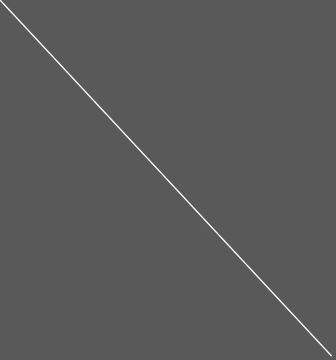




PANORAMA
DESIGN GROUP



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)



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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.

Physical 2.0

Project information

Project name : Physical 2.0

Location: Shanghai, China

Client: Physical Ltd.

Interior design: PANORAMA Design Group

Design Director: Horace Pan

Design Team: Rachel Wong, katy Lau

Photographer: GD Media · POPO VISION

Completion Date: May 2020

Area: 2000 sqm

Media Enquiry

Becca

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"When Gymming Meets Clubbing" is the design concept of this fitness center that mainly targets at young customers. Mixing the essences of two common social activities, fitness exercise and nightclub dance, to create a new psychological and physical experience for different areas.

Starting from the main entrance, guests begin to experience an abstract future space from the real world. The design language of the entire fitness center was defined by dynamic architectural envelopes and flowing fluorescent color lights.

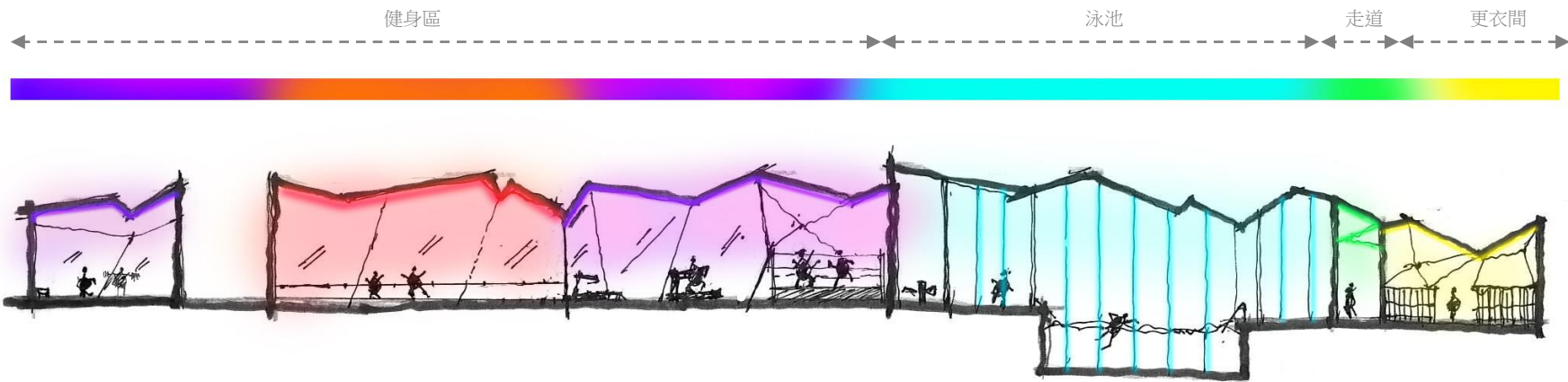
The multi-angle mirror steel ceiling in the reception area provides guests with different sight-line angles and reflects body shapes so that professional fitness consultants can provide tailor-made fitness programs for them in the consultation room.

The open gym area is a charcoal grey space with multi-angle ceiling purple LED flowing light, driving guests' posture and frequency to echo the background music, allowing them to exercise more intensively. The slowly moving purple LED lights extend from different directions to the entire open area, guiding guests into a private aerobics area. Patterned soundproof glass defines classrooms with different functions, the open area and the private area are coherent, but with different levels of privacy.

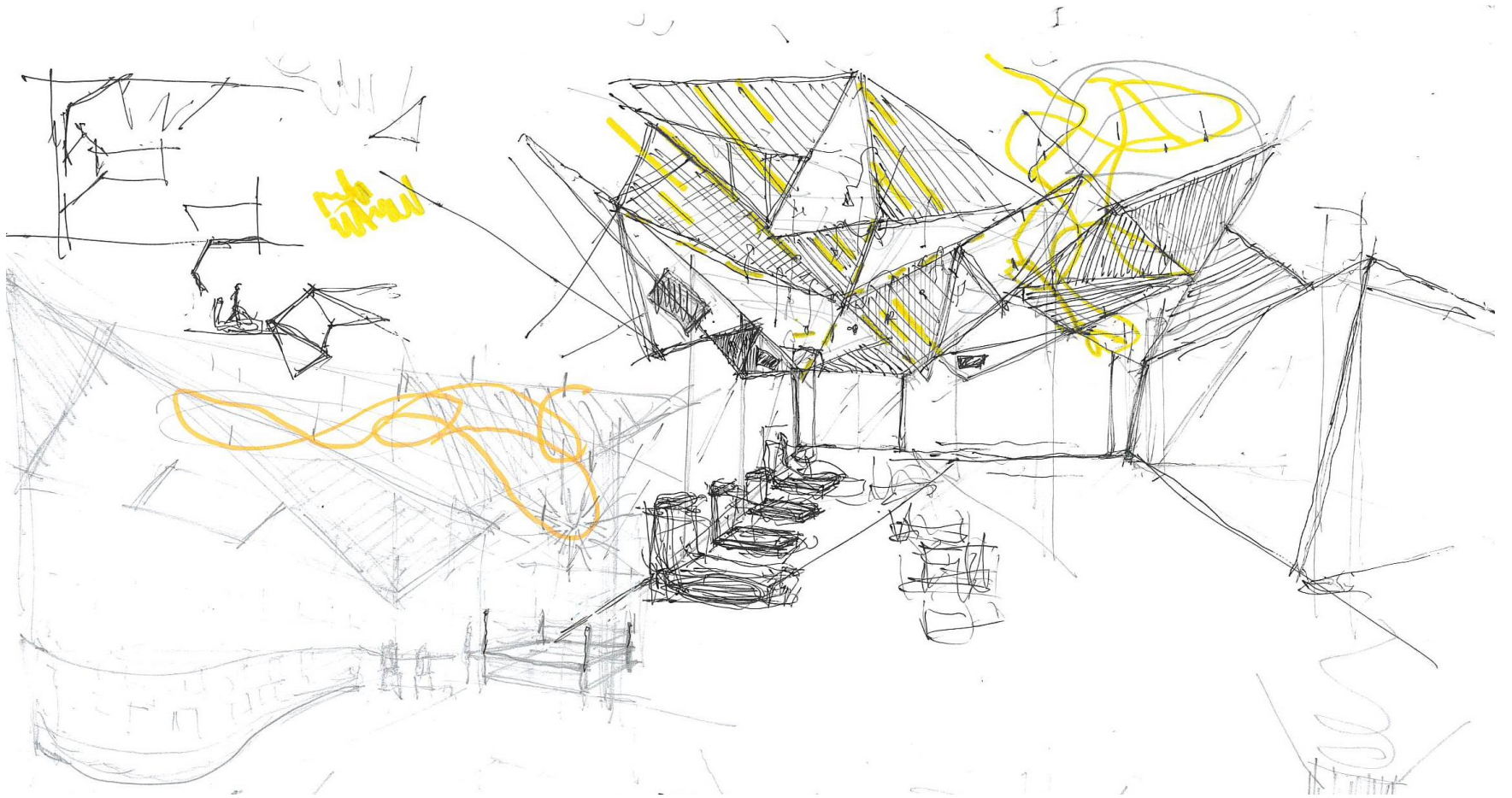
The indoor swimming pool area is a space created by the black painted glass immersed with aqua blue lights. Ceiling LED lines slowly flow from one side of the pool to the opposite side, allowing guests to follow the reflection in the water for a linear swimming path, enhancing their attention to achieve the same effect of training professional swimmers.

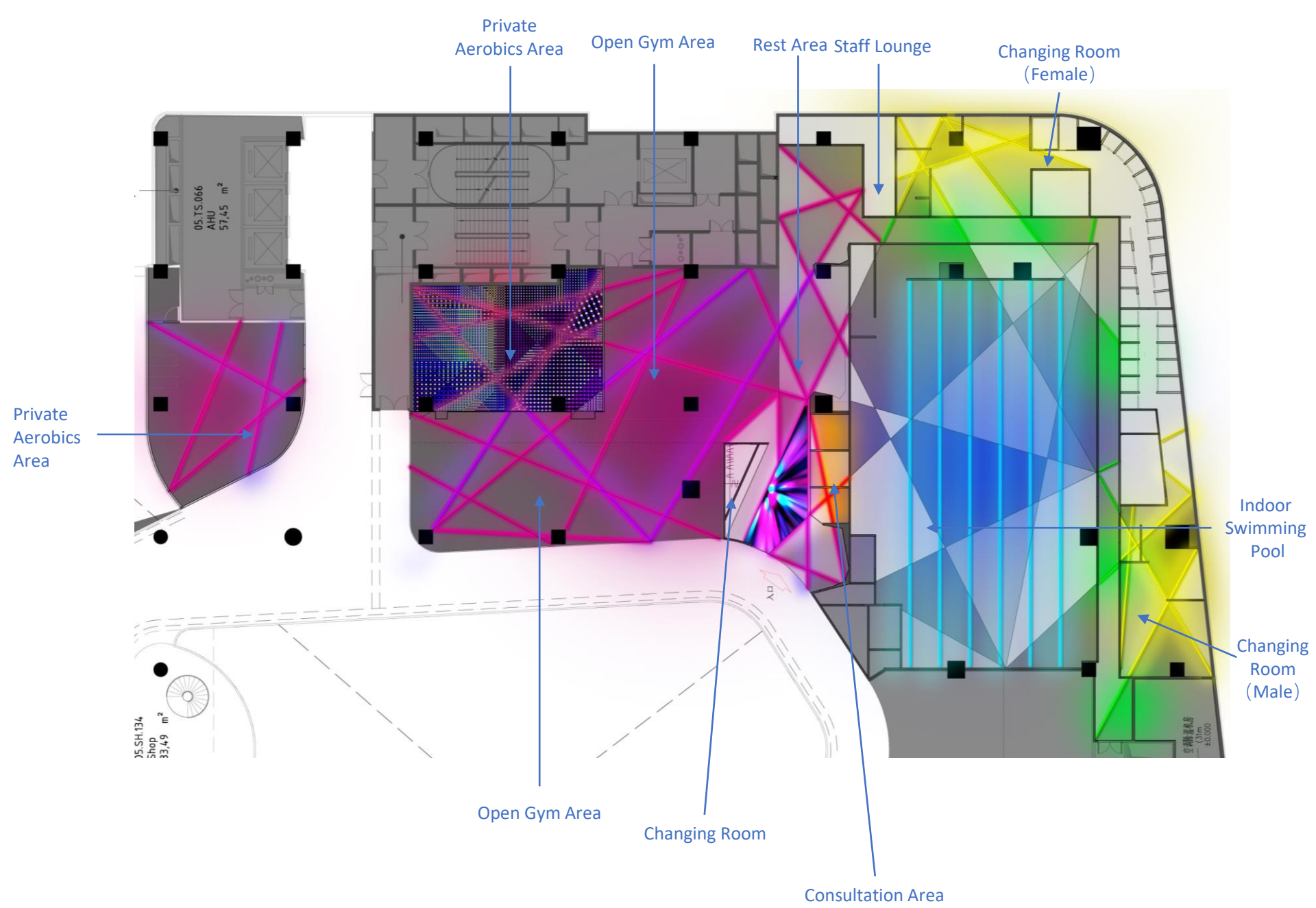
The changing rooms are dominated by fluorescent yellow. After the guests' exercise, they transitioned from a professional exercise space of charcoal gray cool tone to space for leisurely washing the body and mind. Here guests can re-dress in the dressing room of backstage and complete their entire sports experience. The changing room exit is a fluorescent green channel resulted by blue and yellow overlapping. Guests follow the dynamic and photosensitive lines connecting from the ceiling to the ground and return to the real world.

We hope that this energetic and theatrical fitness space can provide an experience for young customers to make them stage performers so that they can get strong enhancement in shape, health, and ego.



- G Y M S C A P E -





Floor Plan

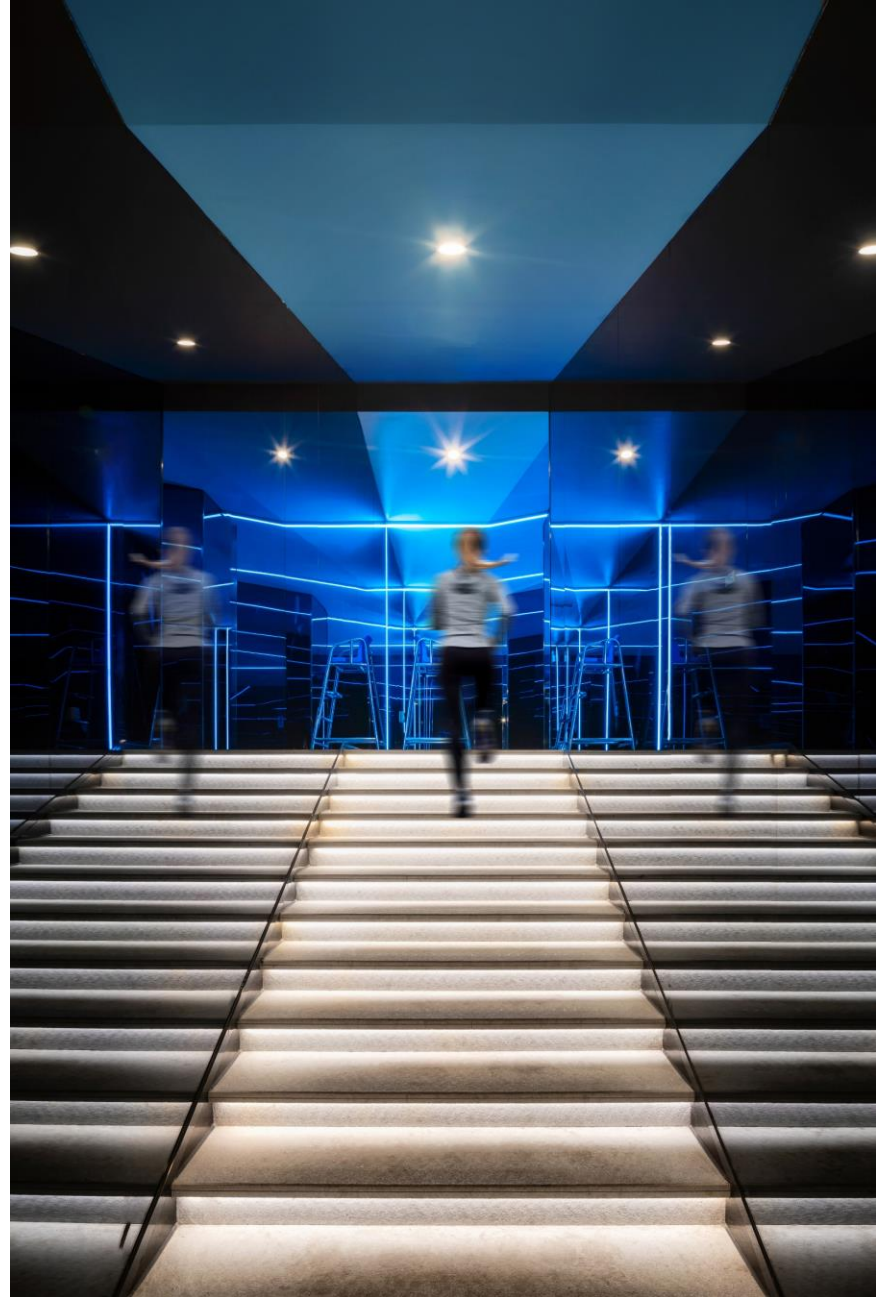
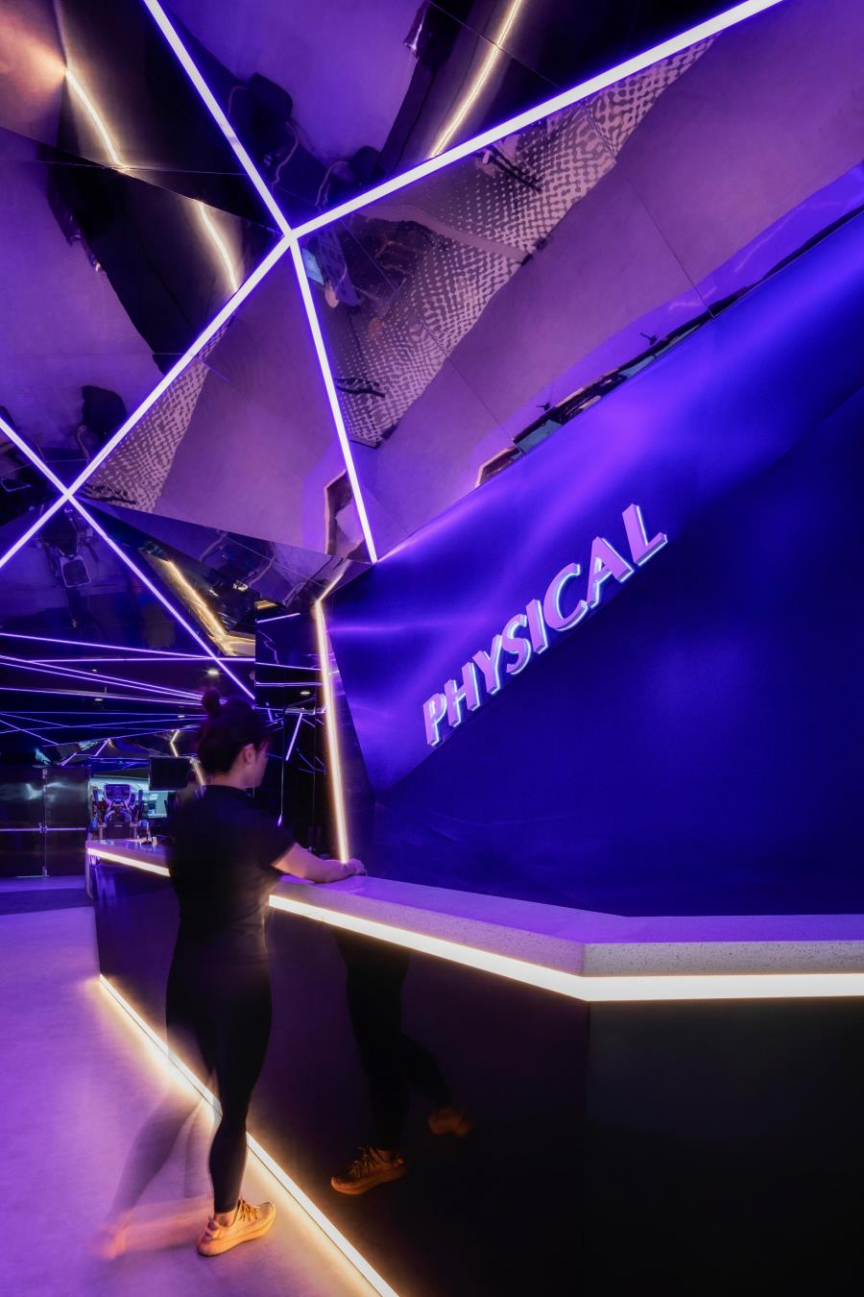
舒适堡 PHYSICAL

PHYSICAL

Main Entrance



Main Entrance



Main Entrance



Consultation Area

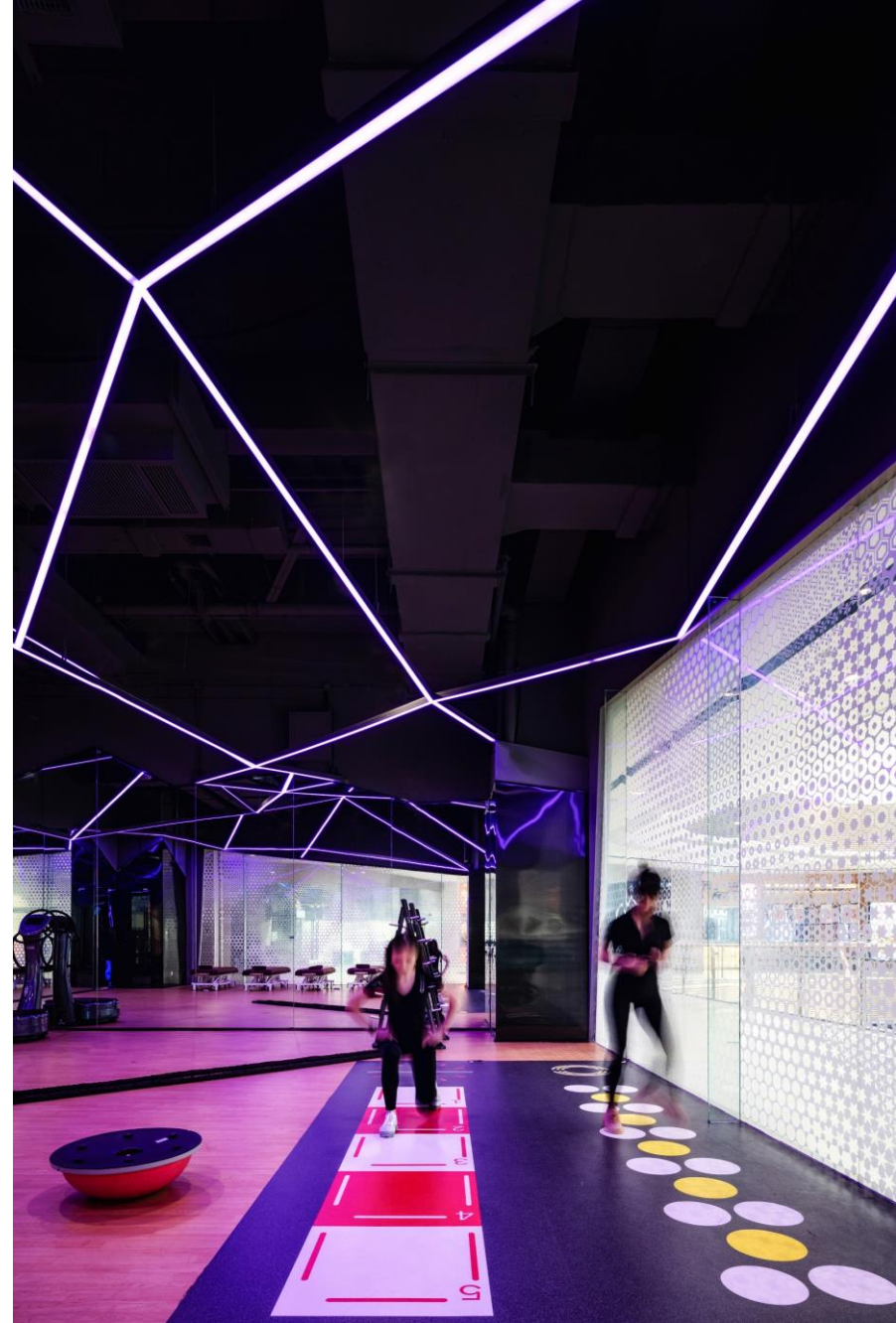




Open Gym Area



Open Gym Area
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Private Aerobics Area



Private Aerobics Area





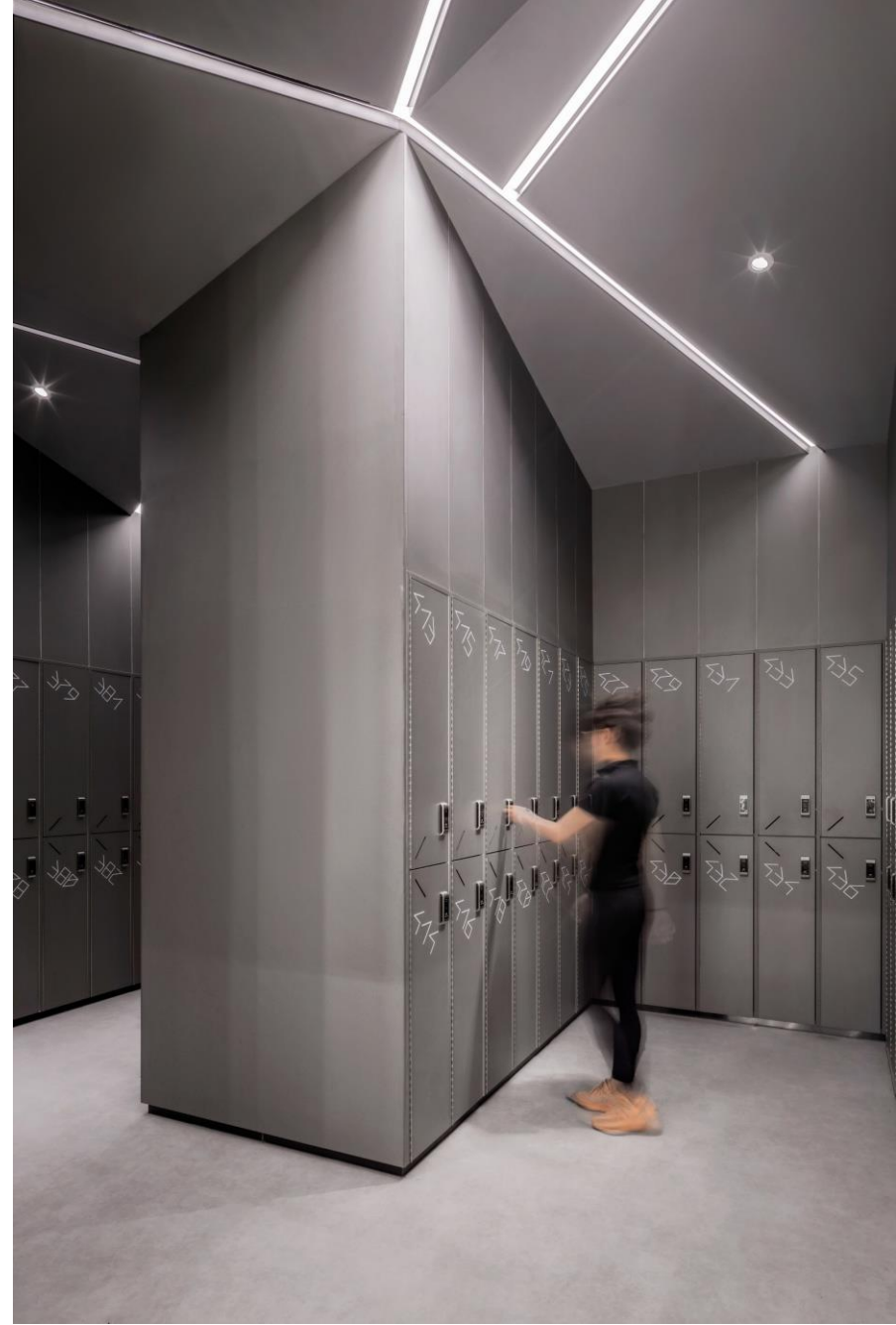
Changing Room Corridor



Changing Room Corridor



Changing Room



Changing Room