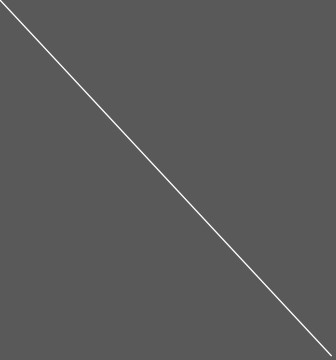




[www.panoramahk.com](http://www.panoramahk.com)

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## 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.

# Project Synopsis

**Project Name :** Kids Winshare 2.0

**Location :** Chengdu, China

**Client :** Xinhua Winshare Publishing & Media Co., Ltd.

**Interior Design :** PANORAMA Design Group

**Design Director :** Horace Pan

**Design Team :** Rachel Wong, Katy Lau, SUE, Jianhao Yuan

**Photographer :** POPO VISION, GD Media

**Completion Date :** June 2020

**Area :** 2300 sqm

## Media Enquires

**Becca Sung**

**Telephone :** (852) 2317 7850

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

The concept of this kid's bookstore is "Book-scape". This is a non-traditional bookstore and a composite parent-child space with four functions: retail, learning, dining, and amusement.

Starting from the spatial layout, we've created an abstract world of an outdoor garden in kid's storybook, provoking their imaginations and letting parents to carry out different parent-child activities. The design language manipulates symbols and shapes in gardens to match the functional requirements and create memorable spatial experience for different zones.

The retail zone is a humanized space for selling children's books, stationery and other different types of teaching and learning products. The feature of the central space is the giant glowing petals floating above the sky, customers can recognize their sense of direction in different areas, thus achieving the function of the directory system.

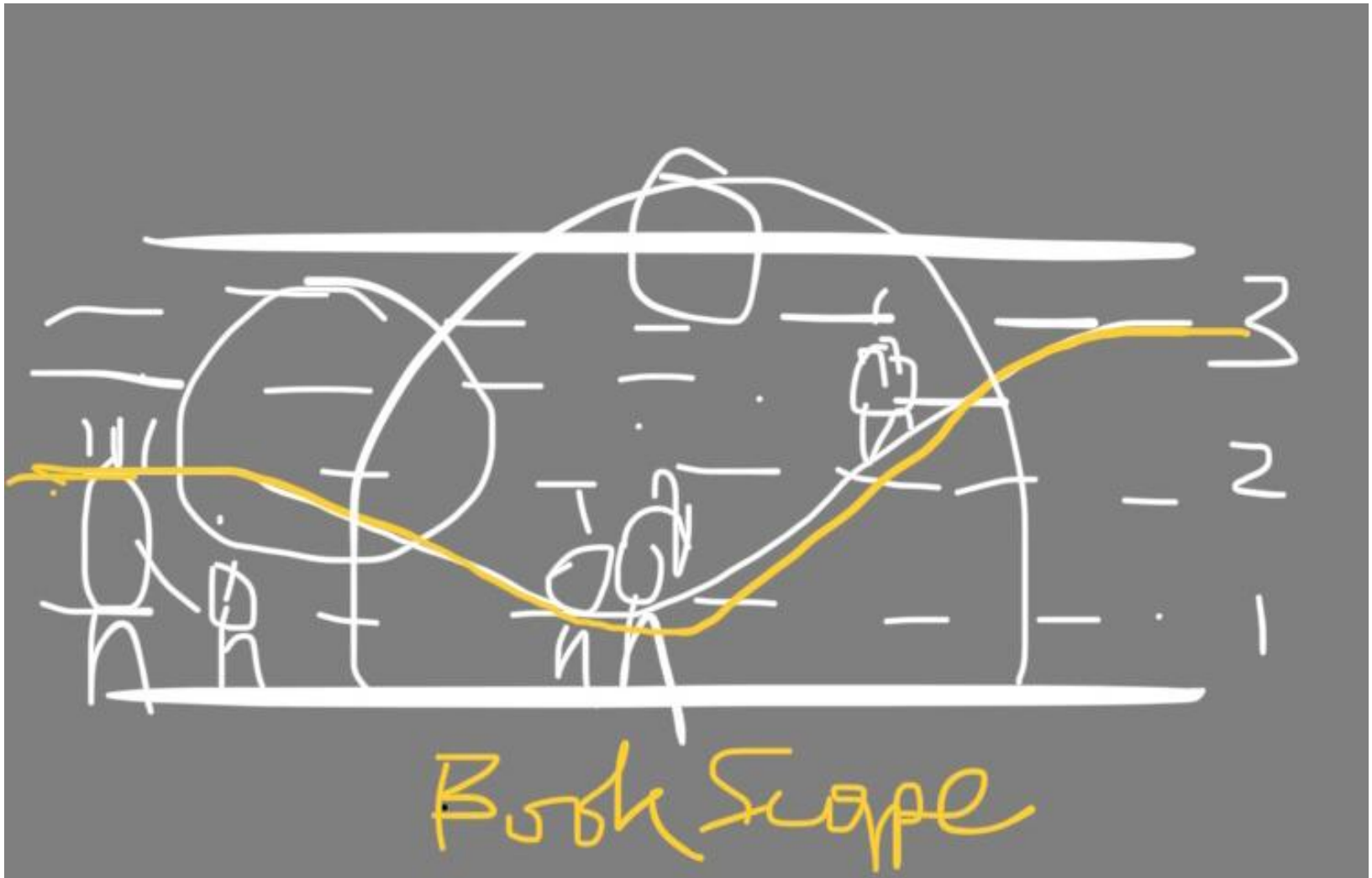
The second zone is multi-purpose classrooms with caves of different sizes. Under the organically shaped suspended ceiling, children can gain new knowledge in a learning space that is relaxing and full of inspiration. All classrooms have natural light penetration so that children feel warm and relaxed during the daytime study time.

The third zone is a family restaurant which is composed of two different functional areas, next to the window is a VIP area constructed of environmentally friendly wood depicting the shapes of child's building block toy.

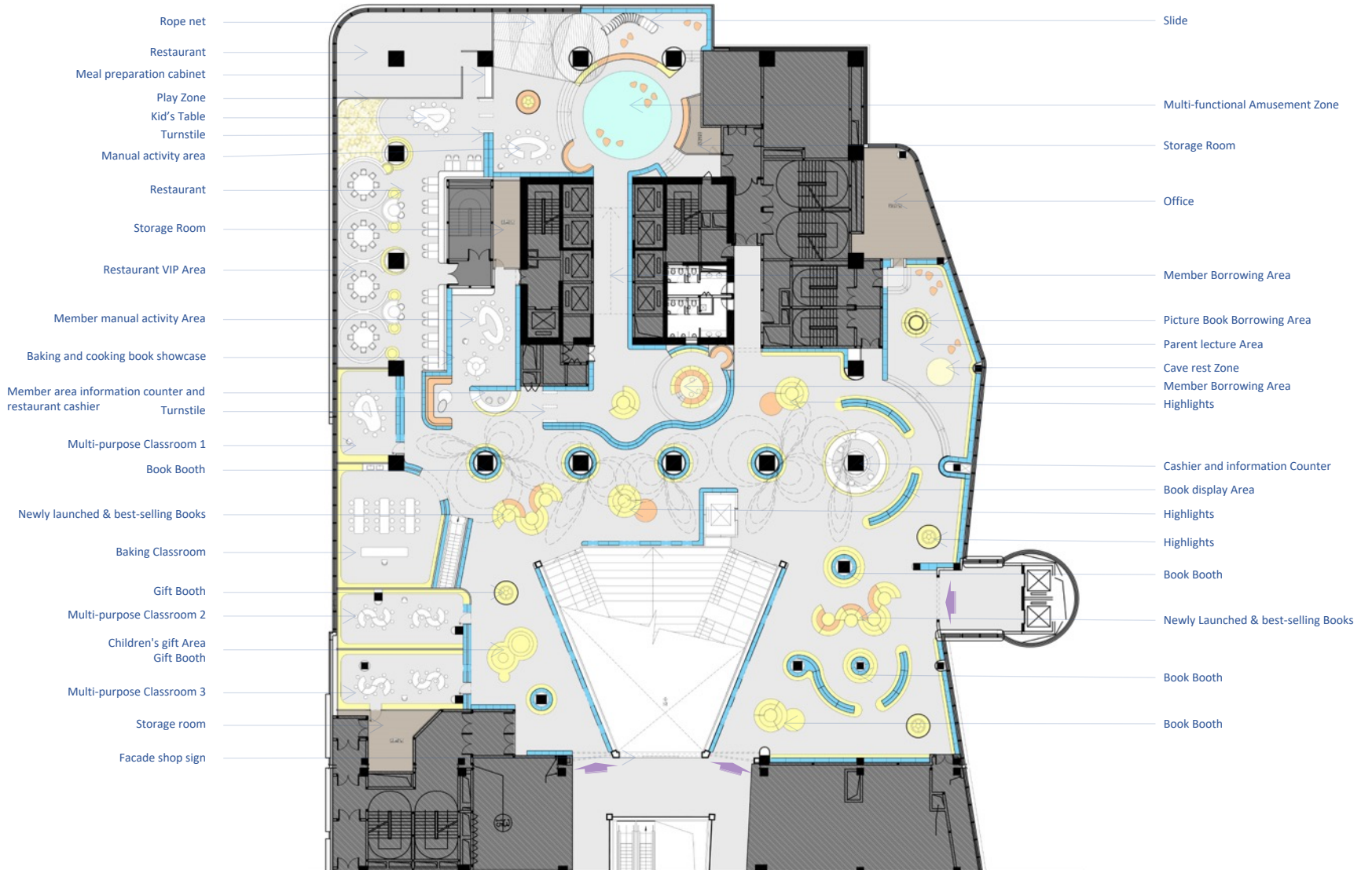
The full-height bookshelf connects the fourth zone which is a multi-functional amusement area. Parents can see children playing in a 360-degree circular open theater space. Kids and parents can look up at the sky, and the starry sky landscape created by LED lights stimulates their fantasy. When holding lecture events and new book launches, this surrounded area becomes the seating area of the audience, allowing the speaker to use the acoustic physical phenomenon of the dome ceiling in the middle of the theater, and allowing every listener to listen clearly without a microphone.

The exit of this bookstore is a quarter circular corridor depicting a rainbow tunnel created by mirror steel and colored LED lights. Children and parents return to their real-life from this abstract and dreamy world through this transitional space.

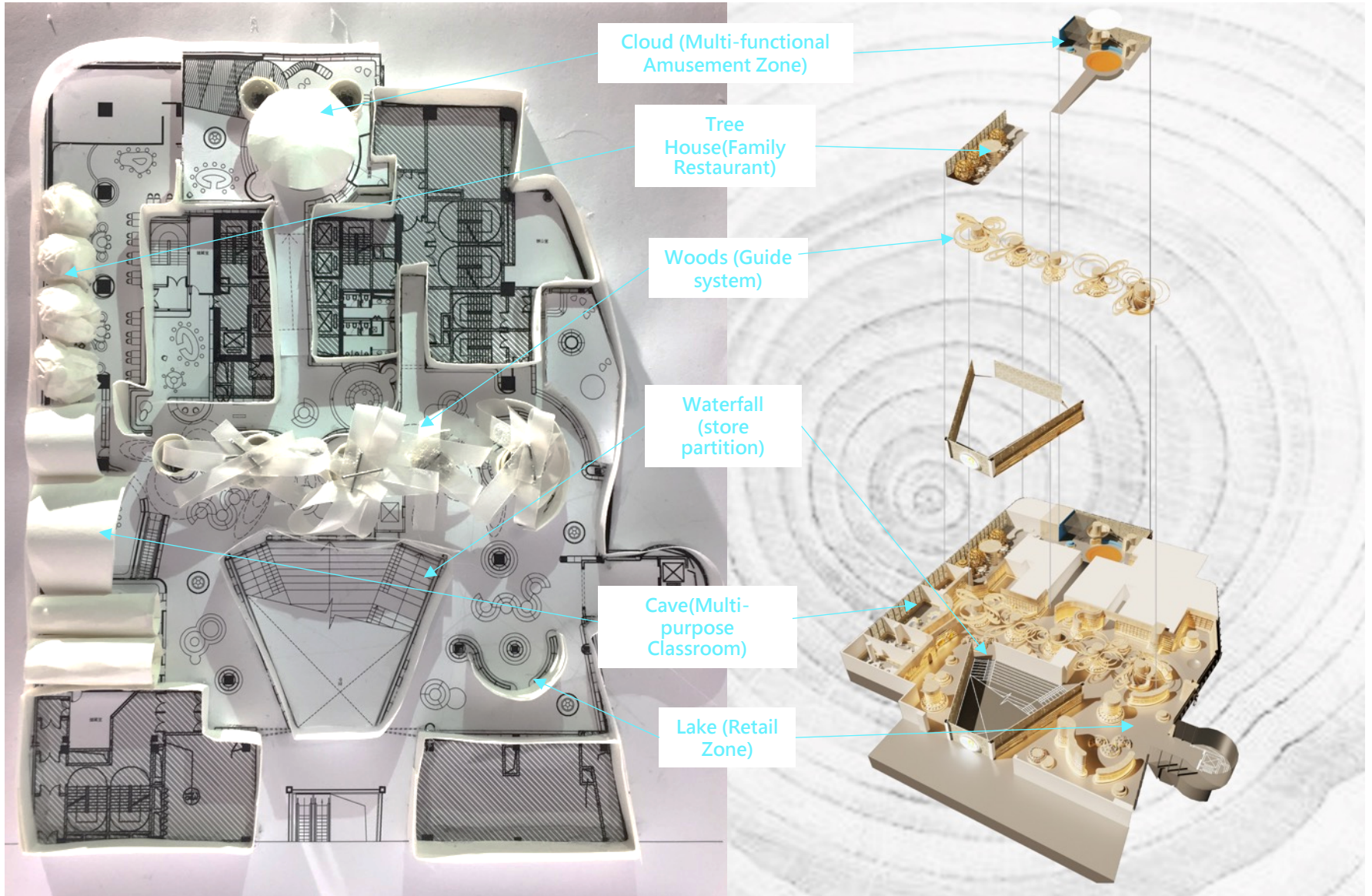
We hope that this project will allow a new generation of parents and kids to pull away from the busy life of the metropolis and enter an imaginative interactive parent-child space.

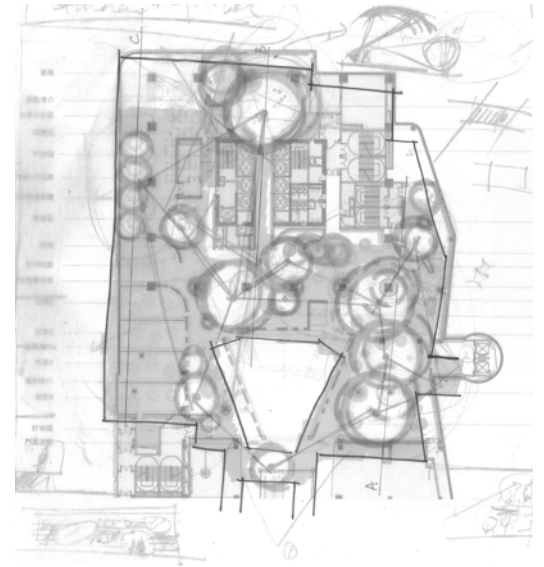
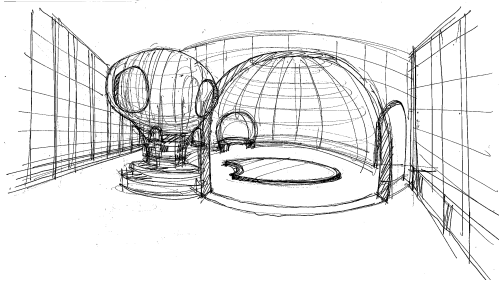
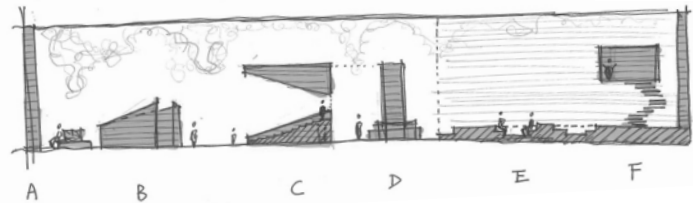
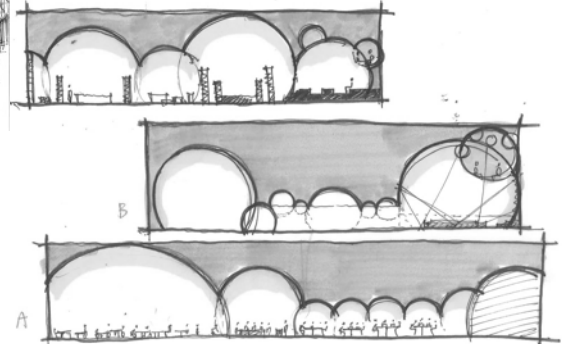
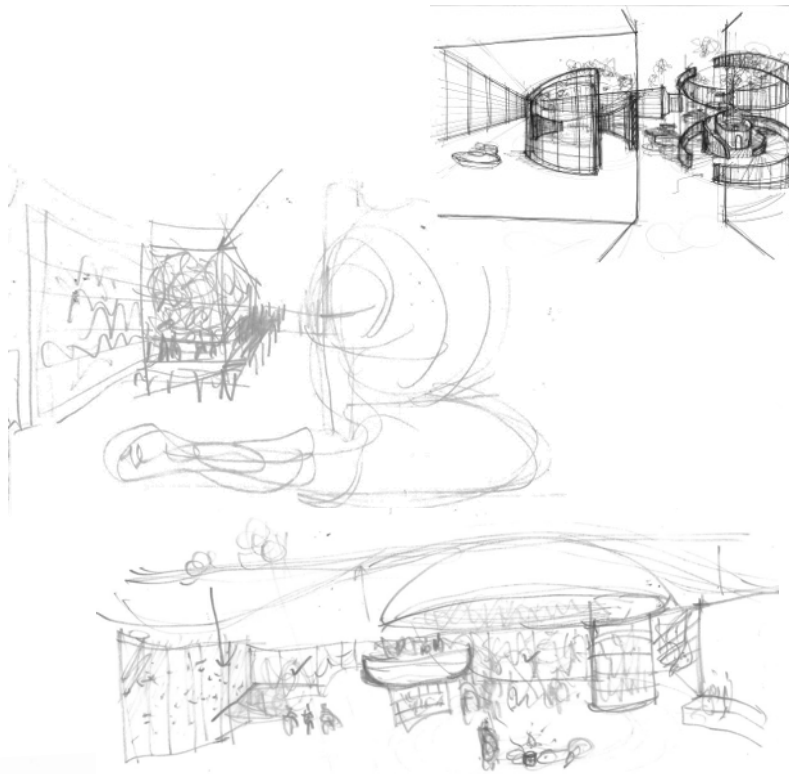
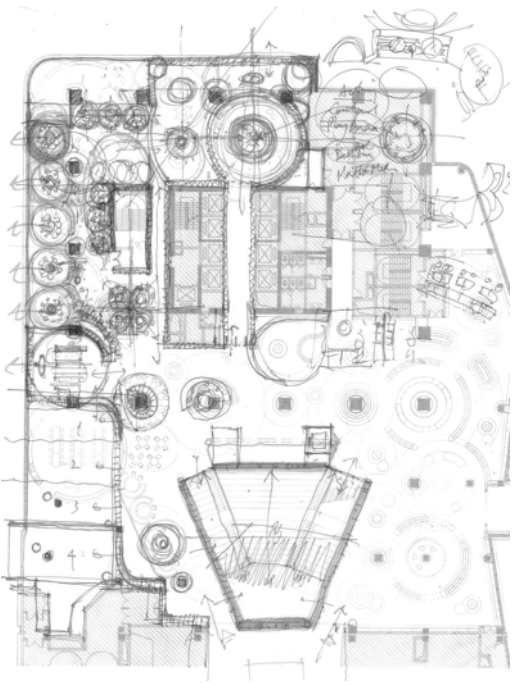


Book Scape



Floor Plan









Retail Zone



Retail Zone



Retail Zone



Retail Zone



Retail Zone



Retail Zone

We learn



Multi-purpose Classroom



Multi-purpose Classroom





Family Restaurant



Family Restaurant



Family Restaurant



Family Restaurant



Family Restaurant



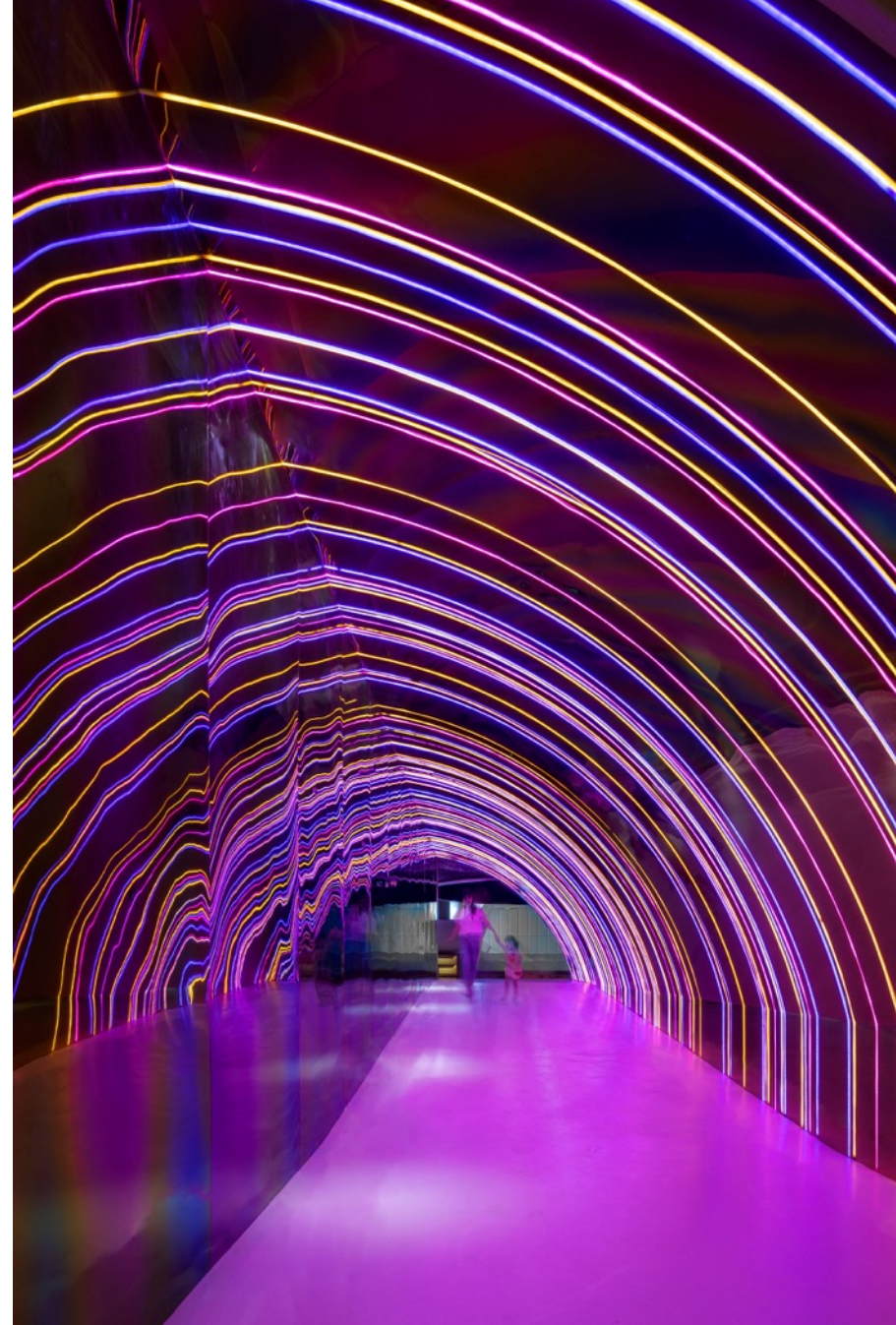
Multi-functional Amusement Zone



Multi-functional Amusement Zone



Multi-functional Amusement Zone



Rainbow Corridor





Rainbow Corridor