



Danny Chiu

Design Director / Danny Chiu Interior Designs Ltd.

"I think an interior designer is akin to a suit tailor, whose job it is to take all the available factors into consideration and then personalise and create a product for clients that satisfies and fulfils."

Danny Chiu has over 20 years of interior design experience. In 2009, he established his company Danny Chiu Interior Designs. A lot of his work comes from Hong Kong and the mainland, and he is particularly good at merging different design styles into one single project. His work has earned him accolades and various international design awards, including the IDA International Design Award (USA), the K-Design Award (Korea), the International Property Awards (UK), and the A'Design Award (Italy), and more.

Danny Chiu 擁有逾二十年的室內設計經驗，並於 2009 年成立趙智銘設計師事務所有限公司 (Danny Chiu Interior Designs Ltd.)。他專注香港及國內的設計項目，擅長將不同的設計風格融入作品之中，其作品榮膺不少國際設計獎項，包括美國 IDA 設計大獎、韓國 K-Design 設計大獎、英國 International Property Awards 及意大利 A-Design Award & Competition 等。



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Mayfair By The Sea 逸瓏灣



Providence Bay 天賦海灣





"Enjoy your design life." This is Danny Chiu's motto, and is something he stands by firmly, as he knows that a designer can only come up with great concepts if he enjoys his work, which will then, in the process, also result in the creation of an enjoyable comfortable home for clients. In essence, a designer's satisfaction in a project is a brushstroke on the canvas of a client's life and home.

Source of Inspiration

80 percent of Danny Chiu's design projects are residential. He puts a lot of emphasis on client communication in the conceptual design process, during which he collects inspiration and information about a clients' lifestyle and their daily habits. As a result of these collected design ideas and details about a client's daily life, his designs often end up being stylistically rich and diverse, with each creation being a reflection of the client, and each project telling a unique story about owner. When asked about how he executes a project and what he does when there is a mix of needs amongst the inhabitants of an interior, he says, "the client's lifestyle expectations must be taken into account, for example, one needs to consider the quality of life they want to achieve from the new design of their home." He cites an illustration of his clients that have big families who often, after big gatherings, enjoy relaxing together as a unit in communal living rooms, instead of hiding away in their private

rooms. Thus, to encourage this, during the brainstorming part of the design process, he tries to add elements in the living room that are favourable to all members of the family, whilst also arranging the space to boost interaction and cohesion amongst the family members.

The Art of Customisation

Residential design requires a careful handling of details. Designers need to use every inch of space to meet the everyday needs of clients and their families and enhance their lives. To Danny Chiu, an interior designer is like a suit tailor, who needs to take every detail about a client into account, from communication, furniture placement and lighting setup to making sure even the television is installed an ideal distance from the viewer. A designer needs to spend a lot of time in the initial planning stage to make sure the needs of all family members are considered. Therefore, Danny Chiu believes that to successfully come up with unique designs that fulfil the needs and desires of the client, an interior designer must be truly passionate about his work. A good interior designer should not only remain steadfastly true to their own professional convictions, but also be forever inquisitive, and keep their minds open and willing to try and learn new things.

Subtle use of Space

In addition to Hong Kong, Danny Chiu

has also handled a number of design projects in both the residential and commercial sectors in the mainland. Unlike Hong Kong, those in the mainland have much more spatial freedom and flexibility, with their interior square footage often reaching into the thousands. When working on residential projects in the mainland, Danny Chiu says designers should take the liberty to make good use of, and get the most value out of, the extensive space. In Hong Kong on the other hand, every inch of land is precious, and designers here need to put more careful effort into the allocation space and maximize the value of the limited space available. One of Danny Chiu's personal favourite masterpieces is a project in City Point which proves the notion that "an elegant home does not have to be big." Within this 700-foot apartment, there dwells a family of seven people. To make sure there was sufficient space for their daily activities, Danny Chiu worked hard on the overall spatial arrangement. He also added a decorative storage room in the living area, reduced the intervening windowsill ledge and created a hotel-like vibe, with monochromatic furnishings. This brought a life of comfort and elegance to the owner and his family.

「享受你的設計生活」是 Danny Chiu 的座右銘，因為他深信一個設計師只有在享受他的工作時才會做到好的作品，從而為客人創造貼心的安樂窩，為他們美好生活的藍圖上添上絕妙的一筆。

靈感之源

Danny Chiu 的設計項目中近八成為住宅設計，而在構思設計時，Danny Chiu 非常注重與客人的溝通，並從客人的生活模式、習慣中擷取設計靈感，因此他的作品均展現多元化風格，每一所居室都訴說著戶主獨特的故事，細微不至戶主的作息時間、孩子的興趣及性格都會成為 Danny Chiu 設計時的題材：「最重要的是他對生活有甚麼期望，譬如他希望新屋會給予他一個怎樣的生活質素，或者一個怎樣的生活模式。」他舉例指，一些大家庭的客人會希望一家人能在廳區共聚天倫，而並非在吃過飯後就返回自己的房間內，因此他在思考設計時會嘗試在廳區加添家庭成員均喜愛的元素，並增加空間功能的互動性及凝聚力。

度身訂造

住宅設計講求細節，務求室內每吋空間均能配合戶主一家的生活所需。Danny Chiu 認為室內設計師就如一位裁縫一樣，需照顧客人身上每一個細微之處。從居室的動線、傢具擺放的位置，以至室內的照明、觀看電視時的距離亦需兼顧。要顧及每位家庭成員的生活需求，設計師需要投放大量時間構思設計，因此 Danny Chiu 認為一位室內設計師必須對行業有熱誠，更需要對新事物抱有好奇心及持續學習的態度，同時要有自己的主見，才可創作能滿足客戶需求的獨特設計。

妙用空間

除了香港，Danny Chiu 在內地亦負責設計不少住宅及商業項目，國內地大物博，室內面積動輒逾萬呎。Danny Chiu 指出，設計國內住宅時需充份利用偌大的空間，令居室的功能更有效發揮，而在寸金呎土的香港做室內設計，就需花心思分配空間，想辦法盡用有限空間。其中環宇海灣是 Danny Chiu 的代表作之一，設計正正反映了「室雅何須大」的概念。七百呎的空間內住了七位家庭成員，為了令每位成員有充足的活動空間，Danny Chiu 重整佈局，修飾了廳區儲物房及過廳的窗台，同時以較深色調的傢具營造酒店風格，令戶主一家住得舒適，擁有時尚的雅居。



室內設計師就好像一位裁縫師傅，都是為客人從頭到尾、由內至外度身訂造一件稱心滿意的作品。

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