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## GOODMAN WESTLINK

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CONTAINERS ARE MULTIFACETED; A STRONG SYMBOL OF A LOGISTICS COMPANY AND A CELEBRATOR OF SUSTAINABLE ARCHITECTURE. ITS MODULAR CONSTRUCT NATURALLY ALLOWED US TO USE 4 CONTAINERS TO CREATE 6 DIFFERENT SPACES AS A MARKETING SUITE FOR GOODMAN, WITH THE FLEXIBILITY TO ADAPT TO AN EVOLVING SITE. WE MAXIMIZED THE OPPORTUNITY TO HAVE EXTENSIVE GLASS OPENINGS, WHICH ALLOWS POTENTIAL CLIENTS TO HAVE AN OVERVIEW OF THE SURROUNDS. THE LAYERING OF TIMBER AND GLASS SOFTENS THE FEATURES OF AN INHERENTLY INDUSTRIAL PRODUCT, ESTABLISHING HARMONY AMONGST NATURE WHILST BRINGING IN LIGHT AND TROPICAL BACKDROPS INTO THE SPACE. AT THE END, THE BUILD CAN BE COLLAPSED AND TRANSPORTED, LEAVING MINIMAL IMPRINT ON THE ORIGINAL LANDSCAPE.

**DESIGNER** A WORK OF SUBSTANCE

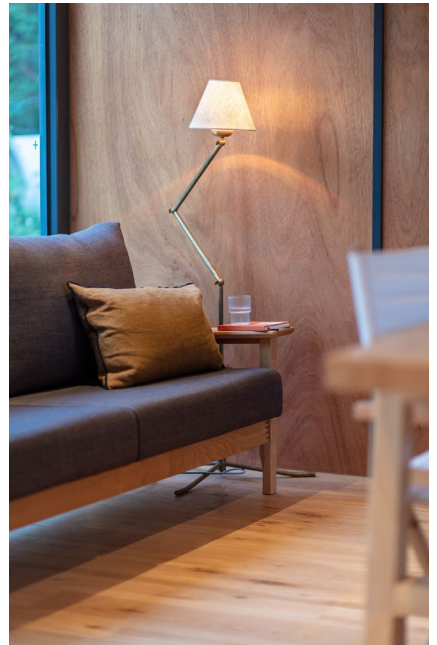
**COMPLETION DATE** 2019

**SCOPE OF WORK** ARCHITECTURE / INTERIOR / PRODUCT

**PHOTOGRAPHY CREDIT** DENNIS LO







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## A WORK OF SUBSTANCE

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AT THE VERY EPICENTER OF HONG KONG'S DESIGN REVOLUTION, OUR 30-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 AMENITIES, FURNITURE AND LIGHTING. THROUGHOUT THE EVOLUTION OF SUBSTANCE WE HAVE DEVELOPED STRONG PARTNERSHIPS WITH SUPPLIERS AND DEEPEDED OUR KNOWLEDGE OF HONG KONG'S CULTURAL LANDSCAPE AND ITS PRODUCTS.

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, NISEKO, SEOUL, HOI AN, SINGAPORE, BALI, FLORES, PARIS, MEGÈVE VANCOUVER, AND MILAN.

WEBSITE: [HTTP://WWW.AWORKOFSUBSTANCE.COM/](http://www.aworkofsubstance.com/)

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

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## MAXIME DAUSTRESME

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### **FOUNDING PARTNER 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 AGENCY 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.

FOR PRESS ENQUIRIES, PLEASE CONTACT:

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