

Michael Young Studio's
SHEUNG WAN HERALD

Vol: 05

A word from Michael Young

As the publisher of Hong Kong's lowest print run I am proud to announce that Volume 5 of leading design magazine The Sheung Wan Herald is finally complete. It takes a lot of clients to bail out of contracts and go on holiday at the same time for us to find the time to do this sort of thing.

But we have made a solemn vow to have Volume 6 ready by April this year because Q1 2019 is going to rock. So much new stuff is coming these pages will fill up faster than a pub on Friday. We have new fridges for Haier, carbon stools, carbon luggage ... you name it, we have been on it. Watch this space.

Meanwhile the last quarter saw the arrival of my second son, Jasper Wilde Young, born in Hong Kong (see inset). Along with the presentation of some long anticipated product launches. KEF Audio have filled every billboard in the city with photos of our new LSX wireless music system, we designed the Xmas Tree for The Upper House hotel and even relaunched a car at Mondial Motor Show in Paris.



This was in between launching smart watches for Pacewear and carpets for luxury Belgian brand Limited Edition. (All whilst escaping the Malibu fires, and changing nappies).

So thank you to our clients for investing your hard earned cash on us and helping push the boundaries of our collective dreams to market We love you.

Part One.
A Recent Case Study

KEF
LSX

We're super excited to finally unveil our collaboration with KEF - a world leader in audio hi-fi. The LSX packs all the specs of their high end kit, into a user friendly wireless system. Super easy to use yet uncompromising sound quality.

The design process took several years, and many experiments, to finally produce a compact design with huge sound. We spent an awfully long time over analysing each of the CMF combinations, using a fabric on the exterior, and combinations of various other hard surface finishes, to end up with a youthful product leveraging all the knowledge of a heritage brand.

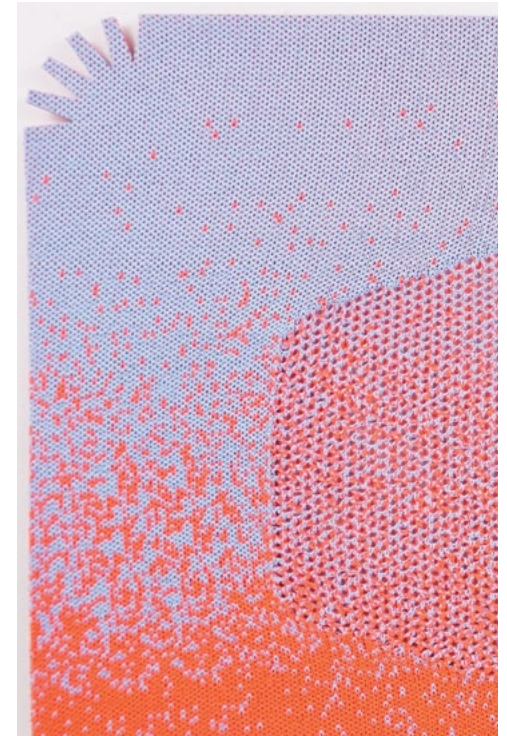
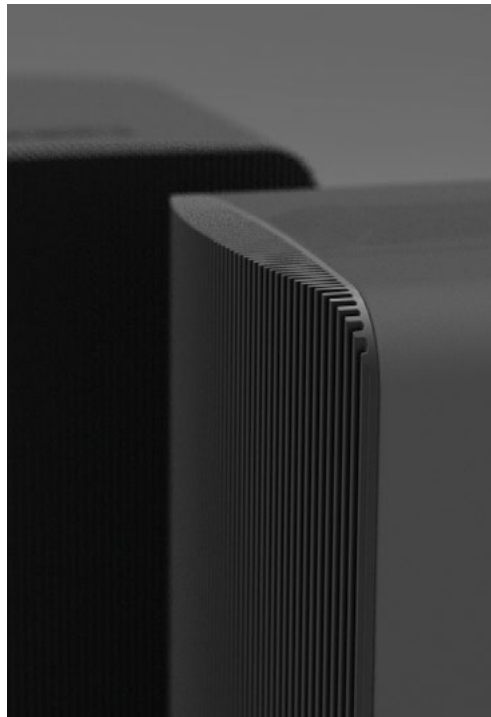
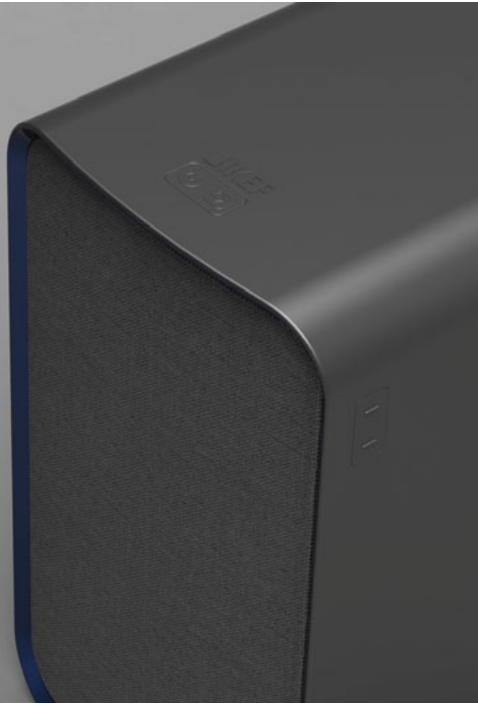


Behind the design

To explain the design process for this case study - we've published a series of Q&A between MYS design team and KEF communications team:

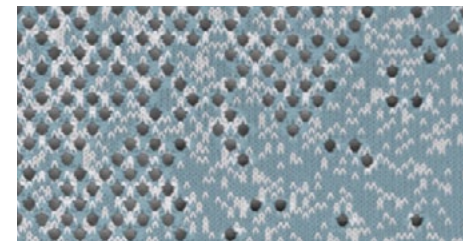
How will you describe your journey working with KEF on this project?

In 2016 we designed the KEF trade show stand in Milan, the concept for this exhibition was to deconstruct their products to show what goes into a KEF product - as we were struck with their products attention to detail and build quality and were eager to collaborate with a company with such a rich heritage, and high level expertise in audio technology. Visiting the KEF gallery when it opened last year, you can see their dedication to



art, fashion, and design culture, and the process of building the next generation of products to fit into that space is a humbling experience.

We have been working on this project for several years. We explored many paths, for instance using extruded aluminium, or 3D knitted textiles, but inevitably, sound quality comes first, and it was not until testing many different set ups that we were able to accelerate the development of this one. Its those failures that make this launch even more special.



*Left page: extensive early concept renders
This page above: 3D knit render using custom made algorithm
This page right: 3D knitting prototypes*



What was the Inspiration behind the design?

The inspiration was to merge tech, with craft, and the latest technology, with timeless styling. The brief was to fill a hole in the KEF line-up. Between their high performance hi-fi range, and their more lifestyle orientated wireless range, to leverage the best of both categories. This brief itself is very inspiring, and there's a lot to explore in high tech lifestyle products which have all the latest tech functionality, in a design which is more attractive to millennials. We see this in other markets, such as smart watches that have a non-tech elegance, or sportswear brands which use materials science, but classic styling and understated design. We were able to do this by closely studying the colours / materials / finishes (CMF), applying more interior-design lead material junctions like fabric and carefully selecting various colour tones to match.

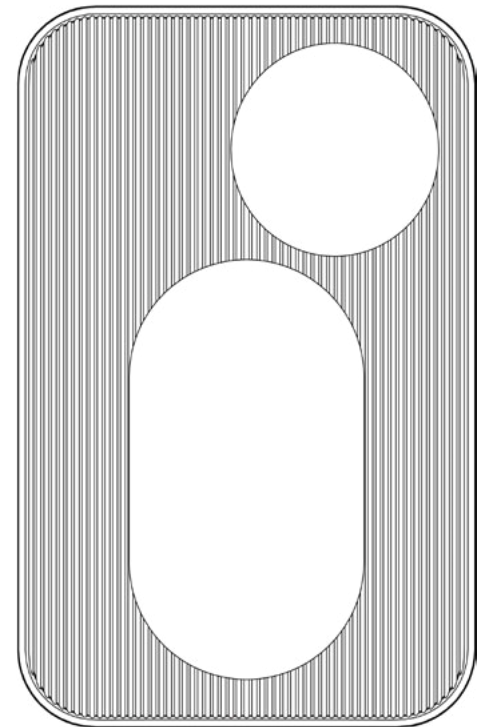
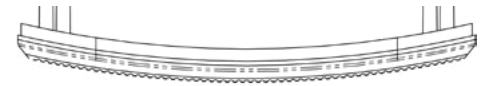
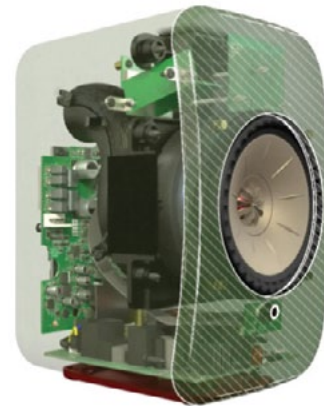


What is the biggest challenge you faced in the design?

This was a really complex project, miniaturising everything without compromising anything. The biggest challenge was to make it look simple. But here we have form following function. We were given the limitations up front, this did not make the project quicker or easier

"..it was a highly detailed process working with their engineers who want 100% performance. This is unique"

There's an awful lot of tech in here; and keeping this minimal, while using soft and hard materials, in an object that vibrates and gets hot was a challenge from the start.



CMF

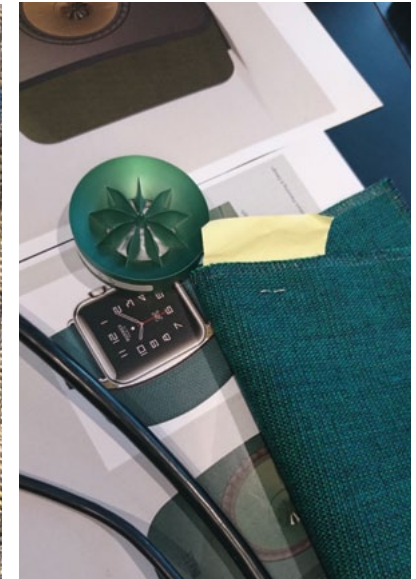
What made you explore fabric as a surface treatment?

We spent a very long time considering each of the fabric combinations, carefully selecting tones that reflect fashion and interiors in various ways, either as a strong statement, or soft friendly object. The fabric gives the object a warmth that plastic doesn't, so we end up with a more approachable object. It also allows more depth in the colour. The Kvdrat fabrics are

made of threads of many colours within the one colour cloth, so for example, the green has shades of yellow in it which is what makes the bronze cone work nicely. The blue has lighter and darker shades all mixed in which helps makes it work with the baffle colour.

What is your favourite colour?

While we worked hard on all the colour combinations, we hand selected all the



finishes on the green colourway to more specifically reflect the colour palette of our studio. We drew on some timeless military references and punctuated these with some brighter highlights in the very centre of the driver and a red foot. An anodised matt bronze cone which adds a certain luxury to the utility green. It has all come together very well. Green is a brilliant colour within any interior. It goes very well with wood tones, and leather tones, so we felt very excited by this colour combination.





KEF was founded in 1961 by Raymond Cooke OBE (pictured on page 3) in Kent, United Kingdom. Over their six decades, KEF has been one of the pioneers of the British Hi-Fi industry. KEF was built on innovation, and innovation remains at the heart of everything it does.

LSX comes in 5 colours.
RRP is HKD 9,280 at www.kef.com

What factors / elements are the most important when you are considering to apply different material to the design?

Sound comes first - we threw many concepts at the KEF team, leveraging their expertise in sound, were able to eliminate ideas that presented anything but the best possible sound. This led us to use materiality on the surfaces behind the driver, and control the material junctions, conceal some of the technical requirements like the heat sink etc, with small vents in the back plate, and ensure we have a sophisticated, but user friendly rear panel.



Part Two.
News From The Studio.

**Gallery ALL and
The Upper House Hotel**

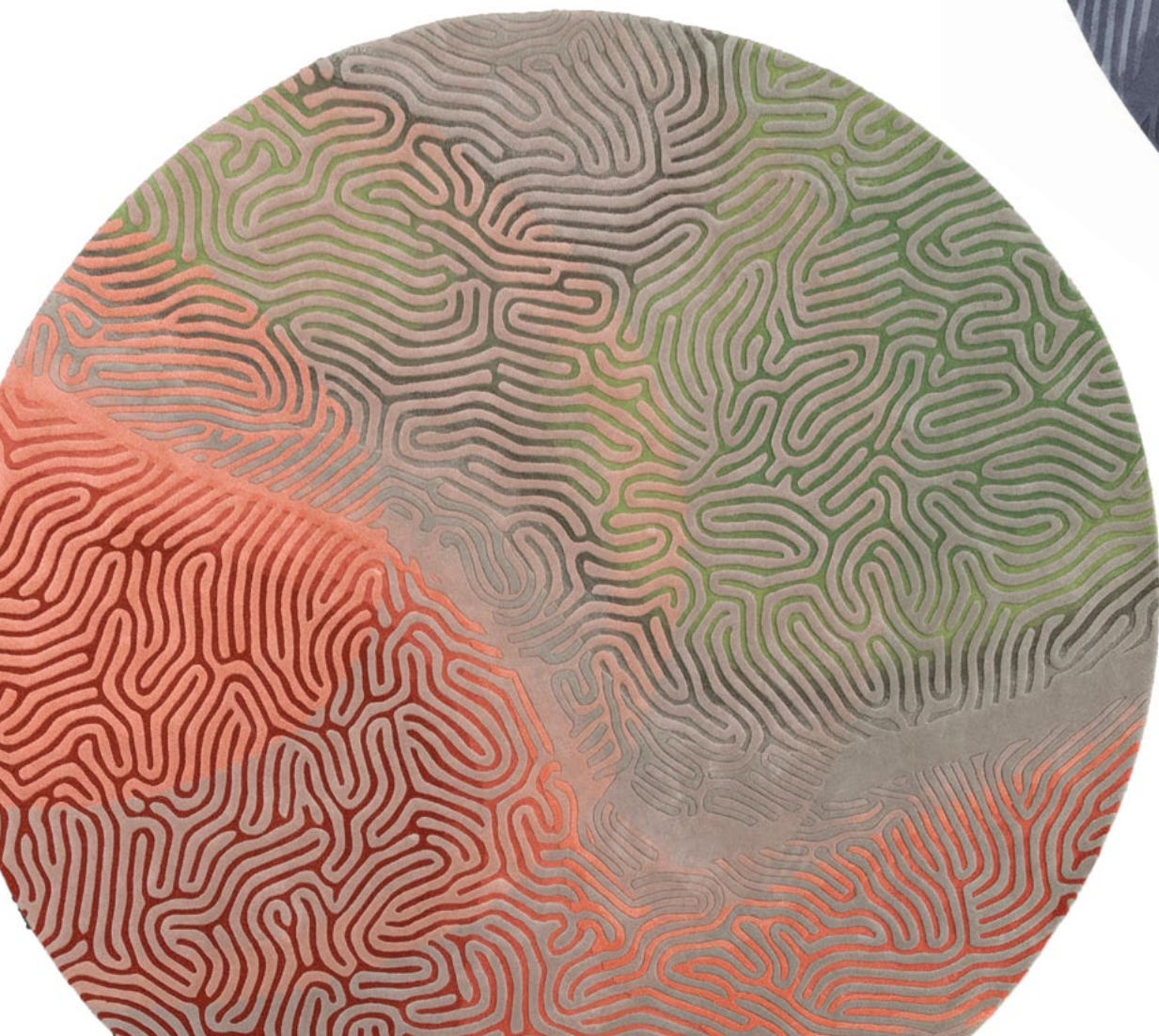
December was a crazy time for the studio. We had a new range of limited edition furniture launching at Design Miami, and at the same time, a Christmas tree, using the same process, on display at The Upper House Hotel in Hong Kong.

The process is inspired by the cloisonné enamelling pattern process in Northern China. We employed individual panels of enamel paint across a stainless steel structure, and continued the extension of the pattern down the highly polished faceted sides. Such is the appearance of an extrusion.



Limited Edition - Parallel Brain Rug

At Kortrijk in September we launched our new made-to-measure rug for Belgian luxury carpet brand, Limited Edition. The endless maze-like pattern is inspired by the naturally occurring phenomenon called reaction-diffusion, where two liquids repel each other, like oil and water, and creates a intricate yet balanced pattern like brain tissues, or brain corals. Side note - we actually developed a custom algorithm to map this pattern which can be extended infinitely without the need to repeat.



Gallery ALL - MY Dynasty

At Design Shanghai we launched our latest work exploring aluminium foam as a decorative material. Inspired by Chinese Taoism, each shape and colour represents one of the 5 key elements of the Wu Xing philosophy. It extends our experiments

with aluminium foam. A very industrial material, aluminium is cooked like bread, then machined and finally anodised. Creating an intricate, decorative series from the most industrial areas.



Pacewear

"The studio has been designing watches for over 10 years now and in keeping with the times needs to accommodate possible markets." Michael stated about the P1 watch designed for Chinese tech brand Pacewear.

The waterproof smart watch tracks everything you need - including steps and sleep, and some cool things like swimming stats and cycling routes. It can even help you pay for groceries with Wechat enabled payments.



This is an affordable smart watch for the millennial market. Smart, light, functional and inexpensive (a tick in every box). It packs an awful lot of performance into a value for money solution for sports and life management. Check it out at pacewear.com



MOKE

Our journey on the Moke started six years ago, and we've watched the project take many twists and turns over that time. Managing so many parts and navigating so many different regions road rules is a product development challenge of epic proportion.



The moke is a cult car that really deserves to be seen on the road! So we were super happy to see it take a significant leap forward in September 2018. After being shown at the Mondial Paris Motor Show, its now available to order in Europe. Along with that, there are new colours added, and the new website allows you to customise the colours. Even this is fun to take for a test drive!

www.mokeinternational.com



Our Favourite things..

We all know that people buy brands, not products. So this issue, we wanted to ask our design team, what are their favourite brands are at the moment. Fashion, food, tech, design anything. Here is what is on our radar at the moment.

As a runner, Ben has a mild obsession with New England apparel brand, Tracksmith, for their beautifully made, unaggressive running gear. High tech fabrics, but vintage style that doesn't look ridiculous at the cafe after your run.



Also in the fashion category, our Design strategist, Doreen, picked Canadian brand Oak&Fort. Unisex, simple and diverse with perfect material selection. *"Even though the design is simple, you can always create unique characters with this brand, calm and confident expression."* says Doreen.

Clee has recently been really impressed by local HKG coffee shop The Cupping Room. They have a few outlets all very close to our studio, roasting and brewing their award winning coffee, we couldn't recommend this highly enough, as Clee puts it: *"excellence in an impossible city"*

Untitled Motorcycles San Fransisco (UMC_SF) is a custom garage which Michael can't get enough of. *"I was a school with Hugo Eccles and I know his skills an passion. I love the machining, the attention to detail - the brand has a story of raw cool"*



Few brands seem to be able to constantly maintain iconic status of Omega watches throughout generations. Alex says: *'They're a timeless (excuse the pun) classic of mechanical wonder.'* They recently relaunched the Calibre 321 movement. A historic movement first tested and qualified by NASA and used on the first mission to the moon. Technology and luxury.

Finally, our design and branding specialist Chaya, chose Google, as their brand is consistent across all platforms and does

a great job at integrating hardware and software. They work every day for work, travel, play and are always learning. *'Google pay is life changing for me'*, she said.

Links:

www.tracksmith.com
www.oakandfort.com
www.cuppingroom.hk
www.untitledmotorcycles.com
www.omegawatches.com
www.google.com



Part Three.
Previous Projects.



Swedese
Avalon chair
2010

This rotating tub chair was a kind of homage to the club chairs in the 1970s, employing a strong classic form, but still soft and inviting.

Chivas Whiskey

Fireworks bar
2009

We used to do a lot of branding design work, this project for Chivas, was a huge bar to be the showcase at Chivas events. In addition to the bar pictured, we also designed the drinking glasses and barware, and a limited edition mini bar in collaboration with Shanghai Tang.



Kikidm

Sabar sex toy
2007

"Possibly one of the more bizarre briefs we have accepted over the years.... After PXR5 it was the second object I was involved in creating hands-on in China and was part of the studio's evolution that persuaded me to stay in Hong Kong."





Radioshack

Computer mouse
2005

There are a few projects we can look back on and say, *we were ahead of the times*, this is one. The mouse employs a track pad rather than a wheel or laser on the bottom. Too early to go into production, but still a sexy form study project.

Lasvit
Clover
2014

The brief here was to do something scalable. The result is this modular LED powered unit which can be built from one unit (shown) into huge chandeliers.



Galerie Kreo
Money Clock
2013

This was part of a large series of work on folded paper. This clock was made of USA one dollar bills... a lot of them.
We can't recall exactly what we listed as the items value on the DHL waybill!



Magis
Wagon
2005

Memo - this has the most brilliantly over engineered wheel, if you kick this thing it will sail off into the horizon on a smooth surface.

And finally....

If all of your clients are away over the holidays, and half the team just 'happens' to be in Sydney for a summer time Christmas, then we recommend the seafood platter at Watsons Bay Hotel!



For more information find us at
www.michael-young.com
Or find [michaelyoungstudio](#) on



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hello@michael-young.com
+852 2803 0344

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