

P O R T
F O L I O



K E I T H
W O N G

2024

RÉSUMÉ

KEITH WONG



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keithwonghf

EDUCATION

Master of Fine Arts, Interior Architecture and Design
CIDA Accredited | May 2024
Academy of Art University | San Francisco, California, USA

Diploma of Interior Design | July 2021
The Interior Design Institute | San Francisco, California, USA

Bachelor's Degree of Arts in Business (Finance) | August 2016
School of Professional Education and Executive Development | Hong Kong

INTERIOR DESIGN SKILLS

Commercial and Residential
Space Planning
Concept Development
Visual Design
Site/Building Analysis
Architectural Visualization
Construction Documents

SOFTWARE SKILLS

Autodesk Revit	Photoshop
SketchUp	Illustrator
Enscape/Twinmotion	Mac/PC
InDesign	

INTERPERSONAL SKILLS

Flexible and Adaptable
Multi-task Management
Client, Contractor and Vendor Relations
Organized and Detail-oriented

WORKING EXPERIENCE

Account Manager | i-DNAsia Communications and Production Co. | Hong Kong
JUNE 2016 - JUNE 2017

Project Executive | Numero Suite | Hong Kong
MAY 2015 - MAY 2016

Project Executive | Ben Continental Expositions Ltd. | Hong Kong
MARCH 2014 - MAY 2015

Event Operator | Sports Promotion International Limited | Hong Kong
OCTOBER 2013 - FEBRUARY 2014

Project Assistant | Alliance Knowledge Management Limited | Hong Kong
JANUARY 2012 - MAY 2013

LANGUAGES

English
Cantonese
Mandarin

“Design is a language that transcends words.”

Suki Seokyeong Kang

PROJECTS



01

ARTISAN FACTORY

02

SDREAM HOTEL

03

PNM COMMUNITY
SERVICES CENTER

04

INITIATIVE 99
COMPETITION

05

SOFITEL HOTEL

01

ARTISAN FACTORY

Project Description

This project proposes The Artisan Factory, a dedicated space empowering Louisville's artistic and design community.



PROJECT SCOPE

The Artisan Factory proposes a dedicated space empowering Louisville's creatives. A gap in resources inspired this initiative to bridge the need. The Factory will provide essential tools and infrastructure for artistic development. It goes beyond individual expression, aiming to stimulate Louisville's economy by attracting talent and promoting collaboration. This belief drives the project: a thriving arts scene enriches Louisville's cultural and economic fabric.

PROBLEM & FEASIBILITY

Louisville's thriving art scene lacks dedicated spaces. The Artisan Factory proposes a solution: a comprehensive cultural hub for artists and designers. Shared workspaces, a community hub, exhibition areas, a resource center, and on-demand amenities empower artistic growth and collaboration. Strategically located in a C-3 zone, the Factory fills a critical gap, stimulating both the creative community and the city's economy.



CLIENT

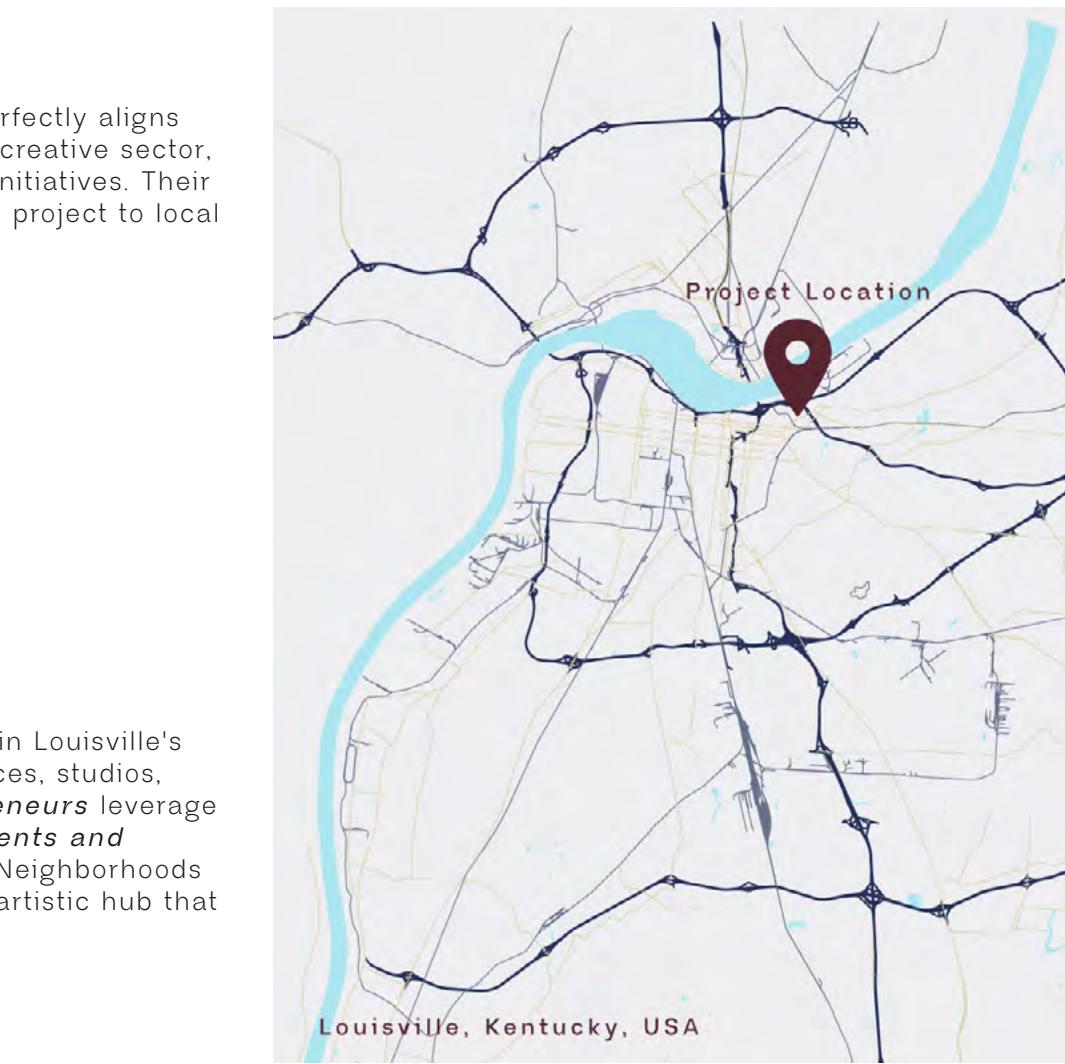
The Metro Louisville Office of Arts & Creative Industries perfectly aligns with this project's goals. Dedicated to promoting the city's creative sector, this government department offers crucial support for art initiatives. Their expertise and funding can guide development, connect the project to local artists, and ensure long-term sustainability.

USERS

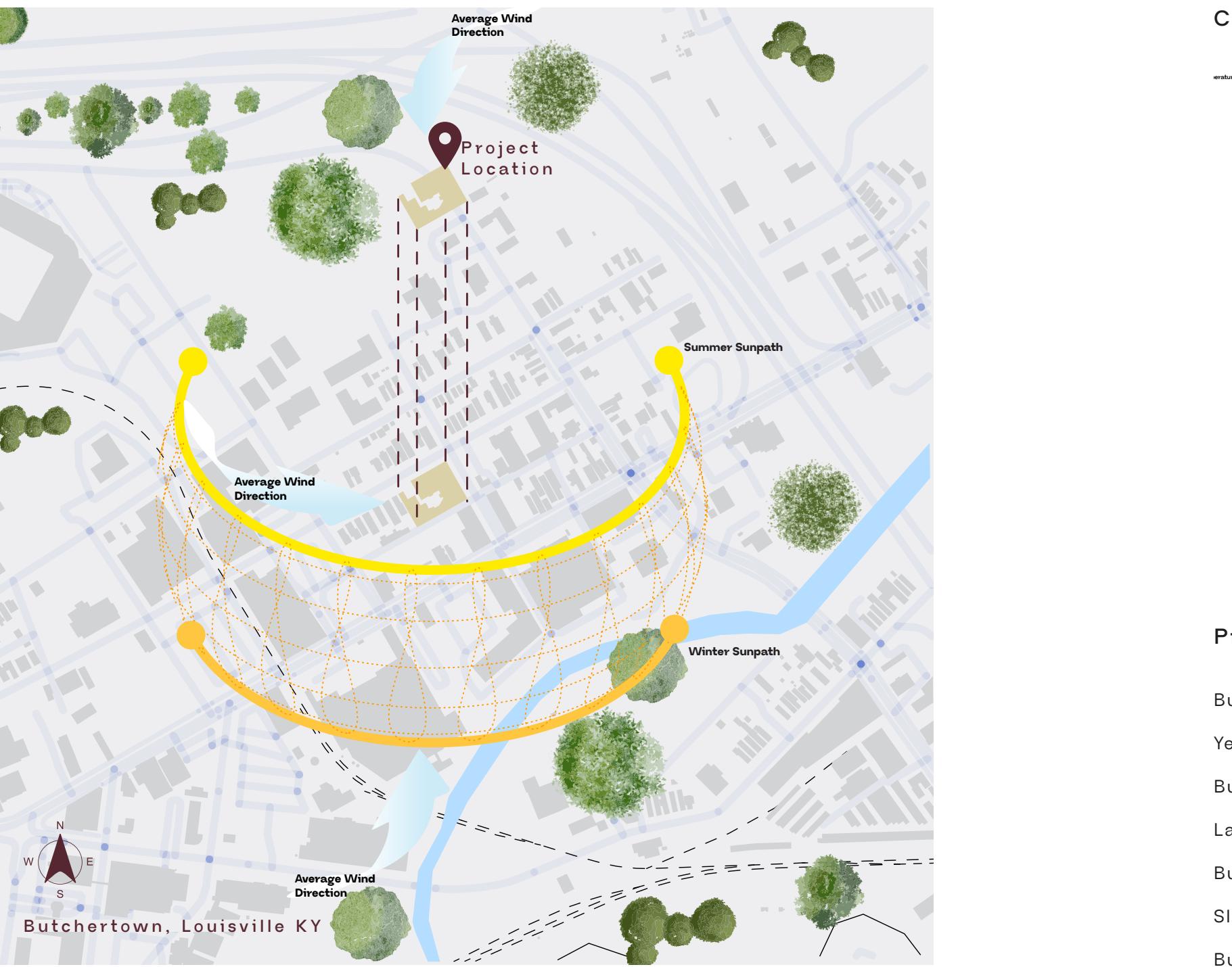
The Artisan Factory caters to a diverse range of users within Louisville's creative community. *Artists and designers* access resources, studios, and housing to stimulate their passions. *Creative Entrepreneurs* leverage the Factory's network to connect and spark ventures. *Students and educators* collaborate with industry-standard tools. Local Neighborhoods join workshops, events, and exhibitions, creating a vibrant artistic hub that enriches the neighborhood.

PROJECT LOCATION

Louisville's Artisan Factory fills a creative void. Dedicated workspaces, collaboration opportunities, and essential resources empower artists and boost the economy. Located in Butchertown's artistic heart, it serves artists, entrepreneurs, students, and residents with studios, housing, events, and a resource center. This vibrant hub promotes collaboration and becomes a cornerstone of Louisville's creative scene.

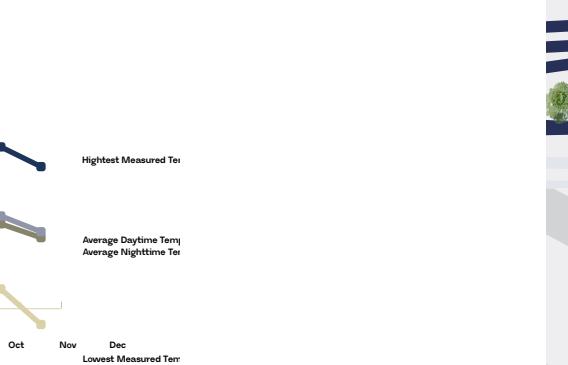


SITE ANALYSIS



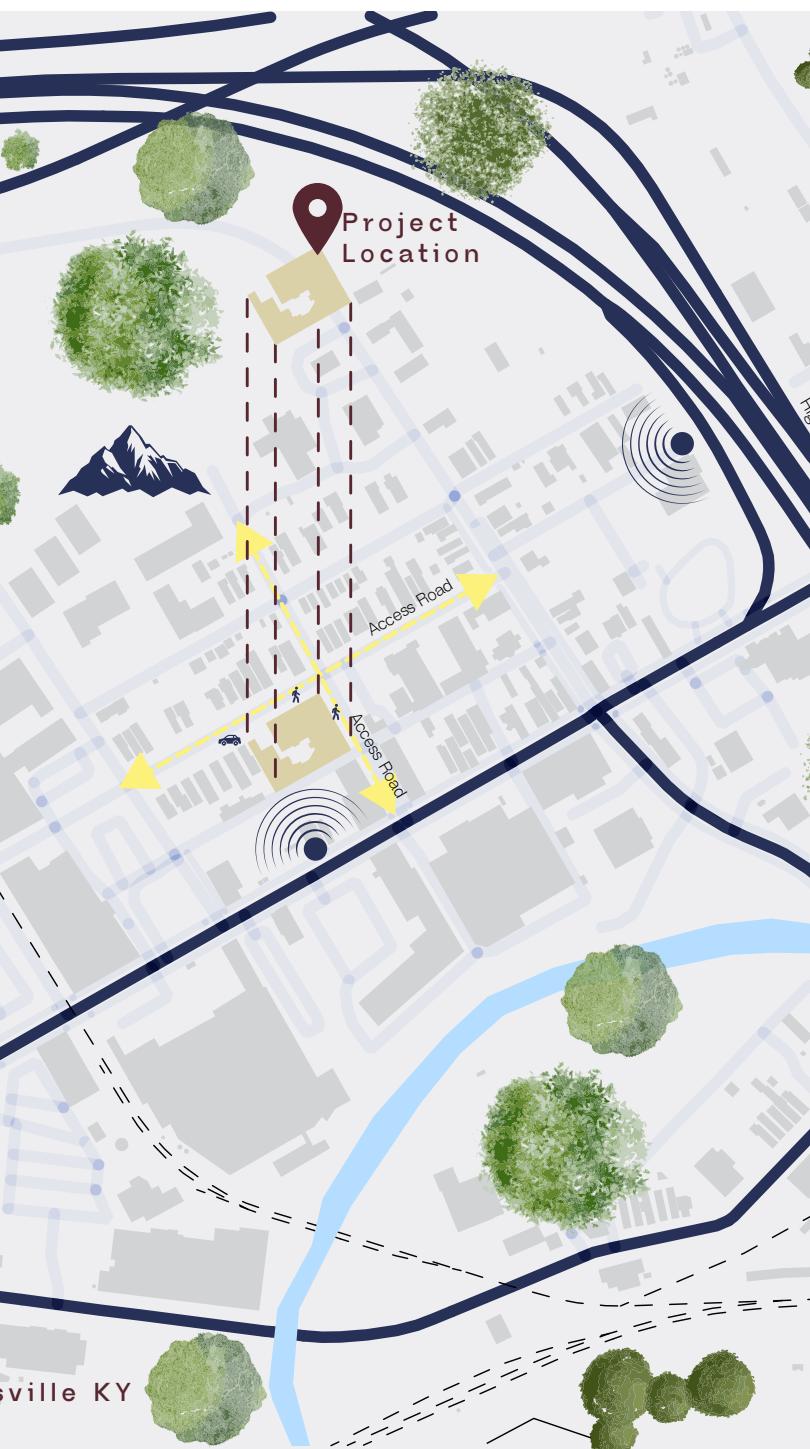
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Climate Information

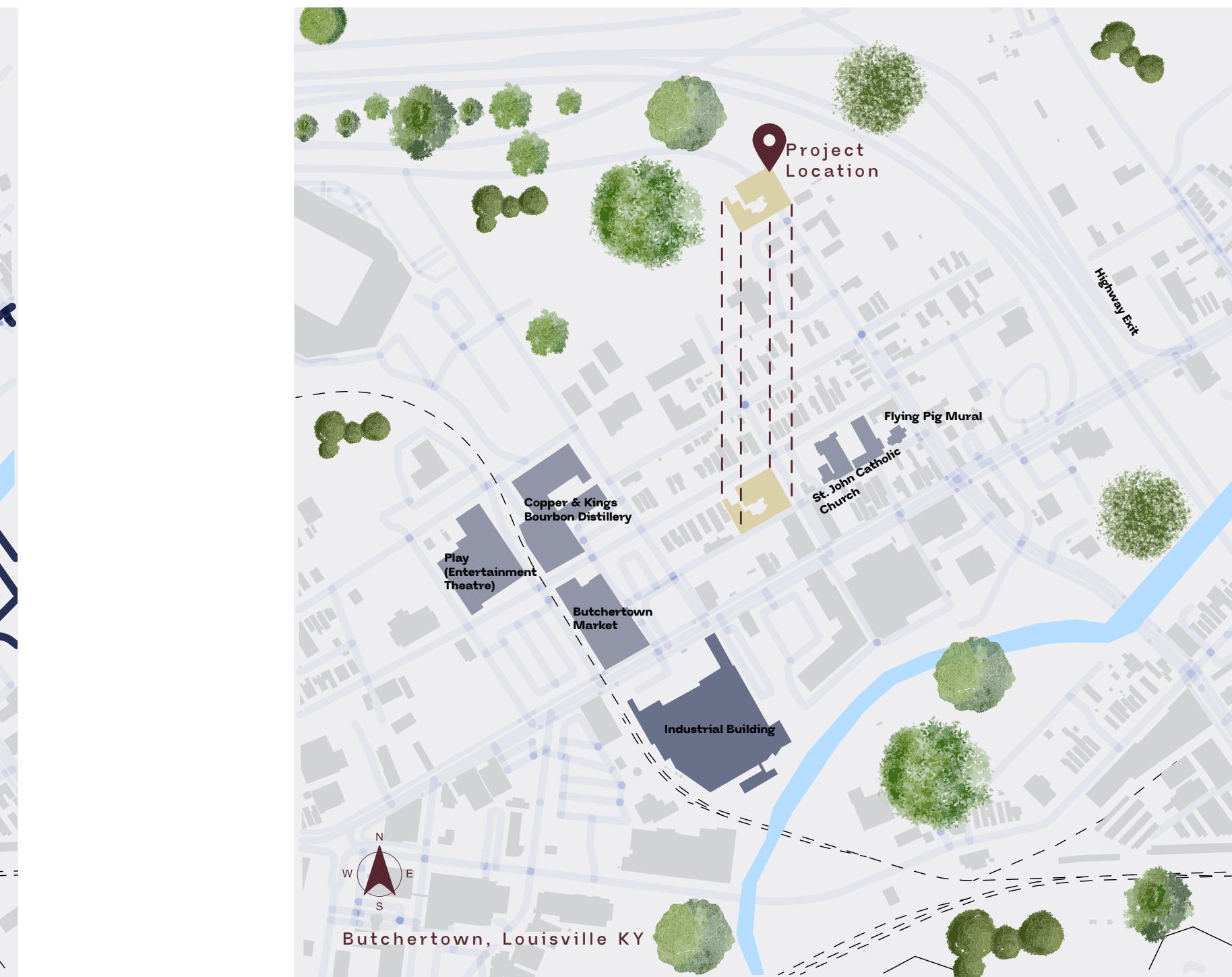


Project Building Information

Building Size	30,654 Square Feet
Year Built	1870
Building Height	Three Stories
Land Acre	0.51
Building FAR	1.38
Slab to Slab	12 Feet
Building Class	C
Zoning	Downtown Commercial (C3)



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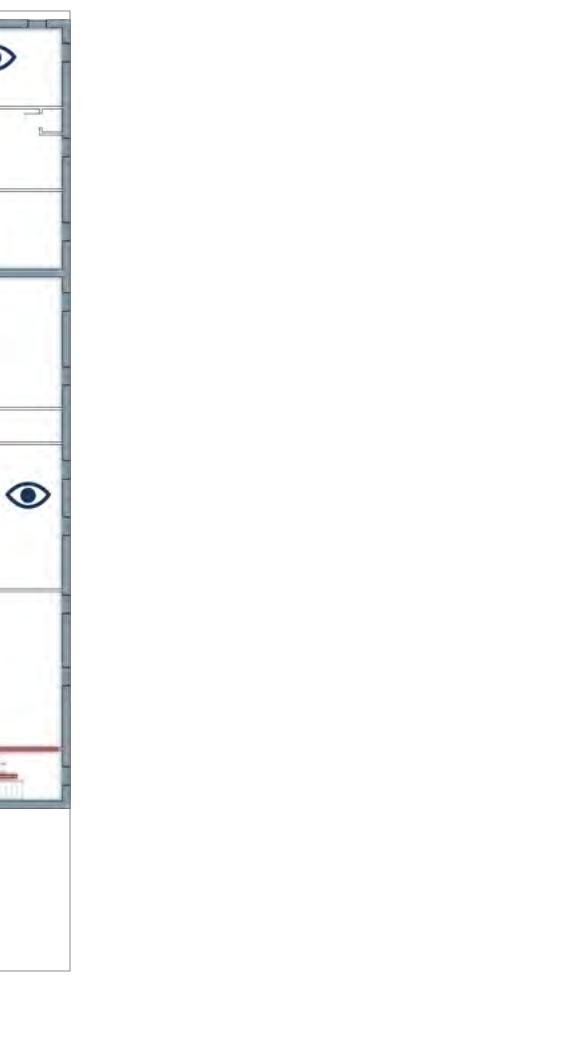
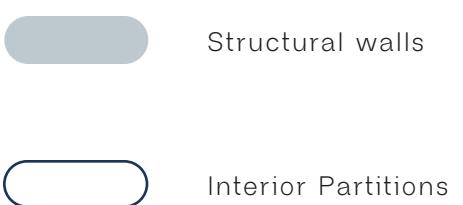


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BUILDING ANALYSIS



Legend



SWOT of The Site and Building

Strengths

- Location: The project building is located in the heart of the city, which is really close to downtown Louisville and easily accessible.
- Historic building: The building itself has a rich history and character; it was built in 1870, which can bring extra cultural value to the project.
- Diversity: The surrounding neighborhood is diverse, which can bring a unique blend of cultural perspectives to the project.

Weaknesses

- Limited space: The project building has limited indoor and outdoor space, which may limit the types of events and activities it can host.
- Limited visibility: Despite being close to Louisville's heart, the project building may not have high visibility to those unfamiliar with the area.
- Parking: The area around the project building may have limited parking, which is mostly public parking lots and could deter some visitors.

Threats

- Competition: There may be competition from other similar facilities within the city, which could affect the success of the project.
- Changing demographics: The demographics of the surrounding neighborhood keep changing over time and affecting the project's target audience, especially when the neighborhood is developing from industrial to residential.

Opportunities

- Community engagement: There may be opportunities to engage with the local community, such as hosting events or partnering with local organizations.
- Branding: The project building could potentially become a well-known brand and hotspot within Louisville, attracting visitors from all over.
- Growth potential: There may be opportunities to expand and open up the space and offerings of the project building, allowing for further growth.

CONCEPT

The Artisan Factory is a dynamic creative hub designed to nurture and inspire artists and designers in Louisville, Kentucky.

The client's vision is to create a space that is not only functional but also deeply evocative, encouraging artistic exploration and experimentation. They envision a space that attracts diverse talents and provides a sense of community, ultimately contributing to the city's vibrant cultural landscape.

The design philosophy embraces the ephemeral nature of inspiration, utilizing lines and lights to create a dynamic and immersive canvas. The interplay of lines and lights encourages introspection and sparks the imagination, allowing artists to connect with their creative flow in a unique and inspiring way.

The design approach embraces a simplicity aesthetic, prioritizing adaptability and flexibility. Flowing lines subtly guide and define interior spaces, effortlessly transforming from individual studios to collaborative hubs. Adjustable LED lighting systems shine the space in dynamic environments, offering varying intensities and temperatures to suit individual preferences and creative moods. The overall impression is one of quiet elegance and subtle intrigue, where clean lines meet dancing shadows, inviting artists to paint their own masterpieces on the ever-shifting canvas of inspiration.

EPHEMERAL CANVAS

Where Shadows Dance and Inspiration Ignites



PROGRAM

Zone	Space	Function	Relationship to other spaces	Quantity of the Space	Square Feet per Space	Total Square Feet	Allocated Floors	Occupancy Type	Load Factor	Occupancy Load
Public										
	Lobby	The lobby serves as the primary entry point for all guests, occupants, and staff and is designed to facilitate circulation and wayfinding throughout the building. It should be situated close to the reception desk, information kiosk, directory, and other features that enhance the guest experience.	Lobby serves as the primary entrance to the building and provides access to all other spaces. It must be located on the first floor.	1	1,688	1,688	Level 1	Assembly - Group A-2	15	120
	Lounge Area	The lounge area, located adjacent to the lobby, provides a comfortable space for guests to relax and socialize. It should be a quiet and private area for occupants to unwind.	Adjourns the lobby	1	1,422	1,422	Level 1	Assembly - Group A-2	15	95
	Center Reception	It serves as a central point for welcoming and directing visitors, as well as coordinating events and activities within the building. The space should be designed to accommodate various seating arrangements, displays, and multimedia equipment to promote engagement and interaction with the building's diverse programs and offerings.	Located in the lobby	1	521	521	Level 1	Business	100	5
	Retail Space	The retail space is a dedicated area for the display and sale of artwork, design products, and other merchandise of highlighted artists/designers. It should include a point-of-sale system and storage area for inventory.	Located near the entrance, visitors can access merchandise	1	511	511	Level 1	Mercantile	60	9
	Exhibition/Event Spaces	Exhibition/Event Spaces are versatile spaces designed to accommodate various types of events, such as art exhibitions, fashion shows, product launches, and performances.	Access to storage	3	1,000	3,000	Level 1	Assembly - Group A-3	30	100
	Fast Casual Cafe and Restaurant	The cafe is a social space where occupants and guests can gather and socialize while enjoying light food and beverage service.	Located on the first floor and access to Cafe / Restaurant, Kitchen Preparation Area	1	1159	1,159	Level 1	Assembly - Group A-2	15	77
	Green Space	The green space is an outdoor area designed to provide a natural environment for occupants and visitors to relax, gather and enjoy the surroundings.	Located outside the building on the first floor	1	6,454	6,454	Level 1	Outdoor Assembly - Group A-5	15	430
	Staircase	The vertical connection between first, second floor, and third floor.		2	113	226	All Floors	N/A	N/A	N/A
	Elevator Lobby	Waiting area for elevator		1	100	100	All Floors	N/A	N/A	N/A
Semi-Private										
	Artist Studios	The Artist Studios are private co-working spaces exclusively for resident artists and designers to create their artwork.	Access to Resource Center, Technology and Equipment Station	1	4,771	4,771	Level 2	Factory Industrial - Group F-1	100	48
	Collaborative Spaces	The Collaborative Spaces are designated areas for events, lectures, classes, and workshops for guests and occupants to participate in cultural and creative activities.		1	1,769	1,769	Level 2	Assembly - Group A-2 / Factory Industrial - Group F-1	100	18
	Technology and Equipment Station	The Technology and Equipment Station is a space designed to provide specialized equipment and digital tools for artists and designers to use in their work.	Adjacent to Artist Studios	1	1,120	1,120	Level 2	Factory Industrial - Group F-1	100	11
	Resource Center	The Resource Center is a dedicated space where artists and designers can search for information and acquire assistance in developing their artistic and creative skills and educational and vocational resources to support their career development.	Adjacent to Artist Studios	1	2,310	2,310	Level 2	Business	100	23
Private										
	Center Operating Office	The Center Operating Office is the administrative hub for the entire facility, managing operations, scheduling, and general maintenance. It is also responsible for managing the leasing of artist studios and coordinating events and exhibitions.	Adjacent to Manager's Office, Staff Break Room, Storage	1	830	830	Level 2	Business	100	8
	Manager's Office	The Manager's Office is a private workspace for the center's manager to oversee operations and management tasks.	Located in the Center Operating Office and adjacent to Staff Break Room	1	300	300	Level 2	Business	100	3
	Cafe / Restaurant Manager's Office	The Cafe/Restaurant Manager's Office is a private workspace for the cafe/restaurant manager to conduct administrative tasks, manage staff, and oversee operations.	Access from Fast Casual Cafe and Restaurant	1	459	459	Level 1	Business	100	5
	Kitchen Preparation Area	The Kitchen Preparation Area is a dedicated space for the preparation and storage of food and beverage items for both the cafe and restaurant.	Adjacent to Fast Casual Cafe and Restaurant, Cafe / Restaurant Manager's Office, Storage	1	648	648	Level 1	Assembly - Group A-2	15	43
	Staff Break Room	The Staff Break Room is a designated area for staff to take a break, have meals, and relax during their work hours.	Adjacent to Center Operating Office, Manager's Office	1	417	417	Level 2	Business	100	4
	Temporary Accommodation Units	Temporary Accommodation Units are short-term living areas provided for artists or designers who have a financial need for temporary accommodations.	Isolated from other public and private spaces for the privacy	9	400	3,600	Level 3	Residential Group R-1	200	18
	Storage	The Storage area is dedicated to storing materials and supplies for the Center's Operating Office, Exhibition/Event Spaces, and Retail Space.	Access and adjacent to Center Operating Office, Exhibition/Event Spaces, Retail Space	1	345	345	Level 2	Business	100	3
Square Footage Subtotal										
30% Circulation Factor										
Final Occupancy Load										
Final Square Footage										
32,456										
9,760										
42,216										
1,028										

ADJACENCY

The adjacency diagram for The Artisan Factory will be a visual representation of the relationships between various spaces within the center. It will consider three key factors for each space:

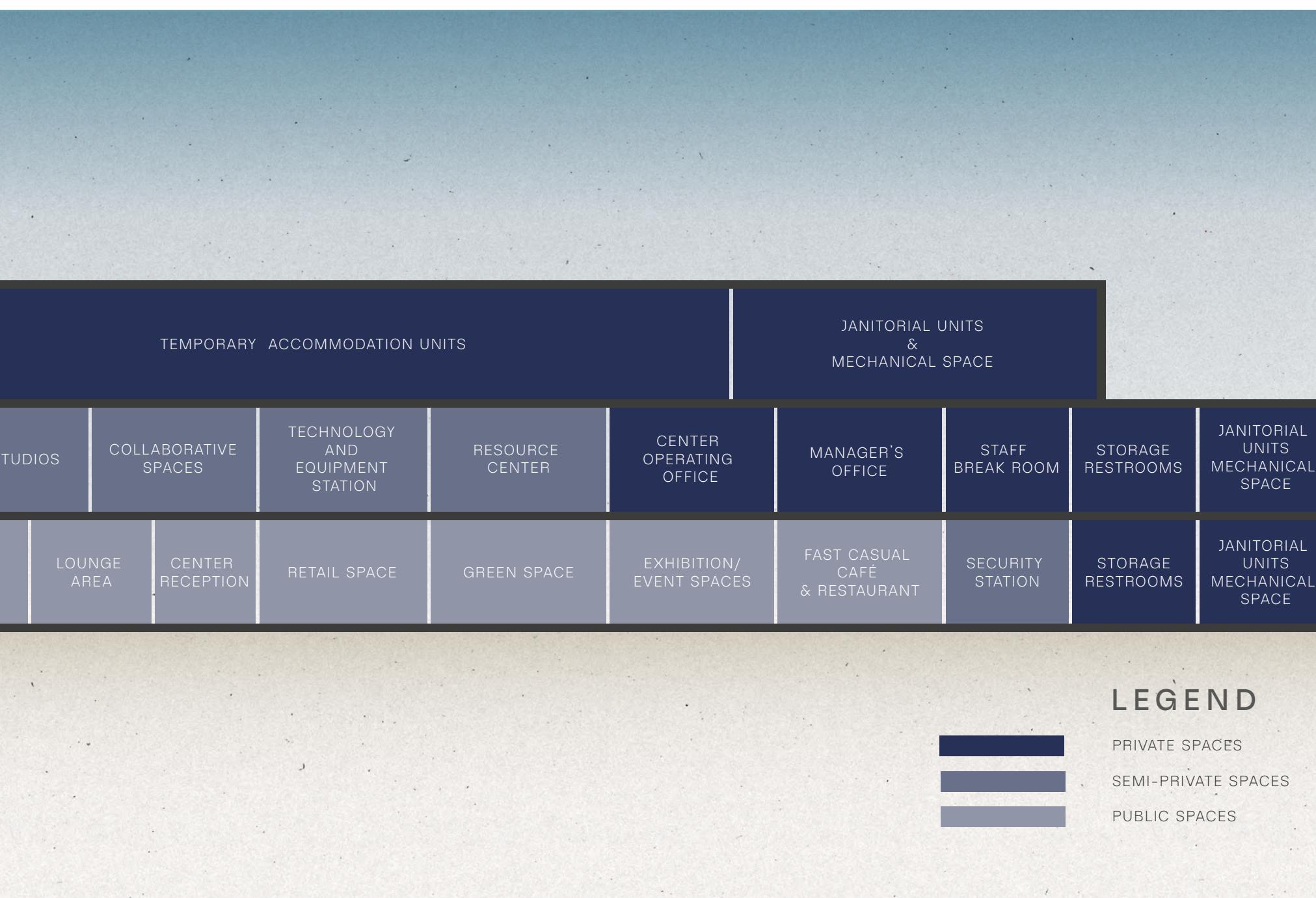
- Busyness
- Noise Concern
- Privacy

By analyzing these factors for each space, the adjacency diagram will help determine the optimal layout for The Artisan Factory:

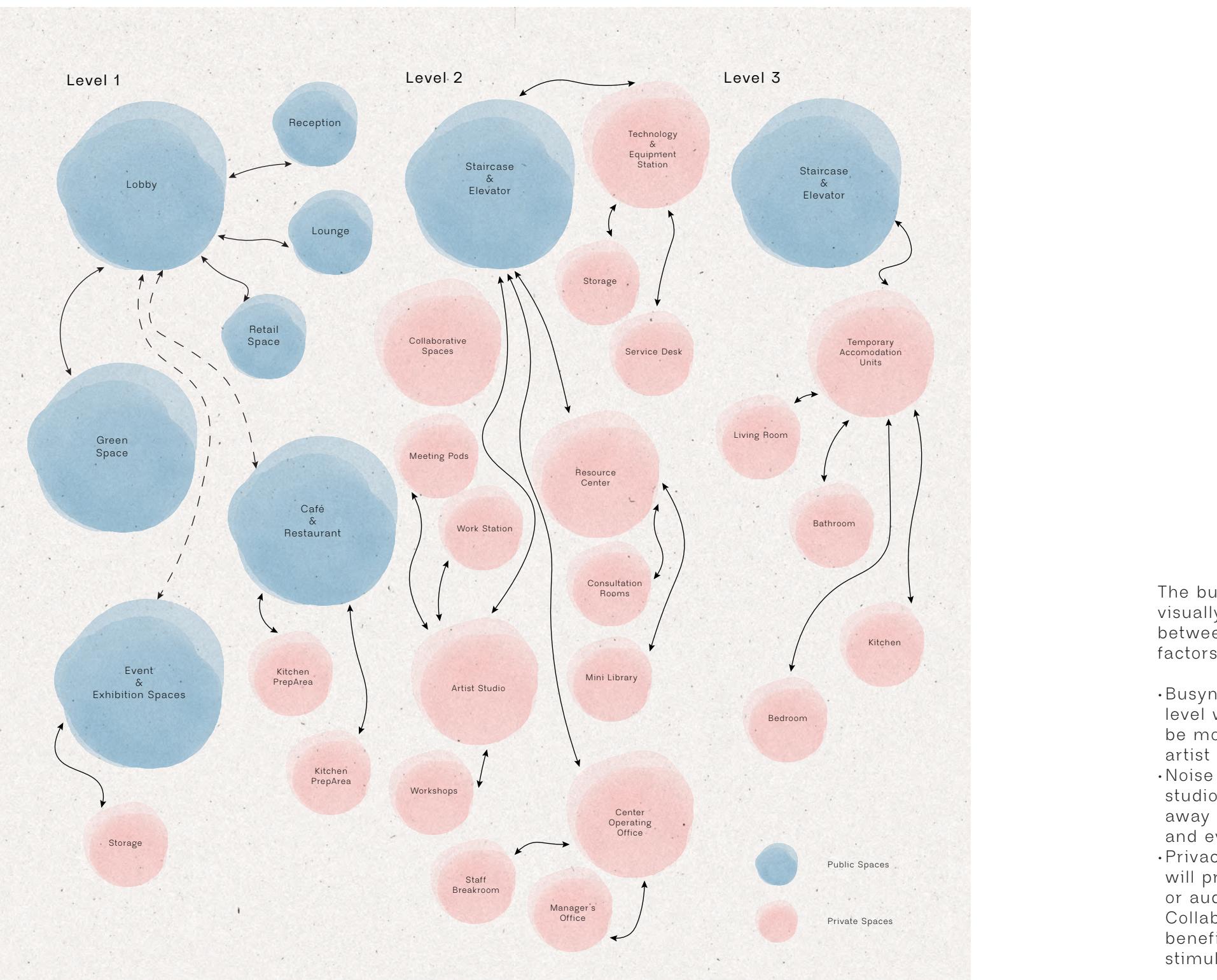
- Minimizing Disruption
- Enhancing Collaboration
- Optimizing Privacy



STACKING PLAN



BUBBLE DIAGRAMS



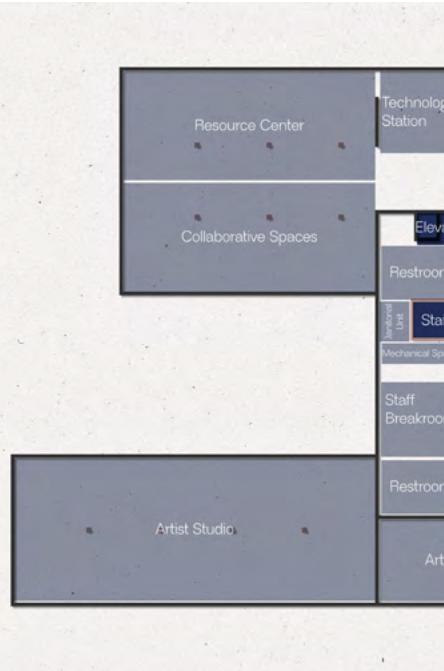
BLOCK DIAGRAMS

Option 1



Level 1

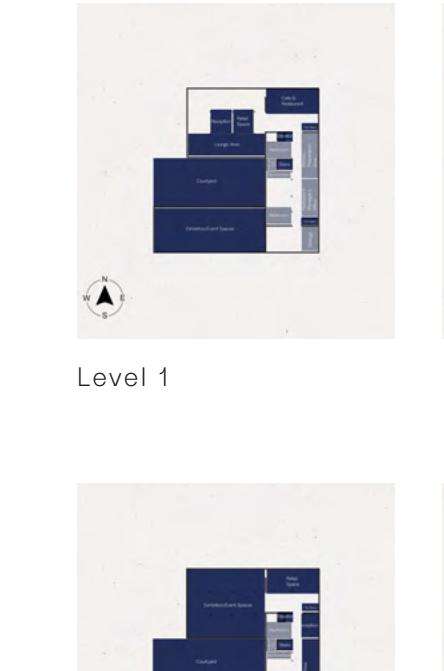
Other Options



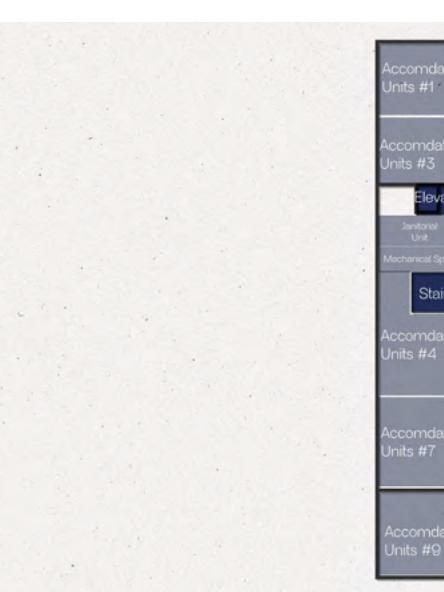
Level 1



Level 2

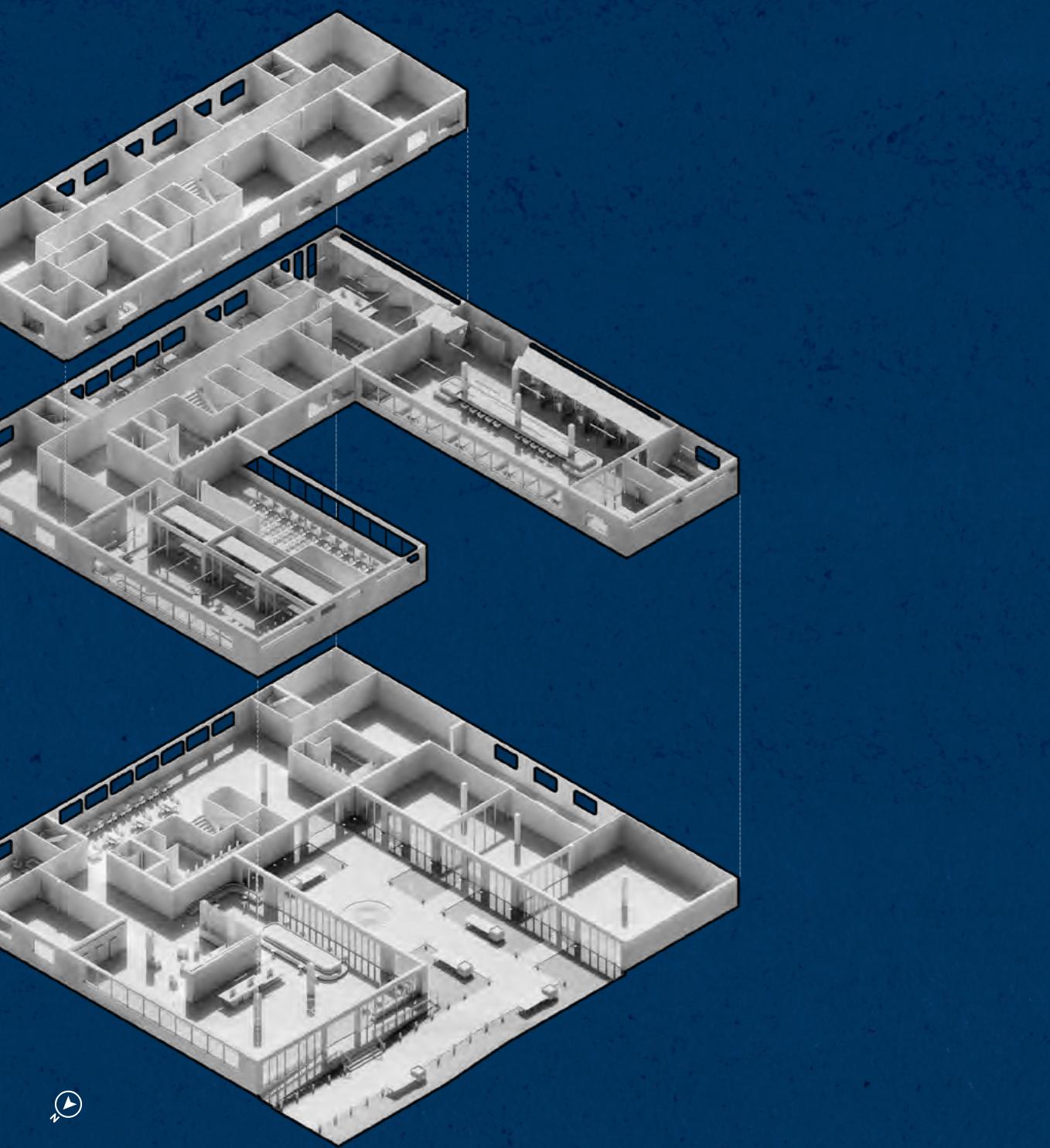


Level 3



Level 3

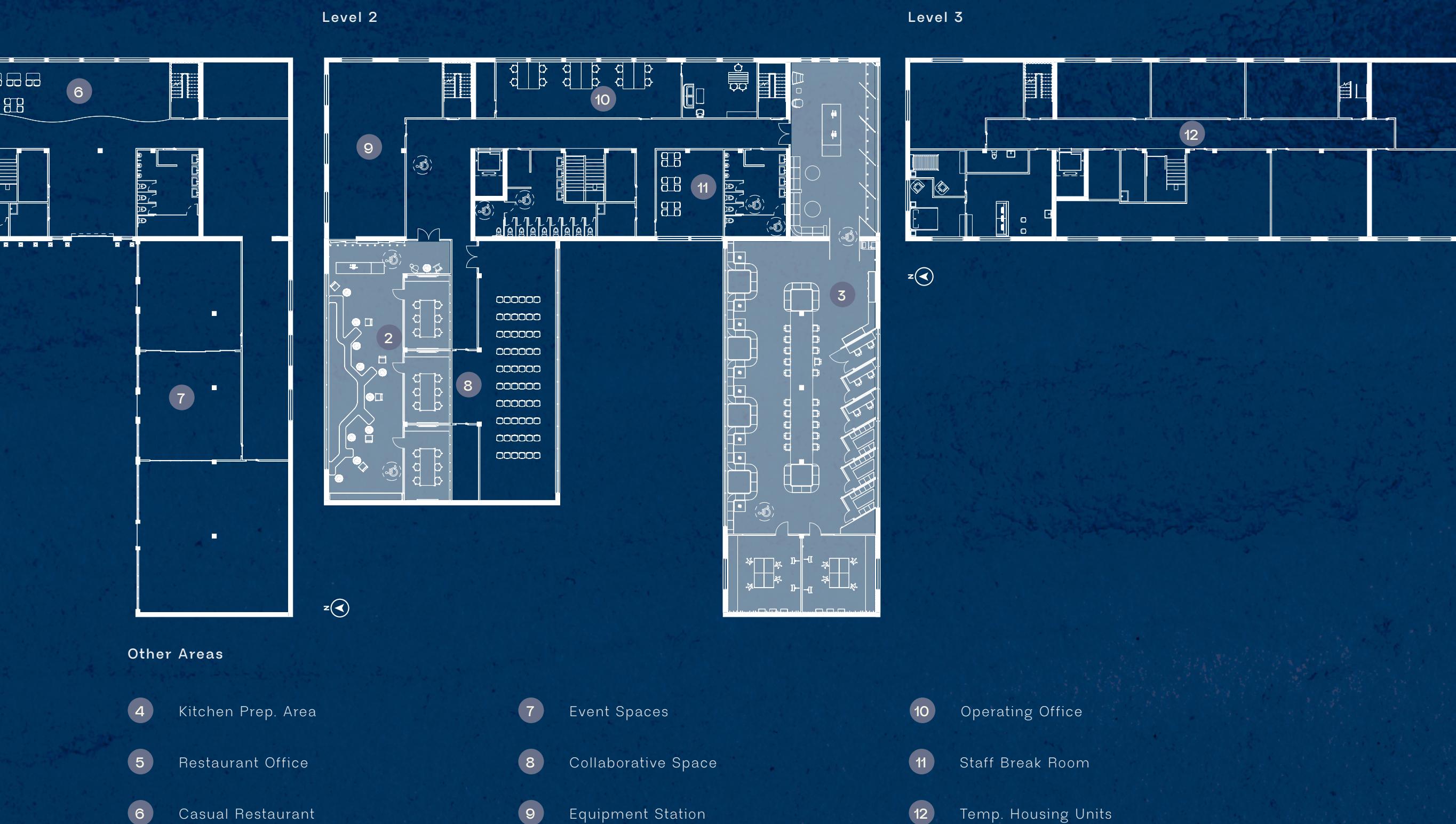
FLOOR PLAN



Spatial Design

The project building consists of three levels with two additional extension levels. The space planning considers different levels of privacy, including public space, semi-private space, and private space, as well as acoustical considerations.

The first level predominantly caters to the public, featuring areas such as the lobby, café, restaurant, and exhibition and event spaces. Semi-private spaces are situated on the second level, encompassing the resource center, artist studios, collaborative spaces, operating offices, and technology and equipment stations. The third level primarily houses temporary accommodation units, chosen to address the need for privacy and noise control.



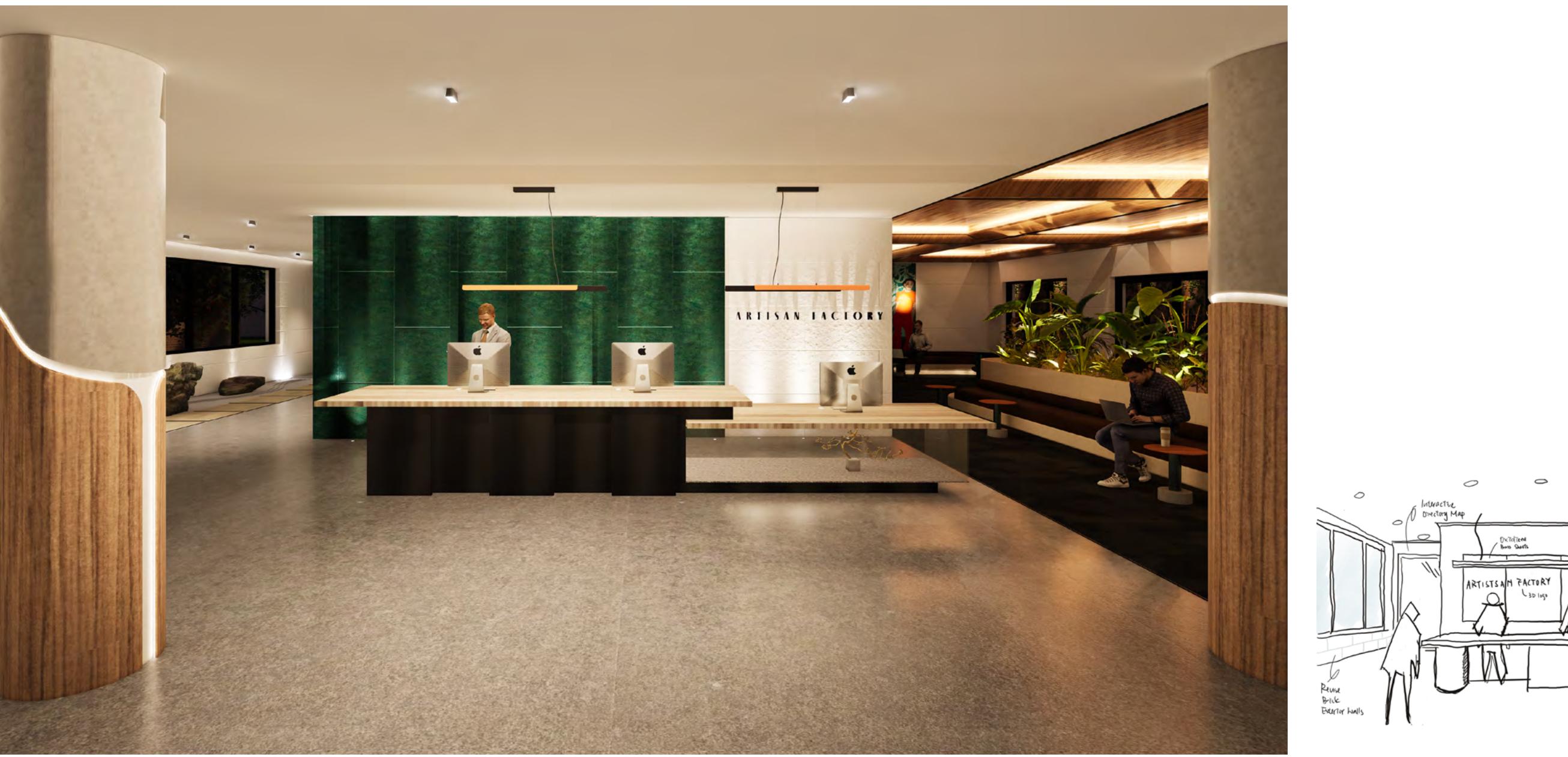
Focus Areas

- 1 Lobby
- 2 Resource Center
- 3 Artist Studio
- 4 Kitchen Prep. Area
- 5 Restaurant Office
- 6 Casual Restaurant

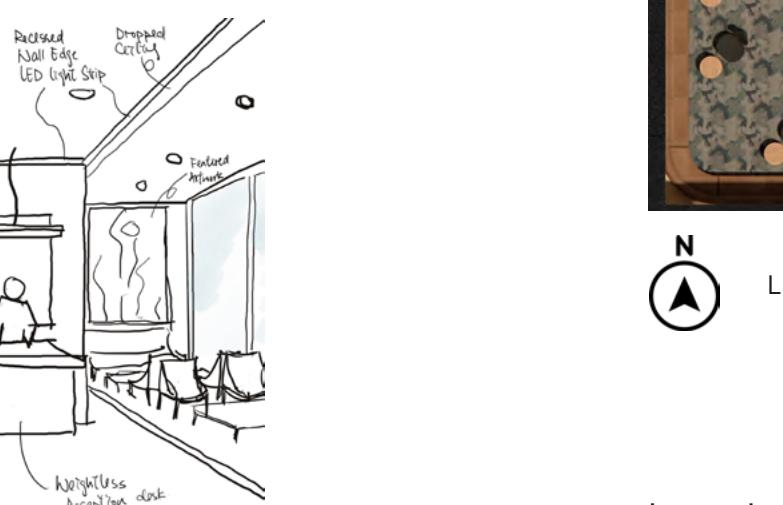
Other Areas

- 7 Event Spaces
- 8 Collaborative Space
- 9 Equipment Station
- 10 Operating Office
- 11 Staff Break Room
- 12 Temp. Housing Units

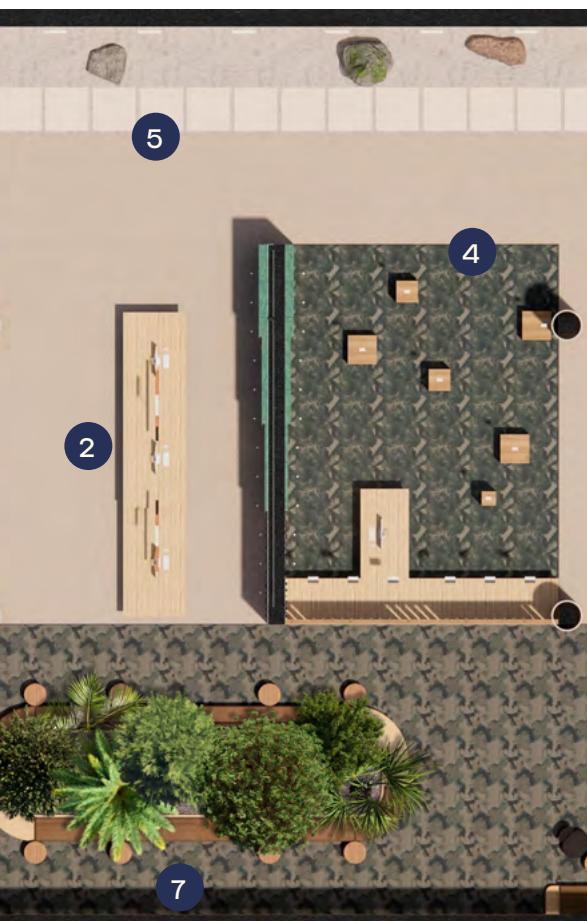
LOBBY



Lobby | Reception



The Artisan Factory's lobby welcomes visitors with a calming haven. Neutral colors, echoing the project's focus on tranquility, create a serene atmosphere. This spacious design invites visitors to relax and explore, providing a sense of welcome. A stunning artistic display serves as a focal point near the main entrance, drawing attention while sparking public engagement with the creative spirit of The Artisan Factory.



N
Lobby Floor Plan | Not to Scale

Legend

1 Main Entrance

2 Reception

3 Lounge

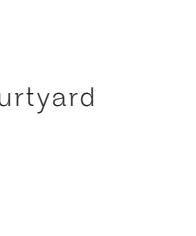
4 Retail Space

5 Dry Garden

6 Access to Others

7 Access to Courtyard

Color Scheme



Furniture and Fixtures Selection

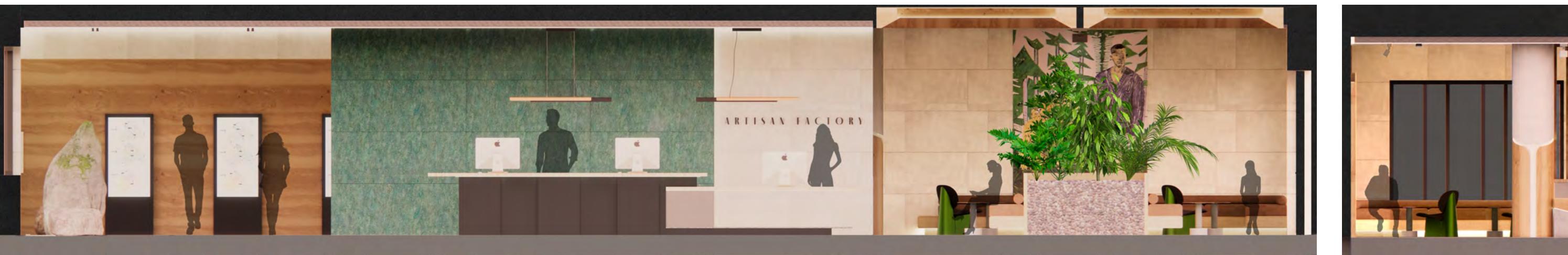


The material and color scheme for The Artisan Factory lobby draws inspiration from natural elements, with a focus on a calming green accent color.

Natural Elements

- Materials:** Incorporating natural materials can add a touch of organic texture.
- Light:** Natural light is key. Utilize large windows or skylights to maximize daylight and create a sense of openness.
- Green Accent Color:** Green: This calming and refreshing color embodies the growth and creativity stimulated within The Artisan Factory.
- Harmony:** The green accent should complement the neutral color palette.

LOBBY



Lobby Elevation



Lounge Elevation



Material Selection



Wallcovering |
Porcelain tile



Flooring
Cement Slab



Flooring | Wall-to-Wall
Carpet



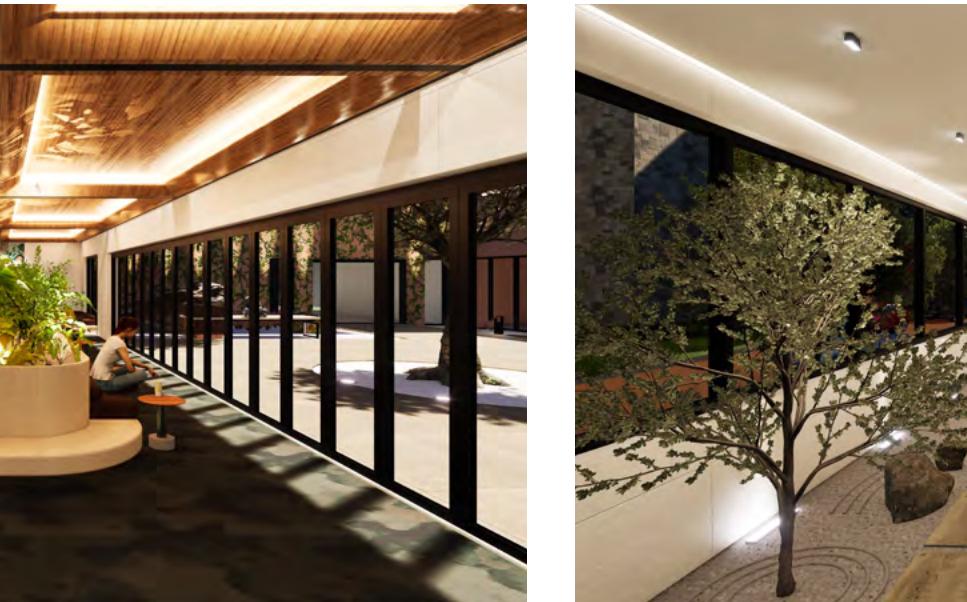
Reception Wall |
Metal Sheet



Flooring | Wall-to-Wall
Carpet



Flooring | Wall-to-Wall
Carpet



Lobby | Lounge



Lobby | Dry Garden



Lobby | Retail Space



RESOURCE CENTER



Resource Center | Reading Corner

The resource center is a dynamic hub where artists and designers can access various technical and creative assistance. It goes beyond providing references and materials; it offers a range of services to support artists in their career development and facilitate collaborations with professionals. The resource center serves as a platform for artists to seek guidance, receive career advice, explore job opportunities, and connect with industry experts. It is a space where artists can engage in meaningful exchanges, workshops, and mentorship programs, encouraging a vibrant artistic growth and collaboration community. The Resource Center should include reception, meeting rooms, a small library including various design and art books and magazines.



N
Resource Center Floor Plan | Not to Scale

Legend

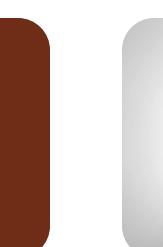
1 Main Entrance

4 Consultation Rooms

2 Reception

5 Mini Library

Color Scheme



Furniture and Fixture Selection



This is achieved through a material and color scheme that balances natural elements with bold red accents.

Natural Elements

Materials: Light-colored wood, foliage, plants, and flooring provide a warm base that encourages concentration. Introduce pops of nature plants in the system to promote a sense of well-being and reduce stress. Consider incorporating natural light through a large pane of windows and clerestory windows.

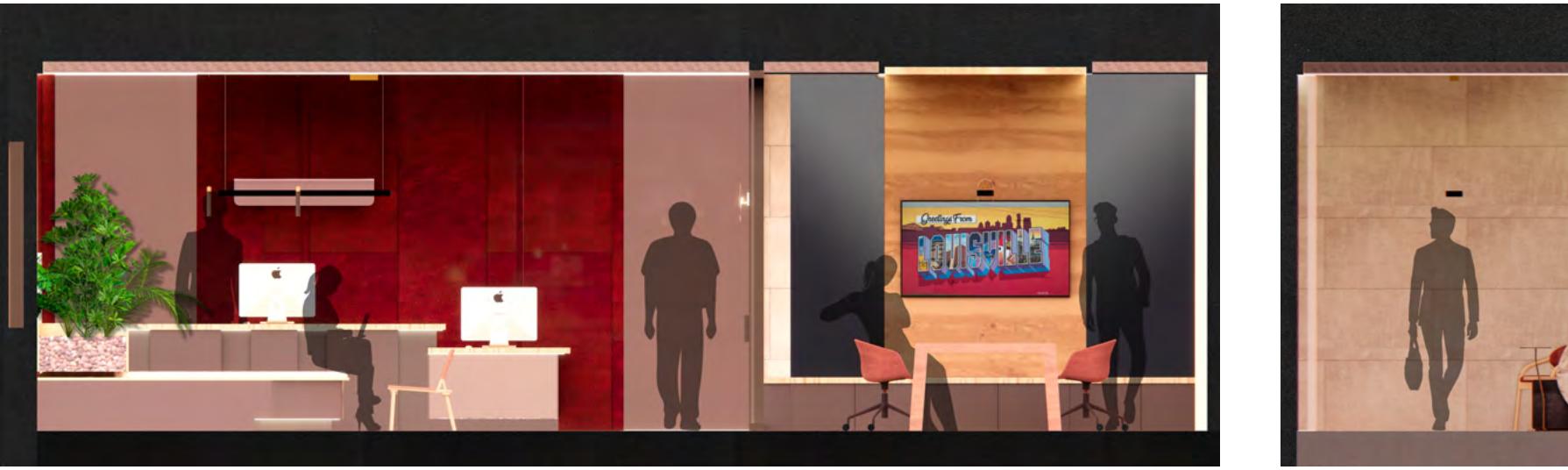
Biofilic Design: Integrate biofilic design principles by incorporating natural materials, textures, patterns, and living plants.

Red Accent Color

Stimulation: A red accent color strategically placed throughout the space can enhance focus and alertness. However, they are moderation. Used sparingly, perhaps for accent furniture, artwork, or wall features.

Balance: To avoid overwhelming the space, balance the red with calming neutrals.

RESOURCE CENTER



Reception, Reading Bench and Mini Library Elevation

Material Selection



Wallcovering |
Porcelain tile



Flooring |
Cement Slab



Tabletop Finish |
Wood Veneer



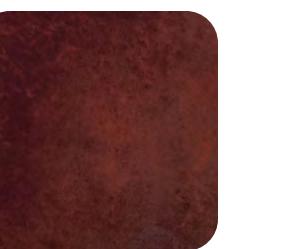
Furniture Finish |
HPL



Ceiling Covering |
Wood Veneer



Upholstery |
Textured Fabrics



Reception Wall |
Metal Sheet

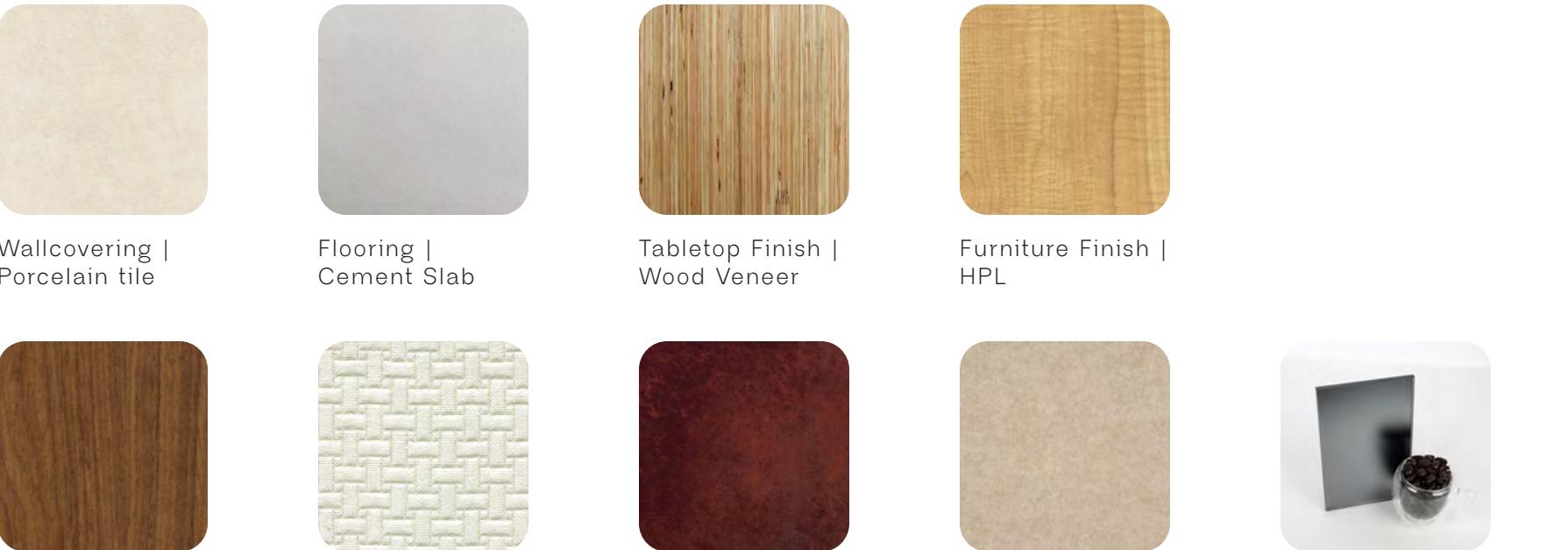


Acoustic Protection |
Felt

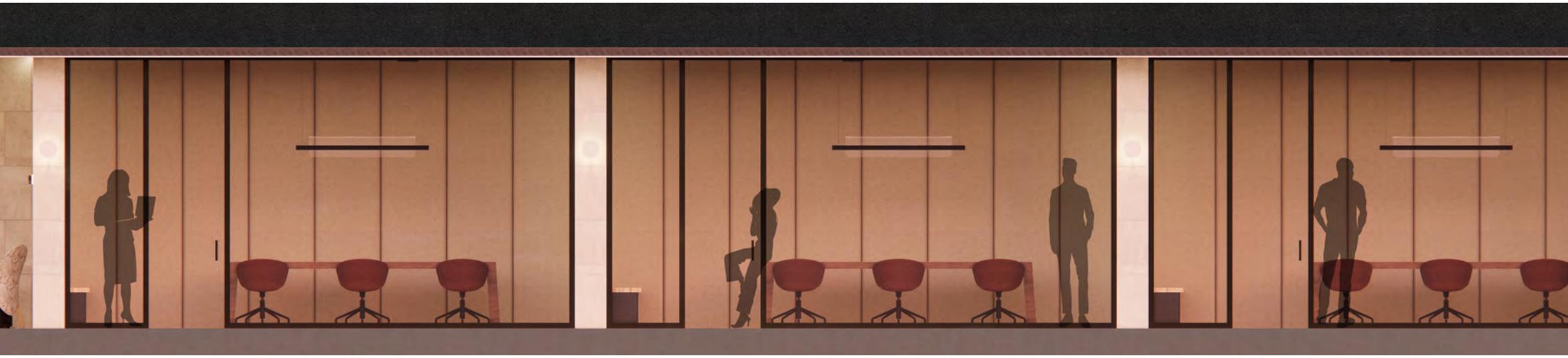


Consultation Rooms Elevation

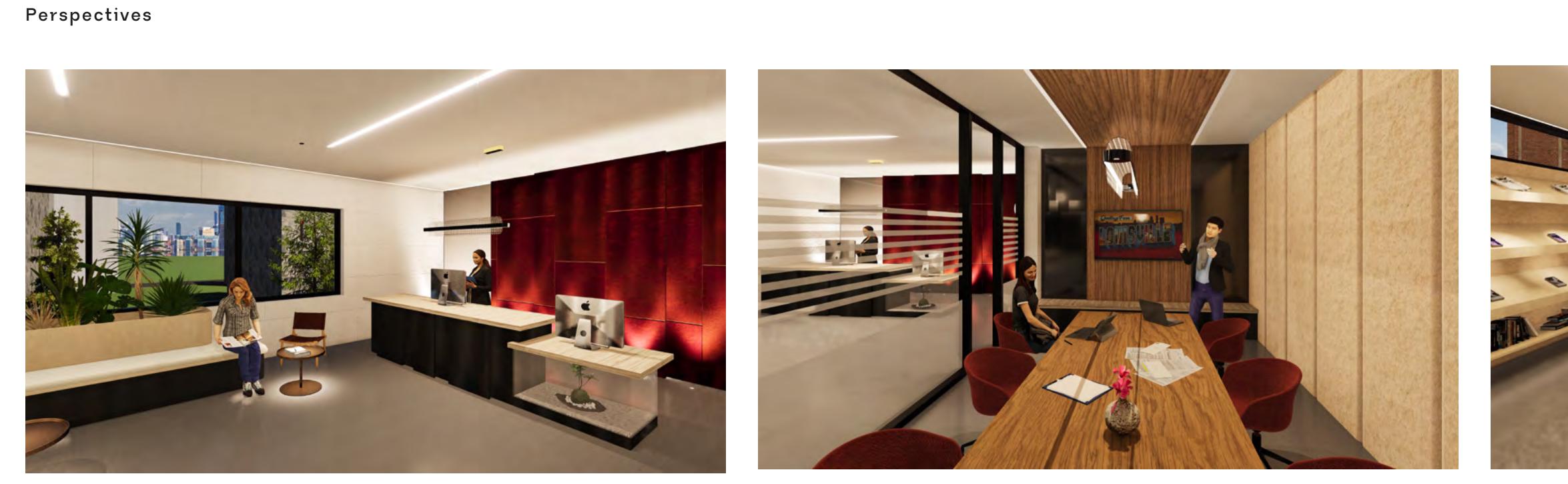
Perspectives



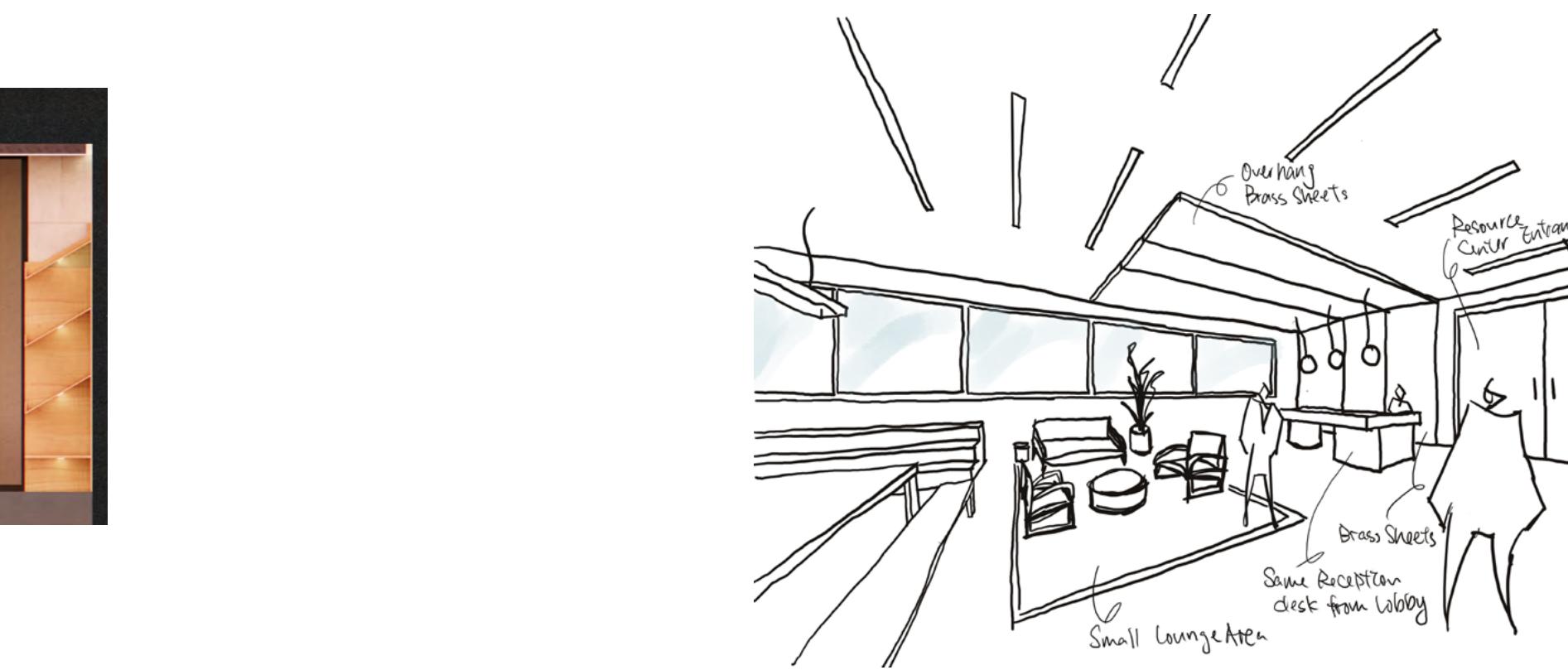
Resource Center | Reception



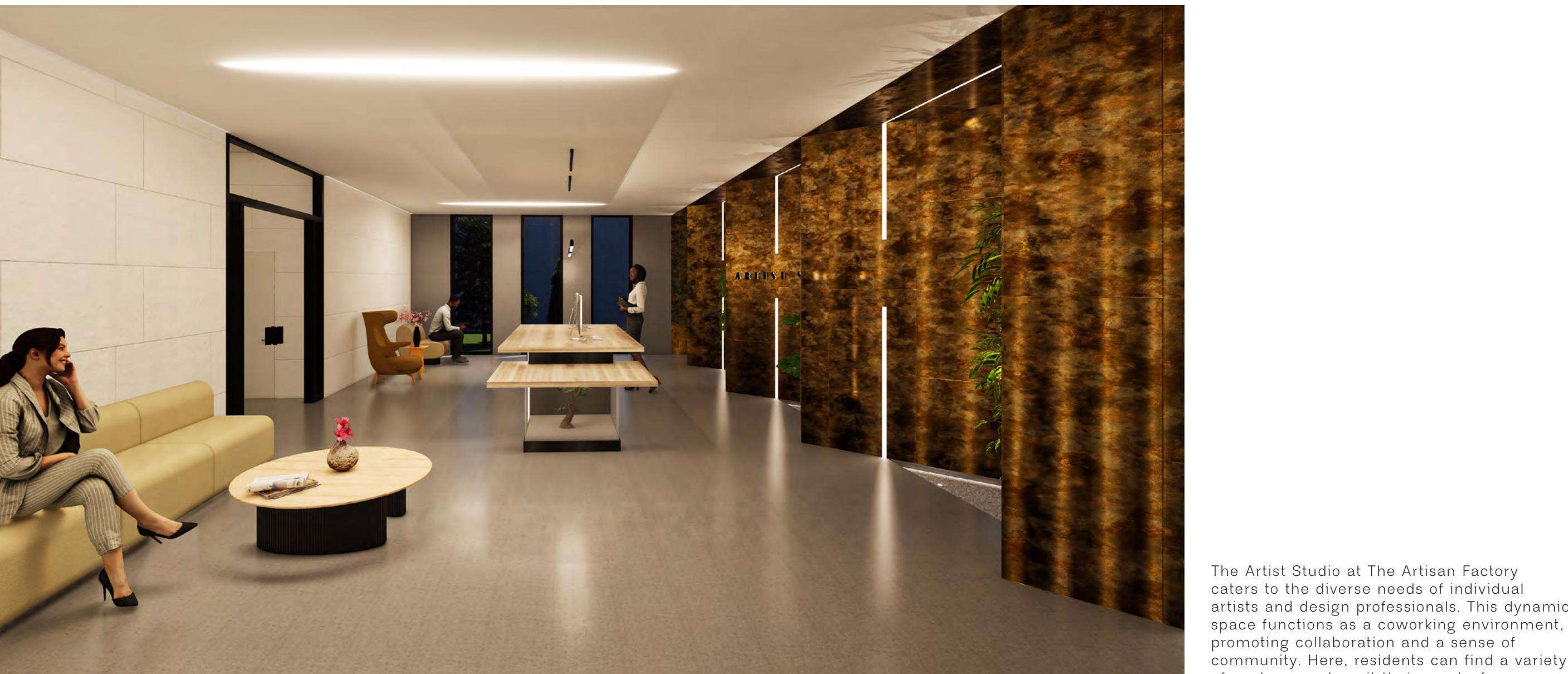
Resource Center | Consultation Room



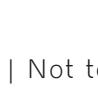
Resource Center | Mini Library



ARTIST STUDIO



Artist Studio | Reception & Lounge



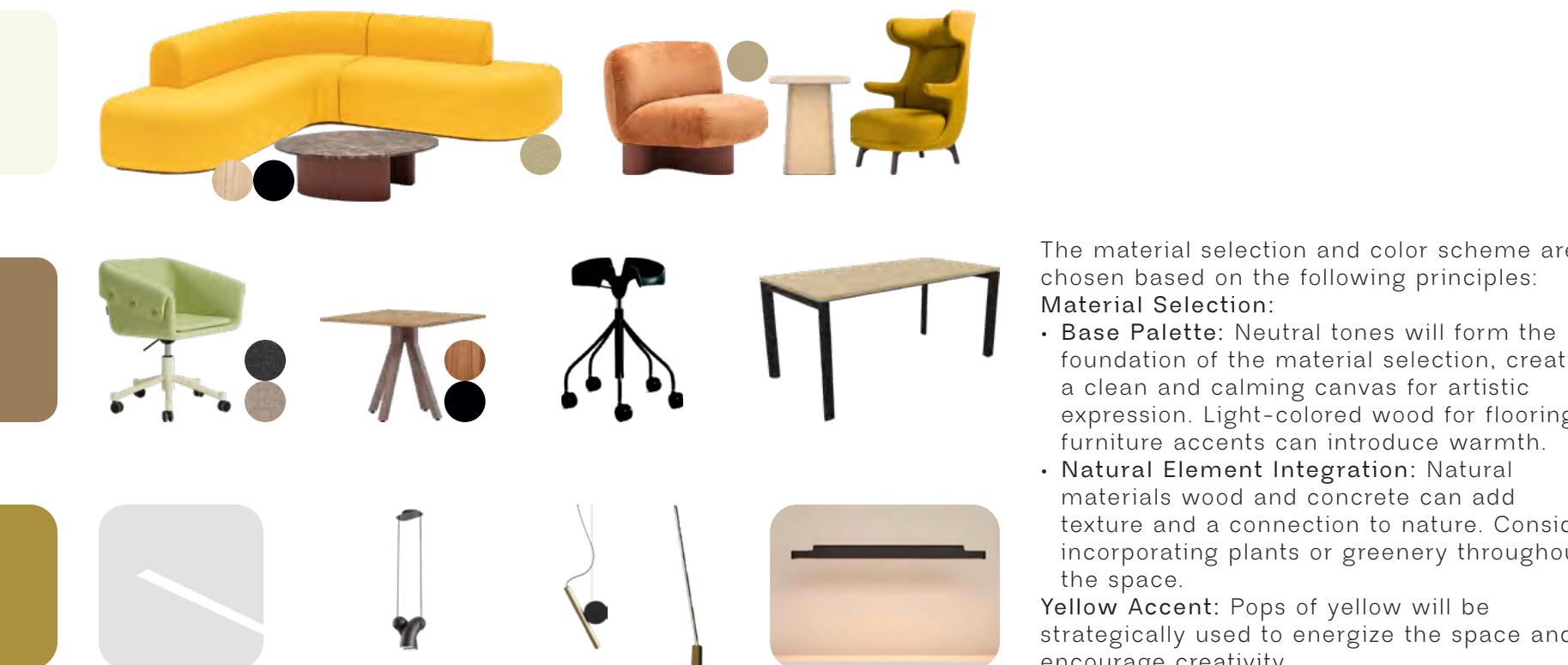
Artist Studio Floor Plan | Not to Scale

Color Scheme

Furniture and Fixture Selection

Legend

- 1 Main Entrance
- 2 Reception
- 3 Lounge
- 4 Workstation
- 5 Private Working Booths
- 6 Workshops
- 7 Lockers and Printers



The material selection and color scheme are chosen based on the following principles:

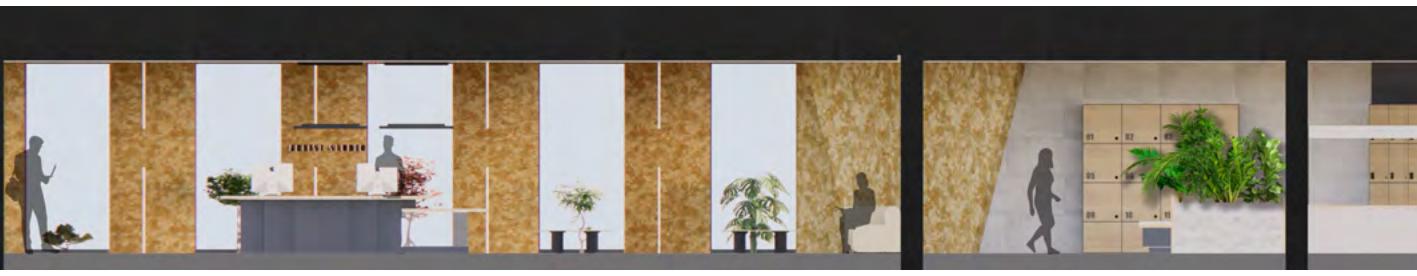
Material Selection:

Base Palette: Neutral tones will form the foundation of the material selection, creating a clean and calming canvas for artistic expression. Light-colored wood flooring or furniture accents can introduce warmth.

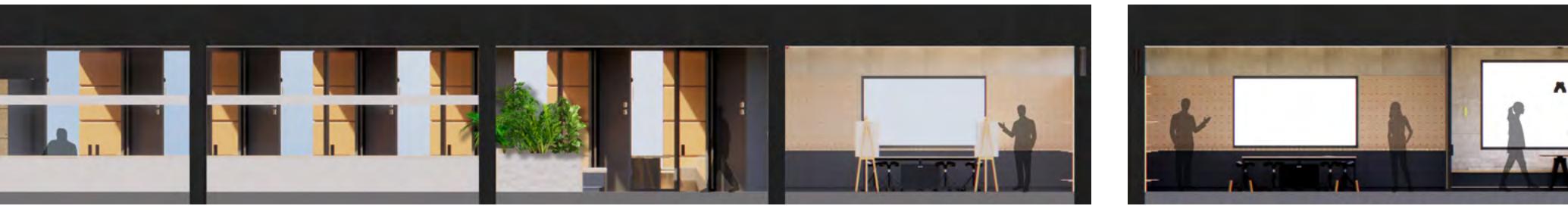
Natural Element Integration: Natural materials like wood and concrete can add texture and a connection to nature. Consider incorporating plants or greenery throughout the space.

Yellow Accent: Pop of yellow will be strategically used to energize the space and encourage creativity.

ARTIST STUDIO



Artist Studio Elevation South

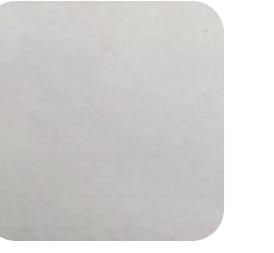


Artist Studio Elevation North

Material Selection



Wallcovering |
Porcelain tile



Flooring |
Cement Slab



Tabletop Finish |
Wood Veneer

Perspectives



Artist Studio | Reception



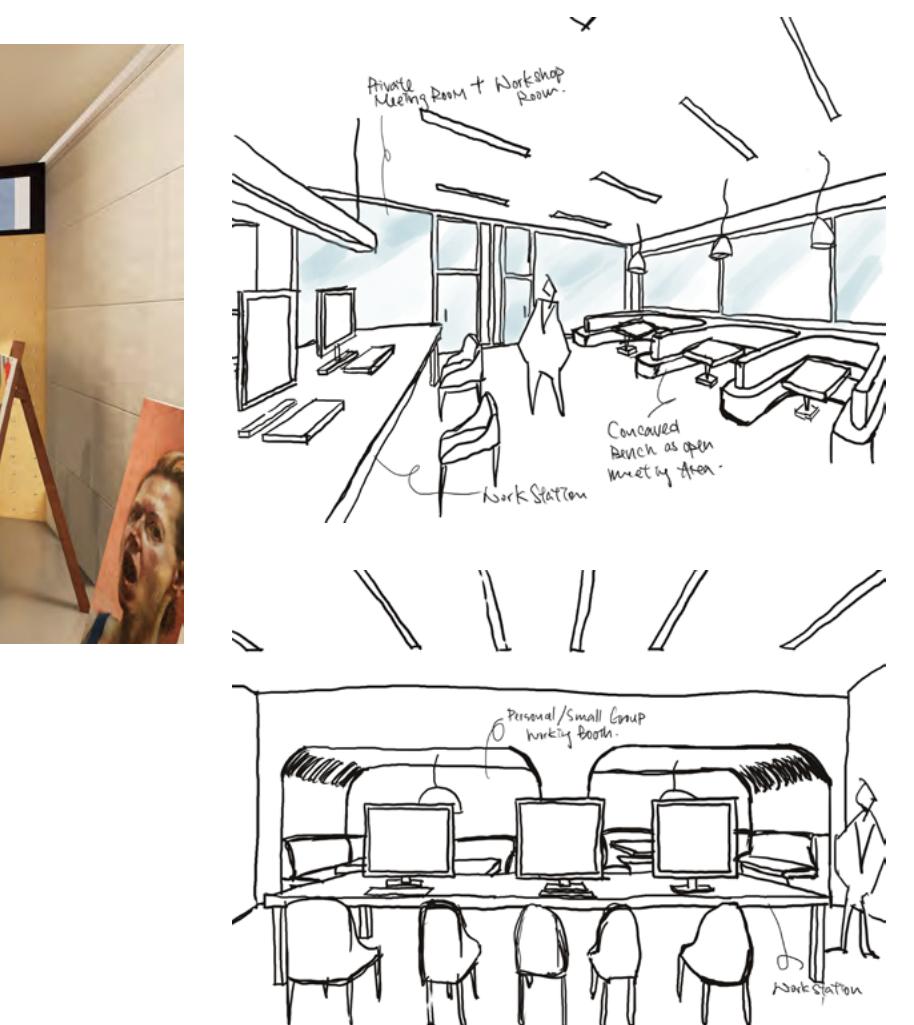
Artist Studio | Workstation and Lockers



Artist Studio | Private Working Booths



Artist Studio | Workshop



02

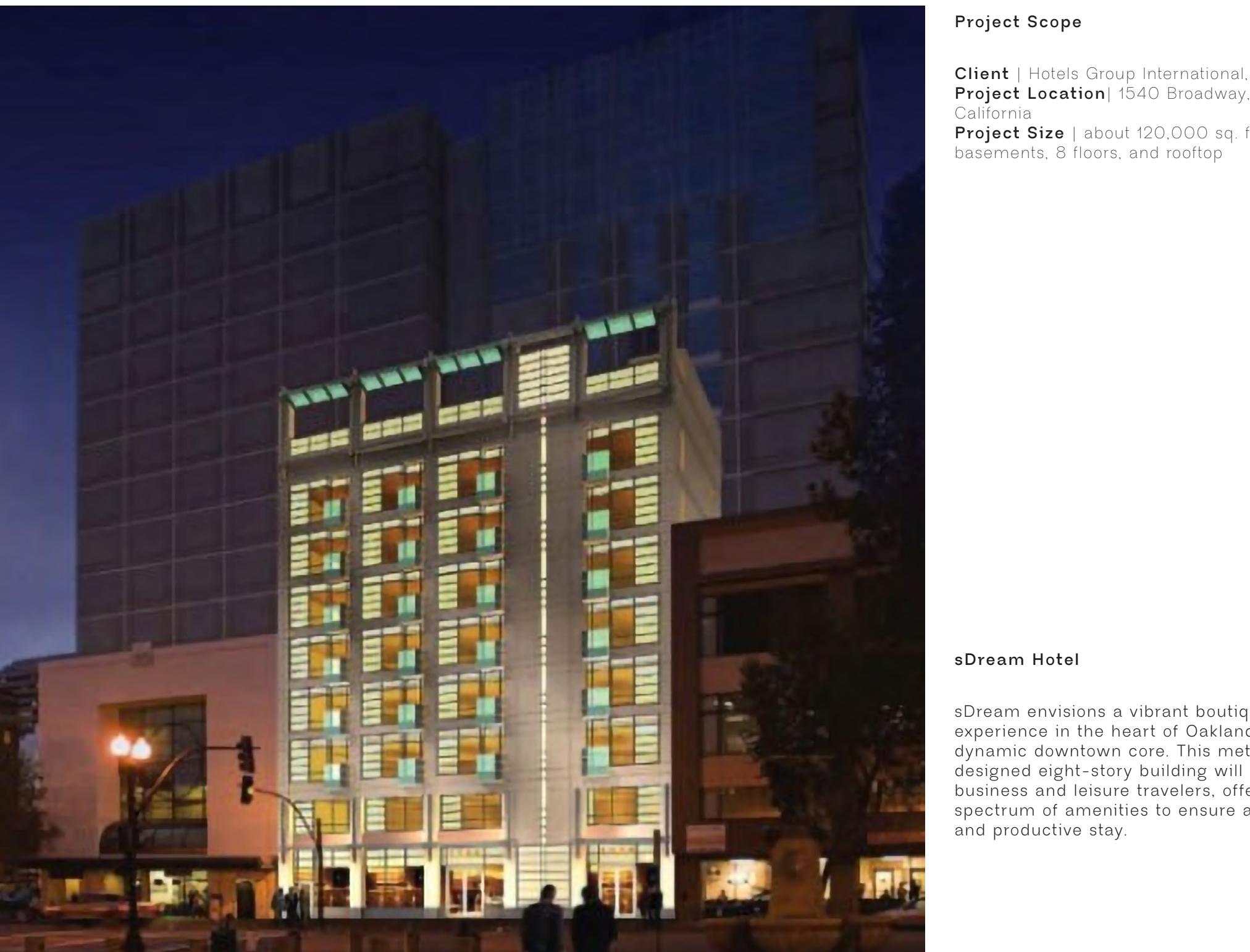
SDREAM HOTEL

Project Description

sDream Hotel envisions a vibrant boutique hotel experience in the heart of Oakland, California's dynamic downtown core. This meticulously designed eight-story building will cater to both business and leisure travelers, offering a full spectrum of amenities to ensure a comfortable and productive stay.



PROJECT INFORMATION



Project Scope

Client | Hotels Group International, Inc

Project Location | 1540 Broadway, Oakland, California

Project Size | about 120,000 sq. ft. including 2 basements, 8 floors, and rooftop

sDream Hotel

sDream envisions a vibrant boutique hotel experience in the heart of Oakland, California's dynamic downtown core. This meticulously designed eight-story building will cater to both business and leisure travelers, offering a full spectrum of amenities to ensure a comfortable and productive stay.

SITE ANALYSIS



Legend

- Main Entrances
- Acoustic Concern
- Optimal Views
- Major Wind Direction

BUILDING ANALYSIS



PROCESS SKETCHES

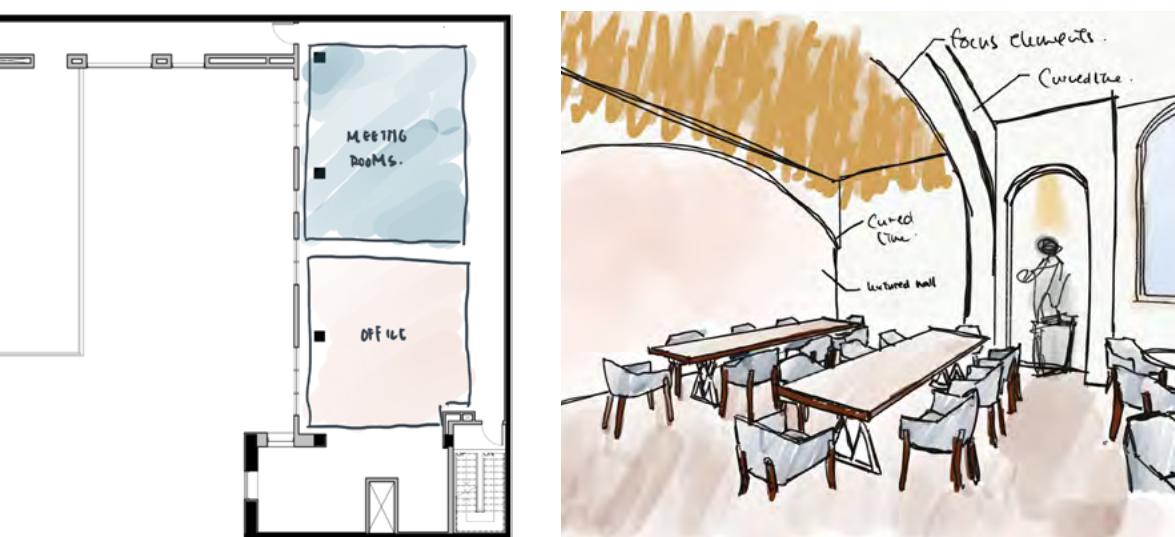
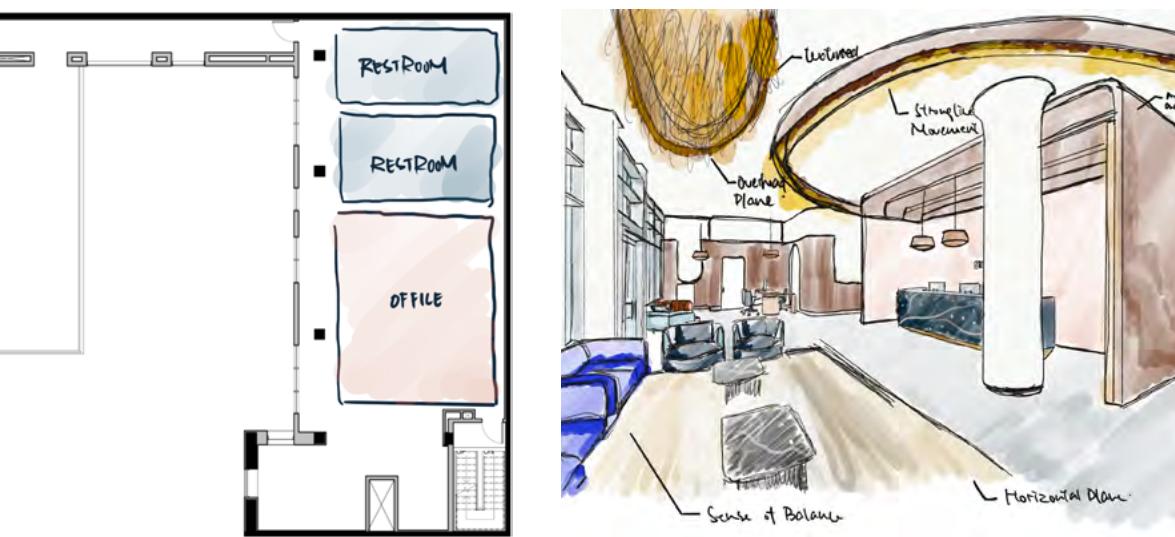
Level 1 Block Diagrams



Level 2 Block Diagrams



Perspective Sketches





“Where streaming dreams meet vibrant Oakland.”

CONCEPT



“Where streaming dreams meet vibrant Oakland.”

MOOD BOARD, MATERIAL BOARD & COLOR SCHEME

The design concept for “sDream” boutique hotel is inspired by the lively and diverse atmosphere of downtown Oakland, incorporating local materials and textures to create a sense of energy and movement. The mood board, material board, and color scheme feature textured elements such as plaster, limestone, sandstone, and brass marble, with a color palette of blue, orange, red, and yellow, and wooden accents. Architectural elements include curved walls, ceiling lights reminiscent of flowing streams, and arches.

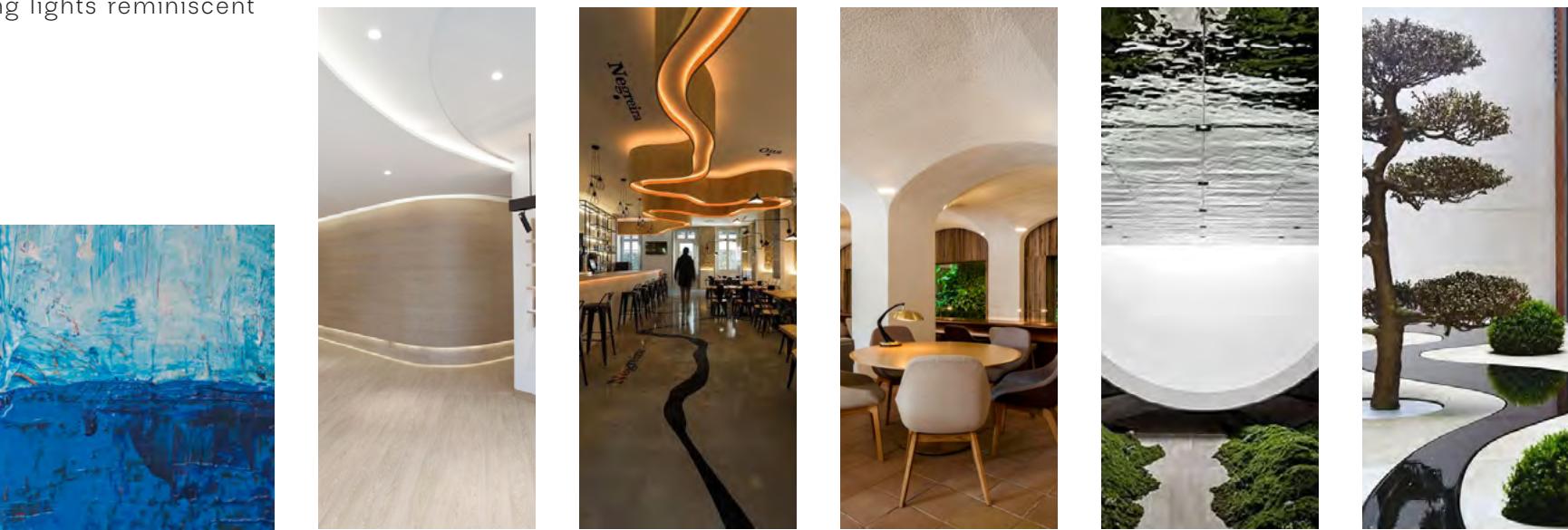
Color Scheme



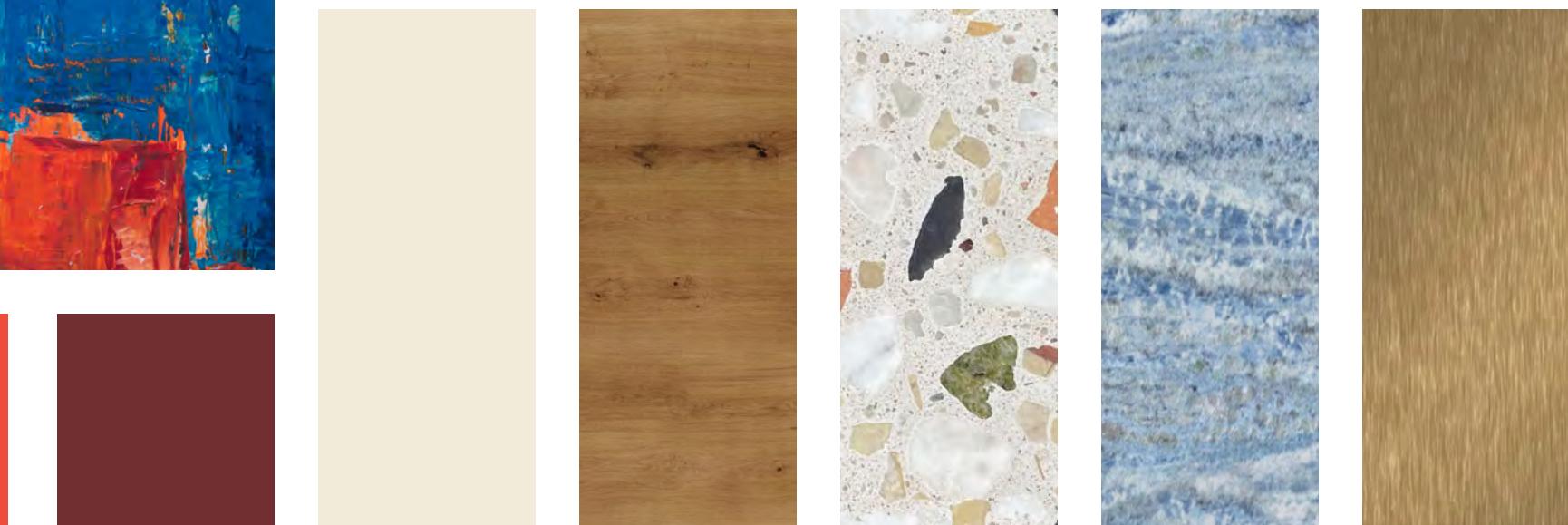
“sDream” is a unique boutique hotel name derived from the combination of “stream” and “dream” words. The hotel aims to offer a seamless experience for global business and leisure travelers visiting Oakland, California. The hotel’s design concept is inspired by the lively and diverse atmosphere of downtown Oakland, where guests can enjoy a constant stream of energy and inspiration.

Upon arrival, guests are greeted with the soothing sounds of streaming water, evoking a sense of calmness and relaxation. As they explore the hotel’s vibrant interiors, they are encouraged to dream about the possibilities of what downtown Oakland has to offer. The hotel’s design elements incorporate various local materials, textures, and lines to create a sense of energy and movement that reflects Oakland’s dynamic spirit.

Moodboard

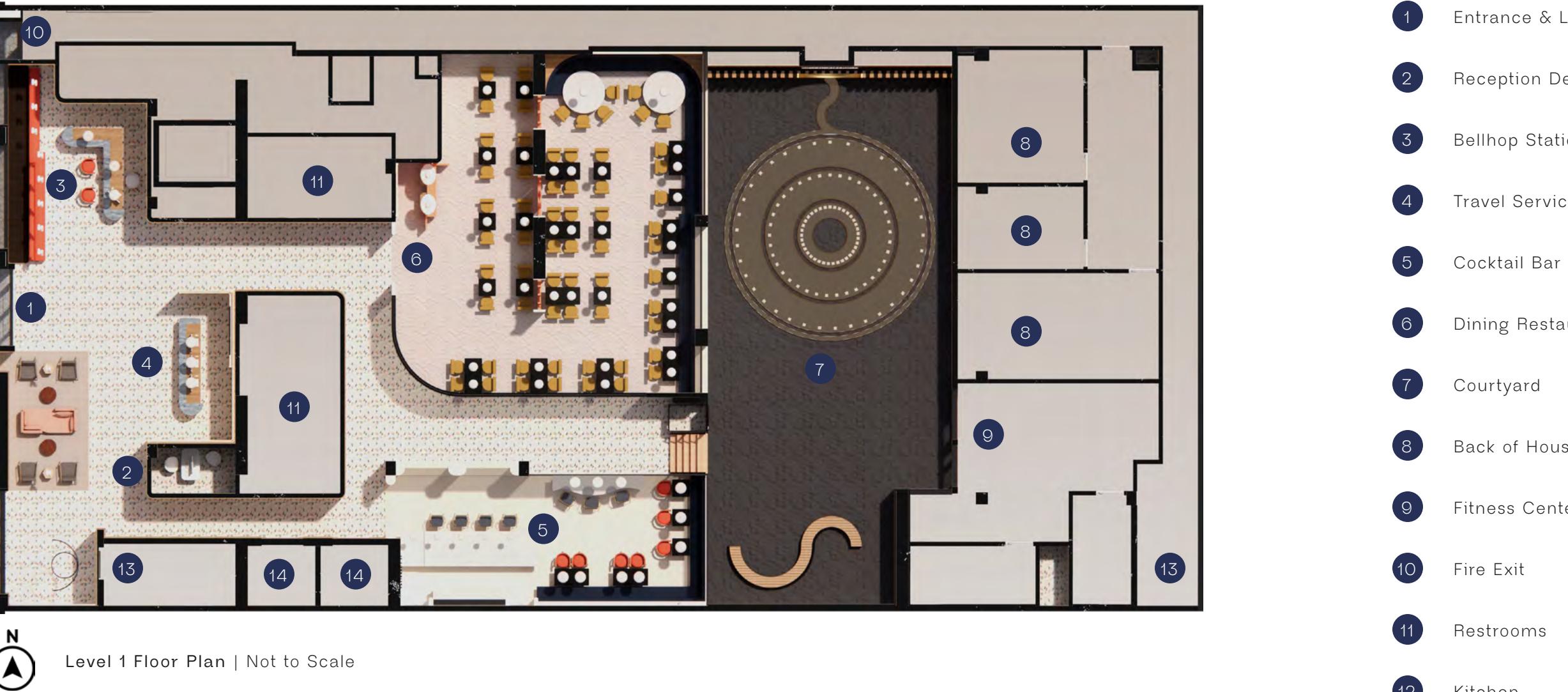


Material Selection



FLOOR PLAN

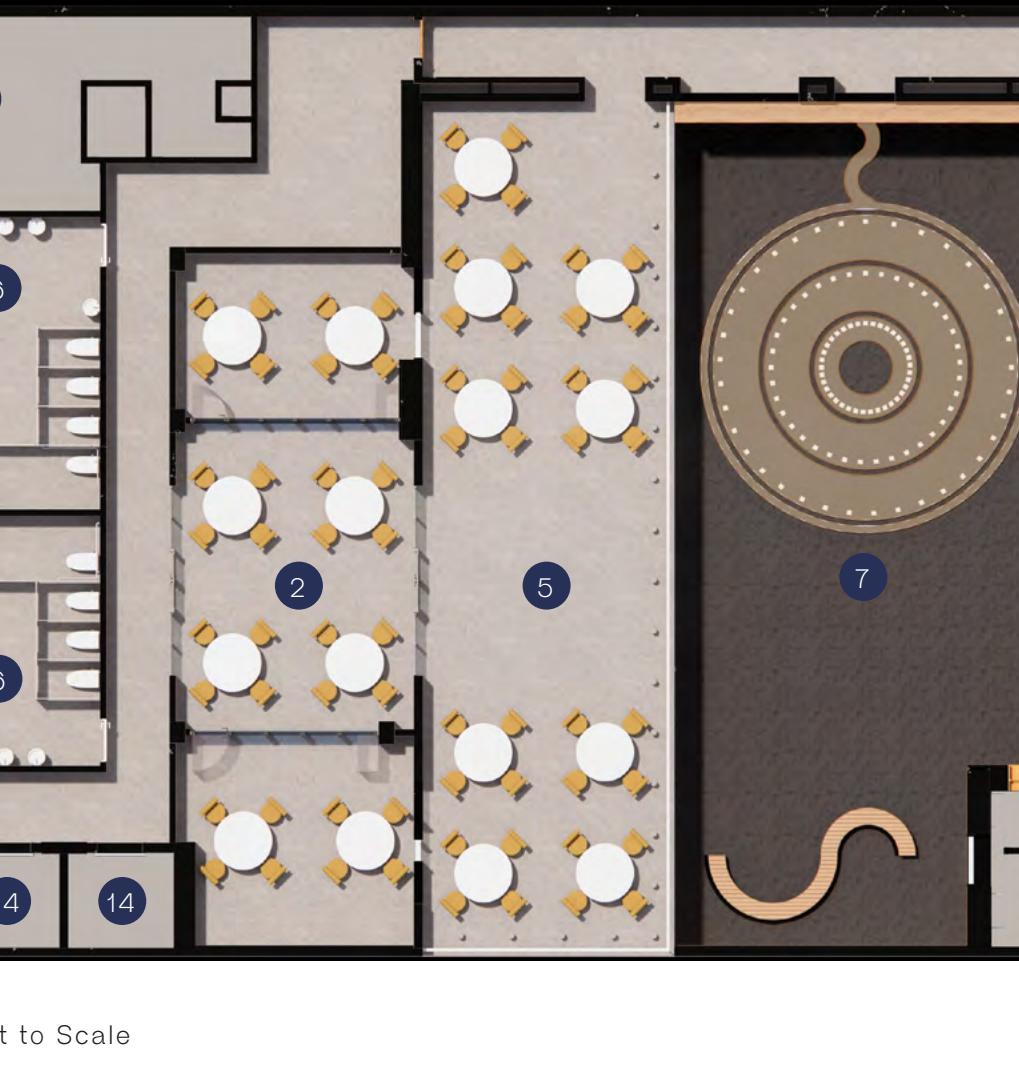
Level 1



Level 1 Floor Plan | Not to Scale

FLOOR PLAN

Level 2



Level 2 Floor Plan | Not to Scale

LEGEND

- 1 Entrance & Lobby
- 2 Reception Desk
- 3 Bellhop Station
- 4 Travel Service Desk
- 5 Cocktail Bar
- 6 Dining Restaurant
- 7 Courtyard
- 8 Back of House
- 9 Fitness Center
- 10 Fire Exit
- 11 Restrooms
- 12 Kitchen
- 13 Stairs
- 14 Elevators

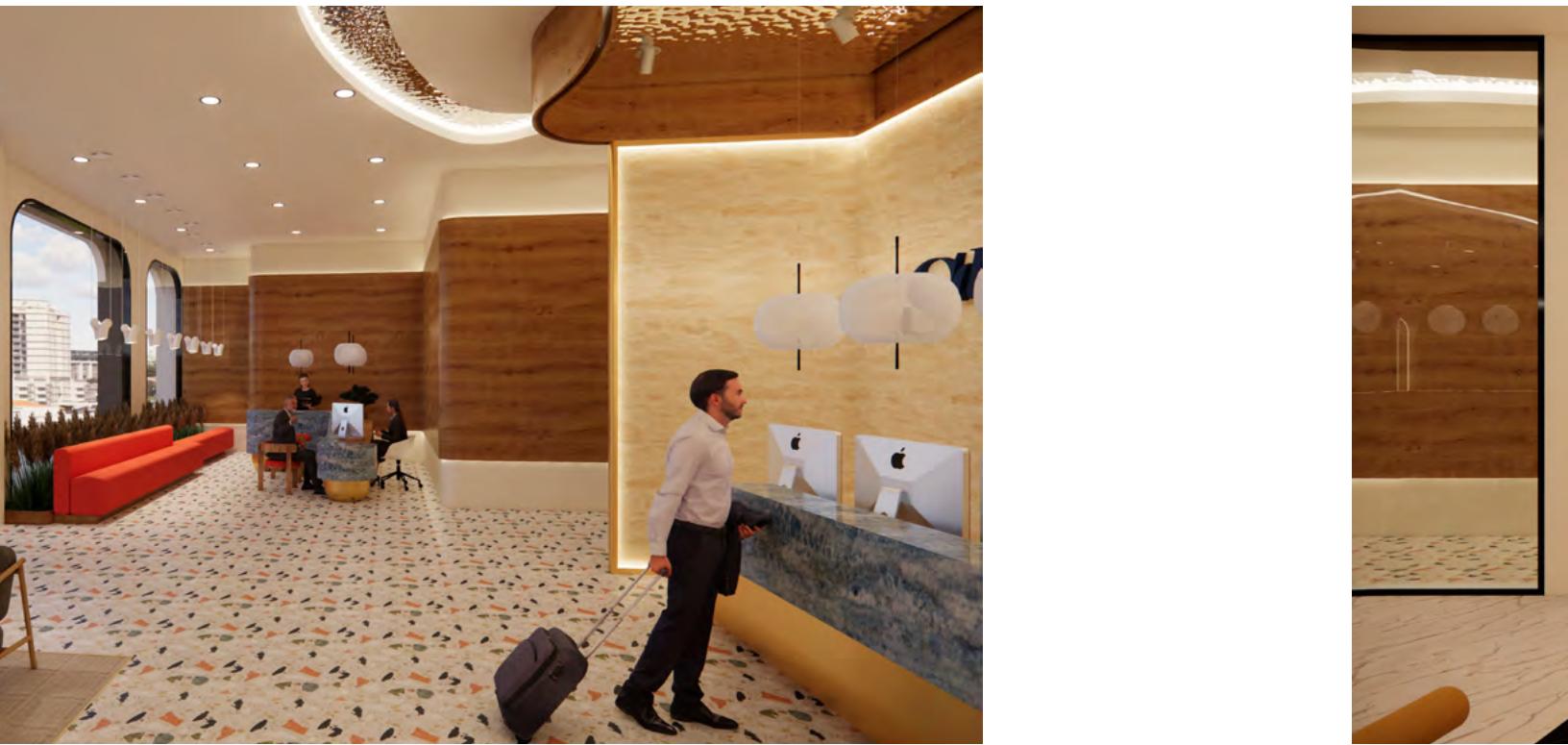
LEGEND

- 1 Ballrooms
- 2 Banquets
- 3 Staff Elevator
- 4 Storage
- 5 Outdoor Banquet
- 6 Restrooms
- 7 Courtyard (Below Level)
- 8 Meeting Rooms
- 9 Operating Offices
- 10 Stairs
- 11 Elevators

LOBBY

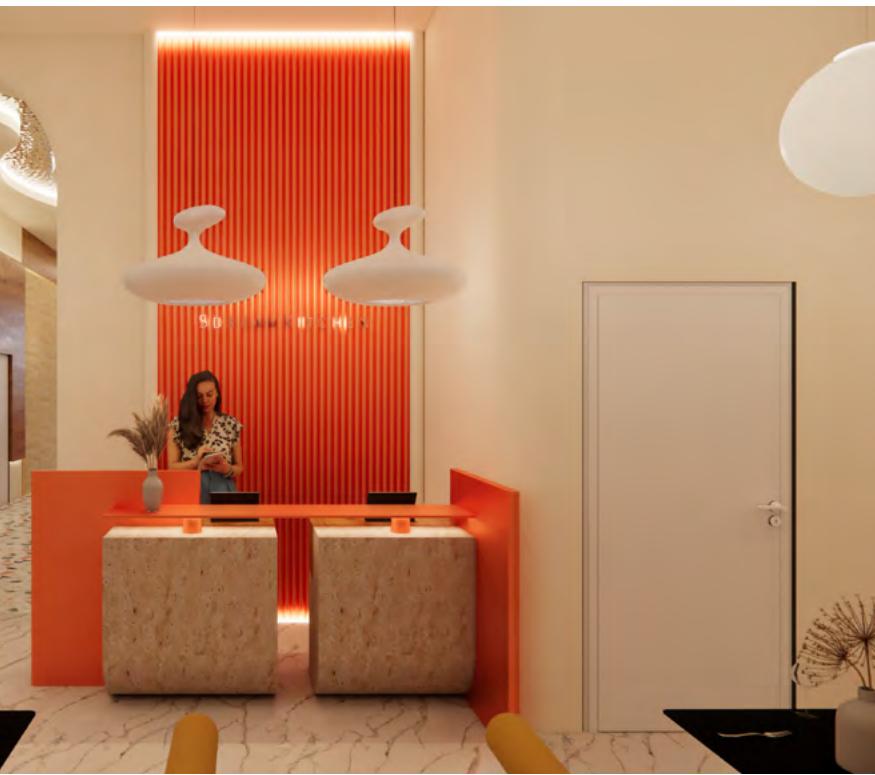


Lobby | Reception

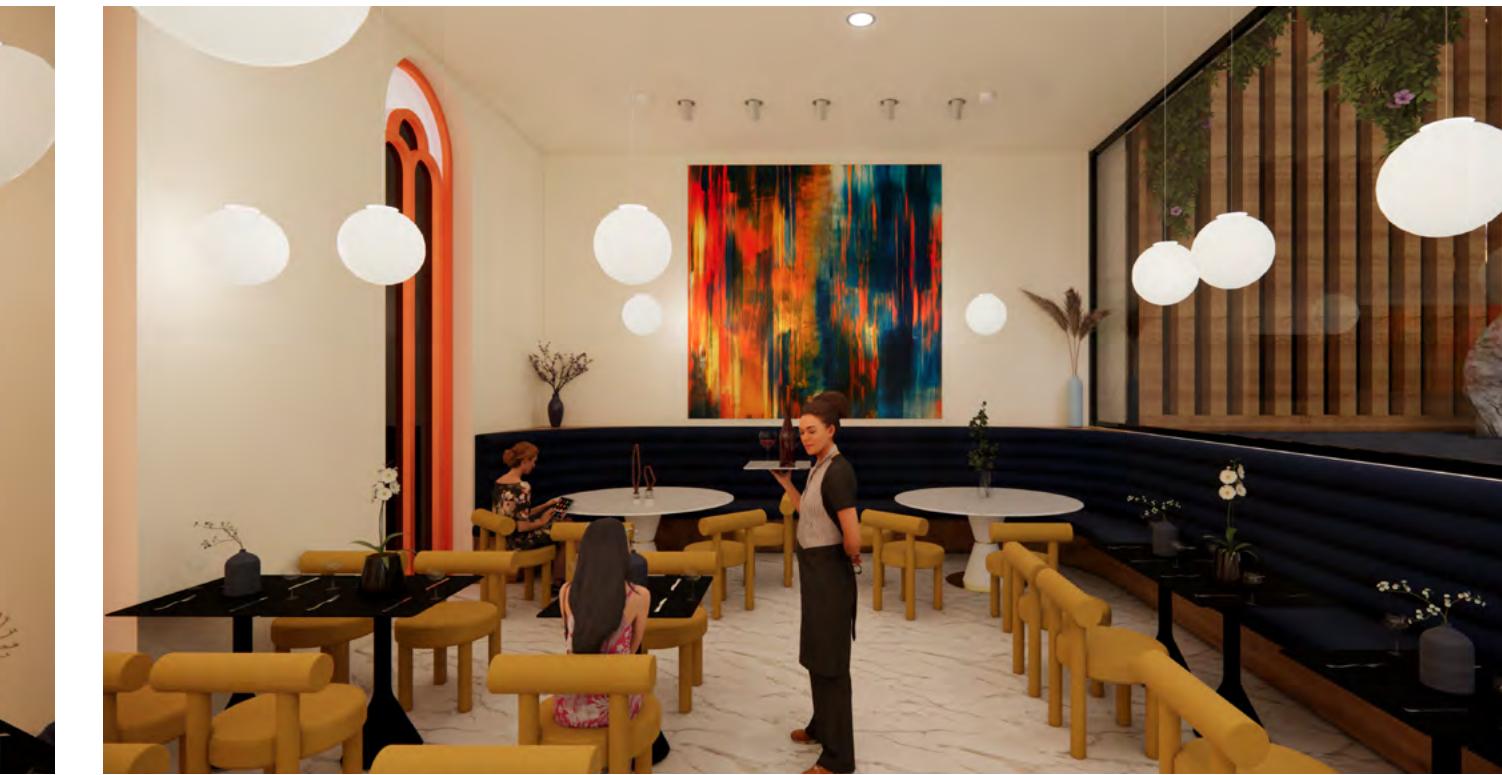


Lobby | Lounge

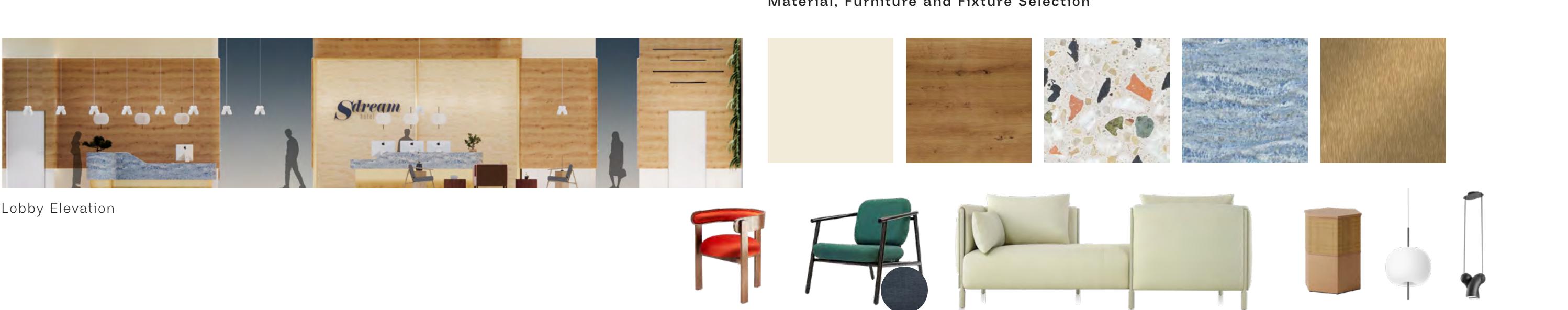
SDREAM KITCHEN



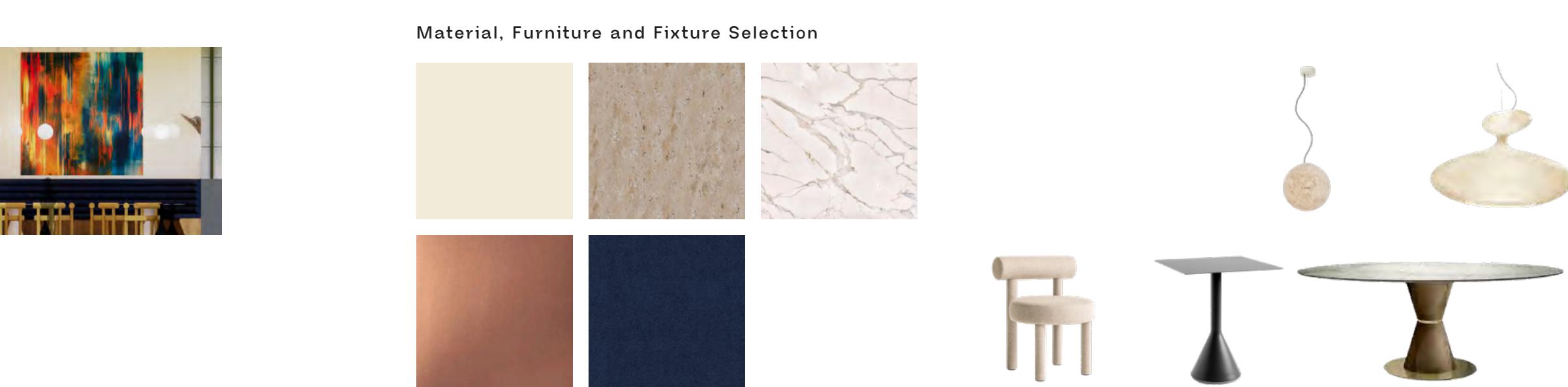
Dining Restaurant | Reception



Dining Restaurant | Seatings



Lobby Elevation

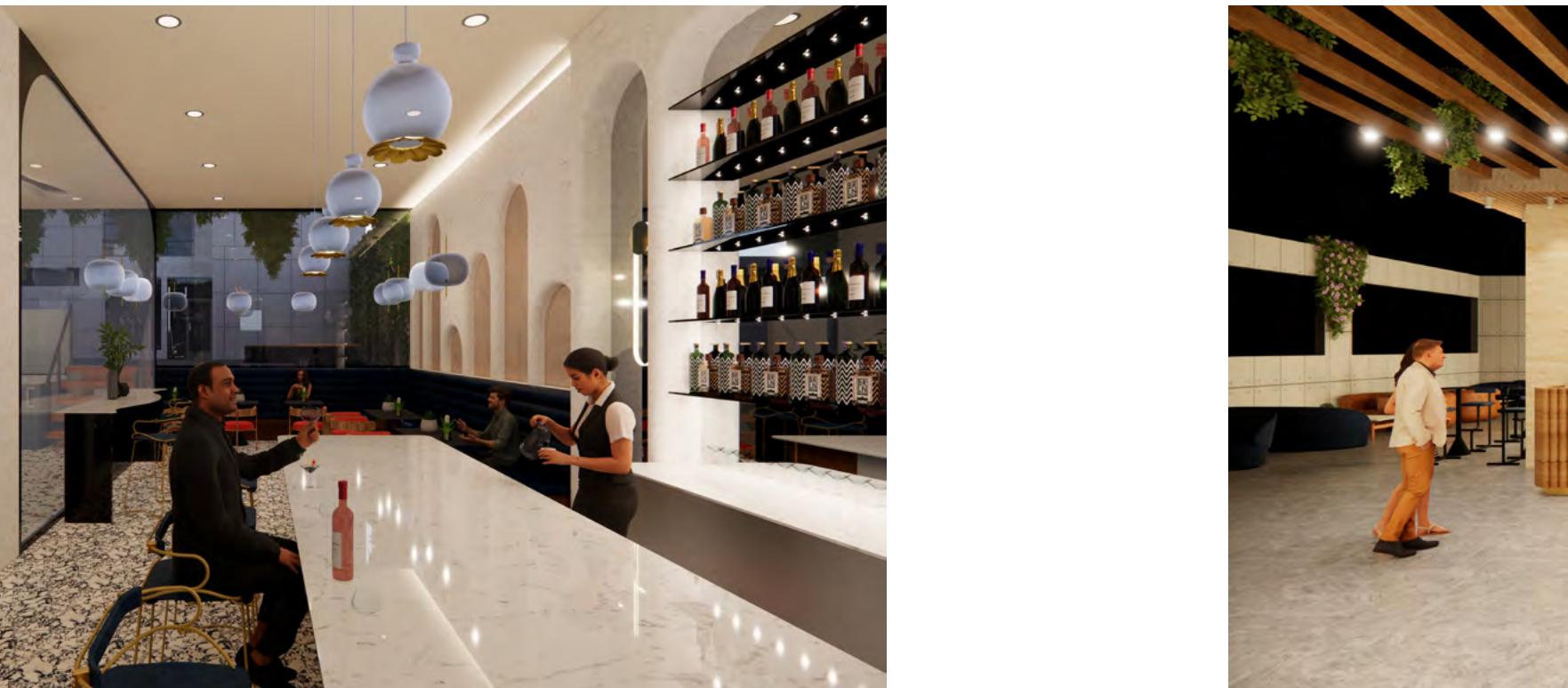


Dining Restaurant Elevation

SDREAM SPIRITS

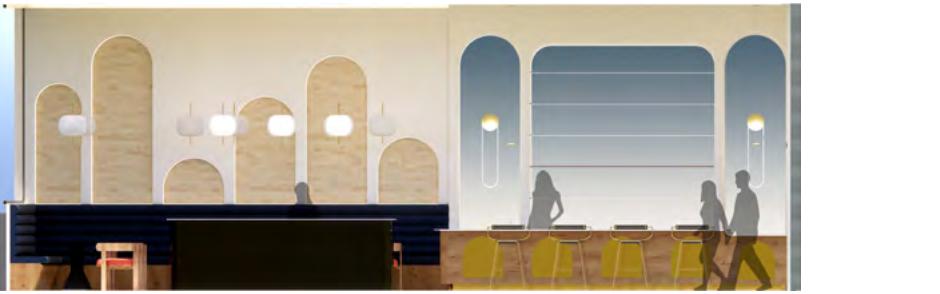
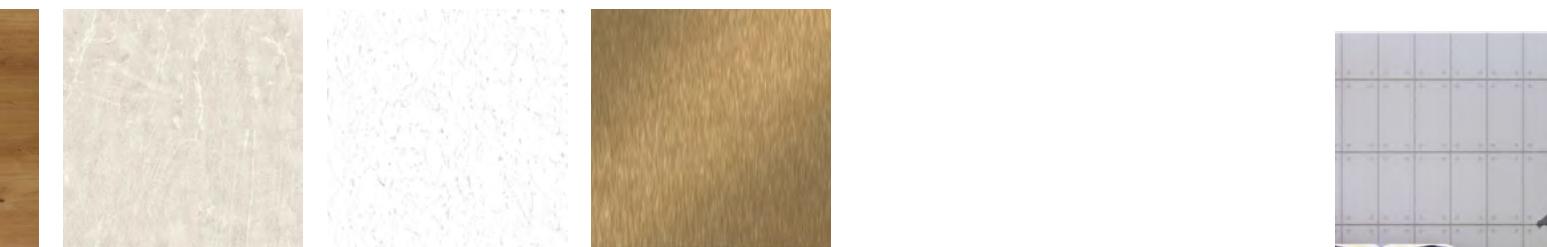


Cocktail Bar | Bar Counter



Cocktail Bar | Bar Counter

Material, Furniture and Fixture Selection

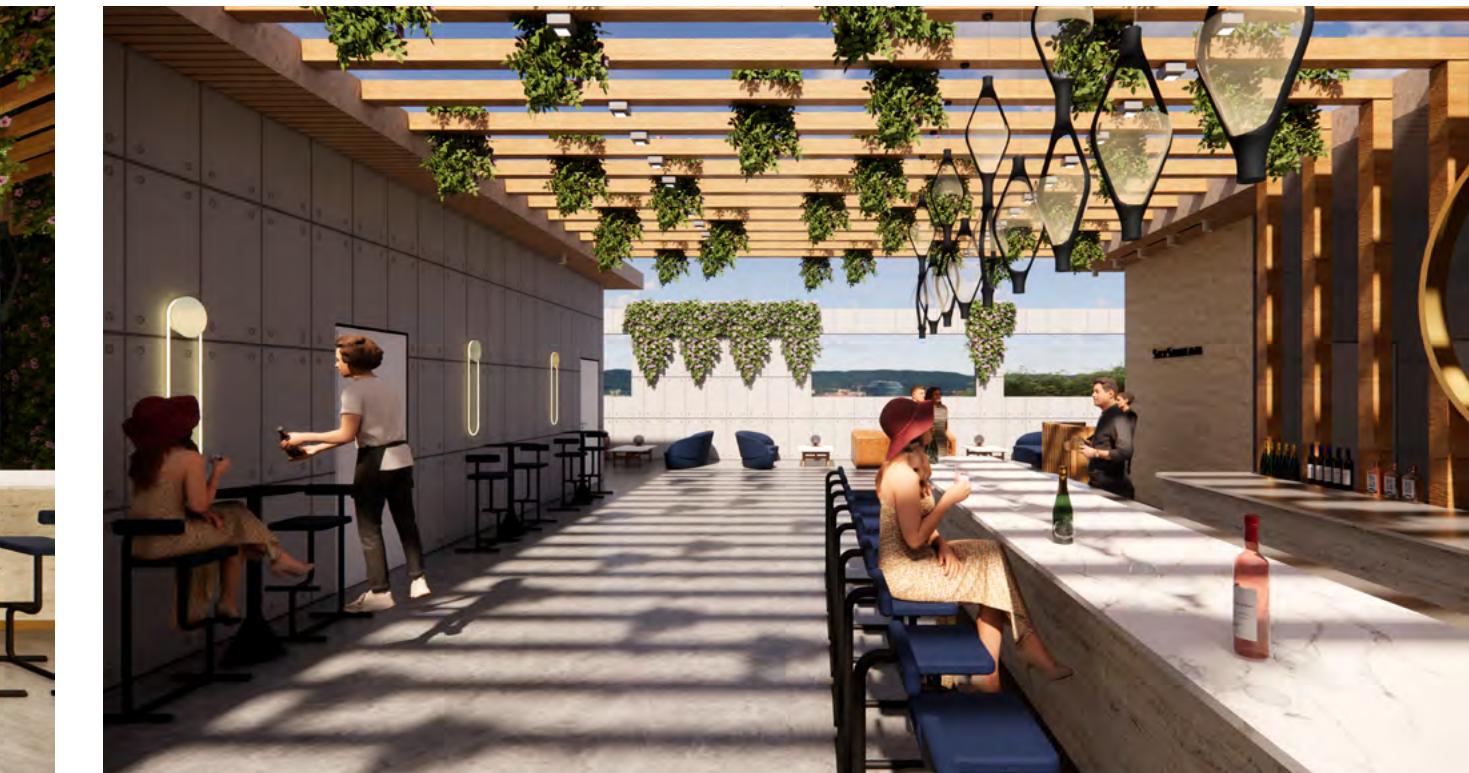


Cocktail Bar Elevation

SKY SDREAM

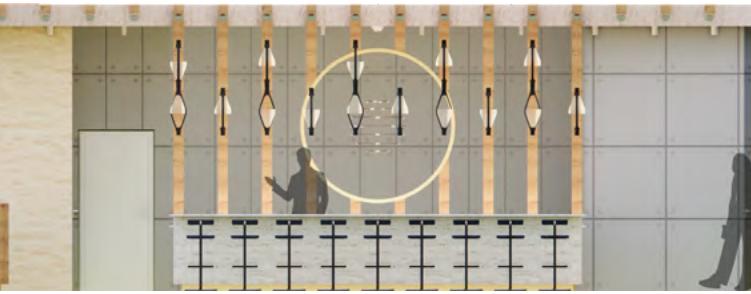


Rooftop Bar | Reception



Rooftop Bar | Bar Counter

Material, Furniture and Fixture Selection



Rooftop Bar Elevation

03

PACIFIC NORTHWEST MULTICULTURAL COMMUNITY SERVICES CENTER

Project Description

Pacific Northwest Multicultural Services Center established a center that welcomes new refugees and provides them with the social services of education, job training, and community connection with the local neighbor to help them settle and self-sustain in the new city of Portland, Oregon.





CONCEPT

This project aims to create a stress-free and calming cultural center for refugees and immigrants starting anew in Portland, Oregon. Unburdened by bureaucratic hurdles, these spaces will offer an unobstructed connection with nature. Imagine stepping into a haven filled with abundant greenery and natural elements – a botanical garden designed to provide relaxation and a sense of escape. Just as nature embraces diversity, this project will celebrate the unique backgrounds of its users, promoting harmony and a sense of belonging.

COLOR AND MATERIAL SELECTION

Color Scheme



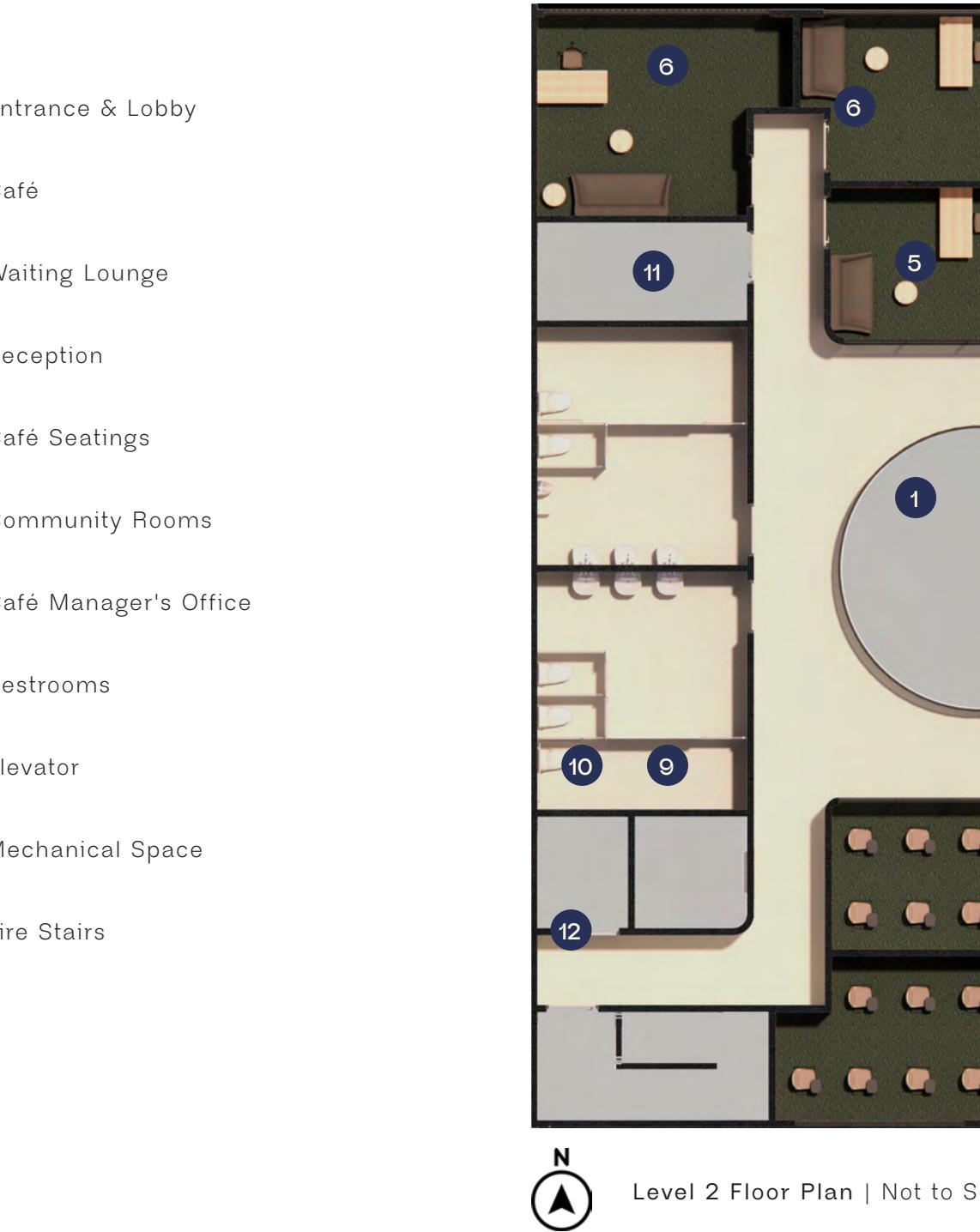
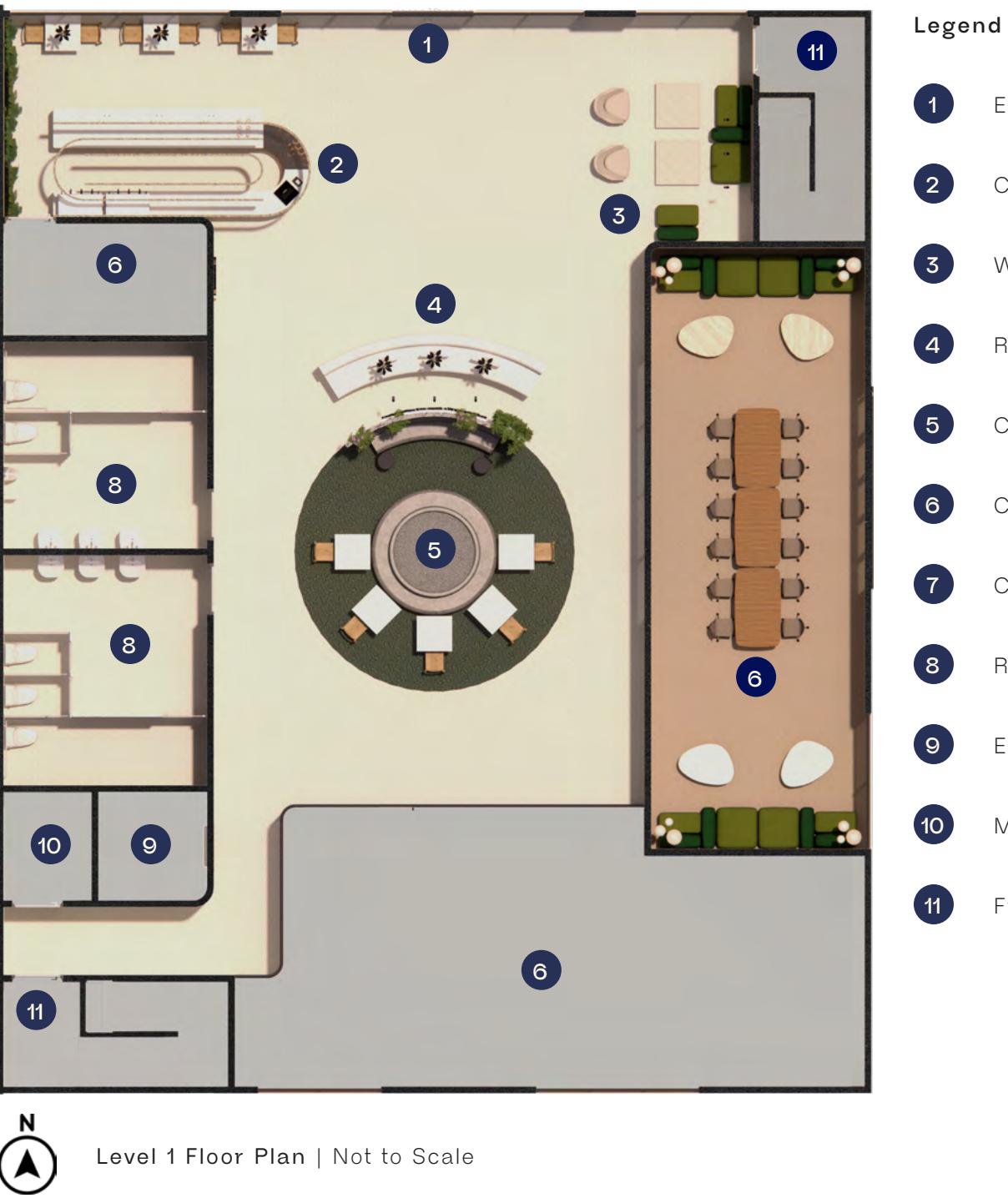
The color palette for this project prioritizes creating a calming and stress-free environment for occupants. Greens, reflecting the abundant plant life in a botanical garden, are a natural choice to evoke feelings of peace and tranquility. Neutral colors, like whites, beiges, and browns, provide a sense of balance and serve as a backdrop to highlight the natural elements.

Material Selection

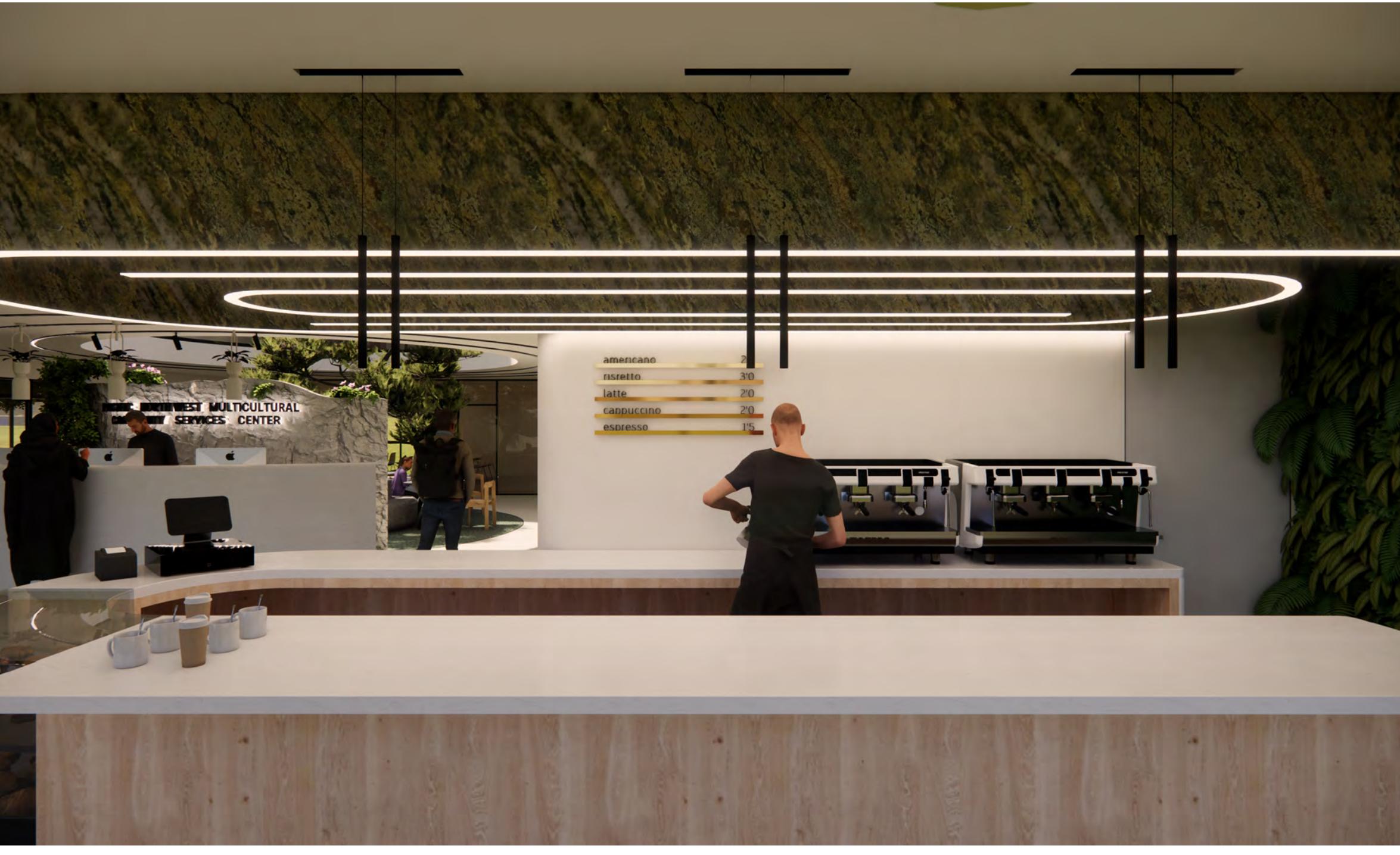
Material selection emphasizes a connection with nature. Wood, stone, and other organic materials bring the outdoors in, echoing the botanical garden setting. These materials are not only aesthetically pleasing but also promote a sense of well-being, often associated with biophilic design principles.



FLOOR PLAN



LOBBY



LOBBY



Lobby | Reception



Lobby | Café Seatings



Lobby | Café

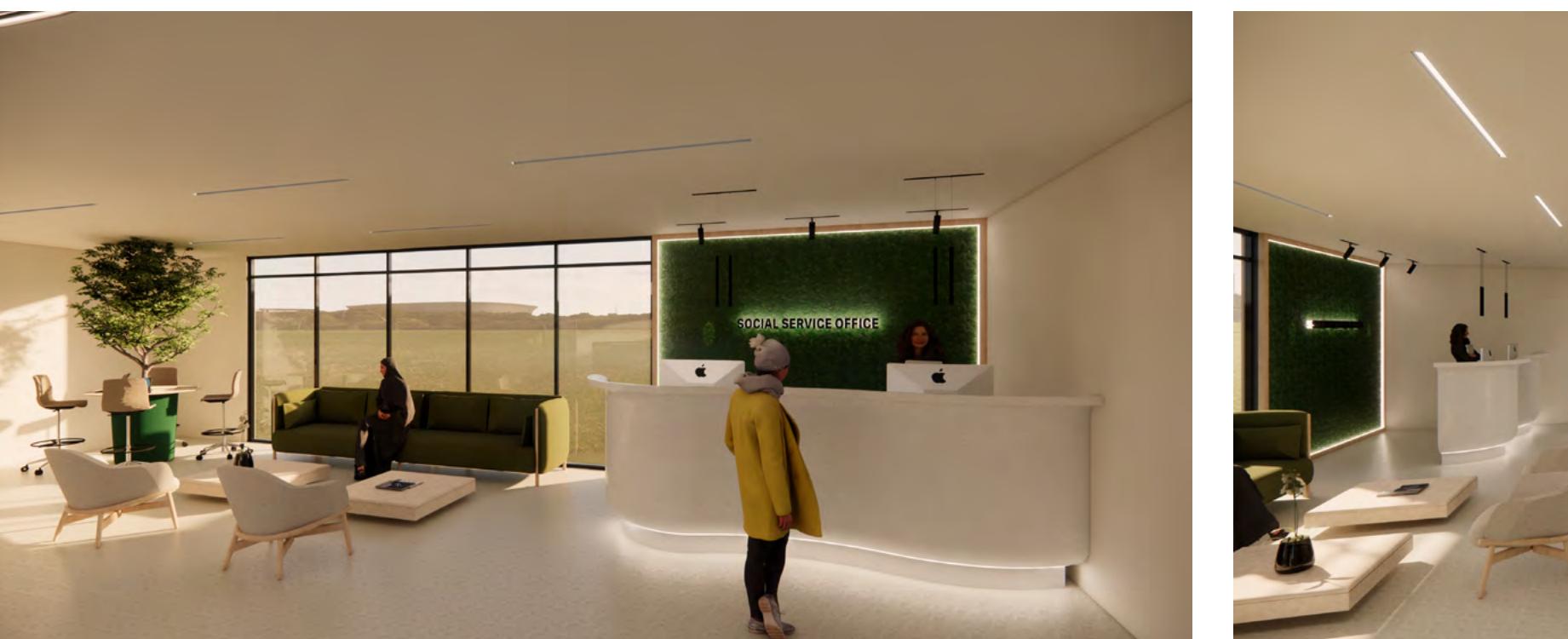


Lobby Elevation

Furniture Selection



SOCIAL SECURITY OFFICE



Social Services Office | Reception



Social Services Office | Lounge

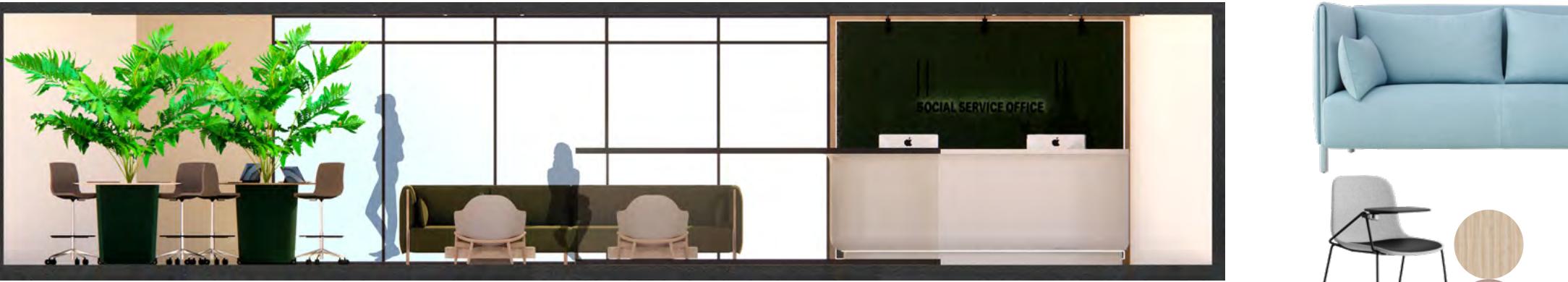
COMMUNITY ROOM



Community Room



Community Room



Social Services Office Elevation



Furniture Selection



Community Room Elevation



Furniture Selection

04

INITIATIVE 99 COMPETITION PUEBLOS FOR PATRIOTS

Project Description

This project tackles the critical issue of affordable housing through participation in Initiative 99, a groundbreaking architectural competition. The competition's goal is to create beautiful, dignified, and cost-effective housing prototypes achievable through 3D-printing technology, with a target construction cost under \$99,000 USD.



PROJECT SCOPE

Initiative 99 challenges participants to create innovative 3D-printed homes using ICON's technology. The focus is on design excellence, functionality, and sustainability. Key aspects include:

Size and Layout:

- Design compact homes within a footprint of approximately 500 square feet.
- Optimize space for essential living areas: bedroom, bathroom, kitchen, and living room.
- Consider efficient circulation and storage solutions.

Features:

- Prioritize natural light and ventilation.
- Integrate energy-efficient systems (solar panels, insulation, etc.).
- Explore modular furniture and multifunctional spaces.
- Incorporate greenery and outdoor connections.

Materiality:

- Leverage ICON's Lavacrete material for structural elements.
- Balance aesthetics with durability and thermal performance.

Context and Audience:

- Choose a global site (urban, rural, or disaster-prone).
- Tailor designs to specific user groups (e.g., young professionals, retirees, families).

Innovation:

- Push boundaries with unique architectural features.
- Demonstrate the potential of 3D-printed construction.



DESIGN APPROACH

The design approach aimed to create a 14-unit veteran community named "iLAT Station" honoring the Tigua tribe, the descendants of Pueblo builders. Located on a 3.16-acre lot in El Paso, Texas, the project utilized 3D-printed Lavacrete for the exterior walls, aiming for simplicity, durability, and thermal efficiency. Sustainable features included green roofs and pre-wiring for solar panels to reduce energy use. Culturally inspired design elements like entryway overhangs and built-in benches provided a sense of community.

project location



Ysleta | El Paso | Texas
Lot Size | 3.16 Acres
Zoning | R-F

MATERIAL AND COLORS

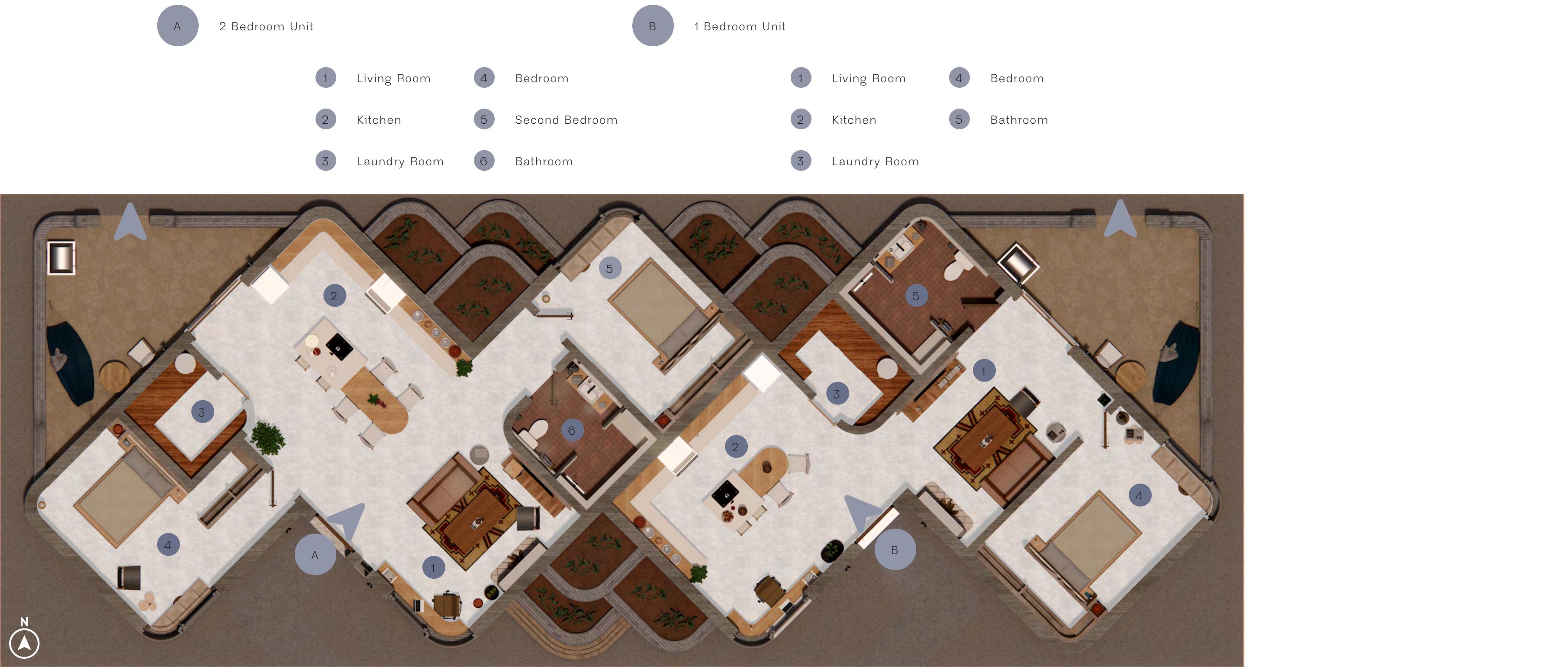


targeted audience



Low-income Veterans

FLOOR PLAN



EXTERIOR PERSPECTIVES



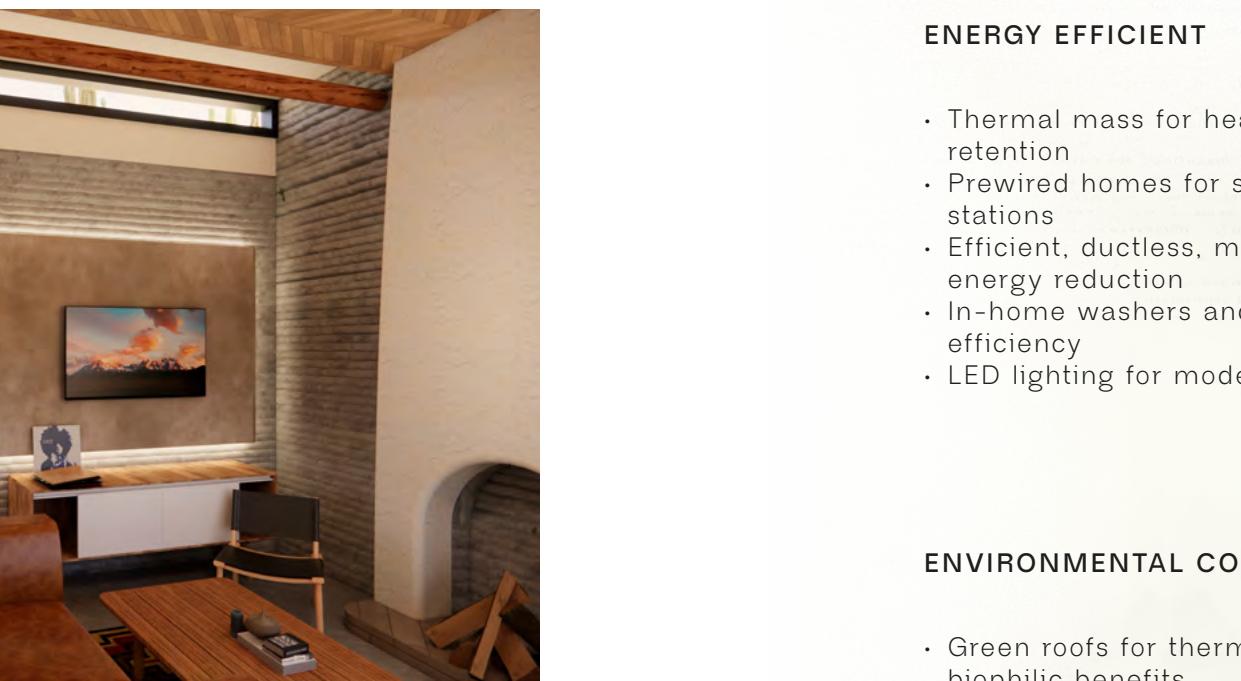
INTERIOR PERSPECTIVES



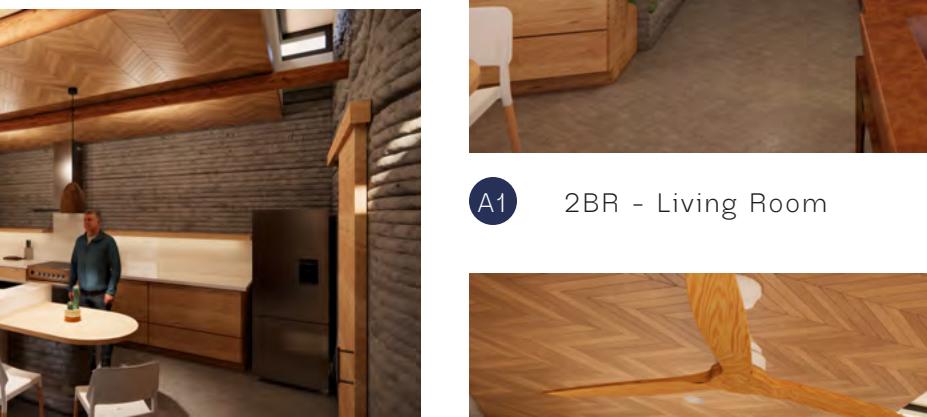
A2 2BR - Kitchen



A3 2BR - Bedroom



A1 2BR - Living Room



B1 1BR - Kitchen



B2 1BR - Living Room



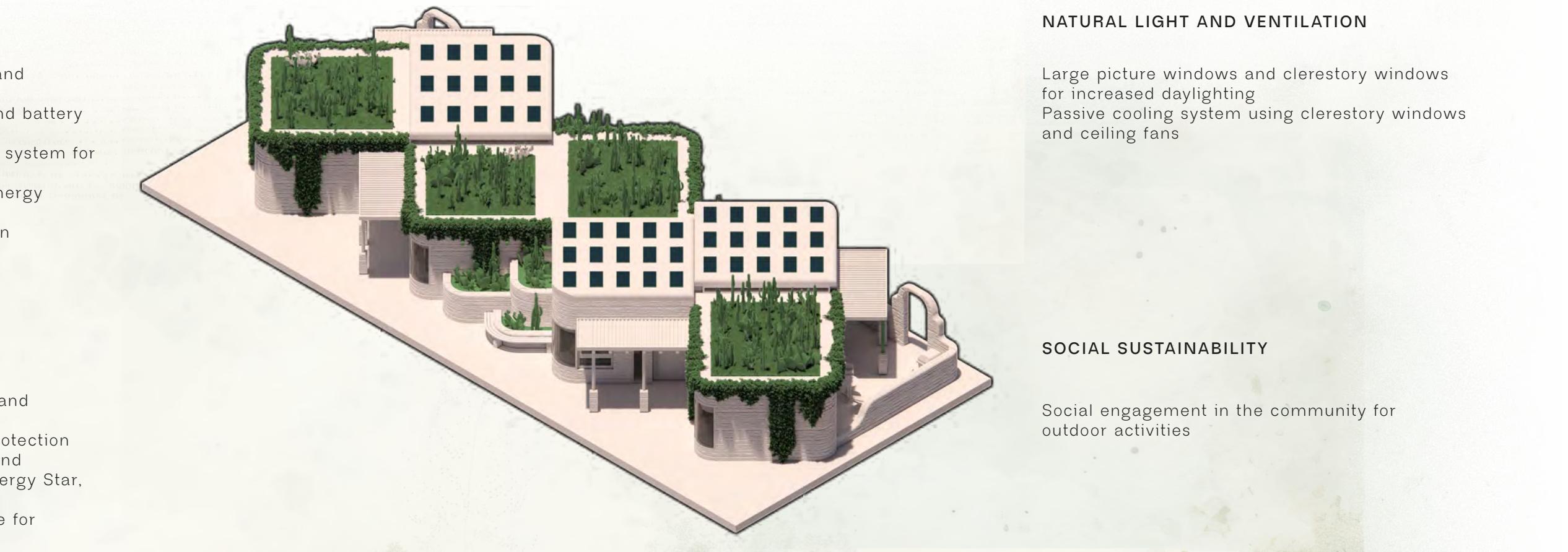
SUSTAINABLE FEATURES

ENERGY EFFICIENT

- Thermal mass for heat protection and retention
- Pre-wired homes for solar panels and battery stations
- Efficient, ductless, mini-split HVAC system for energy reduction
- In-home washers and dryers for energy efficiency
- LED lighting for modern illumination

ENVIRONMENTAL CONSERVATION

- Green roofs for thermal efficiency and biophilic benefits
- Entryway overhangs for weather protection
- Sustainable materials in kitchens and bathrooms (FSC certified wood, Energy Star, WaterSense certified)
- Restoration of existing adobe house for communal use



NATURAL LIGHT AND VENTILATION

- Large picture windows and clerestory windows for increased daylighting
- Passive cooling system using clerestory windows and ceiling fans

SOCIAL SUSTAINABILITY

- Social engagement in the community for outdoor activities



05

ACCOR DESIGN AWARDS 2024 SOFITEL DAW AZURE

Project Description

This Sofitel reimagines its ground floor for the 60th anniversary, weaving art and design to spark conversations on culture and environment. Interactive installations or biophilic elements engage guests and locals, while sustainable materials elevate the luxury experience. Inspired by Jean Nouvel's vision of architecture as art, it elevates the first impression and ignites a celebratory cultural journey.



PROJECT SCOPE

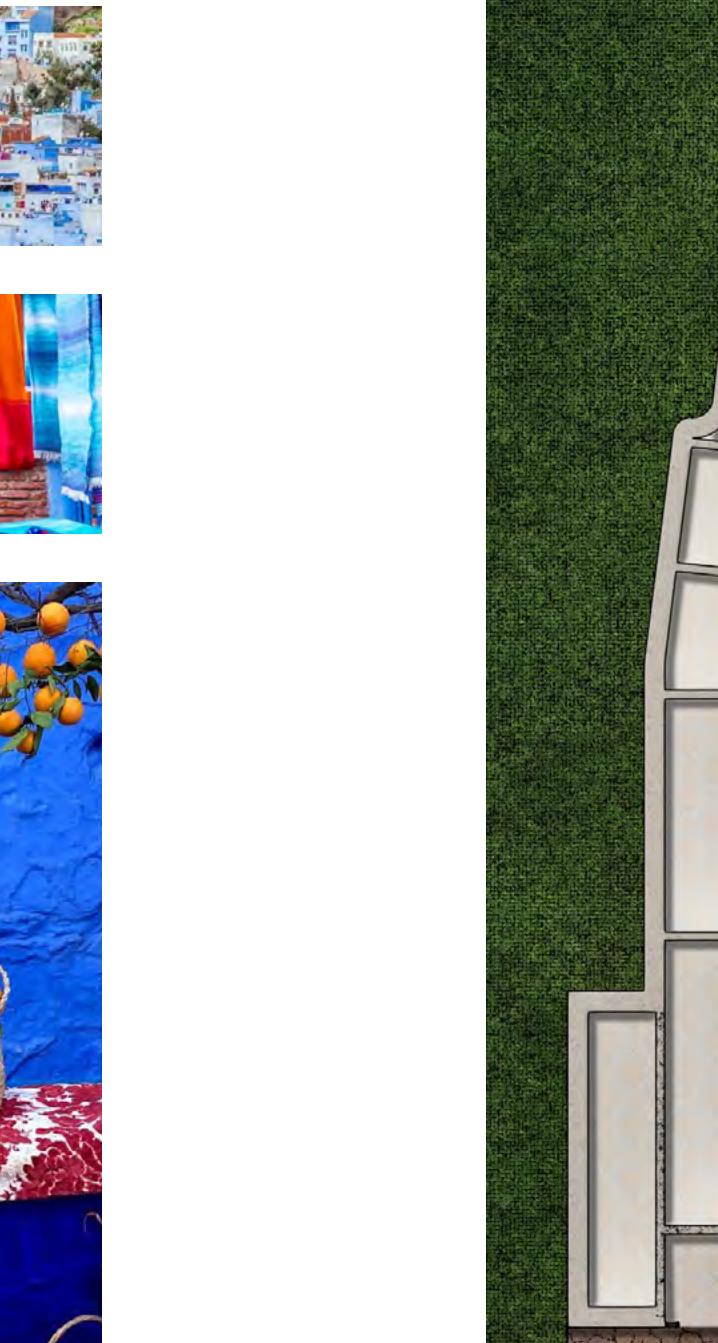
This Sofitel reimagines its ground floor, fusing art, nature & sustainable luxury. A central art installation sparks cultural & environmental conversations. Reception-free, a conceptual check-in welcomes guests. The space seamlessly blends a lobby lounge, bar, indoor/outdoor dining, and an external courtyard. Discrete staff areas ensure a joyful work environment, extending the guest experience.

CONCEPT

Chefchaouen, Morocco, is a mesmerizing town known for its enchanting, painted blue streets that create a dreamlike atmosphere, captivating visitors. As guests wander through the maze-like alleys, they'll be immersed in a tranquil ambiance, surrounded by a spectrum of blues. Whether it's exploring the vibrant streets, indulging in delicious cuisine, or embarking on outdoor adventures in the surrounding mountains, Chefchaouen promises a unique and unforgettable experience.

Step into a realm where light radiates and transforms every moment into an exclusively enchanting experience. Aesthetic seekers are invited to a luxurious modern maison that celebrates French art de vivre with a captivating Moroccan design. This convergence of cultural identities is the guide that shapes every aspect of the retreat. Sofitel Daw Azure is a celebration of the "Kingdom of Light" at every moment, every turn, and in every guest experience.

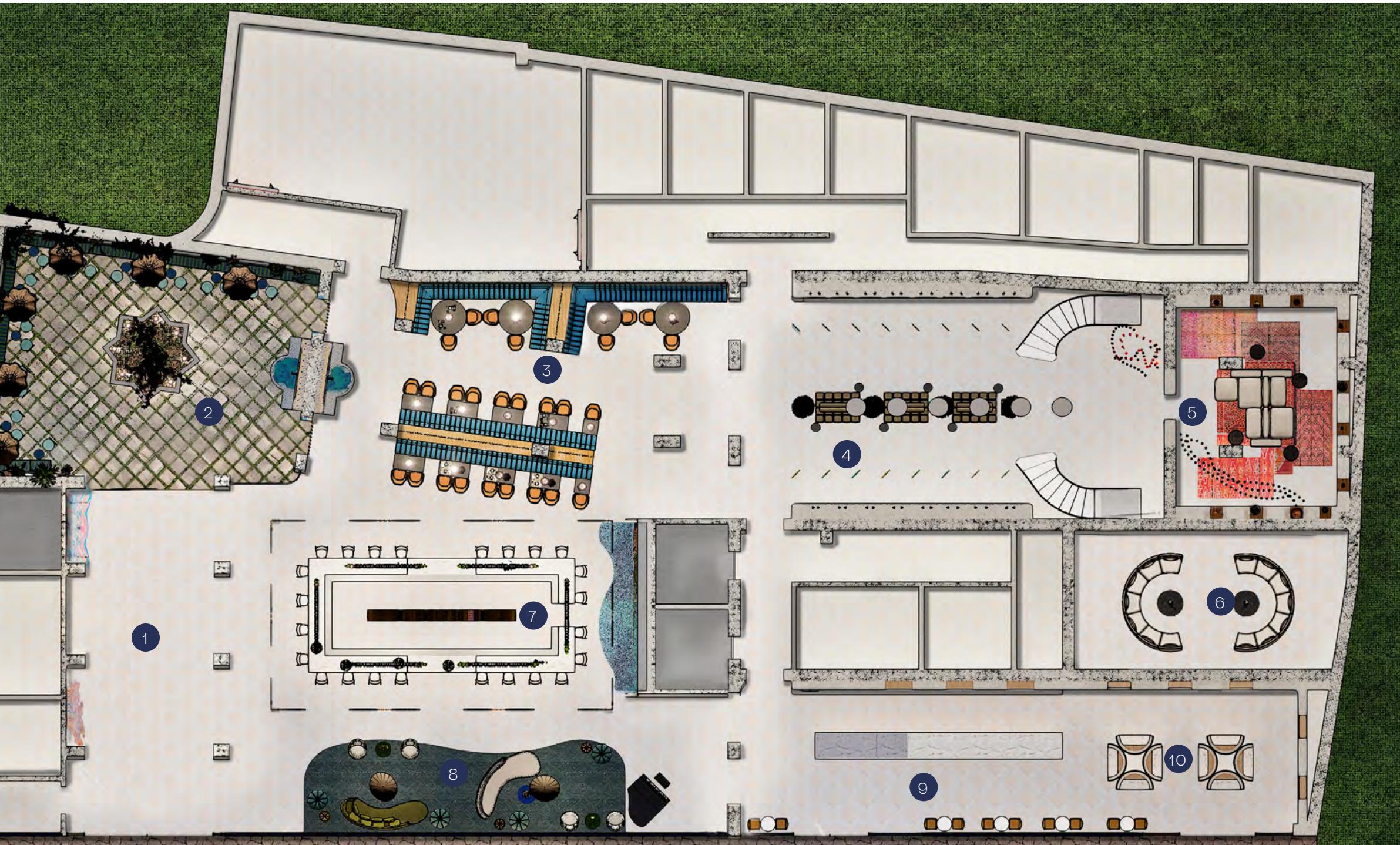
CHEFCHAOUEN, MOROCCO KINGDOM OF LIGHT



FLOOR PLAN

N Sofitel Daw Azure Floor Plan | Not to Scale

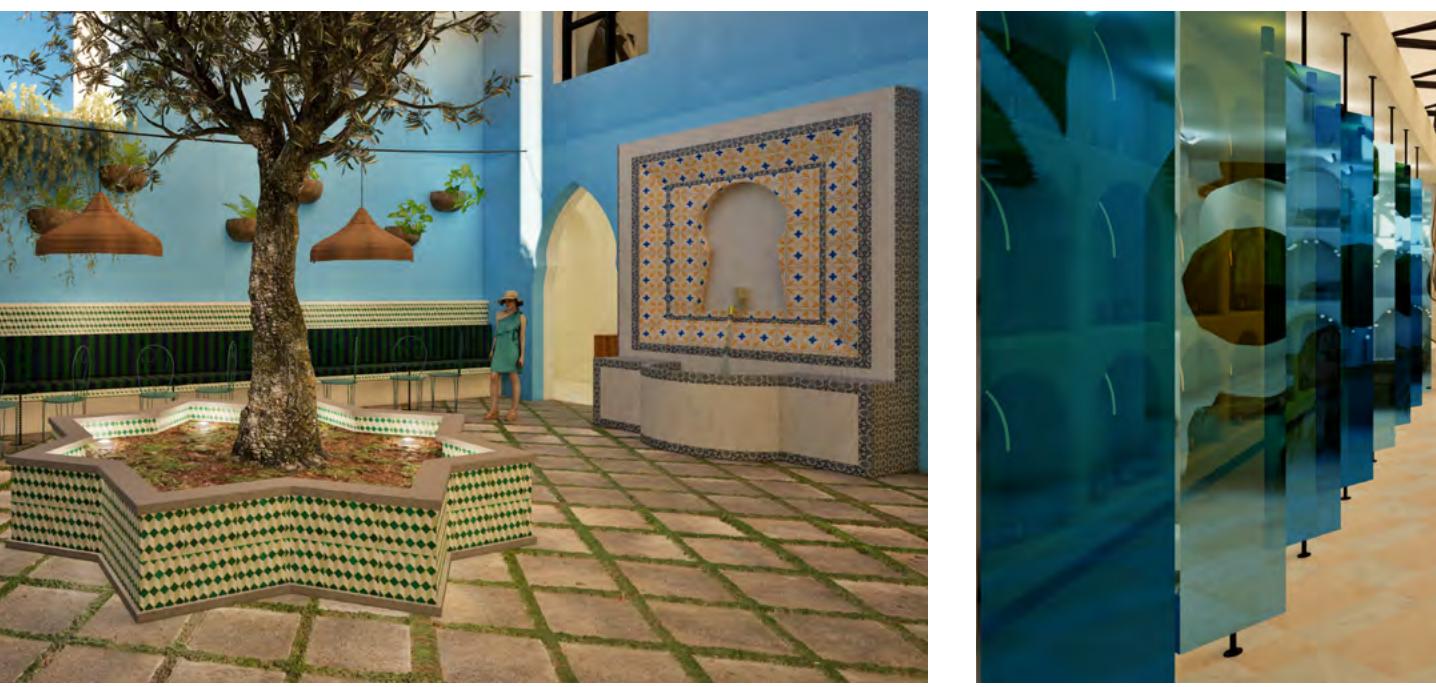
- 1 Entrance
- 2 Courtyard
- 3 Restaurant
- 4 Orangerie
- 5 Library
- 6 Booklounge
- 7 Bar
- 8 Lobby
- 9 Cafe
- 10 Suck



PERSPECTIVES



Sofitel Daw Azure | Facade



Sofitel Daw Azure | Courtyard



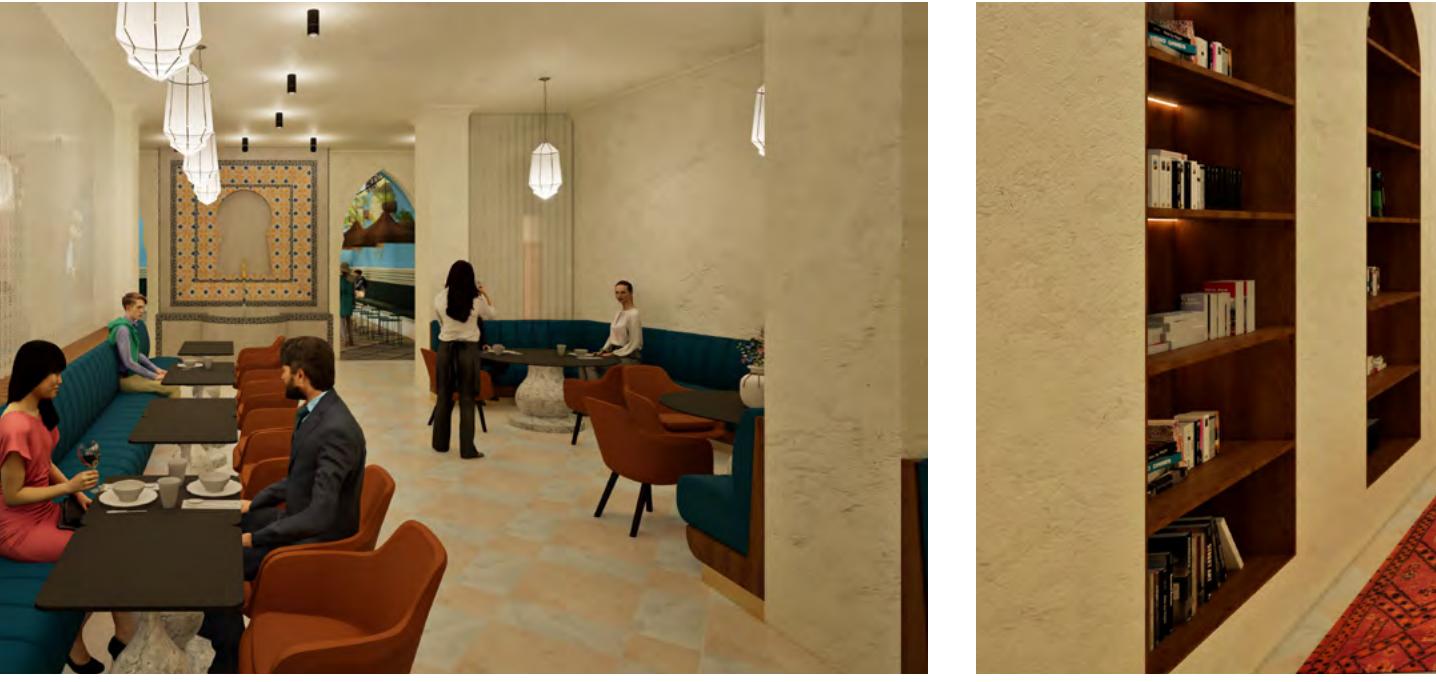
Sofitel Daw Azure | Orangerie



Sofitel Daw Azure | Bar



Sofitel Daw Azure | Entrance



Sofitel Daw Azure | Restaurant



Sofitel Daw Azure | Library



Sofitel Daw Azure | Lounge & Bar

THANK YOU



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