

NOISELESS DESIGN

www.noiseless-design.com

HELLO!



Noiseless is a multidisciplinary communication design agency. Established in 2011, we have grown to about 20 teammates across 3 locations. We have been awarded globally in Hong Kong, Taiwan, Korea, America, and Germany.

Utilising a strong graphic design background, we fully embrace technology and new media, making us unique. Our works span across tactile print designs, through to sophisticated experience-rich master plans.

A Quick Glance of Our Clientele

We don't work for clients,
We work with them as
partners.

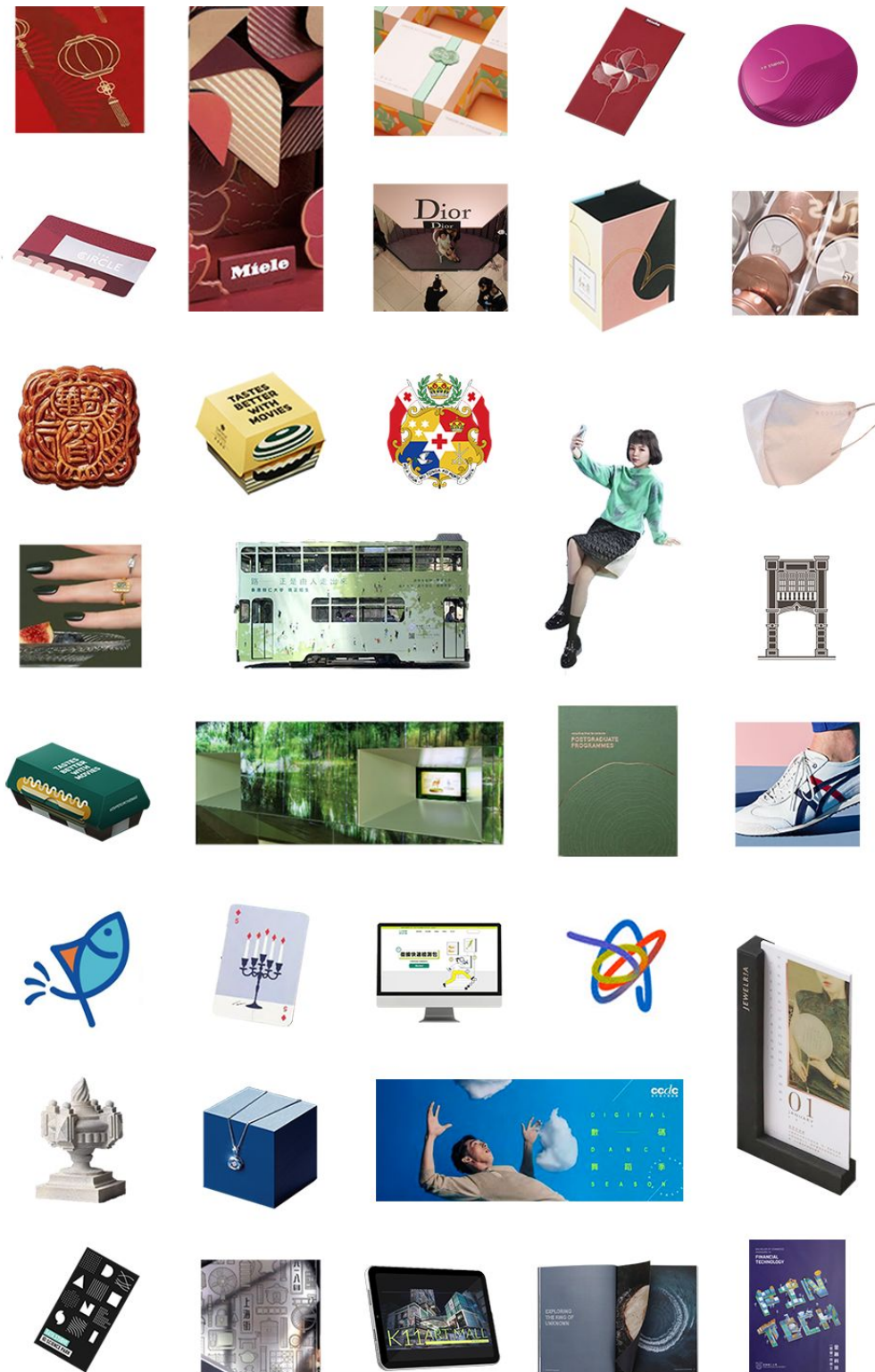
Trust is the secret ingredient
to our success.



We deliver clear messages in a noisy world through a range of tailored solutions.

**Multidisciplinary in action.
To name a few of our deliverables..**

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



Project Highlights

A Dynamic Fusion: Bridging Hong Kong's Historical Roots and Modern Innovations

Located in the heart of Hong Kong city, there is a rare series of old buildings in Mong Kok that escaped the fate of getting torn down and rebuilt into something else. Commissioned by the Urban Renewal Authority (URA), this street slab is preserved and revitalised to become a mix of exhibition space and select shops.

Noiseless was very fortunate to design its identity, signages, and digital installations that interact with the wall murals.

Project

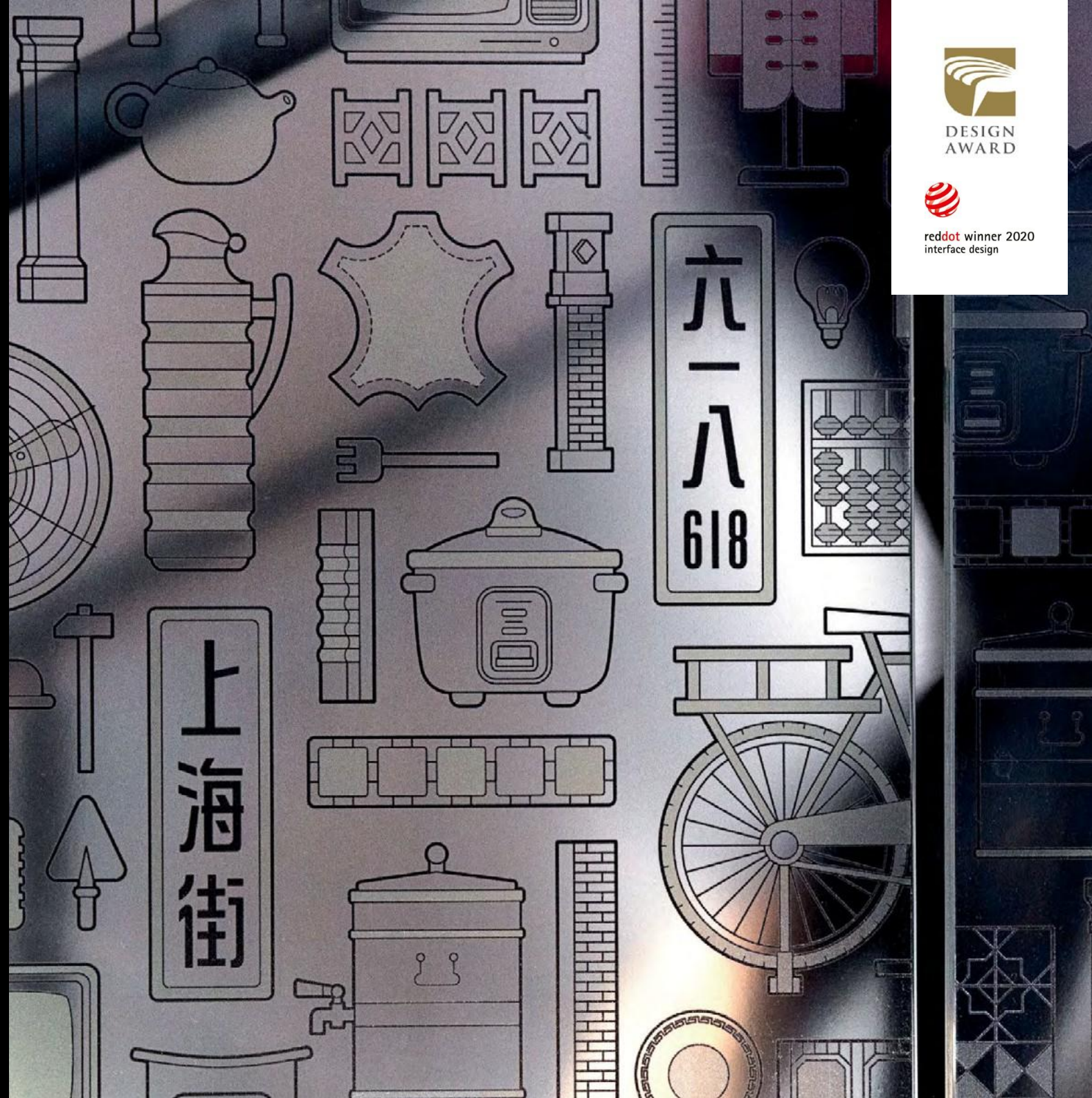
618 SHANGHAI STREET

Client

Urban Renewal Authority

Brand Design Wayfinding Design

Interactive Experience



reddot winner 2020
interface design

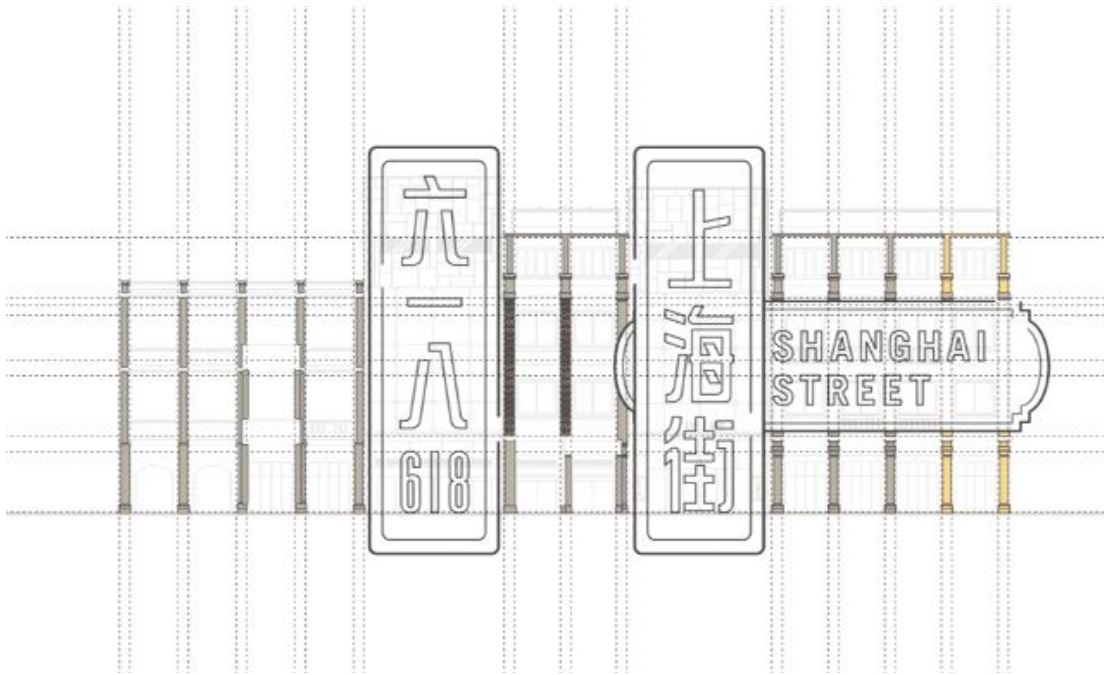
618 上海街

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上海街

上海街





For the **Visual Identity** of this revitalisation project, we wanted to combine the location's history and characteristics to forge a memorable icon for locals and tourists. Unlike most of the preserved historical buildings in Hong Kong, which are prominently colonial-style buildings for the officials or the wealthy, Shanghai Street has been a place solely for the grassroots since its establishment;



and the style of these tenement buildings is called "Tonglau". Using a number of stylised columns in the logo, we aim to invoke a resemblance of the "Tonglau" building style. Not only are these columns visually prominent on these buildings' façades, they are also structurally important as they form colonnades that support the buildings.







[Video Demo](#)



Unpacking Potential: A Fresh Approach to Social Solutions

The brand is elevated through a commercial approach to community branding, showcasing the unique potential of disabled learners. This strategy creates impactful narratives that resonate with a wider audience, ultimately enhancing brand value.

Project

co.at HANDCRAFT CHOCOLATE

Client

Christian Family Service Centre
Headquarters (C.F.S.C)

Brand Design

Packaging Design





CO.AT

Project Background

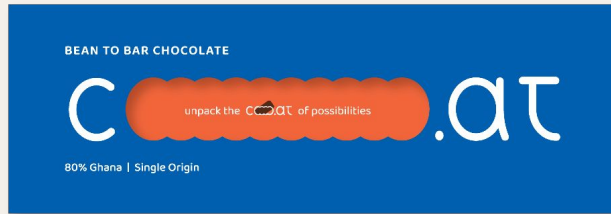
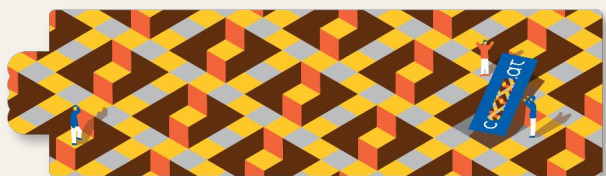
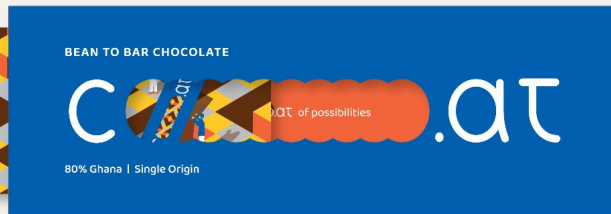
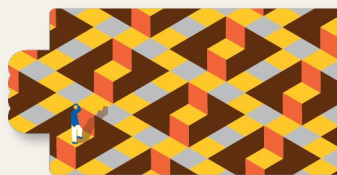
"co.at" is the first handmade chocolate brand established by the Service Unit of Christian Family Service Centre. The brand not only focuses on commercial profit but also carries an important social mission - providing employment training platforms for people with disabilities to help them become self-reliant. Students are involved in the entire process of chocolate making, from handling cocoa beans to crafting high-quality handmade chocolates.

The brand name, CO.AT, is inspired by the concept of the outer layer of bonbon chocolates.

unpack the CO.AT of possibilities

CO.AT

CO.AT





Visualizing Open Data: Inspiring Innovation through Engaging Content

Open Data has emerged as a transformative concept in recent years, yet its potential remains largely untapped. As pioneers in this space, we translated complex data into visually appealing and easily understandable content to inspire the innovators and the public to leverage Open Data in their innovative approaches.

By creating a comfortable environment that fostered inspiration and ideation, we designed a transformable space to allow an exhibition set into an engaging, collaborative environment, allowing exploration of the possibilities of Open Data at their own pace.

Project

DATA STUDIO

Client

Hong Kong Science Park, HKSTP

Identity Design

Spatial Design

UI & UX

Interactive Experience

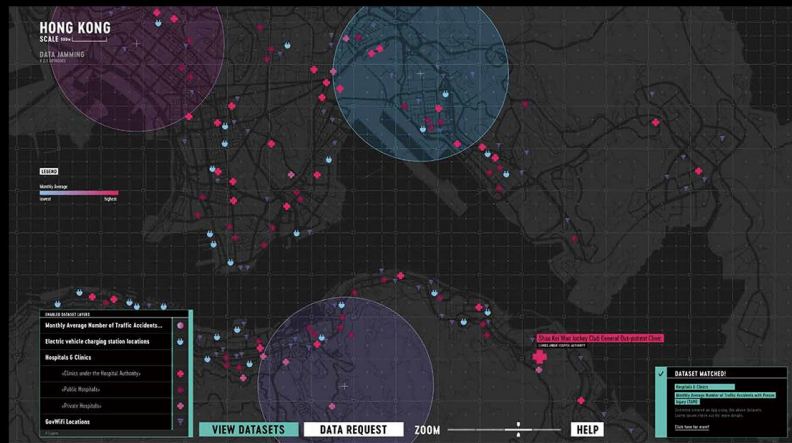


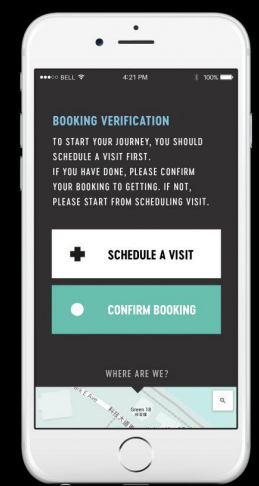
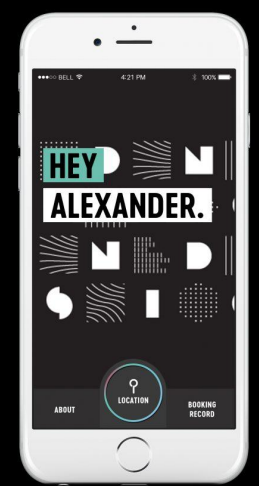
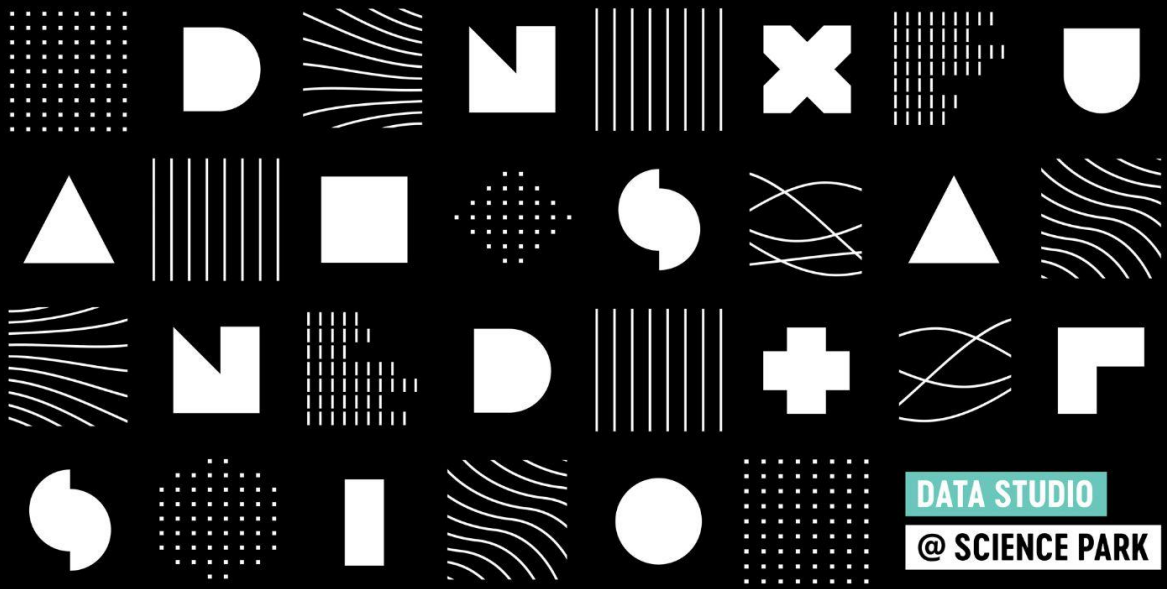
Asia-Pacific Design

亞太設計年鑒
アジア太平洋デザイン



[Play Video](#)
→







reddot winner 2020

Sharing the artisanship of fine jewellery to Asia

High-end jewelry is not merely a product but a work of art, deserving of an immersive experience. In our collaboration with Chow Tai Fook, we applied this concept across every touchpoint—from naming to retail design—to create a seamless journey celebrating the brand's exceptional craftsmanship. By elevating the customer experience, we transformed the act of purchasing fine jewelry into an opportunity to appreciate and value the artistry behind each piece.

Project

ARTRIUM 周大福藝堂

Client

Chow Tai Fook Jewellery Group

Identity Design

Retail Design

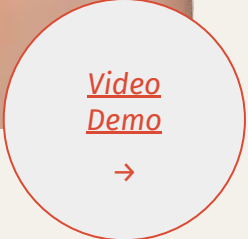
Naming

Interactive Experience









First Virtual KOL for the Banking Industry in Hong Kong

The rise of Virtual Key Opinion Leaders (VKOLs) is transforming global marketing by blending creativity and authenticity. These AI-driven influencers engage tech-savvy consumers, particularly Gen Z, while offering brands controlled messaging and innovative interactions. As technology evolves, Virtual KOLs will redefine audience engagement and drive meaningful connections in the digital landscape.

Project

PROJECT HAZEL

Client

Hang Seng Bank Limited

Character Design

Activation

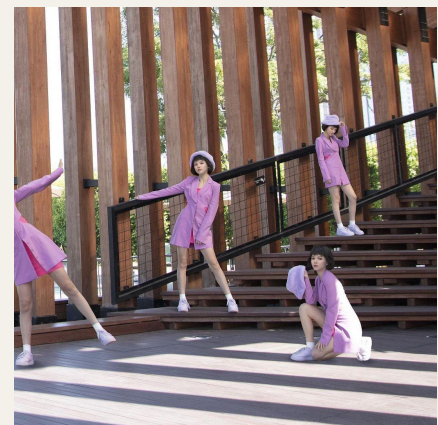
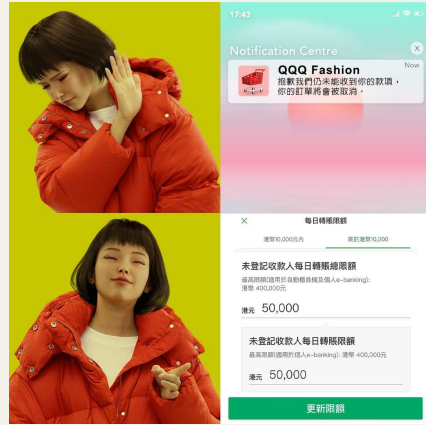
Naming

Campaign Design





[Play TVC](#)
→





From Medical Device to Fashion Accessory: Spreading Positivity in Uncertain Times

In response to the pandemic, the demand for surgical masks surged. Our client, a leading supplier in the medical sector, sought to expand into non-medical lifestyle products. We rebranded their offerings as fashionable essentials that prioritize quality of life while conveying a message of optimism.

By doing so, we aimed to resonate with consumers and enhance the appeal of masks as stylish, everyday items. In uncertain times, positive messages resonate more with the public, making our approach even more impactful.

Project

NOD NOD

Client

Action Medical Sundries Ltd.

Brand Design

Packaging Design

Naming

Booth Design

Animation





3D 摺疊防護口罩

A NOD FOR A NEW DAY



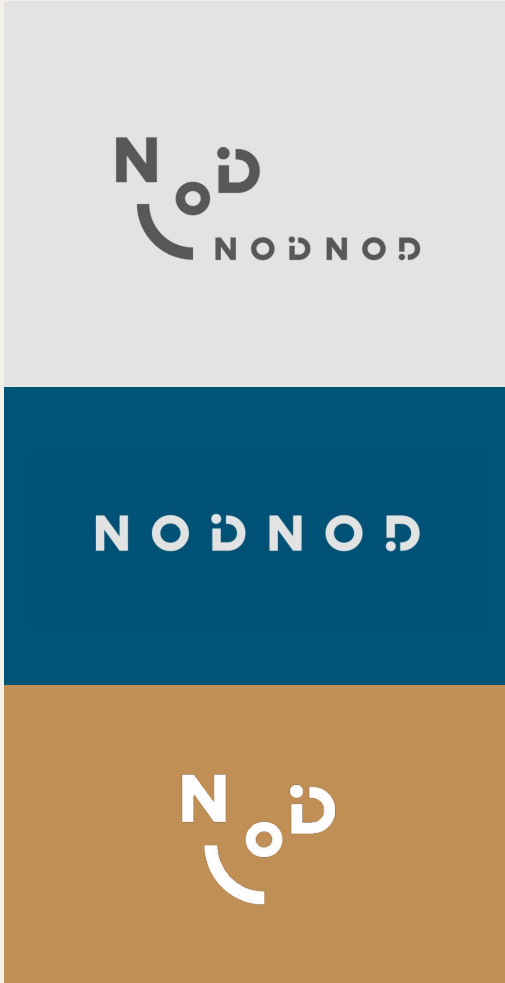
[SUNSHINE]



NODNOD

@ nodandsayhello

nodandsayhello.com





Brand
Video
→

Transforming Narratives: Bridging the Past & Present

In 2012, we explored a digital way to present and exhibit La Salle College's heritage using AR technologies. Combined with a massive 50-foot projection wall, we created a dazzling and thought-provoking tapestry of history.

10 years later, we went against the grain of the prevailing virtual era, curating another exhibition in a much more tangible way, refocusing visitors back to the artefacts. It showcased the breadth of our expertise in exhibition design, emphasizing that the essence of storytelling is not limited to the medium.

Project

80th ANNIVERSARY HERITAGE EXHIBITION
90th ANNIVERSARY HERITAGE CENTRE

Client

La Salle College

Exhibition Design

Interactive Design

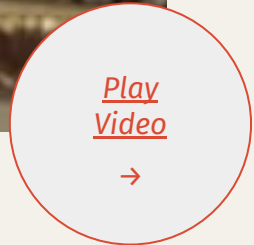


80th ANNIVERSARY HERITAGE EXHIBITION

Project Background

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 50-foot "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-foot long projection, and an interactive photowall powered by AR.





90th ANNIVERSARY HERITAGE CENTRE

Project Background

Our team was commissioned to curate and design the heritage centre of La Salle College to commemorate its 90th anniversary. It is a permanent venue of the school, and its primary objective is to educate new students about the value of our school in conjunction with Hong Kong history. We worked extensively with a handful of old boy volunteers from different fields. First, we understood that the "Lasallian spirit" was a special bond that persisted throughout generations of alumni. We decided to design the centre and curate its contents around "What is Lasallian spirit".







SHOWREEL & VIDEO DEMOS

Showreel & Video Demos

NOISELESS DESIGN - SHOWREEL

<https://youtu.be/f1d9v16Qxxk?feature=shared>

HANG SENG BANK - THE FIRST VIRTUAL KOL HAZEL

<https://youtu.be/aDqgd0pCslo?si=3u80ZD7EuoKFMylU>

618 SHANGHAI STREET - INTERACTIVE EXPERIENCE

<https://youtu.be/9uOyThutXNs>

HONG KONG SCIENCE PARK - OPEN DATA STUDIO

<https://youtu.be/fwAeU6DTfIA>

EMPEROR CINEMA - POLICY TRAILER

<https://youtu.be/d1Kz4sq2Kss?si=9-NOL-YAsR3hvojl>

EMPEROR CINEMA - LAUNCHING MAKING OF

<https://www.youtube.com/playlist?list=PL9i-wLEeCNKLRhRqJ5VNjFMGen9DmxPtX>

ARTRIUM - RETAILS INTERACTIVE SHOWCASE

<https://noiseless-design.com/wp-content/uploads/2023/03/option2.mp4>

HONG KONG SHUE YAN UNIVERSITY PROMOTIONAL ANIMATION

<https://youtu.be/z0OMKtcbUbw>

TAIPAN SNOWY MOONCAKE TVC

https://youtube.com/playlist?list=PL9i-wLEeCNKlFf8N8zpzB0Lak-6c_UnU0&feature=shared



Talk to us!

NOISELESS DESIGN

Hong Kong Headquarters. Established in 2011. Multi-Disciplinary Communication Design Agency with a strong digital focus.

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NOISELESS

Reborn in London. Established in 2023. Brand Consultancy. We craft transformative brands with clarity and ambition.

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