



ED DESIGN

Good Hands to Grasp Opportunity

Skill and passion are requisites for the success EDWARD LAU and his dedicated team of professionals continue to achieve.

Proudly local design firm ED Design Limited has made a name providing comprehensive services across Hong Kong, Macau, and Mainland China. With an extensive background in architectural, interior, and furniture design, Founding Director Edward Lau has made strides in the city's many office and residential developments. The firm established itself with landmark works beginning with a contemporary house in the New Territories, corporate office interior for a listed company, and an award-winning high-end residential interior design project.

"In a compact and high-density living environment like Hong Kong, living small does not mean reduced living standards," shares Lau, ardent about the relationship between space and people. "As architects and designers, we believe that everyone deserves a comfy environment to live in."

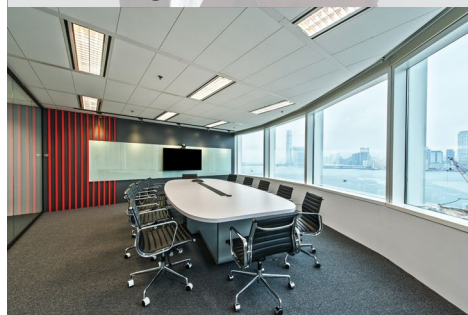
The Right People

"We have observed a tremendous growth in demand for renovation, especially in certain districts in Hong Kong," shares Lau. Large population growth in less developed districts potentially worsens living conditions, exacerbating existing issues such as poor sanitation. For this reason, old and worn-out buildings need refurbishing – an ED Design speciality. Companies dispersing into other areas outside the central business districts also provide the firm opportunities involving office relocation and renovation.

Providing such services requires the right people. "We have a very proactive team comprising professionals from dif-



ED Design Limited
Founding Director Edward Lau.



ferent fields, conscious of clients' needs and equipped with the understanding to address them. From architects to interior designers, project managers and construction workers, we work closely as a unit ensuring the accuracy and efficiency of each project," he says.

"We work hard to make sure our final design output achieves our standards and meets clients' expectations. Treasuring our people, we have developed a high level of trust and respect for each other. This is the only way to ensure team cohesion that guarantees the smoothness of the entire construction process, which goes beyond just having a good design."

Path to Growth

Strong communication contributes to ED Design's continuously expanding client network. With steady growth in the number of projects, its interior design team will further diversify into commer-



cial and residential divisions, as well as spur the assembly of a larger building specialist team. Lau believes proper designation as highly significant to great customer experience; assigning the firm into dedicated branches for specific service areas serves this purpose.

"We put emphasis on the detail and quality of work, as we believe that this is the only way to gain trust from existing and potential clients. The delivery process is as important as the final output. We also take the initiative to communicate with our clients and provide advice throughout the entire design process." ■

For additional information please visit www.ed-design.co

