



breaking the mold

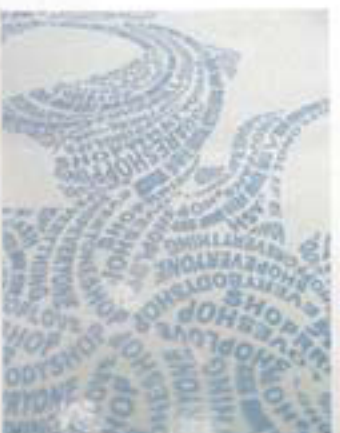
tsang kin-wah

If Loop.ph's work demonstrates how design can act as a linkage between decorative elements and the natural environment, that of Tsang Kin-wah attempts to combine the organic forces that underlie both nature and the human being. His juxtaposition of "bad" language and other textual material with elegant floral patterns – the text itself is often arranged in the form of flowers and plants swirling and running through the space – creates different layers of interpretation. In this case, the image is the embellishment, or the surface, while the text and the emotions it arouses are the fundamental.

Tsang explains: "It provides a space for the viewers to re-examine their reading and viewing habits, to decide whether they will look only at the surface, the outer space of an object or thing, or would rather take the time and make the effort to dig inside to the content and the inner space – in order to search for its entirety."

Treating public space as one large bulletin board certainly changes people's attitudes towards the space around them. Where Tsang's works are concerned, people can choose to spend their time reading it and trying to discover as much as they can from it, or they can simply choose to ignore its presence – and may even prefer its absence!

As he himself puts it: "It is about design helping to transform or alter an existing space or environment by being specifically based on the nature and characteristics of that space. The aim is not to make a space or an environment look nice, but to let viewers gain different experiences or meanings from it. It is about concepts, people, space and their relationships, rather than simply decoration."



I This page Interior design in Hong Kong and London (Black), Interior design for megArt Store (Blue) | **O**pposite page Chinese! It's Chinese exhibition (Red), Untitled, interior design for The Rom With a view gallery (Blue)