



## MOA DESIGNS

# Flair for Style, Elegance Makes Winner of Commercial, Retail Designer

In a fairly short while, the talented BENSON LEE rose to rival the best in the industry thanks to his ingenious outlook to design, ability to re-invent and his enviable people management skills.

**M**OA Designs is the brainchild of Benson Lee. He graduated from the University of Hong Kong with a M. Arch (HKU) degree and qualified as a Registered Architect in 2000. He joined the interior design firm RYMD and later AFSD between 2002 and 2009. He set up MOA Designs in 2009 after acquiring extensive experience on various project and thanks to potential clients' connections.

Today, MOA is actively involved in commercial and residential corporates such as the Café de Coral, Maxim's Group, Sun Hung Kai Properties, China Resources Property, and Tai Hung Fai Enterprise.

In China the company is currently working on F&B projects in Shenzhen and Shanghai, by building greater networks, expanding its customer base and adopting regional trends.

### Our Work Ethic

"By analyzing the latest regional market, we provide our clients ideas about market trends, and tailor-make designs to integrate with their brand's core image," says Benson Lee, founder of the firm.

"We are able assists clients in meeting different landlords' demands, especially for those shop-opens in shopping malls. We also collaborate extensively with clients, comprehending their needs and providing the optimal balance between functions and aesthetics. We work with experienced structural engineers, E&M engineer, licensing consultants and builders to ensure that each project is run smoothly and finished within the deadline."



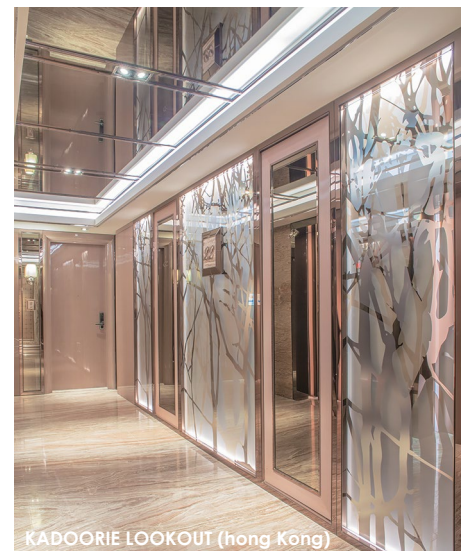
**Benson Lee: "MOA's design philosophy is to adopt a meticulous approach in design geometry and skillful use of space in harmony with human activities."**

"MOA's design philosophy is to adopt a meticulous approach in design geometry and skillful use of space in harmony with human activities. By earning client's trust we expand our client base."

### Delicate Balance

"As part of a competitive industry, we have to be able to offer the client an overall pleasant, hassle-free experience. This means we have to be competent to talk effectively to all components of the building. Our design has not only to be modern and trendy but also futuristic, engaging and conducive to the nature of the business it services. It must be environment friendly and people-centric as well. Achieving all this within the given time constraints takes experience, talents, people-skills and an unshakable belief in you ability to innovate. Our customers are very happy with the results and in particular our method of operations so we

are looking forward to sustainable and qualitative growth in the years to come." ■



KADOORIE LOOKOUT (hong Kong)

For additional information, please visit [www.moadesigns.net](http://www.moadesigns.net)