



CTRC DESIGN CONSULTANT LTD.

Versatility Proves Key to Designer's Success

Carving a niche in Hong Kong's clustered design market was no easy task for design duo RYAN CHEUNG and CHRISTINE TSUI. Diligence, creativity and heaps of versatility.

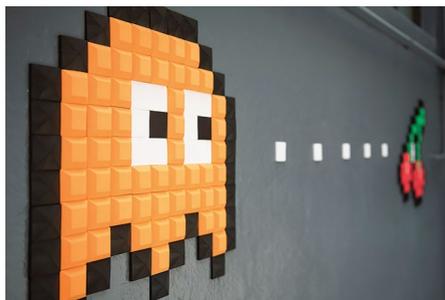
Ryan Cheung (Director), Christine Tsui (Design Director) decided to start up their own business to fulfill our design ambitions and try different styles of design without limits.

"Interior design is our primary works and we like to design things which are relatable. We gain satisfaction from seeing people use our works that we designed in their life and from our contribution to the design industry," says Ryan Cheung.

"We are experienced in different categories of design, so our creativity and flexibility are quite high. Our design works are more human oriented and we always consider the importance of interaction," he adds.

Market Applause

"Versatility is very important in Hong Kong market as the market is growing more demanding. Our company was established in late 2015, so it is very important to get more recognition by participating design competitions. We are so glad that CTRC Design has



won 2 Sliver Awards in (Italy) A' Design Award & Competition 2017, it is really an encouragement for us as a newly established company," says design director Christine Tsui.

She says: "Greater China market is huge even it has been slow down in this few years. We have ongoing projects in China as well and China is still having a lot of business opportunities and importance for design industry."

Thought-Leading Design

"We have quite a lot of new innovative concepts and will bring them to the market in due course. We don't want to expand too fast as we would like to

control the design quality rather than just expand rapidly and undersatisfy the market," says Cheung.

"Designers should always open wide their visions, design is boundless and unlimited imagination. We shouldn't confine ourselves to a limited frame." ■

For additional information, please visit www.ctrc.design, www.pelcraft.com



Ryan Cheung: "Our design works are more human oriented and we always consider the importance of interaction."



Christine Tsui: "Designers should always open wide their visions, design is boundless and unlimited imagination."