



# PANORAMA

DESIGN GROUP



HONG KONG | SHENZHEN | CHENGDU | SHANGHAI | BEIJING | SINGAPORE | JAKARTA | LOS ANGELES  
 香港 | 深圳 | 成都 | 上海 | 北京 | 新加坡 | 雅加达 | 洛杉矶

# 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 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, Beijing, Singapore, Jakarta, Los Angeles.

Founder

## Horace Pan

Hong Kong Polytechnic University BA (Hons) Interior Design, MA Design



Horace Pan, a Hong Kong design figure famous for creating story-telling and unique spatial experiences of various 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 and received over 150 international awards.

Pan 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 Pan was respectively invited as international judge for Hong Kong's APIDA Award and Japan's JCD Award.



### Project information

Project name: Kids Winshare

Location: Chengdu, China

Client: Xinhua Winshare Publishing & Media Co. Ltd.

Interior design: Panorama Design Group

Design Director: Horace Pan

Design Team: Wendy Lam, Rachel Wong, katy Lau,  
SUE, Jianhao Yuan

Photographer: Ng Siu Fung

Completion Date: May 2019

Area: 1200 sqm

### Media inquires

Becca Sung

Telephone: (852) 2317 7850

Email: [info@panoramahk.com](mailto:info@panoramahk.com)

# PROJECT SYNOPSIS

## Kids Bookscape

“I marvel at a little bird that can fly!”

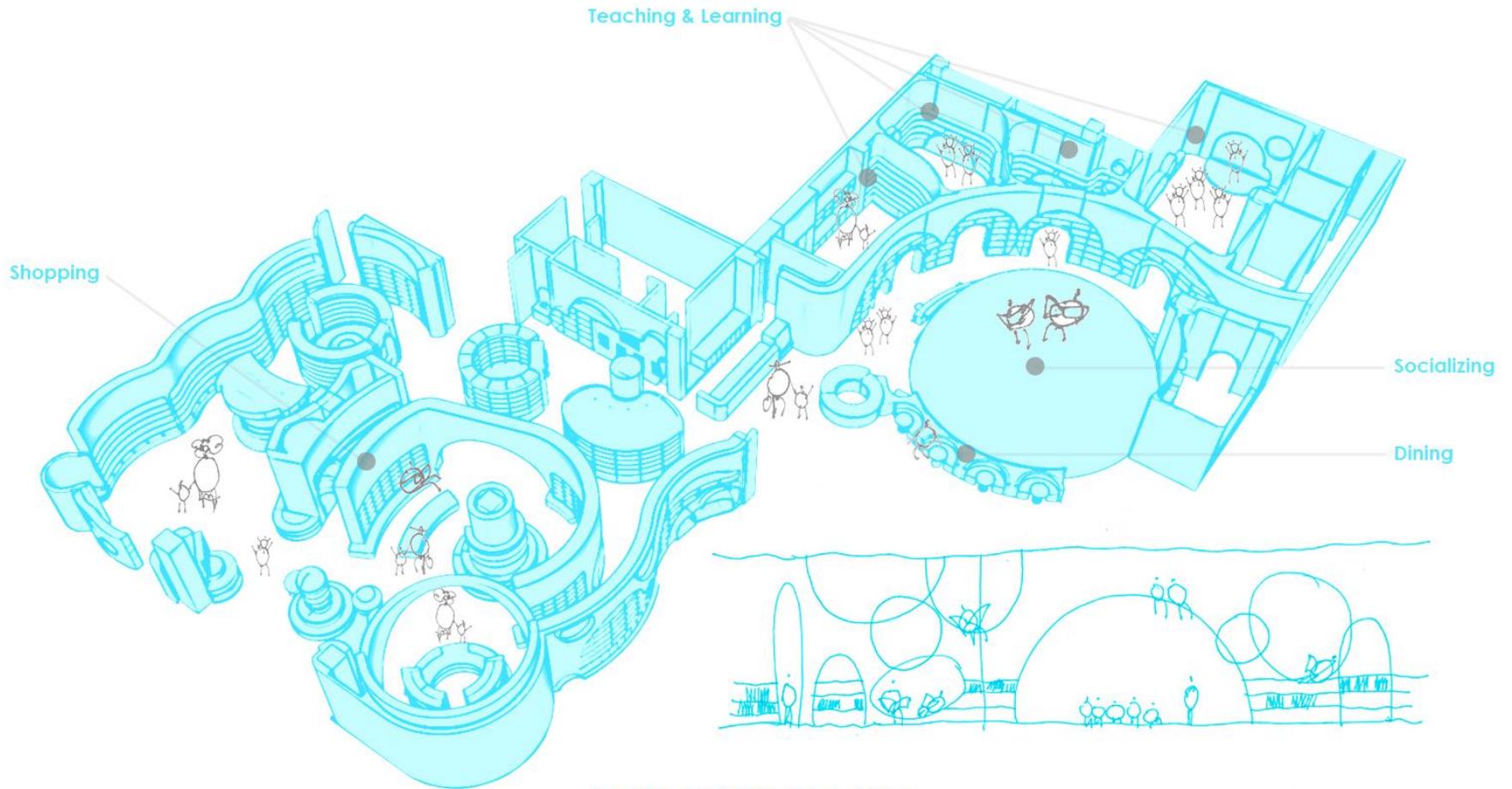
Derived from Joan Miro’s magical painting, organic shapes and forms were seen as key spatial components in this kid’s bookstore bringing the imaginative world to life as a joyful experience for knowledge hunting. Kids and parents can explore a fantastic experience of this unique space that expands their imaginations.

An abstract landscape drawn from a series of circles and curves are divided into two main sections, **Kids Winshare** is a composite bookstore targets at kids aged from 0-12 that combines 4 essential programs including shopping, teaching & learning, dining and socializing, all in one space.

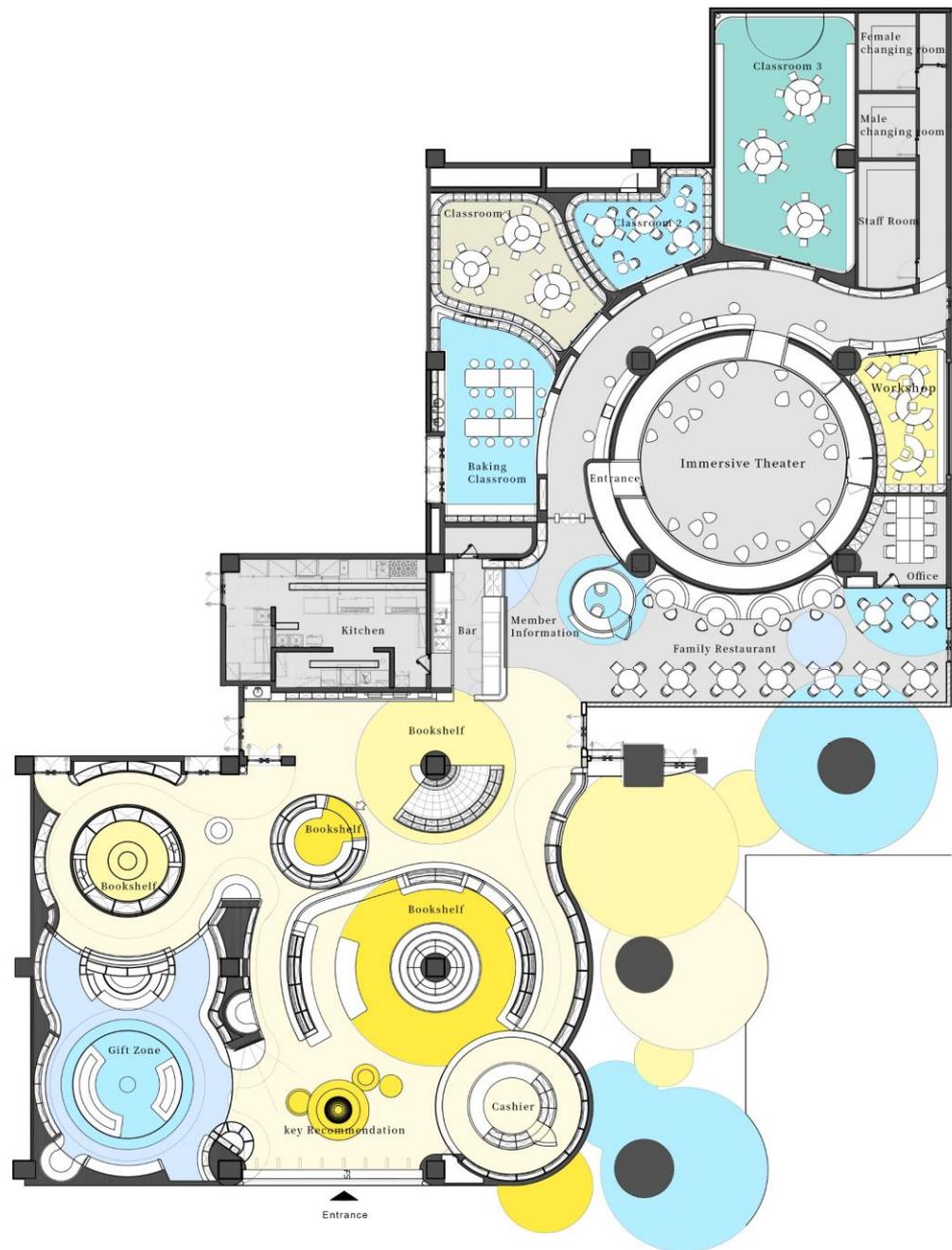
In the 1<sup>st</sup> section, visitors encounter an open-plan ‘bookscape’ organized through a series of spiraling bookshelf units in white and yellow, shaped to display a flow of text & picture books for different ages incorporated with cozy reading pods to provide self-discovery opportunity for parents & kids. These oval shaped transparent reading pods also act as visual openings of the shop front.

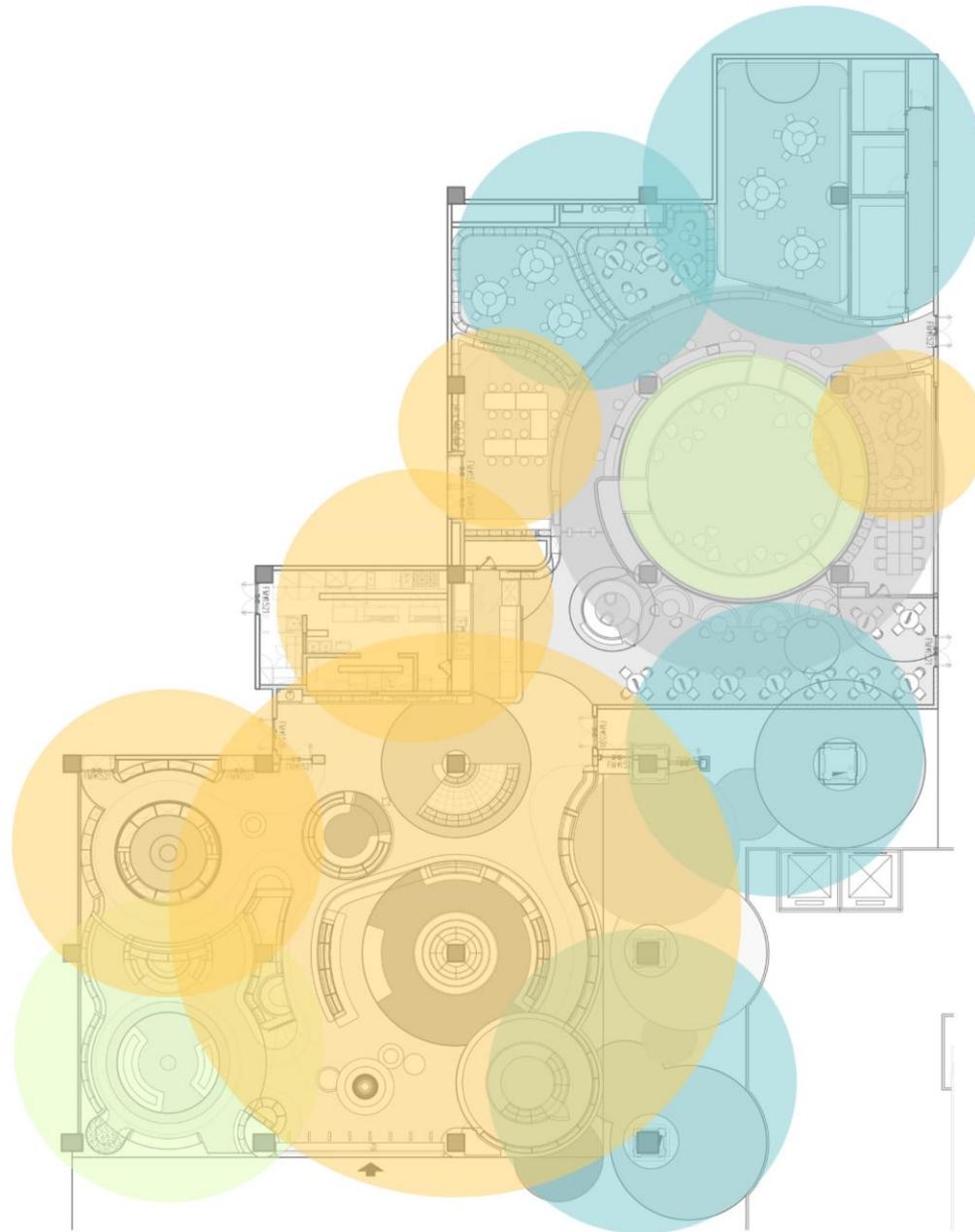
In the 2<sup>nd</sup> section, a dome-shaped theater integrating 360-degree projections created an immersive environment for interactive learning, lecture, book-launch event and kids party for members. The dome is surrounded by multi-functional classrooms for kids and an all-day family restaurant allowing parents to find their favorite space to relax, read, chat with friends or take part in the cooking workshop. The semi-open classrooms in yellow and baby-blue are planned to remove the barrier between kids and teachers and replaced with a sociable environment that is both stimulating and calm.

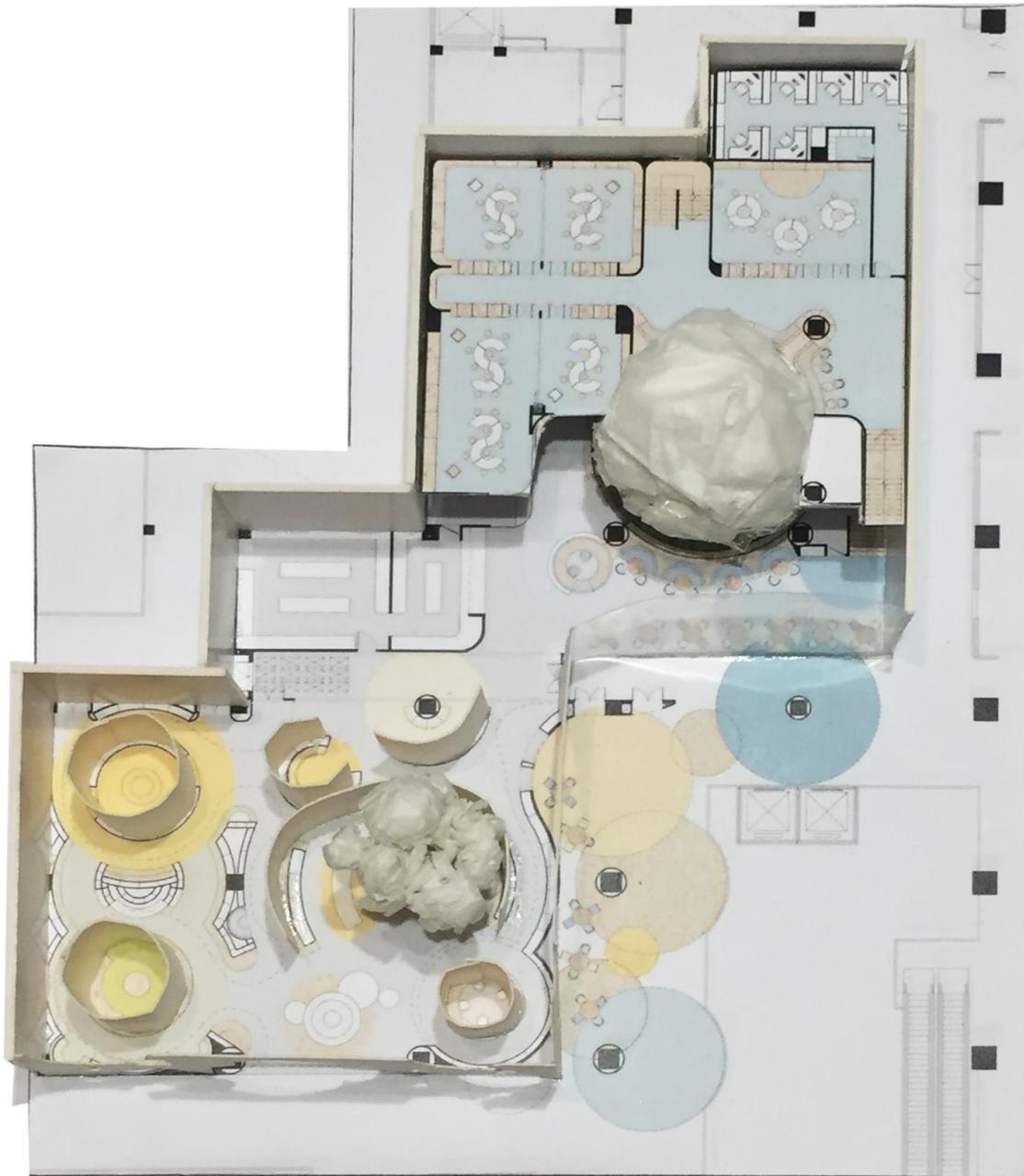
We recommend parents spending as much time with their kids here as they both can explore the surprises along this imaginative “bookscape”, more importantly it’s a new typology of public space redefining future parenthood in China.



# BOOKSCAPE















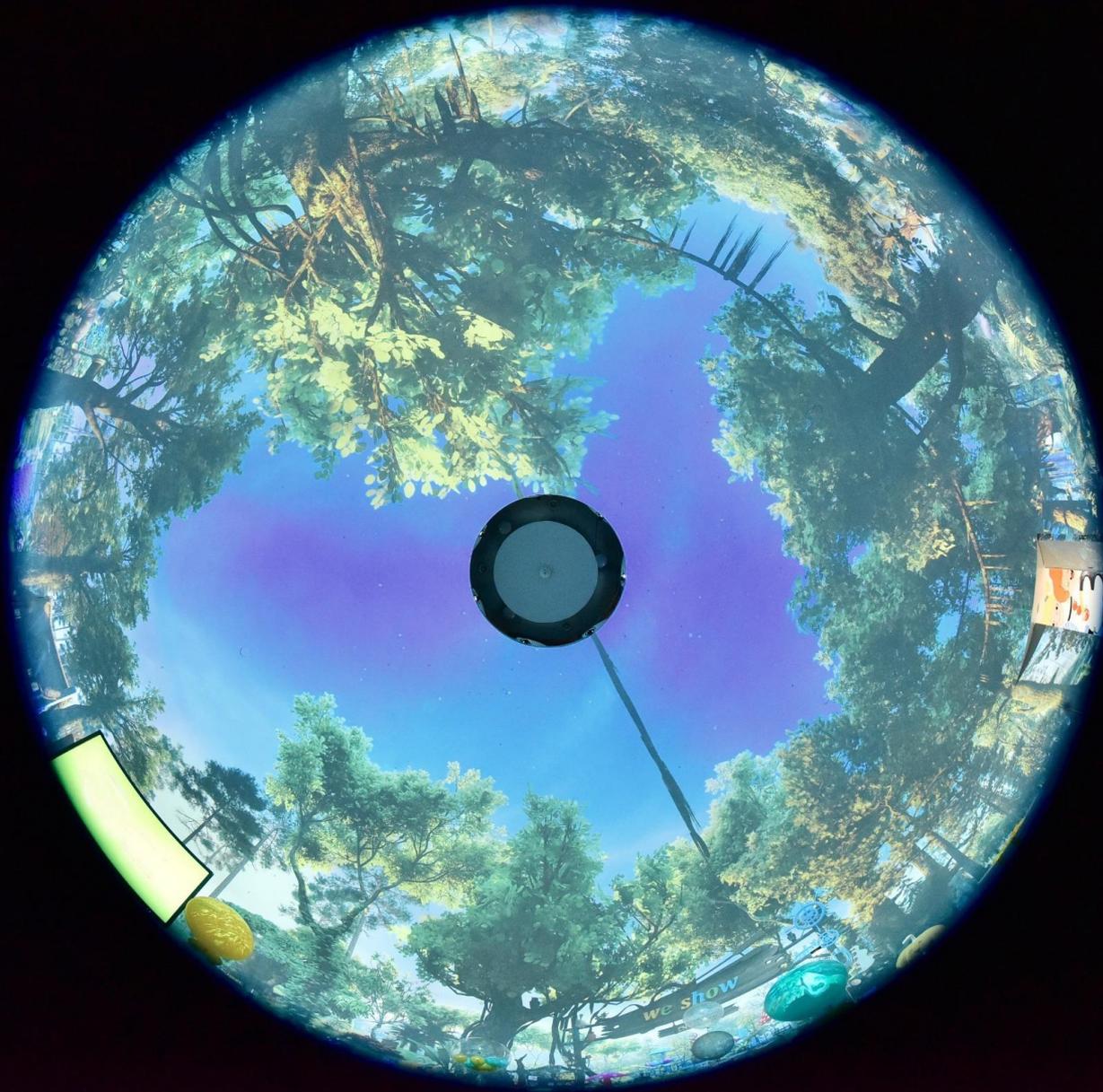
























Multi-functional Classroom 1



Multi-functional Classroom-2



Multi-functional Classroom-2  
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Multi-functional Classroom-3



Workshop



Multi-functional Classroom-Detail



Multi-functional Classroom-Detail