

**Alexander Wong, would you tell us about Alexander Wong Architects (Vision and Mission)?**

Alexander Wong Architects is an Award-Winning, Avant-Garde Architectural firm originating from Hong Kong. Since 2001, the company has evolved from a fusion office to a dynamic multi-disciplinary powerhouse consisting of visionary professionals creating fresh, young & cutting edge designs for Architecture and beyond.

Presenting and combining the best of what Asia-Pacific has to offer with superior design, attention to details, professional diligence, business acumen and cost effective management, Alexander Wong Architects propels not just Architecture but also Interiors, Urban Planning, Branding and Real Estate Development, to a new level of excellence.

**Our Vision :**  
To Develop Innovation for Architecture & Interiors in Asia based on Culture and Technology

**Our Mission :**  
To Create Original & Unique Spatial Experiences with Emphasis on Cost Effectiveness Over Time

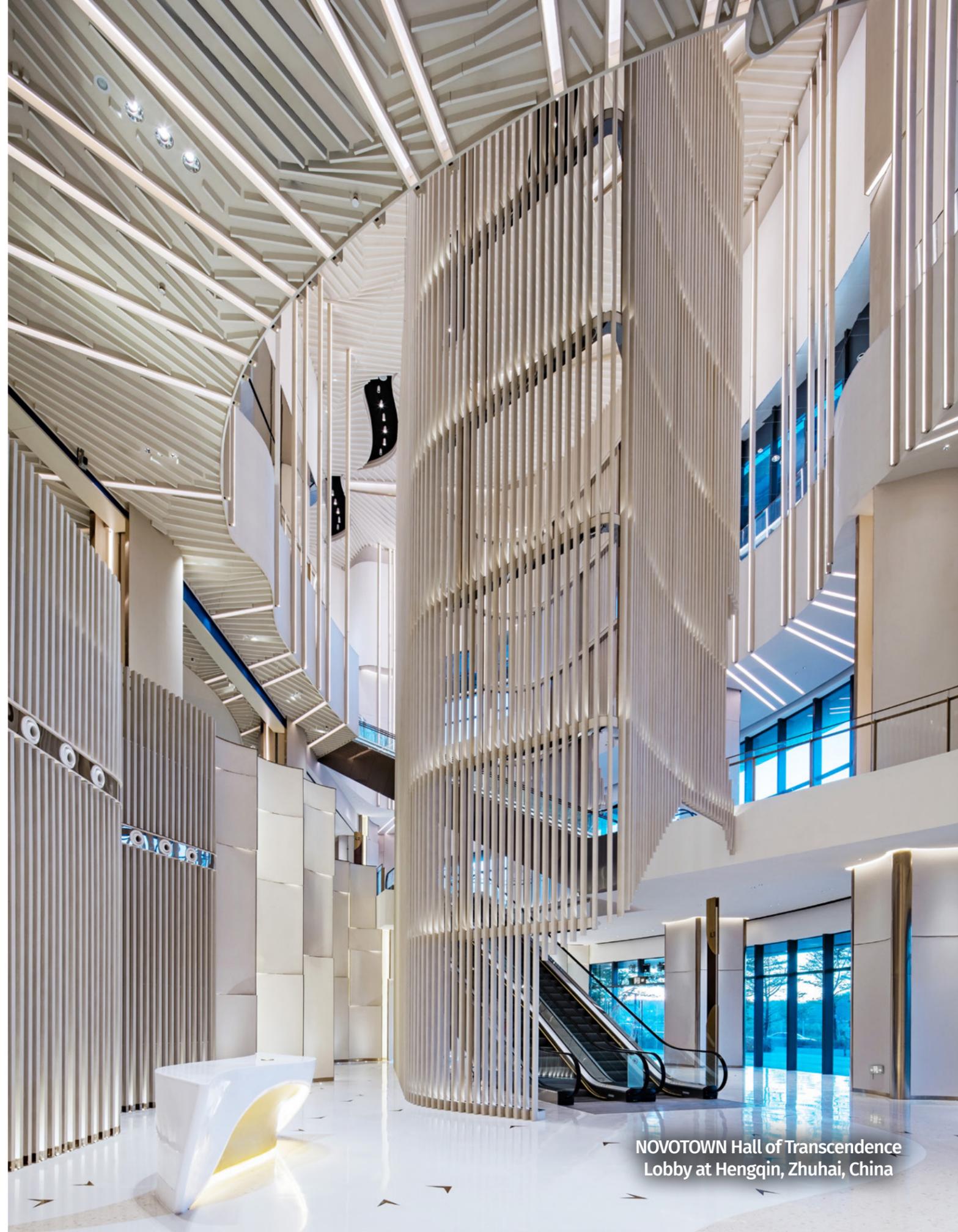
**How do you stay on top of changes in the process, changes in thought of industries that you are going to look at more now?**

Regarding changes, we all wish to stay on top of things but in reality, we simply use our best endeavours with resourcefulness. As designers, there is not much time to compare your performance with other industry players on a daily basis and more often than not, we focus completely on facing up to all the challenges



**Alexander Wong**  
Founder of ALEXANDER WONG ARCHITECTS

right in front of us, and that is especially true with problems on site. We are experiencing unprecedented and massive paradigm shifts at the moment so many of our industry's past design precepts for most business, institutional and private sectors have to be rethought out completely. These include our workplace, our schools and universities, shopping malls, sports facilities, cinemas, theatres, museums, galleries, residential developments, hospitality projects, food & beverage outlets, club houses, wet markets, hygiene facilities, hospitals and old people's home, airports, train and underground stations, parking facilities, funeral homes, factories, warehouses, slaughter houses, police stations, fire stations, even correctional facilities like prisons, these all have to be re-analysed in terms of design for the future in very major ways. First of all, we don't even know if some of these categories will exist or not, and even if they do, some may be greatly reduced in terms of size. For example, office towers may never come back like the way they used to when 50% of the workforce realize they



NOVOTOWN Hall of Transcendence  
Lobby at Hengqin, Zhuhai, China

could actually work from home indefinitely and another 20% will never return as full-time workers. On a wider scheme of things and on an even larger scale, our streets, roads, highways, city blocks, public parks, underground network, sewerage system, suburbs, and the statutory use of each piece of land (and sea) may have to be re-evaluated. And a lot of our existing zoning plans created by urban or town planners years ago will have to be re-examined or scrutinized as many of our previous assumptions regarding future land use resulting in decisions made on such could actually be partially (if not entirely) inapplicable or erroneous. For example, we cannot have shopping malls everywhere when 50% of what we shop will be done online. So how are we going to retrofit these retail facilities? We couldn't turn them all into yoga centres!

Many business models with any kind of Value Creation in principle that indirectly affect our urban planning models (and mostly developed in the last century) have become somewhat obsolete, if not completely so. With the rise of automation, artificial intelligence mixed with this viral pandemic and financial uncertainties of this magnitude, one cannot dismiss any possibilities of all our existing urban and suburban fabric must be revamped at least in part, or even drastically altered forever, in order to adapt to the New Normal.



**What might you find when you are looking at the overall process where something simple might have been stalling it?**

Governments are not the fastest processing institutions with respect to any policy changes are concerned. Making drastic alterations on our statutory zoning plans will take months if not years or even decades to get them approved and even longer to get them executed. With all due respect to many of our governments on the planet, the existing process is quite simply too archaic to cope with our ongoing paradigm shifts. Another big issue is where we invest our resources for the future especially with respect to education. Our teaching machines have to be revamped completely when AI is just around the corner and Singularity will happen on or before 2045. With

no jobs in sight for a large majority of those born after 2025, we need to train kids in a highly specialised manner. Innovations and unique capabilities will be paramount. For example, by 2025, one will have to come up with a "Rainbow Flying Unicorn" in order to even draw some mild attention from potential investors in their first round of screening.

**Why choose Alexander Wong Architects?**

Alexander Wong Architects are different in the sense that we don't think like normal architects and interior designers. We approach each project like a brand new opportunity to explore new possibilities creating unique and practical innovations. We try to seize the occasion as opportunities for game changers in design. Our projects could be futuristic or classical, art deco or even gothic, but the result is more often than not an amalgamation of the client's business or personal goals for the project mixed with practical and original solutions in making things work better, and thus also more meaningful. Another reason why clients choose us is because we formulate design as part of a decision making process. This sounds like a no brainer but in fact, many designers do not fully understand how design decisions are made by their clients. It's much more complicated than what

meets the eye and it has everything to do with the power structure of the company, cost and timeline of the project, also subliminal meanings built into the design for the subconscious mind.

**How clients are getting benefited by doing business with Alexander Wong Architects?**

Throughout the years, we manage to remain competitive and stand out by looking at design problems from the point of view of our clients (and also from our clients' clients). First of all, our team produces endless options with surprises that continuously challenge the boundaries of each project in constructive ways. In other words, our modus operandi or design roadmap is a clear design objective with surprises together with multiple options and all done in great speed. This design approach or process will help our clients to fully exploit the true potential of their projects to the fullest. But our design concerns do not stop here. We care immensely about the ease of logistics in construction and also many issues after project completion including ease of maintenance and general cleaning which is of great importance now more than ever. I guess one of our design motto is "Never create something you can't easily clean".

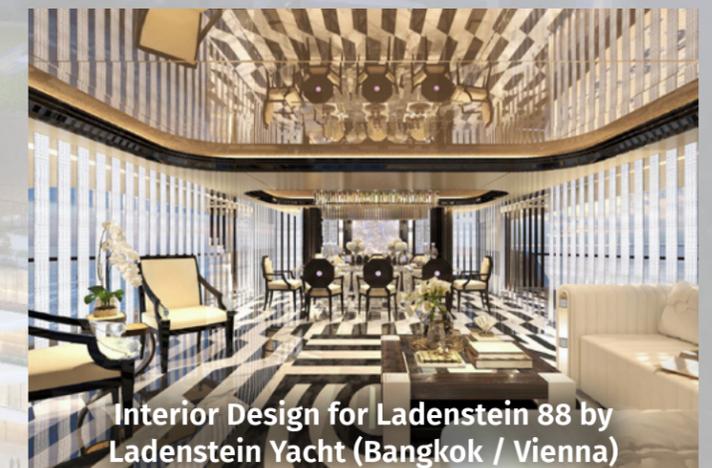
**Do companies typically accept your recommendations? How does the manner a company treats their employees come into play?**

Most of the time, corporations or private clients do love our designs and accept a majority of our recommendations. Also each and every corporation is like a different country or individual whilst possessing its very own unique corporate culture and we try to respect as well as reflect some of these characteristics in our design. I guess we will never know how exactly employees are treated by their employer and it would be unfair for us to comment for the simple reason that all such statements could be misinterpreted as they are often highly subjective and personal. As an analogy,

some will always find the honey too sweet and some will say not nearly sweet enough.

**What are your views on today's industry scenario? What is your strategy to reach new industries and new customers?**

The current scenario for any industry and not just ours could be described with these James Bond movie titles: "No Time To Die" or "Die Another Day" suggesting "Even The Toughest May Not Survive". However, having said that, there are always opportunities with silver linings even at the darkest moments. Miracles do happen if you seek hard enough. We are currently busy exploring opportunities related to the backlash on the pandemic with industries related to mass tourism. As we know, the ban on travel has seriously been affecting everything from hospitality to catering to aviation industries. We have recently started to collaborate with another foreign company on the design of luxury interiors for private yachts as we see there will be a rise in demand. Also, as one's travel habits change with much less travelling abroad, there will be an emphasis on upgrading one's own private residence. So luxury homes will be another huge area of growth. We are currently designing a brand new luxury apartment with no less than 3 giant LED monitors lining the walls in the living & dining areas for our clients' continuous streaming of the news, sports, entertainment, facetime dialogues, playing video games, zoom conferencing and any kind of online interactions. It's all rather exciting.



**How does Alexander Wong Architects work on making the industry better? What can be expected from Alexander Wong Architects in the upcoming years?**

“Better” is really a rather vague term, so may I suggest answering this question by simply going back to first principles based on our Vision & Mission statements. However, we have just published a new book for global distribution called “ARCHIPHANTASY”, and hopefully, in its advocacy on more imagination in design, our readers will react and become better designers and better clients within the creative industries of architecture & interiors or beyond. After 2020, who knows what will happen in our future? But we are currently building 3 hotels (1 airport hotel and 2 resort hotels) in Asia, a Supermarket in Shanghai, another high-rise office tower in China, and designing a concept Cine-Mall prototype for the next generation of cinemas in Asia, amongst other projects.

**Explain the Alexander Wong Architects – Founder / CEO’s journey till date, and how Alexander Wong Architects tackled any initial struggles?**

**Words from Alexander Wong :**

“The story of this amazing journey of Alexander Wong Architects really started way back in 2000 and it is in a way a story of four individual including a Swiss banker, two entrepreneurs, and a superstar.

Back in 2000, I was working as the Director of Business Development for another Architect’s Firm, and I quickly realized clients recognized my abilities in listening, designing and actualizing their visions, or at least they believed I could. These special clients included Mr. Jackie Chan, the world famous superstar, Mr. Michael Ying, Ex-Chairman of Esprit, Mr. Roger Liang, Chairman of the Luxury Boat Manufacturing Company Kingship Marine Limited and last but not least, the renowned Swiss banker Mr. Philip Jehle. These unique individuals gave me the confidence I needed to feel compelled to create my own firm.

So in many ways, the main thing in tackling any initial struggles boils down to just three words and that is “Faith In Yourself.”

**About Alexander Wong**

Alexander Wong is an Award-Winning Architect based in Hong Kong. A post-graduate from Princeton University, he established his own design firm Alexander Wong Architects in 2001. Wong specializes in designing Luxury Homes for A-List Clients in the Movie Industry as well as creating original and innovative designs in Architecture and Interior Design for Residential, Retail, Leisure, Hospitality and Cultural Projects. In 2013 & 2015, Wong has been selected by AD (Architectural Digest) China as one of the 100 Top Architecture & Design Talents in China. His firm has won over 50 major International Design Awards including World’s Best Retail and World’s Best Show Home at the International Property Awards 2015-2016 in London, Best Young Interior Designer of the Decade 2015 and Best Innovative Architect of the Decade 2017 in Hong Kong.

Other recent awards include Platinum A’ Design Award (Italy) 2017 in Interior Space Design Category; World’s Best Designer 2018 in Hong Kong; Most Innovative Interior & Architecture Design Group 2018 in Hong Kong; LE FONTI AWARDS 2018 : Excellence of the Year for Innovation & Leadership in Interior Design; PRC Magazine Most Outstanding Interior Design 2019; Global Brands Magazine Awards 2019 for Best Luxury Interior Designer Brand in China; Best International Mixed-use Architecture 2019 at International Property Awards and Winner in German Design Award 2020 for Interior Architecture.

In December 2016, Alexander Wong Architects won the Global Top Award with “World’s Best Interior Design” at the International Property Awards held at the Savoy Hotel in London.



**ALEXANDER WONG**  
ARCHITECTS & INTERIOR DESIGNERS

- 1) Year of Founding: 2001
- 2) Funding Information: Fully Self-Funded
- 3) Founding Members: Alexander Wong
- 4) Office Locations: Hong Kong and Shenzhen China
- 5) Company Strength: Innovation and Design Based on Culture for Residential, Hospitality, Retail, Leisure and High Rise Architecture
- 6) Website: [www.alexanderwong.com.hk](http://www.alexanderwong.com.hk)

**Bamboo Futura : A 52 Storey Landmark Tower In Chengdu, China**