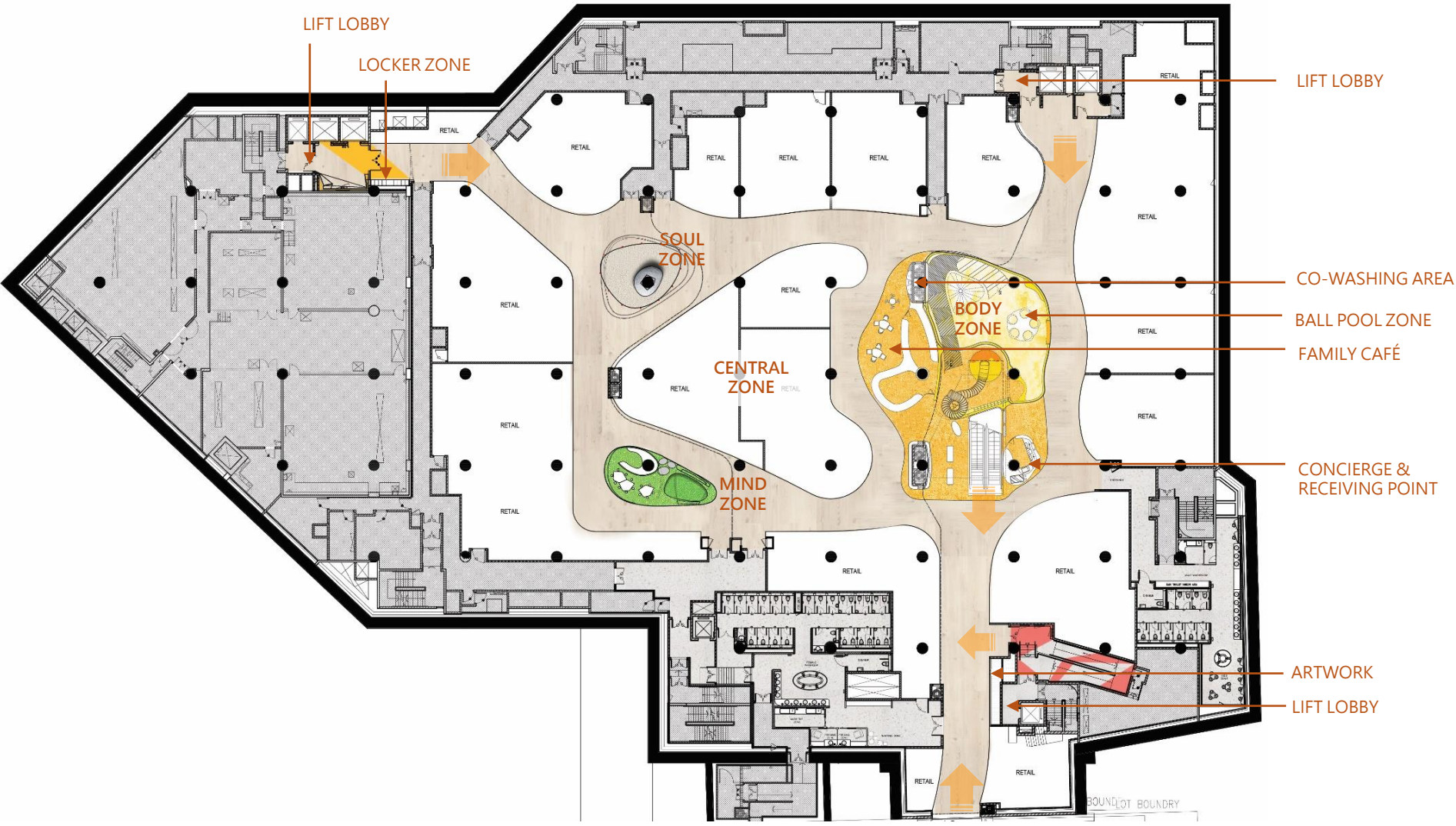


MIND

SOUL

BODY

KIDSCAPE SHOPPING



LIFT LOBBY

LOCKER ZONE

LIFT LOBBY

SOUL ZONE

CO-WASHING AREA

BODY ZONE

BALL POOL ZONE

CENTRAL ZONE

FAMILY CAFÉ

MIND ZONE

CONCIERGE & RECEIVING POINT

ARTWORK

LIFT LOBBY

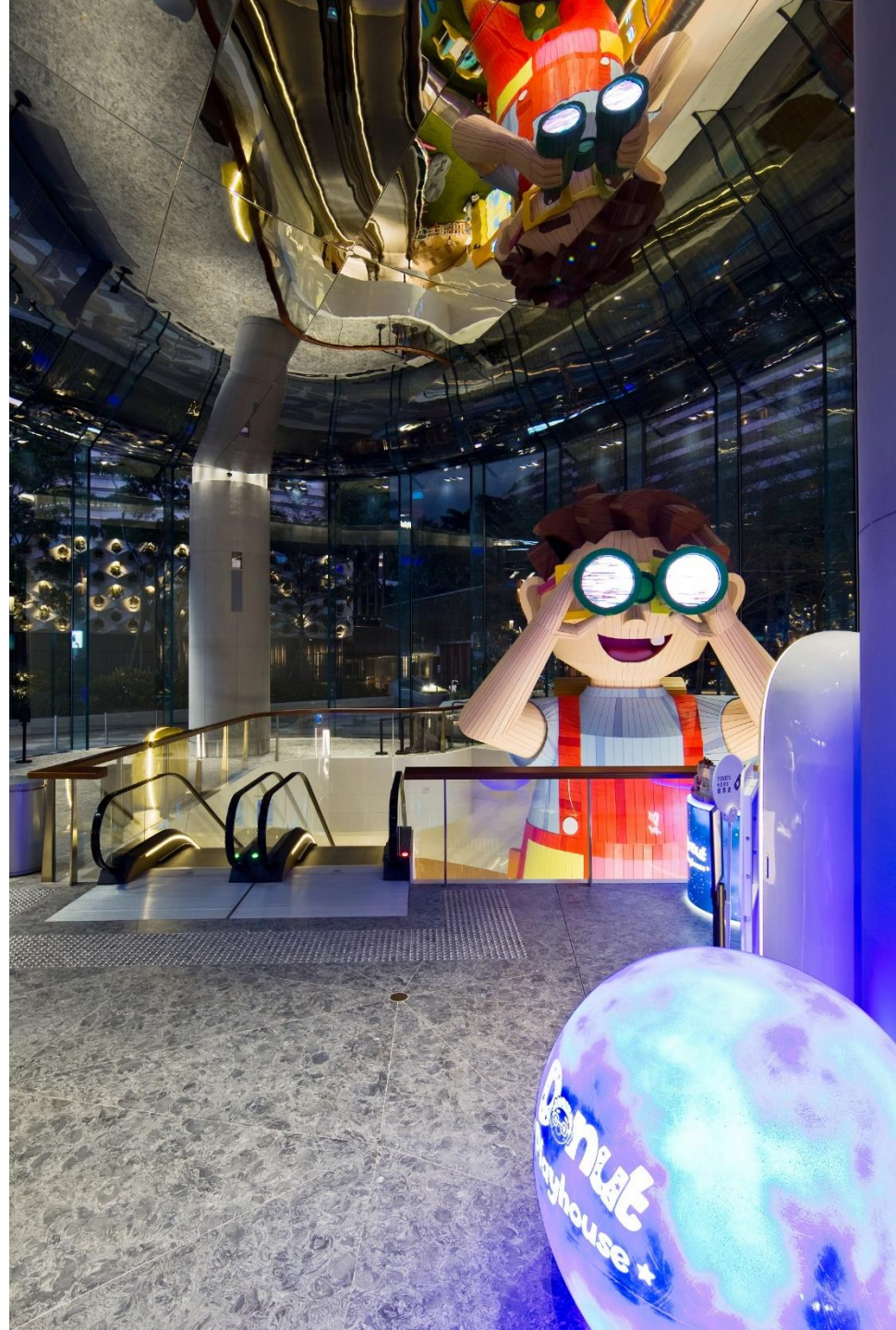
BOUNDOT BOUNDARY

Layout Plan



Main Entrance

Main Entrance





Concierge



Body Zone



Body Zone



Body Zone



Family Cafe



Family Cafe



Mind Zone



Mind Zone

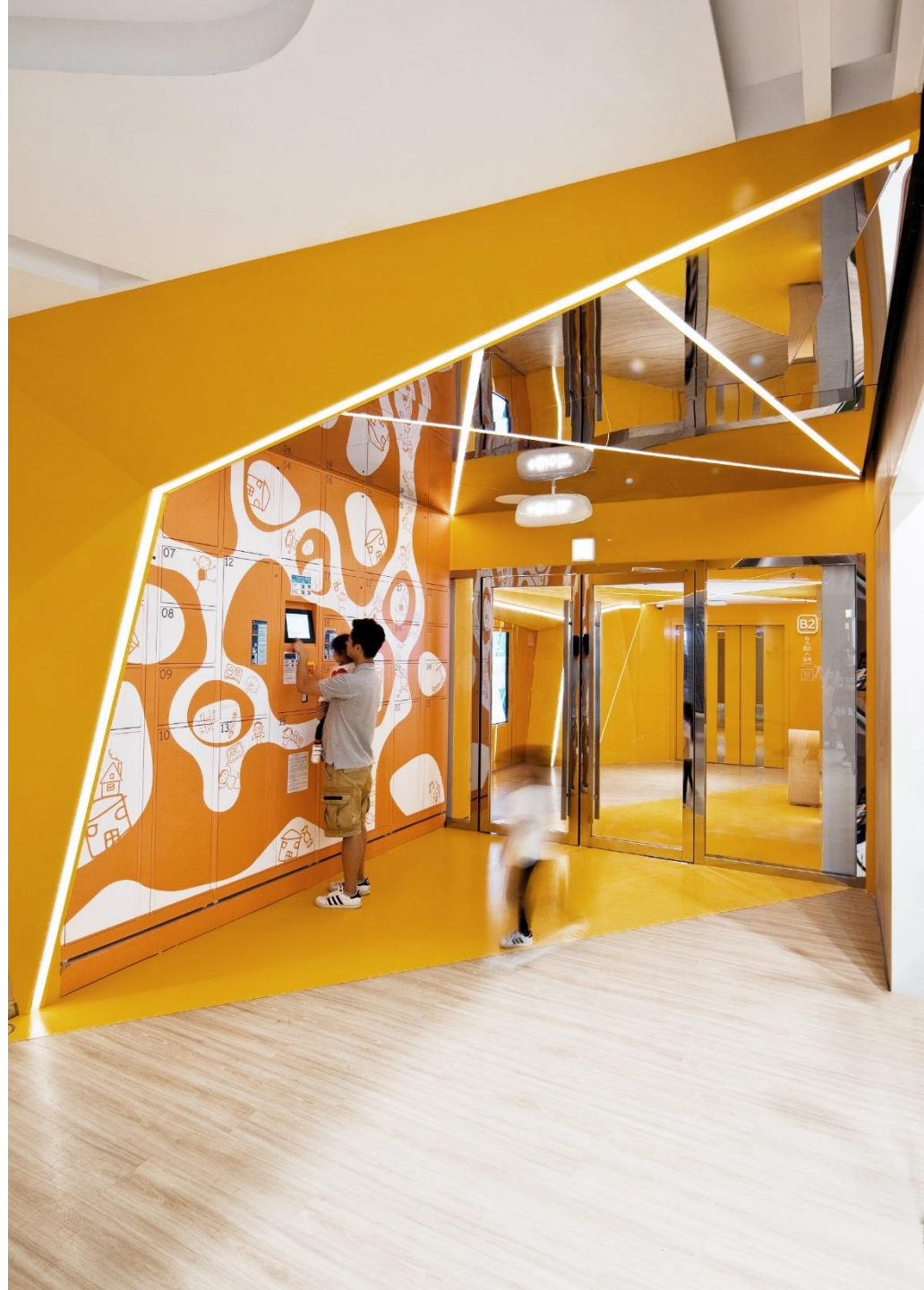


Soul Zone



Soul Zone

Locker Zone



Lift Lobby





Family Washroom Corridor (Female)



Family Washroom (Male)



Family Washroom (Male)

Family Washroom (Male)





Family Washroom Corridor (Female)



Family Washroom (Female)



Family Washroom (Female)



Family Washroom (Female)



Family Washroom (Female)



Family Washroom (Details)



Family Washroom (Details)



Body Zone (Details)

Body Zone (Details)



Body Zone (Details)





Mind Zone (Details)



→ DONUT
PLAYHOUSE

Signage Details