



ALEXANDER WONG ARCHITECTS LTD

Value Creation is Cornerstone for Inspirational Designer

The ingenious ALEXANDER WONG is growing and glowing as Asia's most discerning markets clamour for his 'Magic Touch'.

It's a story about three men, says, Alexander Wong.

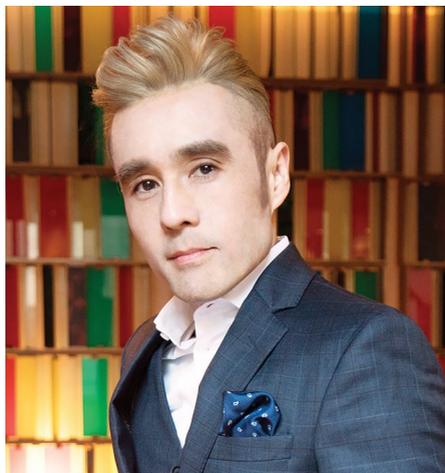
"Back in 2000, I was working as a business development director for another company at the time, and I quickly realized that people recognized my abilities in listening, designing and realizing their dreams (at least they believed I could). These men included Superstar Jackie Chan, Ex-Chairman of Esprit Michael Ying, and Roger Liang, Chairman of the Luxury Boat Manufacturing Company, Kingship Marine Ltd.

"It was then I felt sure I could start my own firm and create my own brand. I felt compelled to leave the firm I was working for and never looked back since. So I guess the keys were 'faith' and 'belief'," Wong recalls.

Creating Value

Alexander Wong Architects specializes in designing futuristic cinemas, lifestyle supermarkets, luxury celebrity homes, thematic shopping malls, tomorrow's bathrooms, just to name a few.

"We are very different from all the other firms currently within our industry as our designs are expected to be ultra-bold and daring. Our latest publication on Architecture and Interior Design called



ALEXANDER WONG: "You have to see at least 50% of your obstacles as challenging opportunities and turn them around to everyone's advantage. That's how you survive, exceed and excel."

"ARCHIPHANTASY" will explain why clients come to us."

"We are strong believers in ethnic culture and corporate culture as well as core values of any organization we work for. We dig deep into understanding the meaning, function, evolution, adaptability and even maintenance issues, as part of our multi-faceted design objectives. Design in the end is a kind of "Value Creation".

China Challenges

"We try not to dwell on the Hong Kong market as the China Market is so much bigger. But naming the obstacles you face and even overcoming them will not get you very far in life. You have to see at least 50% of your obstacles as challenging opportunities and turn them around to everyone's advantage. That's how you survive, exceed and excel," says Wong.

"With China being the second biggest economy in the world creating over

USD 11 trillion in GDP and still growing annually at 6 to 7 percent, one cannot talk about industry growth without talking about the Land Of The Dragon. It's all about China now and it has been for the past 10 years --- so everyone must adapt or get left behind. The China Market in the construction industry has ballooned so much that we have to hire more designers directly from China and focus on marketing our brand "ALEXANDER WONG" there."

Wong says: "We have started our new office in China in building an international team of designers, thinkers, and strategists. And in turn, we are getting more clients and bigger projects this year as a result."



Sogo TOY CATHEDRAL by Alexander Wong Architects

"I just saw this quote from Shonda Rhimes, the successful American TV Producer who created "How To Get Away With Murder", and felt it could be relevant in answering this question about the secret of our success. - "I am not lucky. You know what I am? I am smart, I am talented, I take advantage of the opportunities that come my way and I work really, really hard. Don't call me lucky. Call me a badass." - Shonda Rhimes. ■

For additional information, please visit www.alexanderwong.com.hk



One & Two Pacific Place - AQUA FUTURA Restrooms by Alexander Wong Architects

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BEST INTERIOR
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GOLDEN EYE

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Alexander Wong Architects – Winner of World's Best Interior Design for Carmen Futura at International Property Awards 2016-17



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