

STEVE LEUNG

We have to study the environment first



ARCHITECTURE AND INTERIOR DESIGN ARE TWO HIGHLY RELATED INDUSTRIES, BOTH ABOUT THE USE OF SPACE. BEFORE ACTUAL WORKING ON THE DESIGN OF A SPACE, WE HAVE TO STUDY THE ENVIRONMENT FIRST, AND NOTE THE CLIENT'S INTEREST OR SAY WHO WILL BE THE TARGET GROUP FOR LIVING THERE.

TO ME, USING DURABLE, AESTHETICALLY LONG-LASTING MATERIALS IS ONE OF THE WAYS TO INCORPORATE SUSTAINABILITY INTO DESIGN.

How did you start collaborating with yoo?

In 2013, I was invited to join the yoo family as the Creative Director of Steve Leung & yoo. The collaboration with yoo is a meeting of like minds, as we share the similar vision to improve people's living through design. Being the first Asian creative director, I hope to introduce Asian style and design across the globe, as well as bringing new ideas, concepts and lifestyles into different parts of Asia and China.

The first Steve Leung & yoo project is the yoo Residence in Hong Kong. For this project, we have the vision to establish a premier, branded residence in Hong Kong and develop yoo's first residential project in the territory.

Can you enlighten us about your decisions concerning the design? What is the importance of this project to you?

yoo Residence truly combines the defining design essences of yoo and mine. In this project, I deliberately fused yoo's unique design elements, which are dramatic, playful and elegant, with my contemporary, clutter-free sensibility. The fusion of the two distinctive styles makes powerful synergy. I'm glad to see how it delivers chic, stylish and refined interiors and heralds a vibrant new direction in interiors in Hong Kong, bringing residents a fresh approach to living. I'm sure the design will strike a balance between cosmopolitanism, the brand and the local sense of what people want.

It is excited to see the project well received by the market and garnered the highest price per square foot for a one bedroom apartment sale in the city. It is also thrilling to work with this world-renowned creative design brand.



I really enjoyed the synergy and chemistry between us. I look forward to more exciting and creative collaborations in the near future through Steve Leung & yoo.

You are both working on interior design projects and architectural ones. Is there a link between these two?

Architecture and interior design are two highly related industries, both about the use of space. Before actual working on the design of a space, we have to study the environment first, and note the client's interest or say who will be the target group for living there. Therefore, both architecture and interior design should be the perfect blending of aesthetics and functionality, which means we have to understand and enhance the function of the space and then perfect it with aesthetic touch.

I initially studied architecture and later obtained a Master degree in urban planning. Despite architecture being the initial focus of my career, I gradually moved my attention towards interior design projects. Since I'm often intrigued by new and exciting challenges, the product life cycle of interior projects is more compatible to my personality than that of architectural and urban planning projects. Throughout the

years, our interior designs have been well received in the market and now, our projects mainly are interior design projects.

We really are curious about what is the next big thing for Steve Leung. You have such incredible career and that'd be an honor if you can give us some teaser about your future projects.

Our latest project, 8 Conlay, is a landmark residence located in Kuala Lumpur City Centre with development completion scheduled for 2020. This is also my first branded residence project in Malaysia under Steve Leung & yoo. We will be responsible for designing the interior and common areas for one of two residential towers. I hope 8 Conlay will continue the success of yoo Residence, introducing a new lifestyle concept.

Sustainability values; do they effect the way you work? How do you place them in your projects?

I believe that eco-friendly and sustainable design will be among the most discussed and concerned topics for designers. To me, using durable, aesthetically long-lasting materials is one of the ways to incorporate sustainability into design.