
MAKING NOISE IS OUT.
WE NEED TO BE HEARD.

www.noiseless-design.com

**NOISELESS
DESIGN**

Imagine a drill that inches forward with its every turn...

01

INVESTIGATION

we ask lots of question
to understand.

02

ARTICULATE

where we identify and
amplify the messages
to be communicated

03

EMOTE

the point where
we touches people

03

02

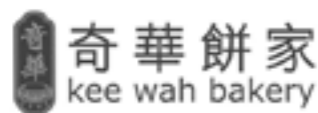
01



WE DO

Experience Design / Brand Development /
Campaign Design / Art Direction /
Motion Graphics / Retail Design / Web Design

OUR CLIENTS



Red Dot Award 2020 /

HKDA Global Design Awards 2018 / International Design Award 2018

Golden Pin Design Award 2017 / Golden Pin Design Award 2016 /

K-Design Award'15 / Golden Pin Design Award 2014 /

HKDC Design For Asia Award / HKDA Global Design Awards 2013 /

Yahoo! Big Idea Chair / 2008 The Kam Fan Awards

FEATURED PROJECTS



PROJECT NAME

618 SHANGHAI STREET

CLIENT

Urban Renewal Authority

DESIGN CONCEPT

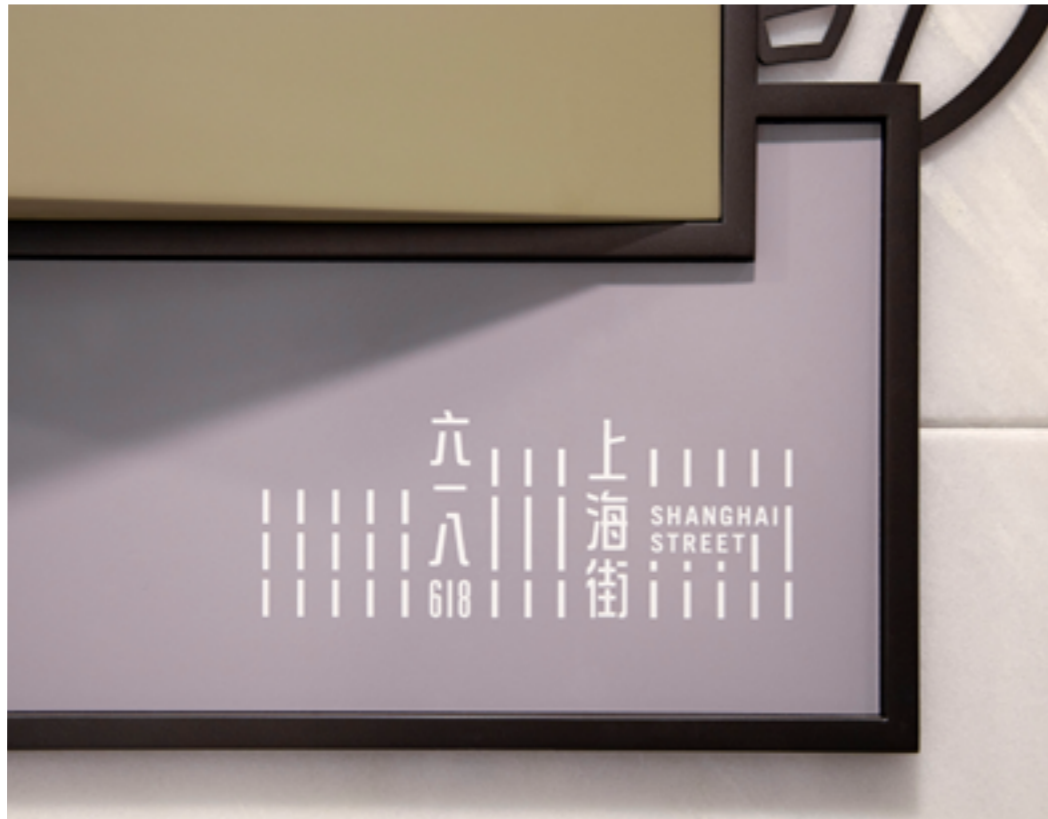
Located in the heart of Hong Kong city, there is a rare series of old buildings in Mong Kok escaped the fate of getting teared down and rebuilt into something else. Commissioned by Urban Renewal Authority (URA), this slab of the street is preserved and revitalised to become a mix of exhibition space and selected shops. Noiseless was very fortunate for being selected to design it's identity and signages, also some interesting AR installation that interacts with the wall paintings on site.

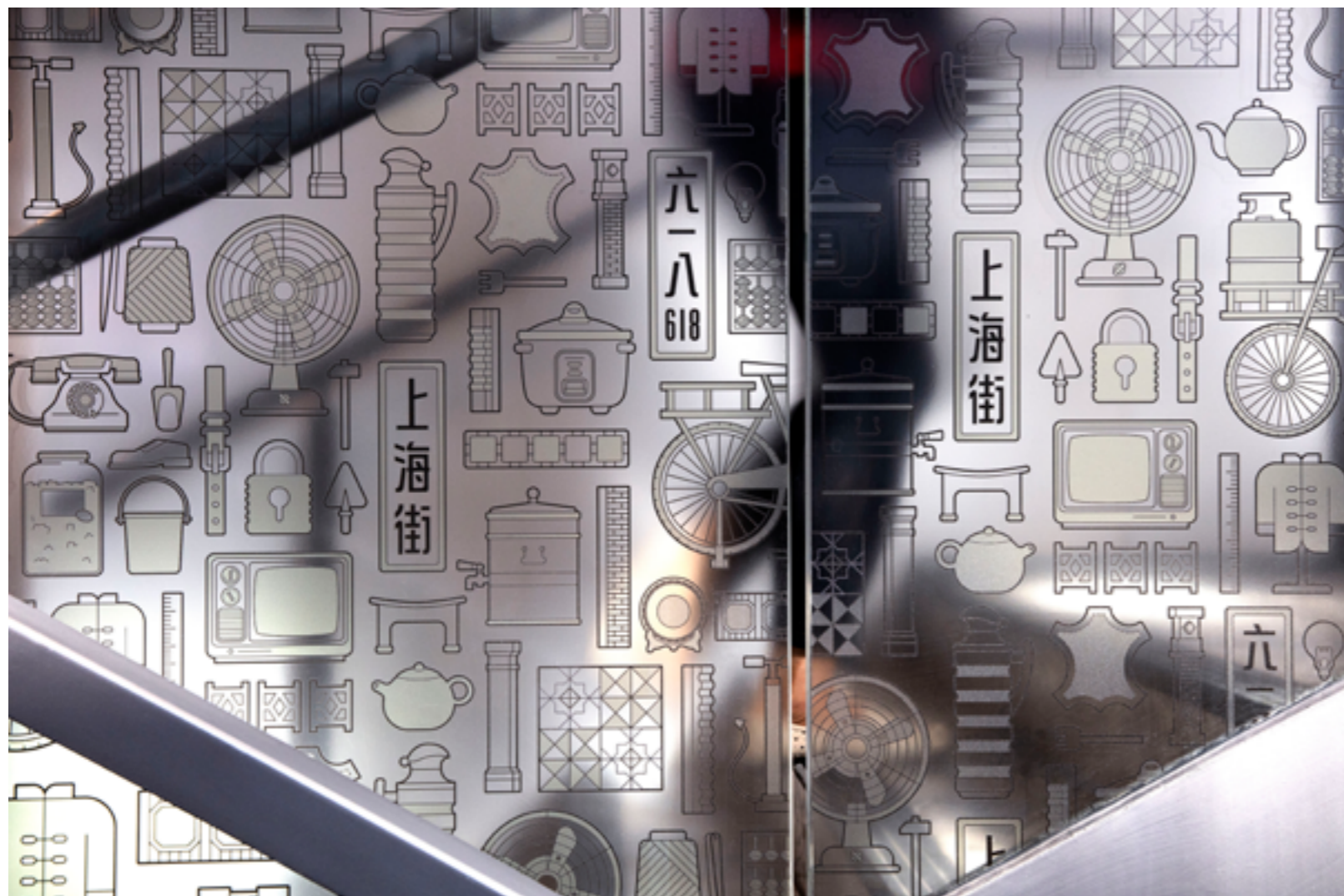


RED DOT AWARD: BRANDS & COMMUNICATION DESIGN 2020
Red Dot in Interface & User Experience Design



- 01 Glass Sticker Motif
- 02 Main Entrance in Shanghai Street
- 03 Back Entrance in Hong Lok Street





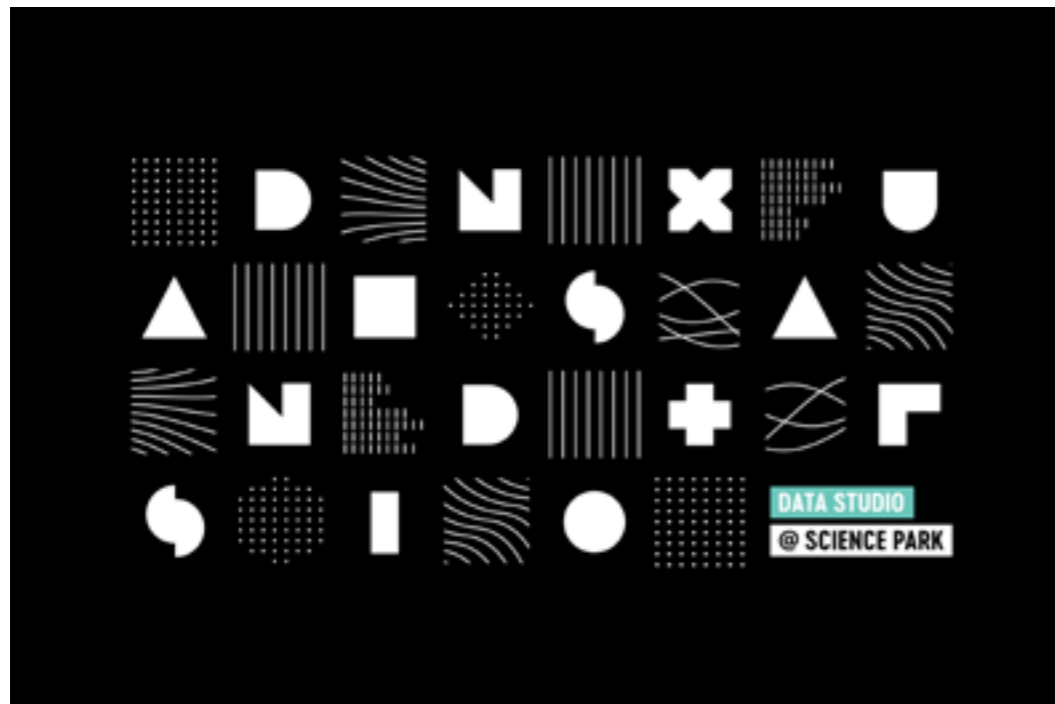


AR interactive experience



OPEN DATA STUDIO

DATA STUDIO @ SCIENCE PARK, HKSTP



PROJECT NAME

DATA STUDIO @ SCIENCE PARK

CLIENT
HKSTP

SHORT SUMMARY

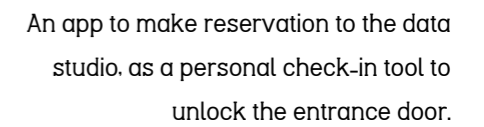
The Data Studio, located in HKSTP, is a new data-driven innovation center with a mission to encourage and stimulate the development of solutions to generate economic and social value from open data and big data. We are invited to join the curation of an exhibition on Open Data.



HKDA GLOBAL DESIGN AWARDS 2018
Digital Installation - Bronze



INTERNATIONAL DESIGN AWARD 2018
Bronze



CUBIC WALL SHOWING REAL-TIME DATA

MINUTES
88 40 59
HONG KONG TIME

TRAVEL FROM
HONG KONG
TO
CANTON

483

13 19 14

6,167
BASTIAN, HONGKONG
HONGKONG IN HONG KONG

23,771.00
14 Mar, 2:42 PM HK
HONG KONG
HONG SENG INDEX

INTERNET DATA
189,417,600
GIGABYTES OF DATA

ROAD WHICH WAS CLOSED
DUE TO TRAFFIC ACCIDENT
RE-OPENED TO ALL TRAFFIC
TRAFFIC QUEUE TAKES TIME
TO

SPECIAL TRAFFIC N
14 Mar, 11:55

ECOMMERCE IN CHINA
THE PROPORTION OF ONLINE SHOPPING
TOTAL RETAIL SALES OF CONSUMER GOODS
(BILLION)
2011 2012 2013 2014 2015
16.52 25.05 24.53 27.13 30.09

38 AIRPLANES
FLYING AROUND
HONG KONG

HONG KONG HOURLY
TEMPERATURE
20°C

CURRENT
VESSELS

42,094
VEHICLES
CROSSED THE
HONG KONG-CHINA
CROSS BORDER

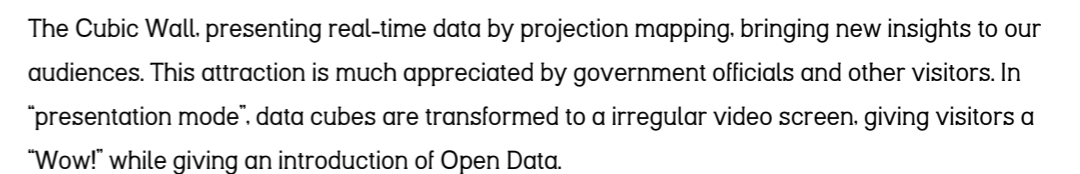
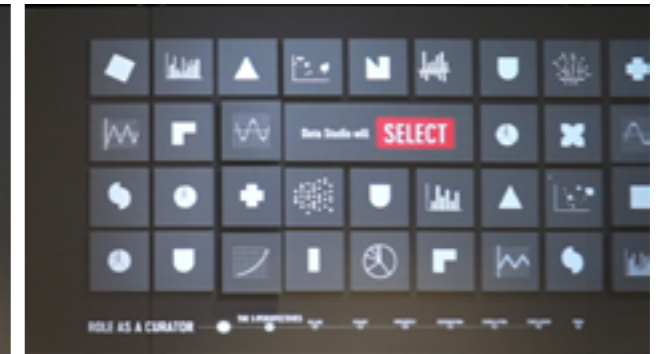
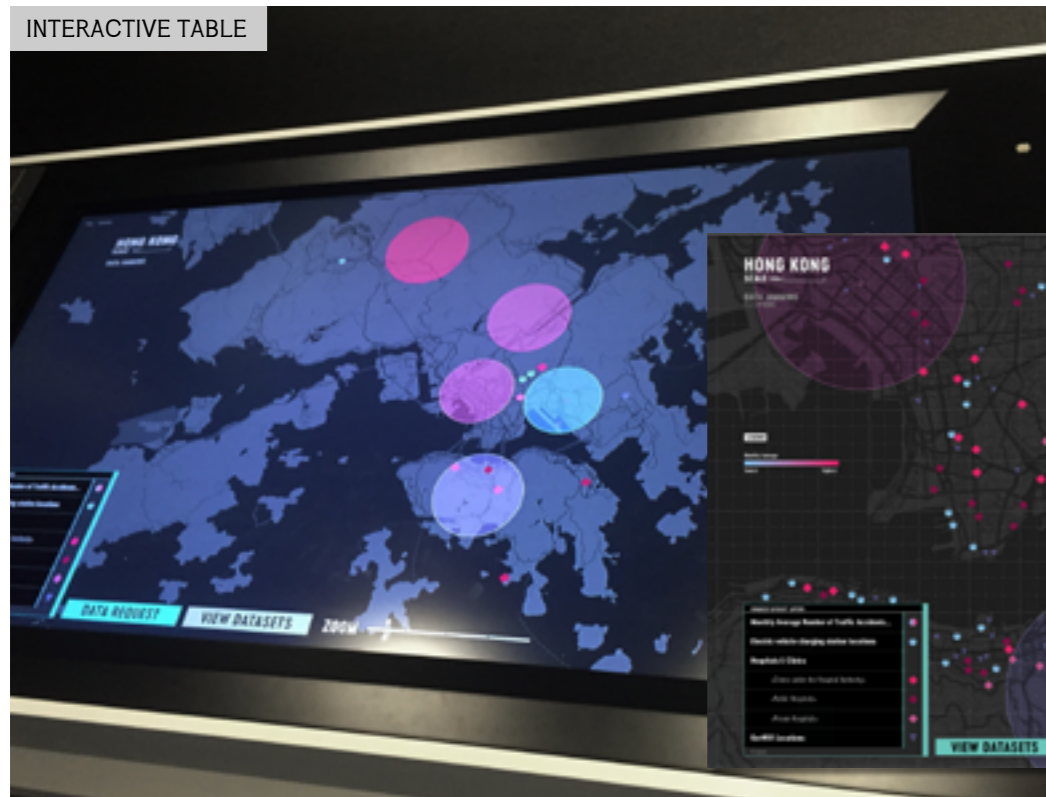


EXHIBIT WALL



There is another projection mapping exhibit, the Exhibit Wall, lets visitors select contents with an invisible touch bar. We have created a series of motion graphics, explaining the concepts with real-world cases, and presenting them with infographics. There are virtual square grids which we created to blend in and interact with the actual square panels on the wall.

INTERACTIVE TABLE



On-screen Layout



Other interactive exhibit, the Interactive Table, is well-designed for programmers and data providers, to browse through data libraries. We have created the user interface for the table, trying to present boring datas in a cool way, encouraging visitors to discover more in the process of data jamming.



T MARK DIAMOND EXPERIENCE ZONE

TSIM SHA TSUI STORE. CHOW TAI FOOK HONG KONG



PROJECT NAME

T MARK Experience Zone

CLIENT

Chow Tai Fook Hong Kong

SHORT SUMMARY

T mark is a new diamond standard set by the leading jeweller, Chow Tai Fook. Apart from the typical retail service, we are invited to create a experience zone to introduce the innovations of T mark diamond. Exhibits in special forms, such as hologram, irreguar long screens, are used to show special contexts to customers, arousing their interest on knowing this T mark brand.

INTERACTIVE TABLE



A long interactive table allows visitors to learn about the process of a T-mark diamond creation. Visitors can match with their perfect diamond by inputting personal info via their mobile device.

HOW TO INTERACT WITH THE TABLE?

01 - Fill in your basic info



02 - Calculate your Numerology



03 - Result display on interactive table



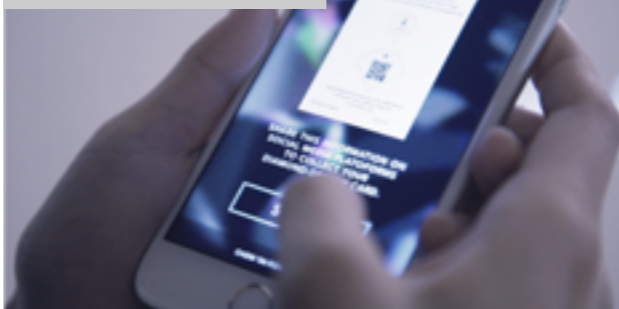
04 - Choose your ideal diamond



05 - Touch to view more info



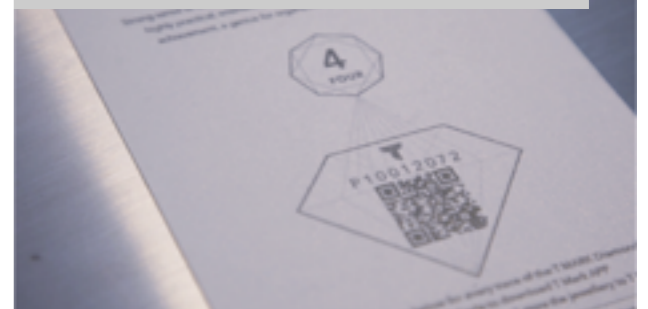
06 - Share on Social Media



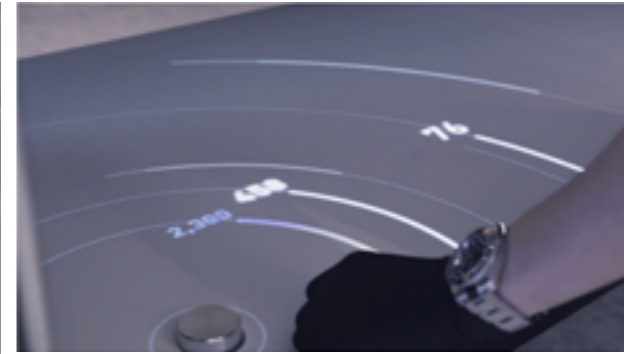
07 - Get your diamond-destiny card



08 - A printout for your diamond-pairing experience



ANOTHER INTERACTIVE TABLE



Using a knob to control the "zoom-in" level, to learn more about T-mark diamonds in an interactive way.

HOLOGRAM



By looking through a hologram, watching motion graphics nicely interact with an actual T-mark diamond.
Using special ways to display a diamond helps surprise visitors.

The background of the image is a gallery wall covered with numerous framed items. The most prominent is a large, ornate gold frame containing a black and white photograph of a grand building with a dome and classical columns. To its right is a smaller frame with a street sign that reads 'La Salle Road' and '喇沙利道'. Below the large frame is another one with the word 'ADVENT' visible. To the left of the large frame is a smaller frame containing handwritten text. To the right of the large frame is another large frame showing a modern building. Below this are two small square frames side-by-side, and further right is a vertical rectangular frame. The overall lighting is warm and focused on the exhibits.

80TH ANNIVERSARY HERITAGE EXHIBITION

LA SALLE COLLEGE



PROJECT NAME

80th Anniversary Heritage Exhibition

CLIENT

La Salle College

SHORT SUMMARY

A momentous 80th Anniversary of La Salle College welcomes participants to join this great celebration by the heritage exhibition. The exhibition featured with an interactive Photowall, a 40 feet "Motion History", projection mapping entrance deco, mini theatre and lenticular backdrop. All of these led to a culturally rich, multi sensory experience.

We have converted a dark corridor to a heritage exhibition that consists of a 50-feet long projection, and an interactive photowall powered by AR.



www.youtube.com/watch?v=6eWBJ-QoSNo



HKDC DESIGN FOR ASIA AWARD
Communication Design: Interactive/Digital Media - Silver
GOLDEN PIN DESIGN AWARD 2014
Visual Communication - Selected

K-DESIGN AWARD' 15
Communication - Winner



What we can normally see on the interactive photo wall is a beautiful collage of historical pictures. Visitors can discover much more through their mobile devices by Augmented Reality. One can see images, audio recordings, 3D computer graphics from the customized app. While driven by curiosity, visitors naturally move from one exhibit to another, hoping to unlock every single content.

ARTRIUM

周大福藝堂

CHANGSHA STORE & SHANGHAI STORE, CHOW TAI FOOK CHINA





PROJECT NAME

ARTRIUM

CLIENT

Chow Tai Fook China

DESIGN CONCEPT

Artrium - Sharing the artisanship of fine jewellery to Asia

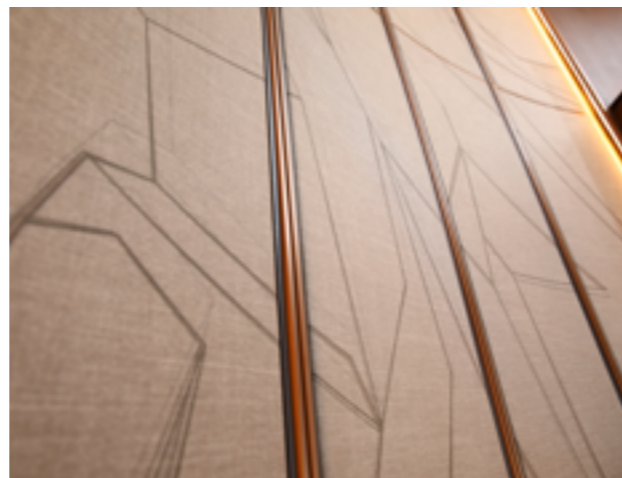
As the industry leader in Asia, CTF aspires to foster insightful conversations to their local shoppers not only by conventional salesmanship, but a more sophisticated, educational approach.

Together with the client taskforce, we have created a new mode of retail focusing on sharing - sharing stories behind the jewellery and its craftsmanship, and sharing shoppers' idea too.



RED DOT AWARD: BRANDS & COMMUNICATION DESIGN 2020
Red Dot in Retail Design - Visual Merchandising

NOISELESS DESIGN



Art + Atrium = Space for Sharing

Atriums are where sunlight and fresh air runs free within an architecture. in the process of naming the top tier CTF Retail brand. we borrowed this idea to signify its mission to let art flows freely into everyone's life. to make space for everyone to enjoy. and to discuss about the art of jewellery.



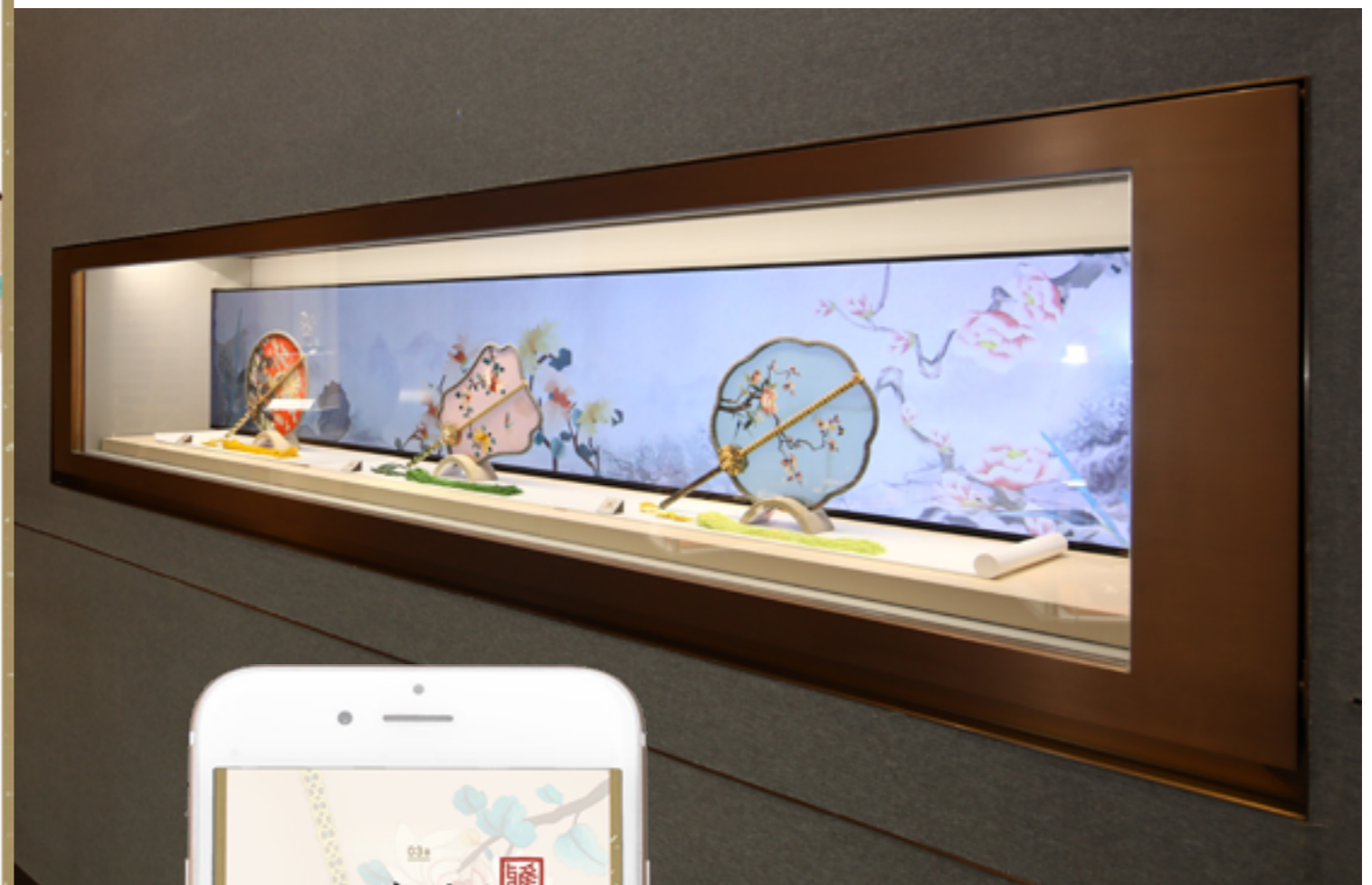
< 返回 微博正文 ...

周大福 8-11 12:22

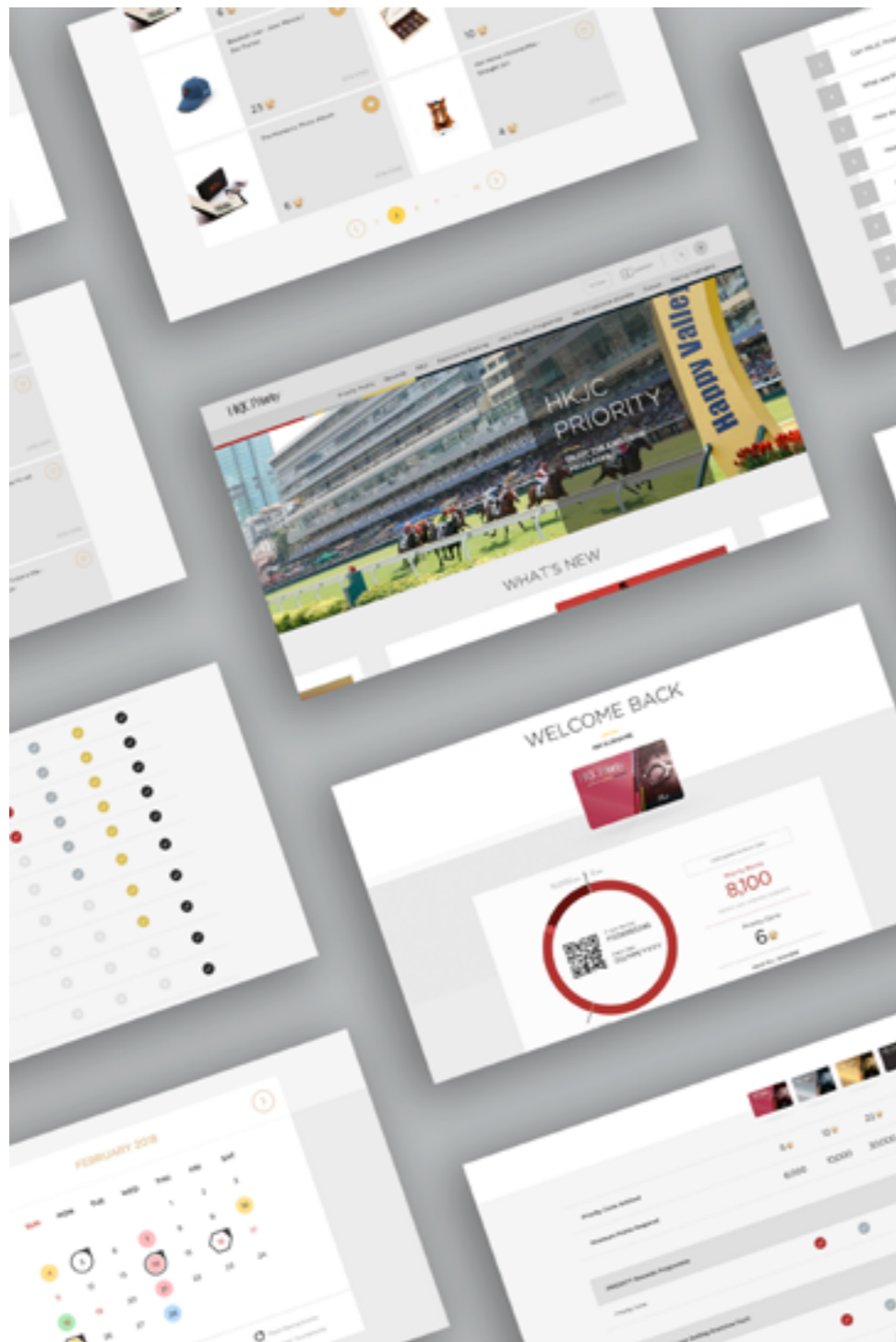
#首家ARTRIUM周大福藝堂正式亮相#

8月11日，ARTRIUM周大福藝堂作为周大福珠宝集团旗下的高端珠宝品牌，在长沙IFS正式开业。ARTRIUM周大福藝堂，植根于珠宝艺术，秉承自百年工艺，将以全新的概念与形象，跻身顶级珠宝品牌，为中国高端市场注入个性与艺术素质。

转发 评论 赞

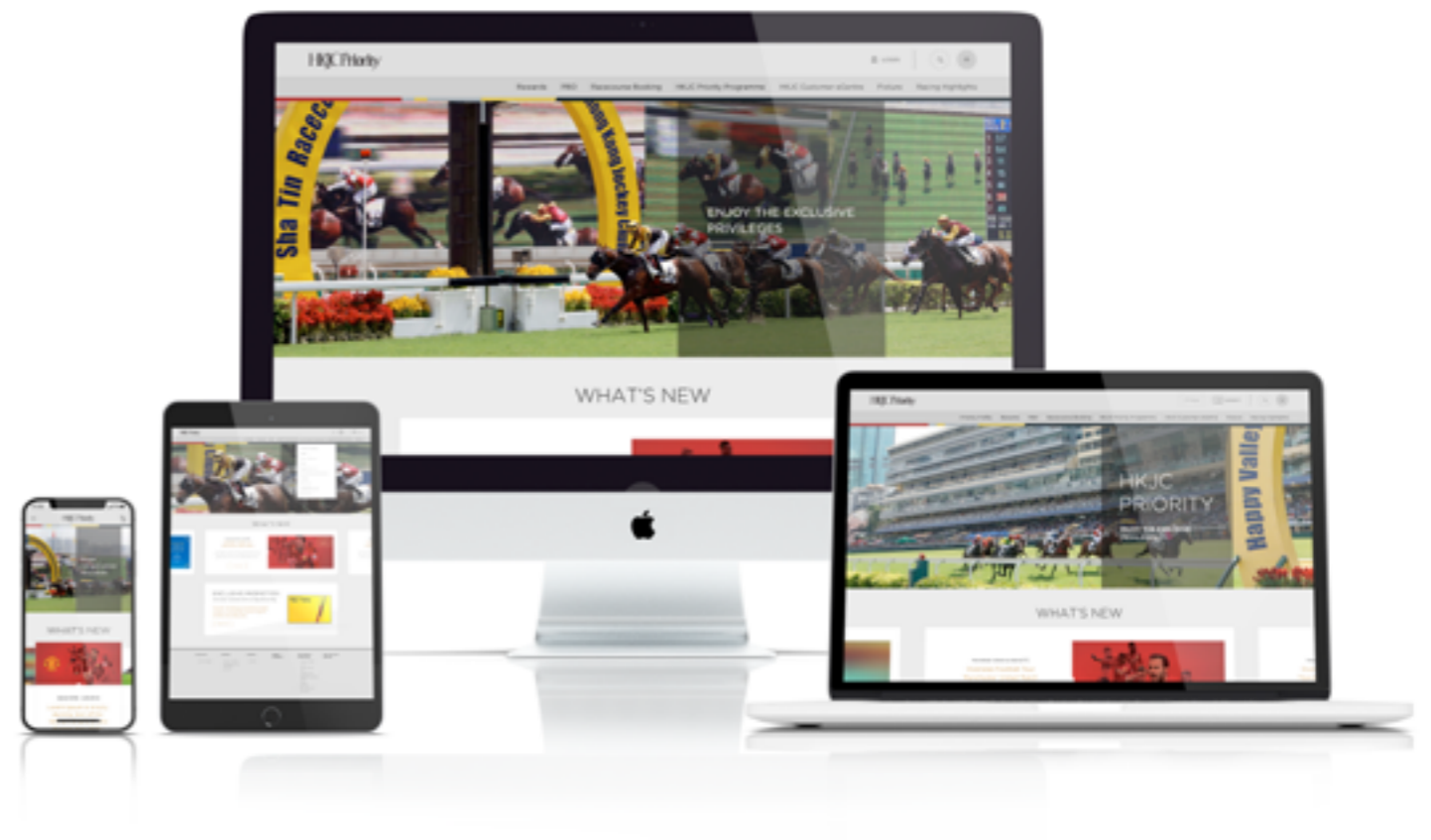


A substantial portion is dedicated to enable mini exhibitions, where hand picked collection of fine jewellery are curated with rich lores through tactile and digital means.



HKJC Priority

香港賽馬會「優越」客戶



PROJECT NAME

PRIORITY CARD Website Revamp

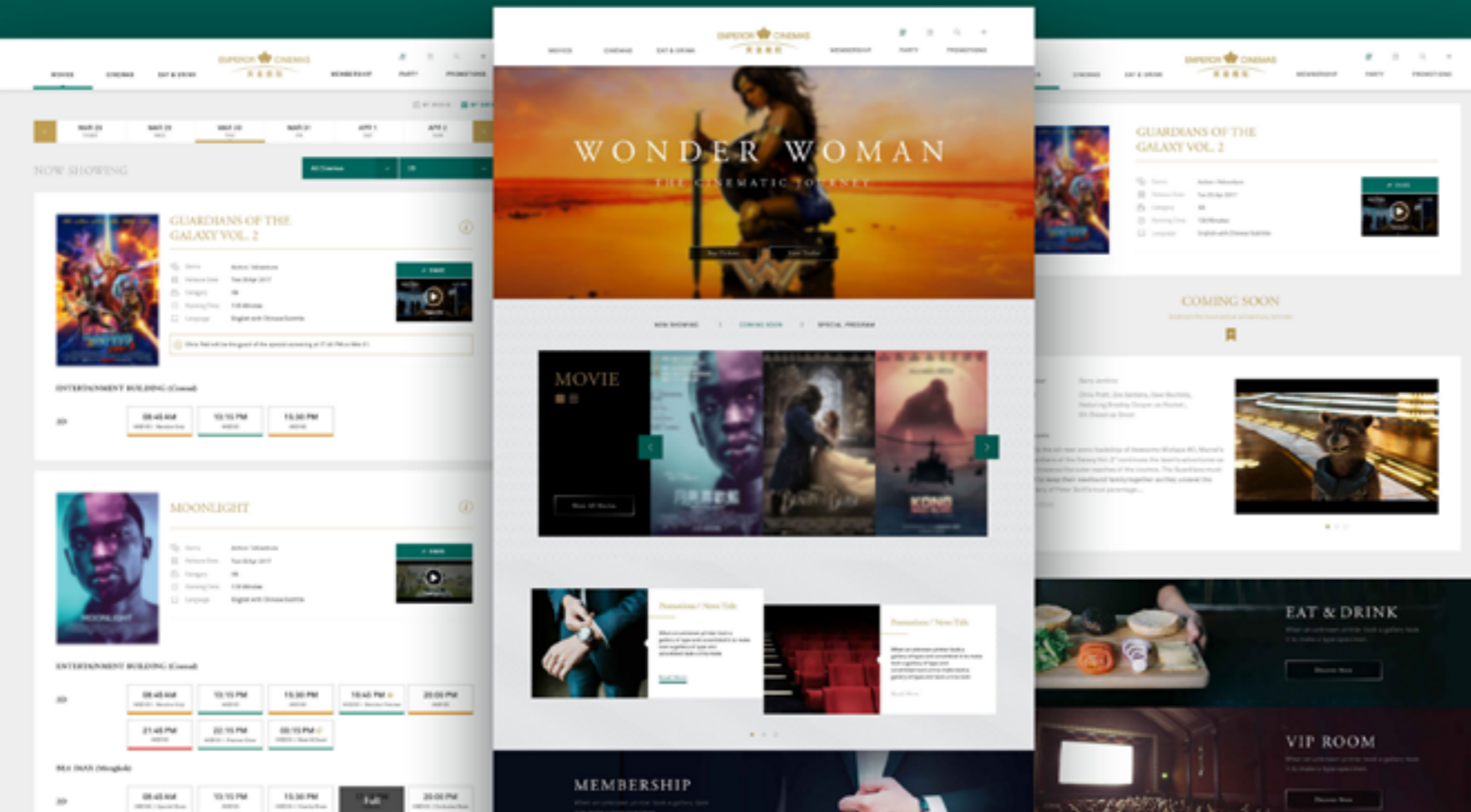
CLIENT

Hong Kong Jockey Club

NOISELESS DESIGN

EMPEROR CINEMAS

英皇戲院



PROJECT NAME

EMPEROR
CINEMAS

CLIENT

Emperor Cinema

DESIGN CONCEPT

TAILOR FOR THE ELITES - EMPC Debuted their first Hong Kong cinema in the heart of Central, a location rich of culture, fine food, and nightlife, apart from its financial success. In the last century, the same location has housed another cinema which is a fond memory for many.

Unlike usual cinemas nor entertainment businesses alike, that tries to appeal to all, we were asked to craft an identity system with a high level of exclusivity that the classy elites could associate with. To answer this brief we have decided to follow the subtlety of the old rich, with a slight touch of colonial Hong Kong, as a nod to the preceding cinema of last century.



HKDA GLOBAL DESIGN AWARDS 2018
Consumer and Promotional Website - Excellence

NOISELESS DESIGN



CHAPTER

1

FOOD — REVOLUTION —



CHAPTER

2

THE GUARDIANS OF — OUR HOUSES —



CHAPTER

3

EMPEROR CINEMAS — INSIDE OUT —

英皇戲院的大堂、走廊及戲院，在整體上融為不可分
The foyer, corridors and theatres are indistinctly connected inside Emperor Cinemas



CHAPTER

4

CHILL OUT AT EMPEROR CINEMAS



Policy Trailer (Collaborated with Yu+co Lab)



PROJECT NAME

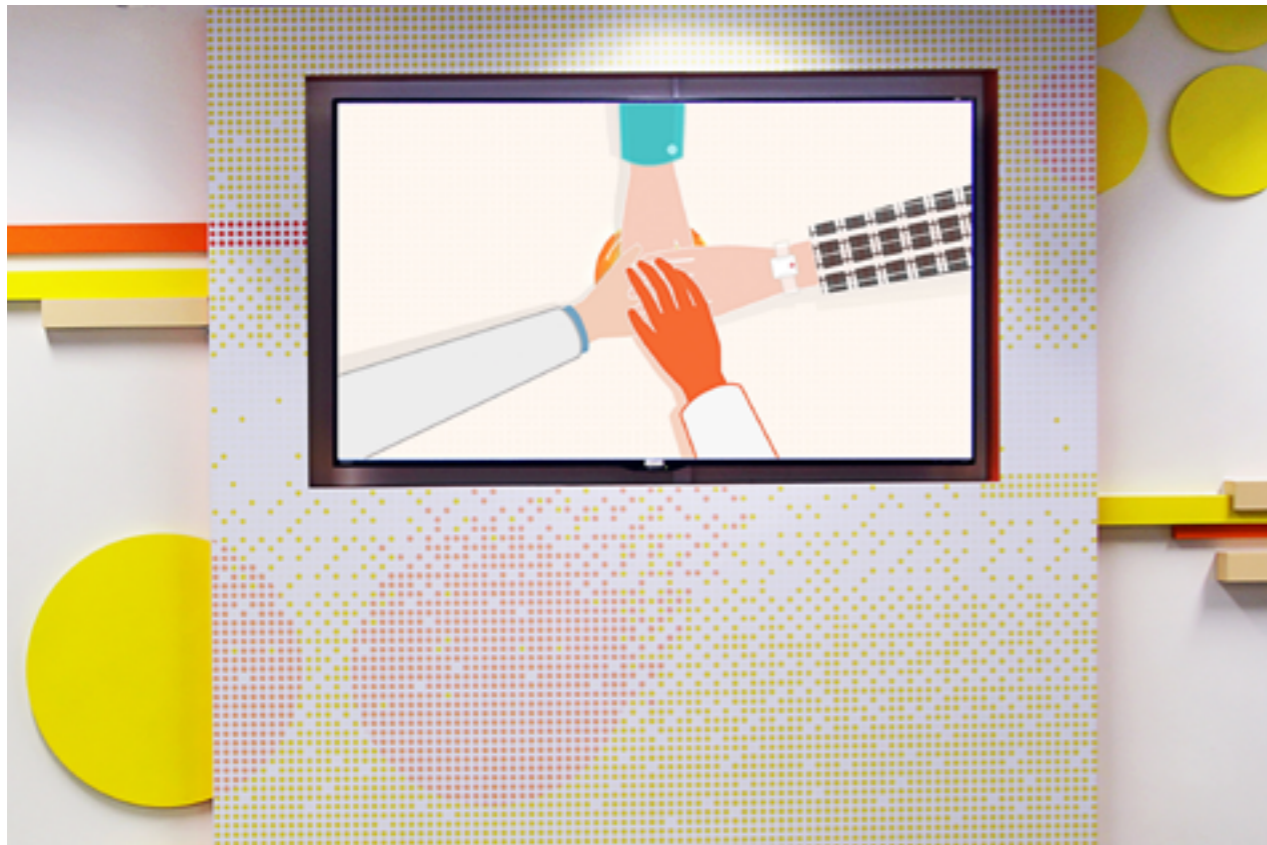
I.T INNOVATION CENTRE

CLIENT

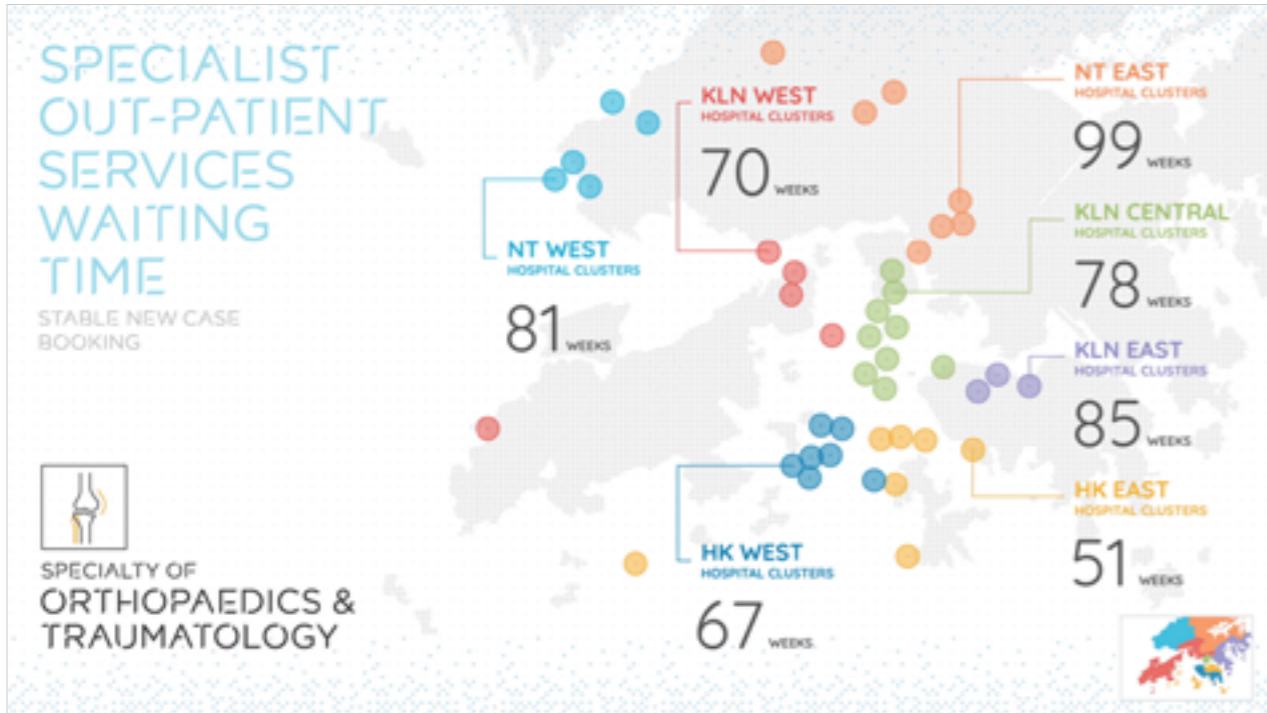
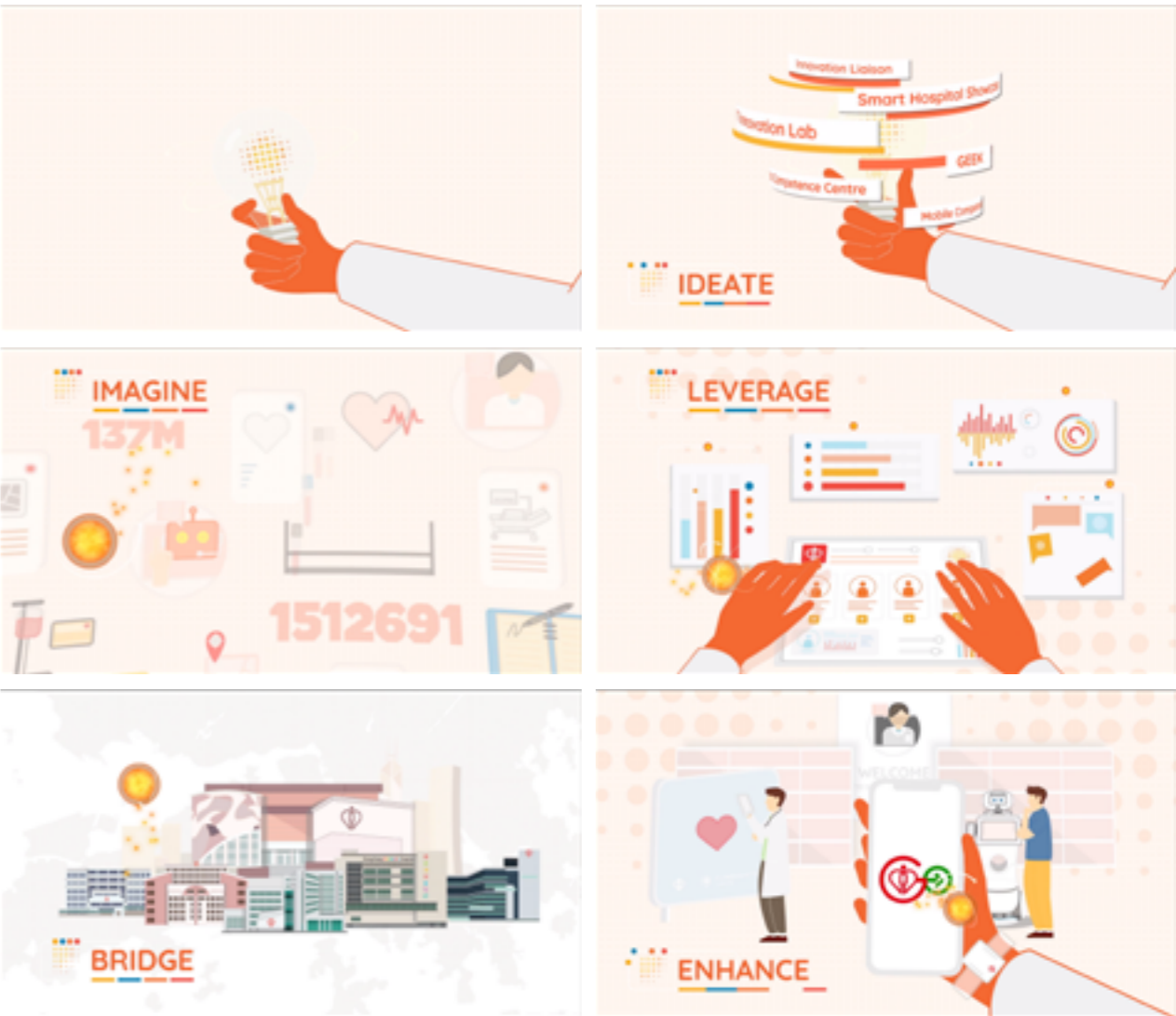
Hospital Authority

NOISELESS DESIGN

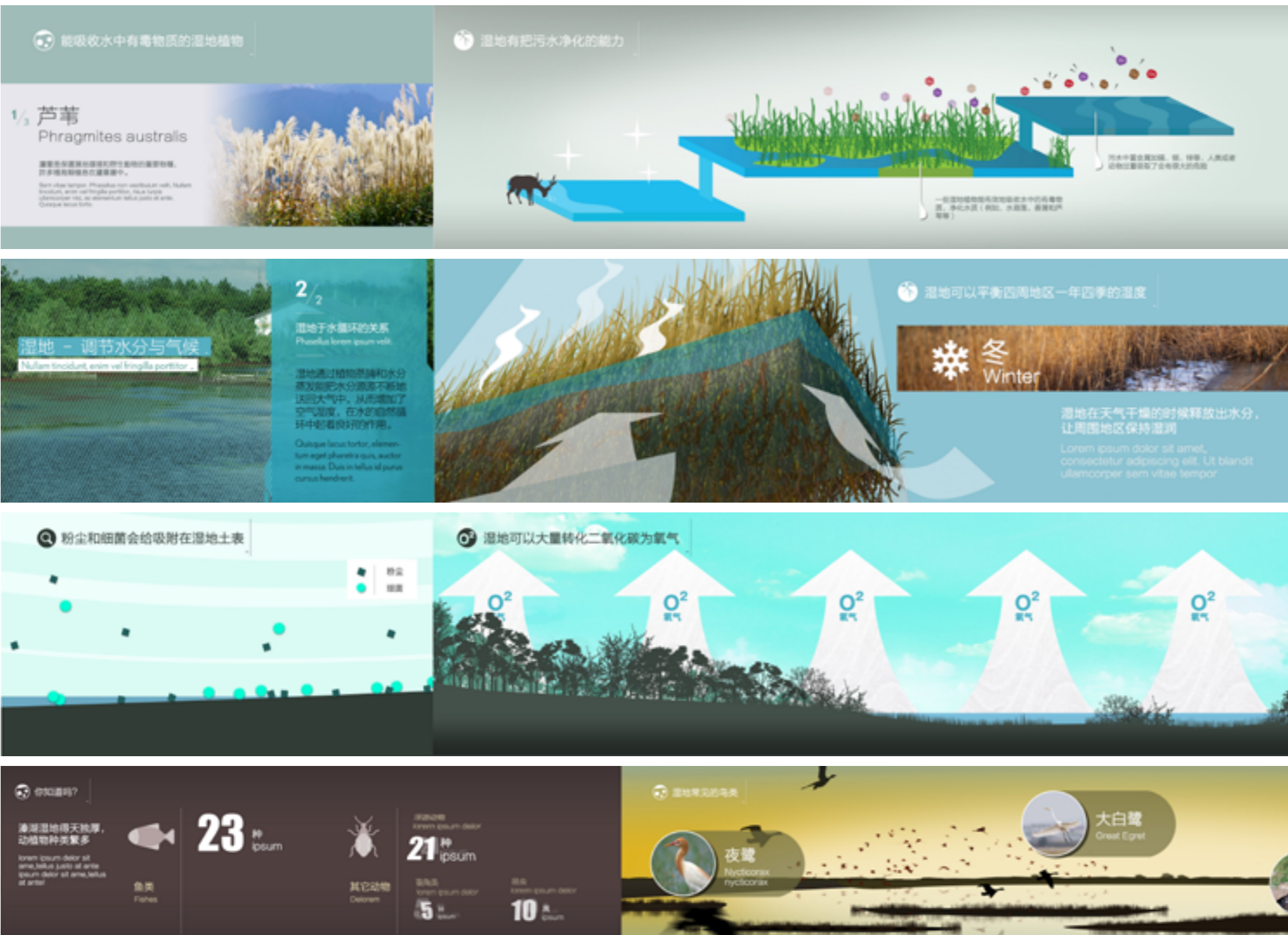




Explainer Introductory Video of the HA Innovation Centre



Interactive Installation visualising real time data correlated with hospital locations



PROJECT NAME

QINHU WETLAND PARK

Exhibition Content

CLIENT

Qinhu Wetland Park



PROJECT NAME

HKBU SCHOOL OF COMMUNICATION

Animated Christmas Greetings

CLIENT

HKBU School of Communication



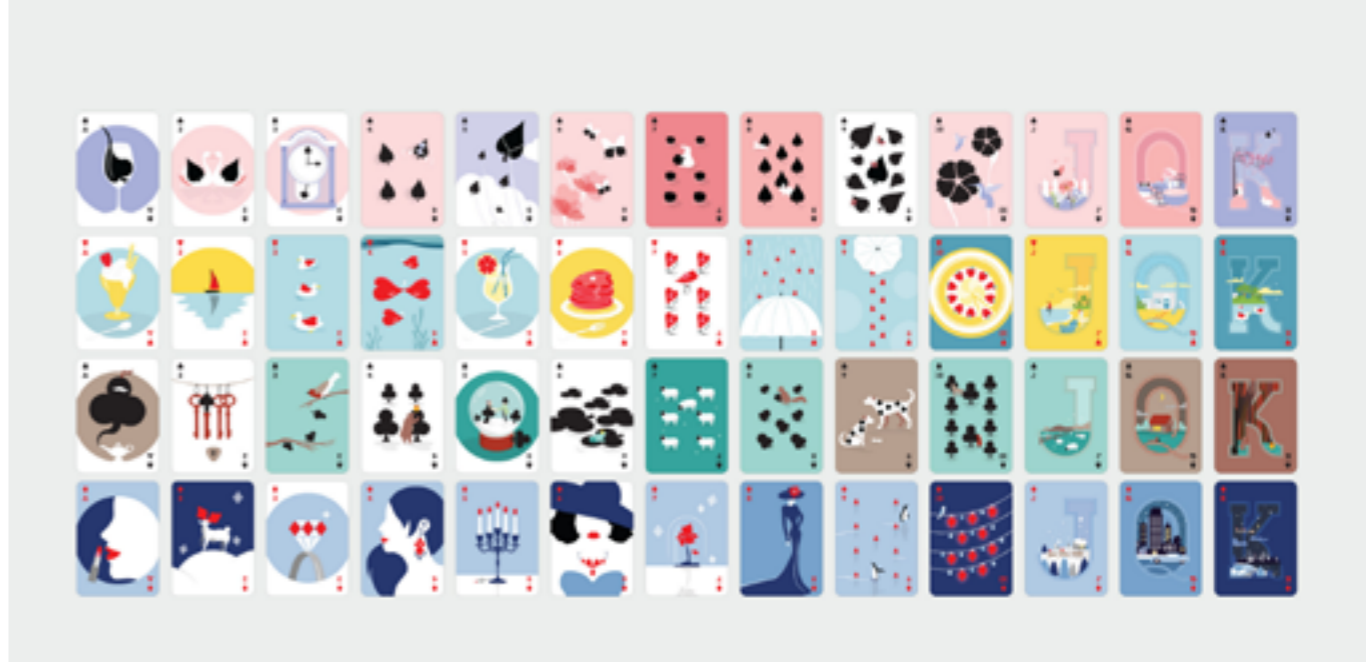
PROJECT NAME

HKBU SCHOOL OF COMMUNICATION
50th Anniversary

CLIENT

HKBU School of Communication

NOISELESS DESIGN



PROJECT NAME

CHOW TAI FOOK 小心意

CLIENT

Chow Tai Fook China

DESIGN CONCEPT

The name "Siu Sum Yee" in Chinese represents a little gift and appreciation. The jewellery is targeting young girls, for daily mix & match, for all kinds of occasions. A theme of poker is suggested, as the hidden meaning of the four suits is directly related to the four seasons. Products are categorized into four seasons, in order to match the four suits in poker with four different styles and characteristics.

We have created a package together with a random poker card as a collectable souvenir, to arouse female customer's interest, encourage girls to buy as gifts for their besties, or as a reward for herself.



GOLDEN PIN DESIGN AWARD 2016
Visual Communication Design

02



01



03



01 Packaging design with special gift - an illustration poker by Zoie Lam X Noiseless Design

02 Minisite for promotional event in mobile

03 In-store display showcase



klingsling

klingsling

Duo & Trio

klingsling

Soda



PROJECT NAME

KlingKling
Collection

CLIENT

Chow Tai Fook Experience

DESIGN CONCEPT

LOOK GOOD. SOUND GOOD. FEEL GOOD - Kling Kling is our favourite project despite its lesser exposure because of how complete it is as a brand building project - from naming, to visuals, packaging, and displays. We have worked closely in conjunction with the client team that the product line up was still in developmental stage. To communicate to young working class females who enjoy socialising, we came up with the name "Kling Kling" that resembles glass toasting and clinking, and doubles as the jewellery pieces clinks. Started from there, we have designed a full range of peripherals inspired by our favourite cocktails, and remained sober till its completed.



01 KlingKling: Duo & Trio - In-store display showcase



02



03

03 KlingKling: Soda - In-store display showcase



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