

Rm D, 5/F Hong Kong, Spinner Industrial Bldg, Cheung Sha Wan Rd, Kln / 800m<sup>2</sup>

# Optical Office -To See & To be Seen

SO-CONCEPT LIMITED / Lewis So / Joe Tang, Jason Tim



Lewis So

## OPTICAL OFFICE - TO SEE & TO BE SEEN

In order to internationalize the corporate image and to give customer a stronger corporate identity, reflecting the corporate spirit in well-organized, trendy, creativity and in ideal spacious, an enormous semi-circle reception is created. It is carefully planned to create a smooth flow of circulation for both staff and visitors.

The corporate colour 'orange' matched with light coloured walls and ceiling to enhance the corporate identity. Specially designed feature and graphic are applied to showcase products signifying the company's orientation. The linear elements have sufficiently demonstrated the harmony open spacious beyond customers' expectation.



### 光学办公室——看与被看

为了打造一个更加国际化的公司形象，设计安排了一个半圆形的接待处，在给顾客留下深刻品牌印象的同时，于开阔的空间之中表现出组织有序、前卫时尚、富于创意的企业精神。设计精心规划，使得公司员工和访客的行动都能畅通无阻。橙色是公司的形象色，与浅色的墙面和天花板搭配，有效地强化了公司的品牌形象。此外，本案利用一些精心设计的元素和图案来展示产品，传达公司意向。线条的运用充分地体现了空间的开阔与和谐，甚至超过了客户的期望。

