



HEI DESIGN LTD

Comfort, Functionality & Design with a Difference

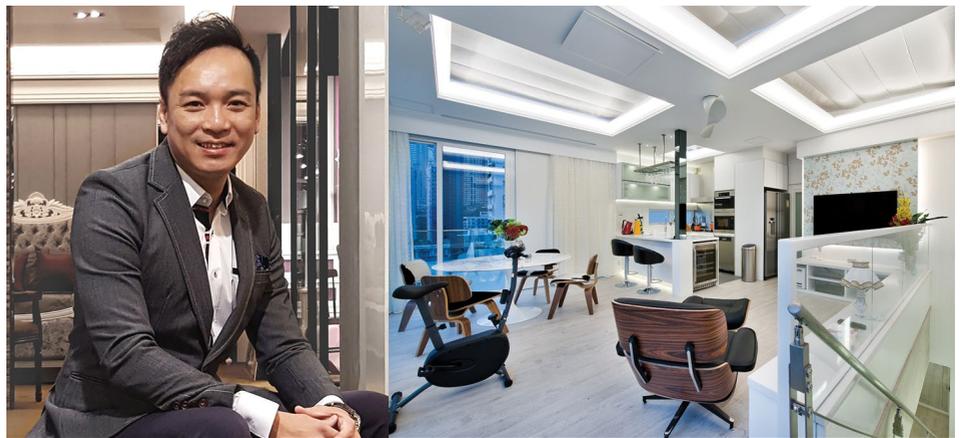
Design that's thought-leading requires more than just skill and talent. It needs a personal commitment to excellence, says SAI KIT CHRIS, the CREATIVE DIRECTOR of HEI DESIGN LTD.

Design goes beyond inspiration where it comes to cities where space is at a premium. This is where practicality and pragmatic design comes into play and that can only happen when as a designer you appreciate, understand and care for your end user, says Sai Kit Chris, creative director of Hong Kong's award-winning Hei Design Ltd.

"Each of our colleagues start from the same point – CARE. We look at each project as our dream home shared by the family, from the very start of the idea. In addition to adding new elements of the original design with an emphasis on ergonomics to up to more design beyond ornamental value, we also consider the practical value of the overall design."

Room for Growth

"Though we are in the midst of a global economic downturn and the Hong Kong market is admittedly small, it is clear to see that the taste and quality of life of people has not declined. Interior design has become a necessity for Hong



Sai Kit Chris: "Utilizing the expertise of designers, understanding customer needs, creating their ideal home in the limited space, our motto is 'everyone deserves a comfy environment to live in'."

Kong people. In limited spaces, we need to balance between aesthetic and the practical," says Kit.

"Living small does not mean reduced living standards, such as: the storage of platform beds or the design of a debris cabinet with new elements. Using color combinations, affect the entire interior shape's visual perception. The economy is cyclical, whether in Hong Kong, China or Southeast Asia, we still have room

for development."

Heart n' Care

"The greatest asset of the industry is the talent of the design industry, so we will focus on personnel training. Hong Kong has always been the core of our company, we will actively participate in the different nature of the interior design will no longer be confined to the home. We will develop business units, as well as cooperation with different builders from environmental planning, exterior to interior design space also involved, in order to achieve the dream of home works," says Kit.

"Heart n' Care is our key to success. Utilizing the expertise of designers, understanding customer needs, creating their ideal home in the limited space, our motto is 'everyone deserves a comfy environment to live in,'" concludes Kit. ■



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