



The Chairman of Hong Kong Interior Design Association, Horace Pan won Ten Outstanding Designers Award in 2008. He is the founder of PANORAMA International Ltd and an Associate Professor at the School of Design at The Hong Kong Polytechnic University. He shares with *inMAGAZINE* his creative idea and experience in interior design.

潘鴻彬曾獲得2008年十大傑出設計師大獎。他是泛納國際設計顧問有限公司的創辦人及現任香港室內設計協會會長，他同時是香港理工大學設計學院的助理教授。《inMAGAZINE》與他分享了室內設計的心得及創作經驗。

# HORACE PAN

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## Creativity and Space 設計與空間

### What do you think of creativity?

There are two levels of creativity. One is for solving problems about the basic and simple functionalities. The other one is advanced creativity. Besides resolving problems, it provides something new for users.

### What is interior design?

Interior design is design of environment. Not decoration, or mixing and matching, it is actually about the enhancement of functionality and the aesthetics of a space. It adds and creates value, thus differentiating with other places. Sometimes, interior design can be cultural oriented, expressing the uniqueness of a culture.

### What inspires you in the design process?

Inspiration comes from research and experience. First of all I have to study a client's requirements and the type of project, whereupon I gather information such as market positioning, making it the origin of the design. Then I develop the idea from my personal experience, like travelling, movies and music. Unlike fine art which is an art form developed primarily for aesthetics rather than practical application, interior design is applied art.

### What do you want to express through the design?

An experience. In Europe, the concept of "experience design" has risen to fame these days. It turns shopping spaces into a multi-sensory experience. You not only shop at shopping malls, but also enjoy dining and have fun with various facilities providing information, cultural and art knowledge. All these make it an exceptional living experience.

### What gives you the greatest satisfaction?

Only one family can utilise and enjoy a flat unit when a residential project is completed, whereas the public can enjoy the space in a commercial project. My greatest satisfaction is from the public's satisfaction, which enables a mountain of people to enjoy and appreciate my design. ●

### 你認為創意是甚麼？

「創意有兩個層次，一是解決問題，講求最基本簡單的功用或功能。二是比較高層次的創意，解決問題之外，需要加入新的東西或意念。」

### 你認為室內設計是甚麼嗎？

室內設計可說是環境設計，不是關於裝飾或配襯，實際上，它幫助空間達到功能上和美學上的改善，並補充及創造價值，使之與其他地方有差異。有時候，室外設計也以宣揚文化為目的，突顯某文化的獨特之處。

### 創作過程中甚麼啟發你的思考？

我的創作靈感來自研究和體驗。我需要研究客人的要求及項目的類型，再搜集不同的資料如市場定位，這是整個設計的出發點。之後便要在個人經歷中覓得靈感，如旅遊時的所見所聞、電影和音樂等，最後把兩方面結合。如果純粹由靈感創作，那是純藝術，室外設計是應用藝術。

### 你的設計作品想表達的是甚麼？

體驗。其實，在歐洲已經開始盛行「體驗設計」的概念，就像把購物空間化為另一種體驗，而且更是多元體驗。例如商場不只讓你購物，而且增添吃喝玩樂的設施，同時提供資訊、文化和藝術的知識，成為另一種獨特的生活空間。

### 室內設計給你最大的滿足感是甚麼？

住宅項目完成後，每個單位只有一個家庭可享用。而商業項目的用家，卻是普羅大眾。可以說，我最大的滿足感是來能同時滿足眾多用家，令大眾能享受我設計的空間。●