



**MOST  
SUCCESSFUL  
DESIGN  
AWARDS 09**

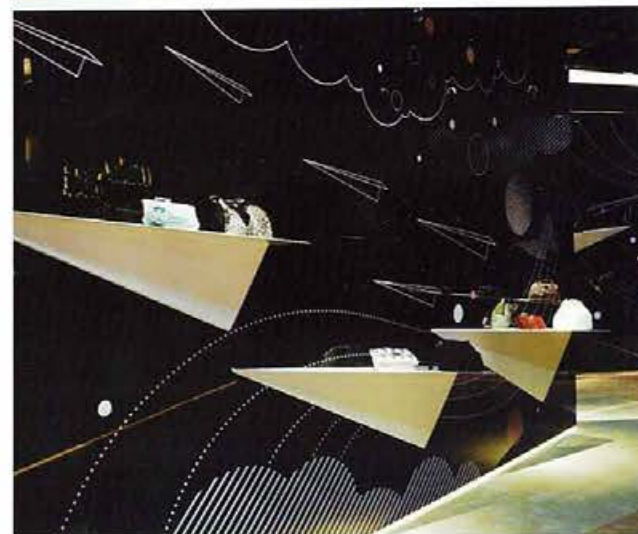
年度最成功設計獎





Mikiki商场概念馆座落于香港启德机场旧址，是启德大都会首个娱乐休闲地标。Andy Tong以“未来商场”作为主题，配以“启德新里程”、“体验概念店”、“会客厅”及“启德大都会”这4个展示区，力图向顾客展现一个“购物体验的游乐园”。折纸飞机、移动商铺、以开放式设计为基础的电动投影屏幕和脚下的迷幻图案，这些富有创意和魔幻色彩的元素使顾客仿佛置身于一个游乐园之中，也带给他们一种无拘无束的购物体验。历时2年的设计和内部装修工程，商场于2009年1月落成，成为了新一代年轻中产阶级追捧的新指标。

Mikiki Show Suite is a soon-to-open shopping mall located in the former Kai Tak Airport, Hong Kong. To constitute an iconic landmark of the old town's renewal, brand new concepts of shopping have been incorporated into the project. Andy Tong adopted modernist design to create four independent areas-Fashion Display, Shopperience Zone, Wonderland and Mushroom, which are geared towards the theme of the "playful shopping experience". There are a lot of creative and magic elements, including paper aeroplanes, moving theme stores, an open design with an enormous Rococo-style mural decoration and dizzying lighting effects, all aimed at giving customers the impression of arriving in an amusement park where they will have a unique shopping experience. After two years spent on design and interior decoration, Mikiki was launched in January 2009.



日语里MOMO的意思是“新鲜的水蜜桃”，因此MOMO商店的设计就保持了新鲜感。设计师意图在创造一种如水蜜桃般的新鲜感的同时具有环保功能。无论是可拆分的店铺结构，还是新型的环保建筑材料，店铺流露出的“环保”和“新鲜”的精神。通过这些环保再生板、MDF板、PVC等材料，MOMO馆以其可拆分、可储存、可重建的特点吸引了大批年轻消费者的目光，从而提升了品牌魅力，并在香港本土成功推进环保意识。

MOMO, in Japanese, refers to a fresh, juicy peach. The design of the MOMO shop evokes freshness and fashion. The designers hope to create the feeling of environmental friendliness at the same time. With the free-standing structure and the new-style environmental friendly materials, the shop expresses a spirit of environmental protection and freshness. By using recycled materials such as MDF board, PVC bubble-wrap and recycled wood, the MOMO shop attracts a large number of young consumers, which enhances the brand and promotes awareness of environmental issues.

汤兆荣(Andy)，毕业于香港演艺学院，主修舞台设计。毕业后成为跨平台设计师，以充满潮流触角的设计风格见称。曾替张国荣、郑秀文及林忆莲等歌手的演唱会担任舞台设计，善于将舞台设计概念融入商业空间当中。2000年自设创作公司“Andy Tong Creations”，主力商业空间设计，多年为香港各大商场作装饰设计及布置。其中更已第8年为尖沙咀海港城作节日灯饰设计，奠定其香港顶尖商业空间设计师地位。Andy的设计作品曾屡次获得香港设计师协会奖项及国际殊荣。在2006，Andy其中一个商业概念设计作品——WTCmore概念展示馆，荣获颁发日本「商业空间设计师协会」海外铜奖及第七届澳门设计双年展之铜奖。



Andy Tong, graduated in Hong Kong Academy for Performance Art with the major of Stage Design. After, he became an award winning designer with Hong Kong and international recognition. He established his first spatial design consultancy Andy Tong Creations Co., Ltd in 2000. His recognition outstanding projects can be found in Causeway Bay World Trade Center, Shatin New Town Plaza, Tuen Mun Town Plaza, China Hong Kong City and Harbour City. With 8 consecutive years of collaboration, Andy has being invited by Harbour City as a design director for their festival design decorations. Andy achieved different awards with his design projects. It represents the reaching his milestone that endorses his respected professionals practicing within the business design industry. In year of 2006, one of his commercial space designs - "WTCmore Demo Parlour" achieved the Bronze Award of "Japanese Society of Commercial Space Designers" and the "7th Macao Design Biennale". He won international recognition through different achievements since then.

