

Company Profile

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 Show flat. 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 local offices in Shenzhen, Chengdu ,Shanghai, Singapore, Kuala Lumpur.

Horace Pan

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

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.



Founder

Project Synopsis :

Project Name: OneJee Hotel

Location: Shenzhen, China

Client: Shenzhen Bestva Group

Interior Design: PANORAMA Design Group

Design Director: Horace Pan

Design Team: Wendy Lam, Szeka Yung, Candace Pun

Photographer: POPO VISION

Completion Date: April 2020

Area: 6000 sqm

Media Enquires

Becca Sung

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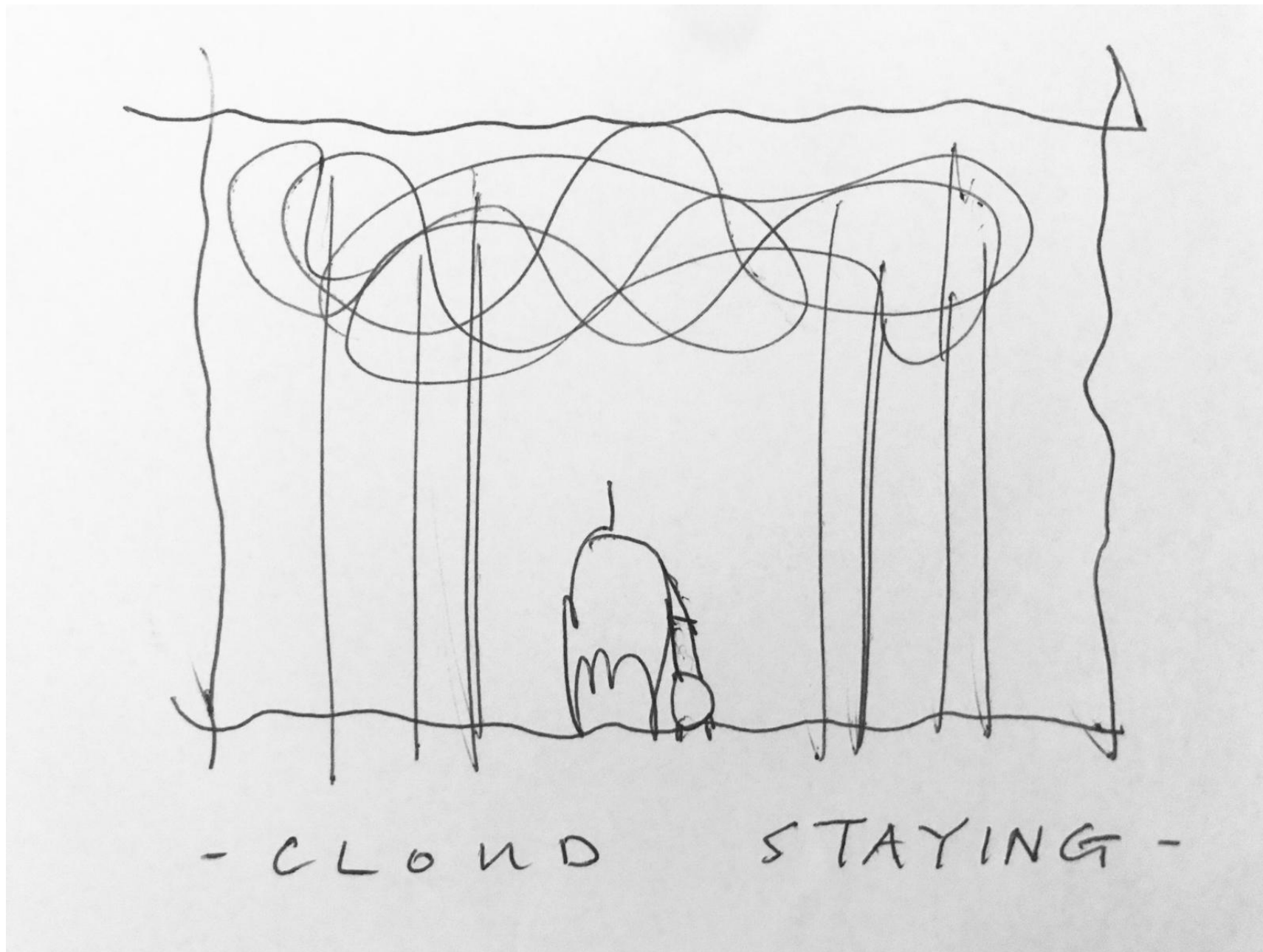
OneJee Hotel is a new boutique hotel in the city of Shenzhen, China aims to give business travelers a peaceful stay. The meaning of the hotel name is “Cloud Creation”, so we naturally generate a narrative from the brand name.

Starting from the reception lobby, an organic double-height volume was created to give a sensuous sense of arrival to the guests. They were greeted by tailor-made “cloud” installation with subtle light and shadow effect covering the whole ceiling. Three dimensional model and on-site mockup of white acrylic rods in different scale were made to test the best composition. Full height timber wall, bronze lift doors, gray marble counter and floor provided a subdued color scheme to the space.

On the 7th floor, an outdoor staircase lead guests to the main entrance of the all-day-dining through a floating experience. Full-height timber screens in sculptural form defined circulation and provided spatial compartmentation to this open-planned restaurant. Different seating patterns and levels of privacy were introduced to suit different activity needs. The overlapping screens also filtered natural and artificial light and provided guests a poetic dining experience during day and night.

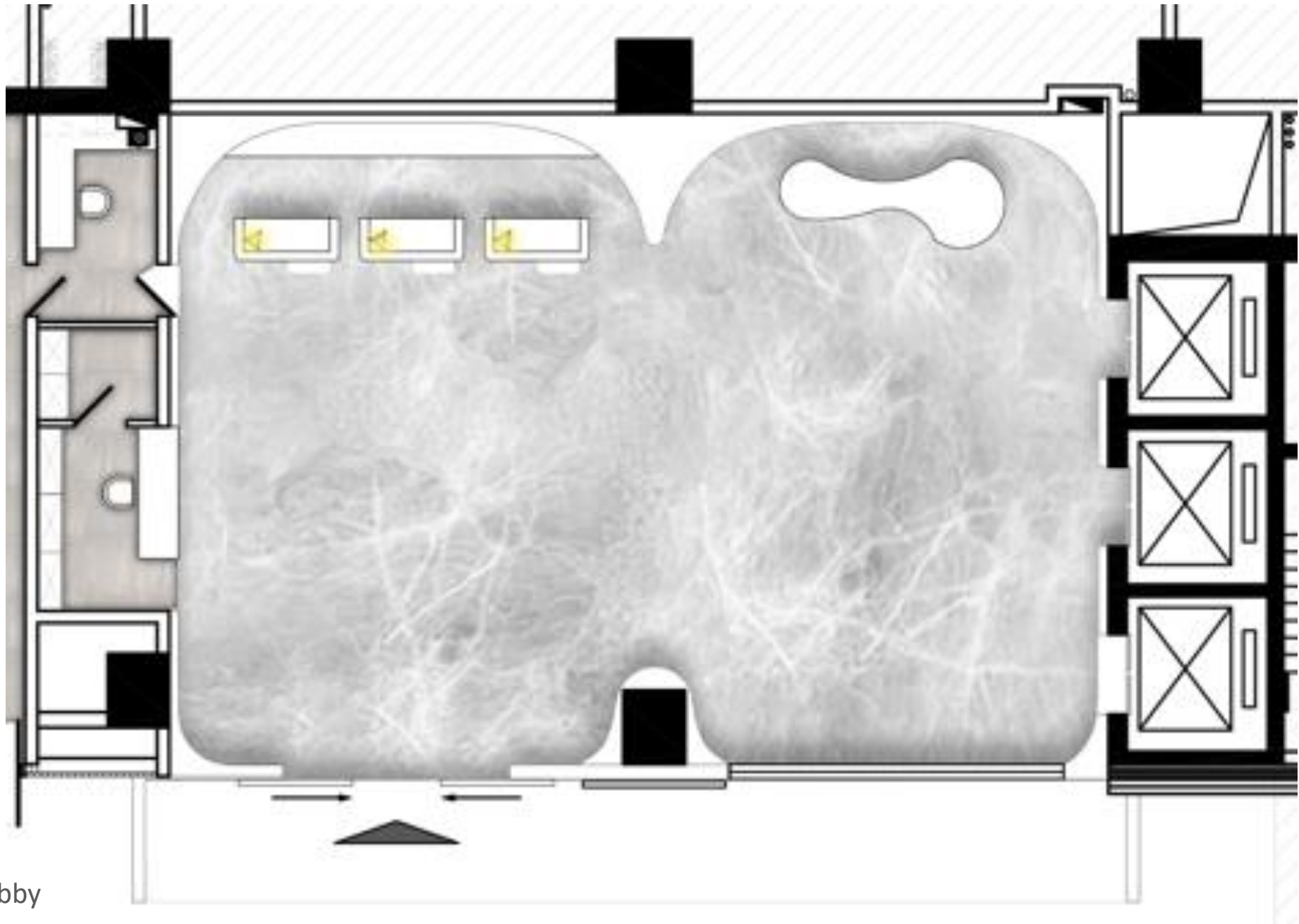
Light gray wall and sky blue patterned carpet accompanied all guests in typical floor’s corridor and the guestrooms. Clean shapes, concealed lights over the headboard and semi-open washroom in white marble continues the overall minimal aesthetics, aims to provide guests a peaceful and calm atmosphere.

In this project we hope that the unique quality of “cloud” can inject each business traveler’s busy life a fresh and imaginative state of mind.

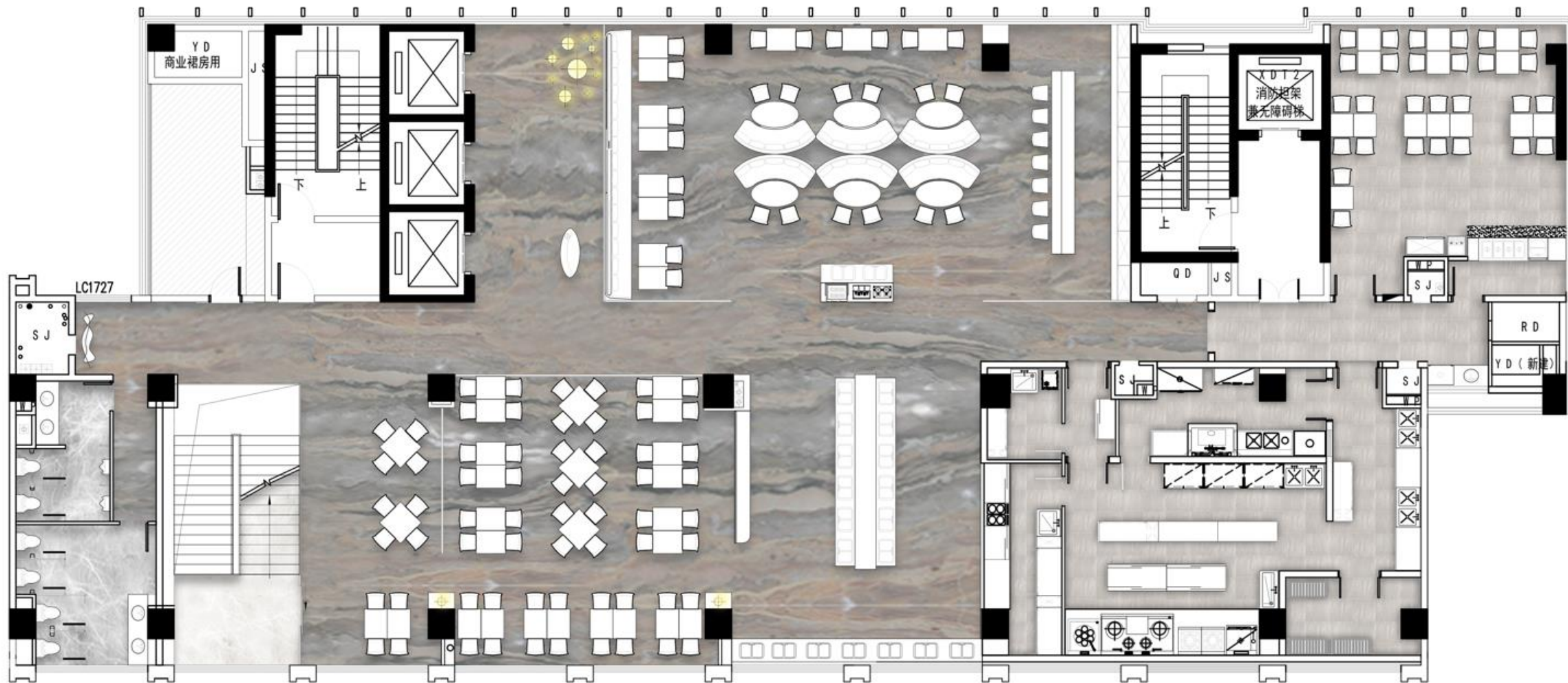


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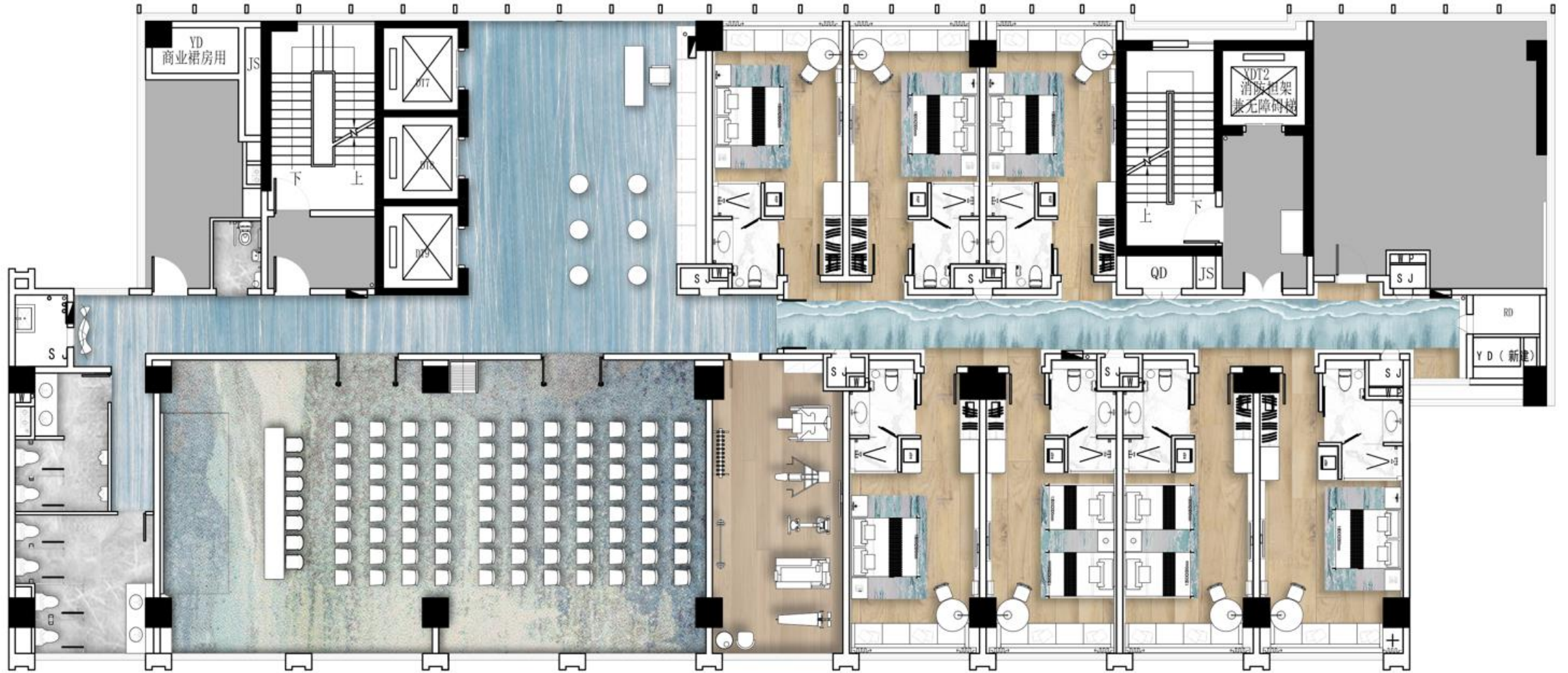
Sketch



Reception lobby



All-Day-Dining



Guest Room



Entrance



Reception lobby



Reception lobby



Reception lobby

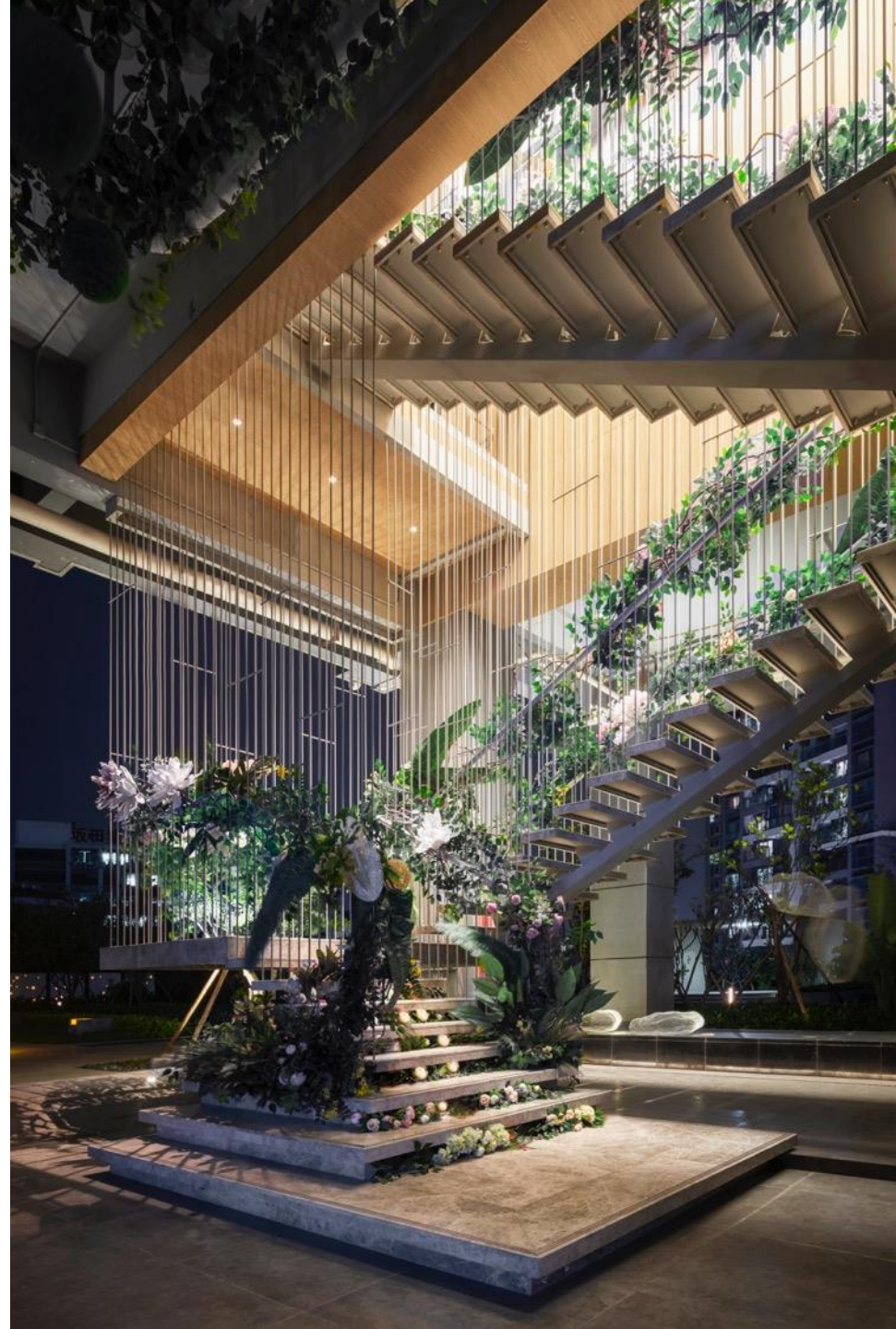


Reception lobby

Reception lobby



All-Day-Dining Entrance





All-Day-Dining



All-Day-Dining



All-Day-Dining



All-Day-Dining



All-Day-Dining



Typical Lift Lobby



Guest Room Corridor



Guest Room



Guest Room



Guest Room



Suite



Suite



Suite



Suite

Suite

