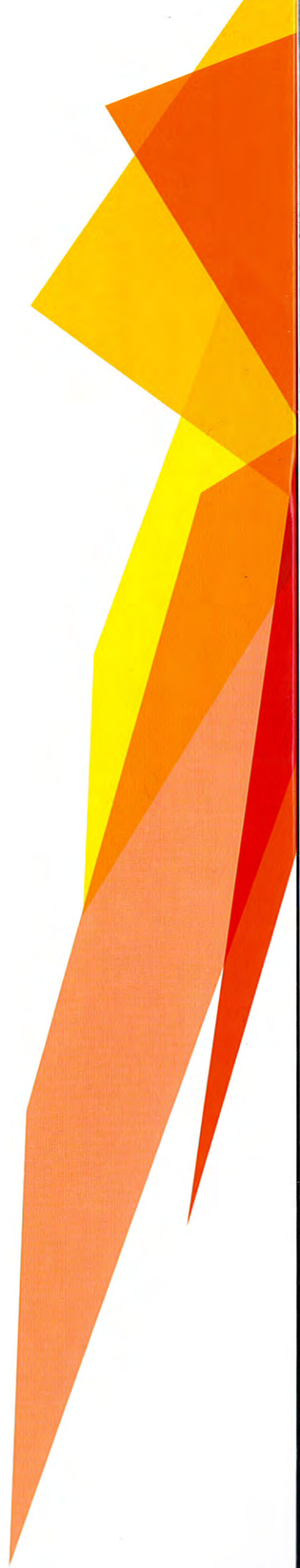


**MOST
SUCCESSFUL
DESIGN
AWARDS 09**

年度最成功設計獎





SUCCESSFUL
DESIGN
最成功设计

SUCCESSFUL DESIGN
AWARD

成功設計獎

高邦品牌再造

Kobron Re-branding

公司 COMPANY

泛纳国际设计事务所
PANORAMA



要对一个原有的品牌通过室内设计来达到品牌改造的目的是一件不太容易的事情。泛纳国际的设计团队通过对“都会”含义中的美学元素进行重新诠释以强化高邦品牌。外立面垂直流动的不锈钢和LED条纹描绘出现代都市生活的步伐和视觉标志；具韵律性的灰色天花条子和三层高垂直旋转的木屏风将三层楼连成一体，分别产生了视觉引导和呼吸空间的作用。通过泛纳国际的室内设计，使得该高邦旗舰店的营业额提升了40%，也为该品牌产生了新的商业价值。

The Panorama design team reinforced Kobron's brand identity in this interior redesign by re-interpreting the aesthetic elements found in the urban context. To achieve this, the three-level shopping space was envisioned as a giant "shoppingscape" in which customers can explore the different collections of merchandise in the different zones. The spacing of the grey ceiling panels and three storey-high vertical swivel-screens served to link the three levels, acting as orientation points. As a result of the redesign, sales have risen by 40% compared to those in the old interior.



潘鸿彬

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当今炙手可热的室内设计师——潘鸿彬于香港理工大学设计学院分别取得室内设计学荣誉学士及设计学硕士，于2003年创立室内及品牌设计公司泛纳国际设计事务所。立足于对零售和餐饮的策划和设计的理解，公司彻底了解销售对象、零售业务、管理人员及顾客对目前和将来发展的需求，业务包括室内设计、品牌策略、机构形象及环境平面设计。作品在各地设计大赛中屡获殊荣，包括美国IDA 设计大奖，iF中国设计大奖等大奖为各界人士所认可并广受赞誉。更多信息请至www.panoramahk.com 查询。

Horace Pan

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Horace Pan, one of the most renowned Hong Kong interior designers in the recent decade. He 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. In 2003, he established his own interior & branding design practice PANORAMA. The company provides consultancy services in Interior Architecture & Branding Solution. It's planning and design team offers a blend of creative and marketing skills brought together to produce lasting quality design solutions, and receives a number of recognitions and awards over the years including US's IDA Design Awards, iF Design Awards China and so on. You can find more information on www.panoramahk.com.