



**Wing Ka (Pika), Pau
Portfolio**



Education Centre

We created a linear experience exhibit in a long, narrow space in three sections, illustrating how appliances are responsibly processed. The first introduced the Park and its core concepts; the second presented various products that were being processed onsite.



Click me to show more





ADAPTATIONS

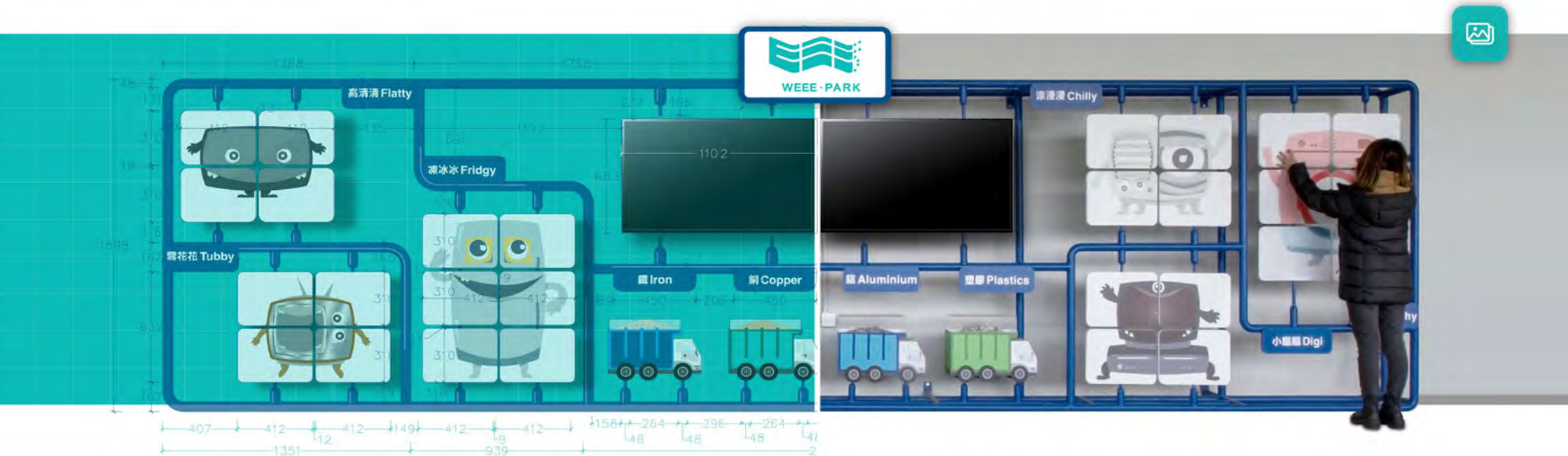
The third section displayed real-time data such as the number of devices that had been processed and how much raw material was salvaged.

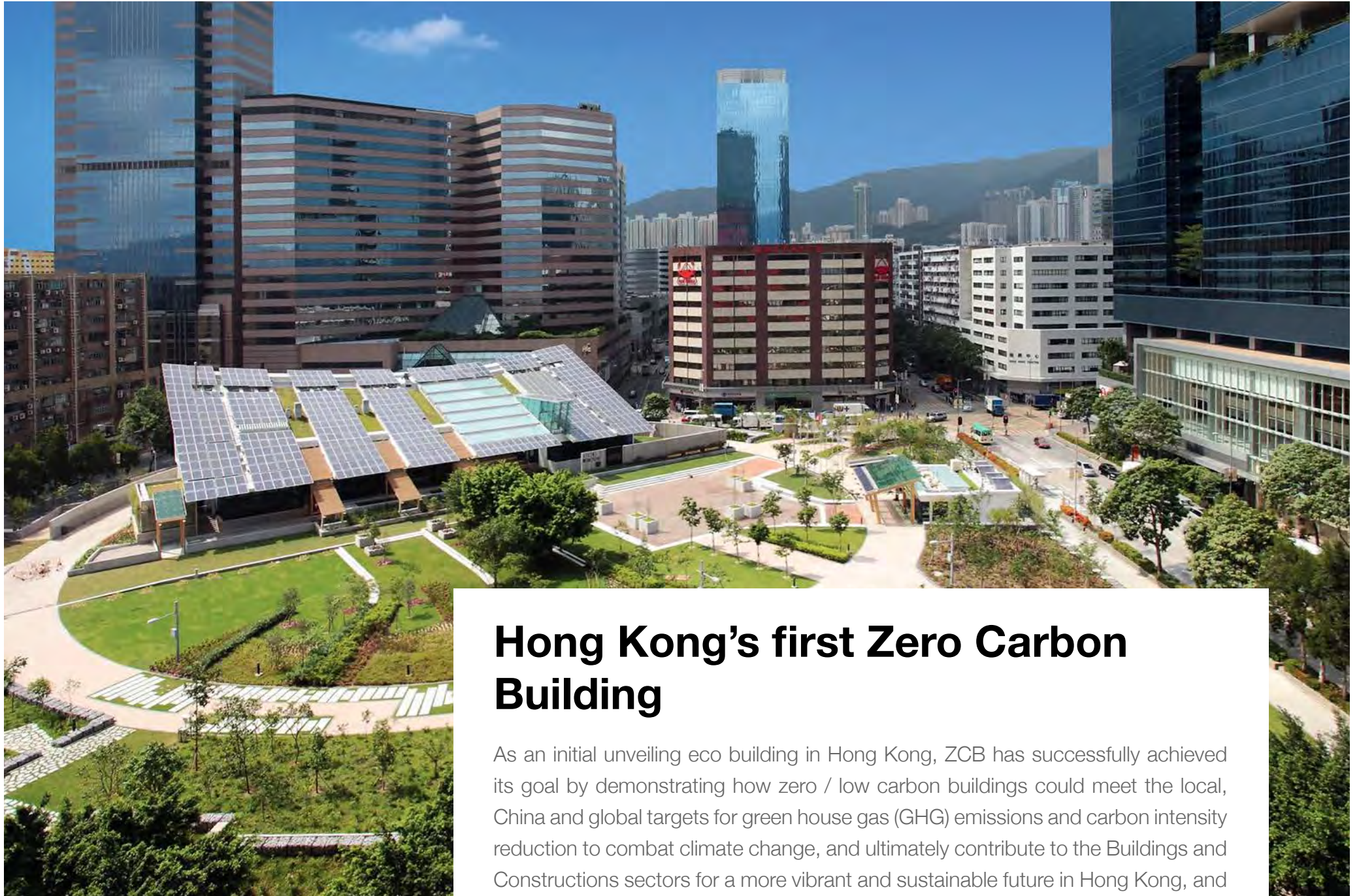
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INTERACTIVE

While creating the interface for the exhibit, we developed six original mascots to provide a slice of interaction, entertainment and education. The mascots starred in a motion graphics video that we created, telling a fairy tale-like story from their perspective as “abandoned” products that turn against mankind. In response?





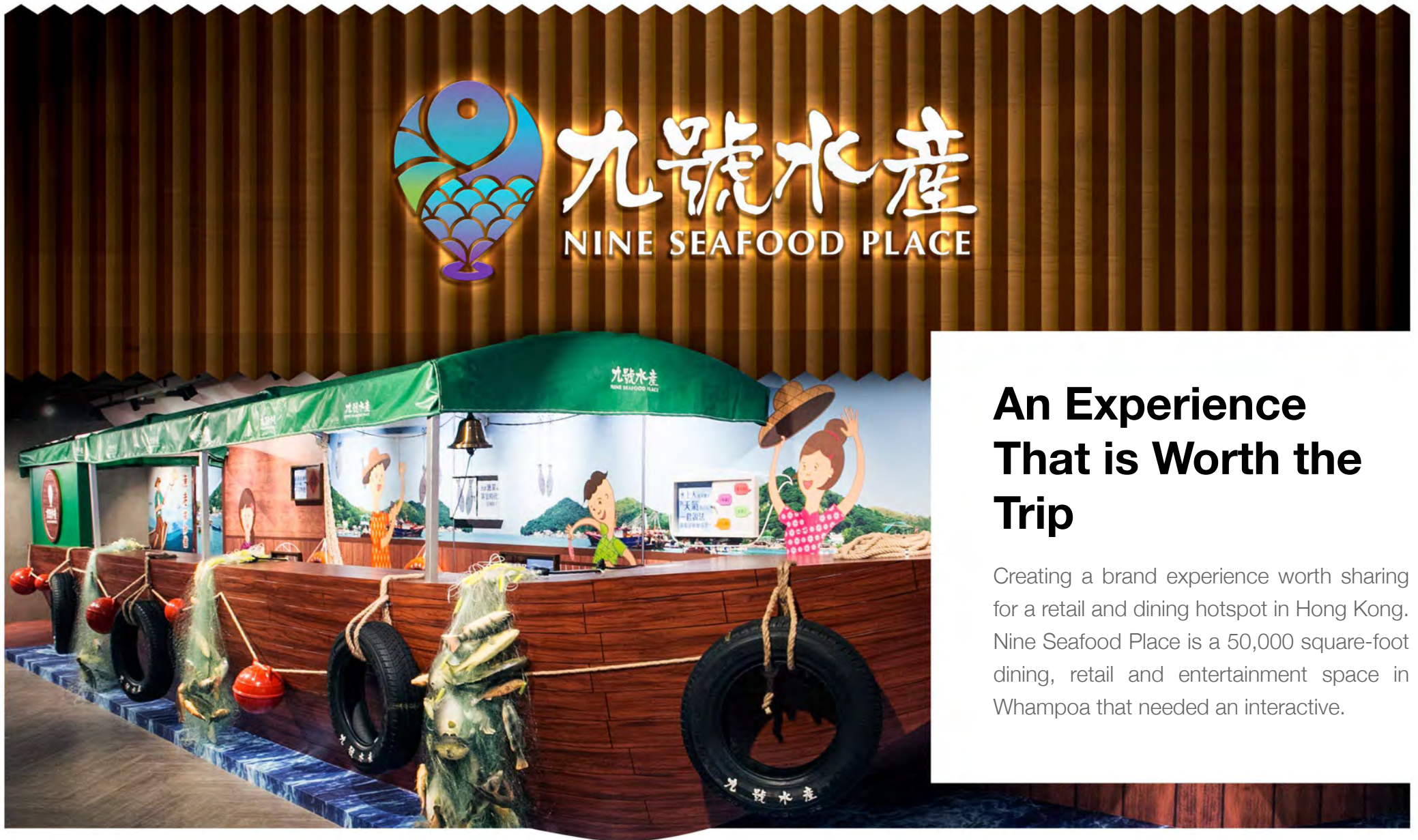
Hong Kong's first Zero Carbon Building

As an initial unveiling eco building in Hong Kong, ZCB has successfully achieved its goal by demonstrating how zero / low carbon buildings could meet the local, China and global targets for green house gas (GHG) emissions and carbon intensity reduction to combat climate change, and ultimately contribute to the Buildings and Constructions sectors for a more vibrant and sustainable future in Hong Kong, and even the world.

Zero Carbon Building Exhibition

As Exhibition Design Consultants for the Zero Carbon Building (ZCB) project, we are proud to have collaborated closely with the renowned architecture firm Ronald Lu & Partners Ltd. Our expertise and efforts were focused on creating captivating indoor and outdoor exhibition spaces, including an eco-home, eco-office, multi-purpose hall, and eco-plaza, to showcase the cutting-edge eco technologies and equipment adopted in ZCB.





An Experience That is Worth the Trip

Creating a brand experience worth sharing for a retail and dining hotspot in Hong Kong. Nine Seafood Place is a 50,000 square-foot dining, retail and entertainment space in Whampoa that needed an interactive.

Wayfinding System

I created a detailed wayfinding system for visitors to navigate and experience the exhibit with ease.



It was clear that this project required more than just smart visuals in order to maximise its unique space. The exhibit also had to tell an engaging story, and that began with the logo which we custom-designed using the designated colour scheme. I created an interactive experience centre around the theme of an old fishing village, reflecting Hong Kong's history in three parts while also attracting families through education.





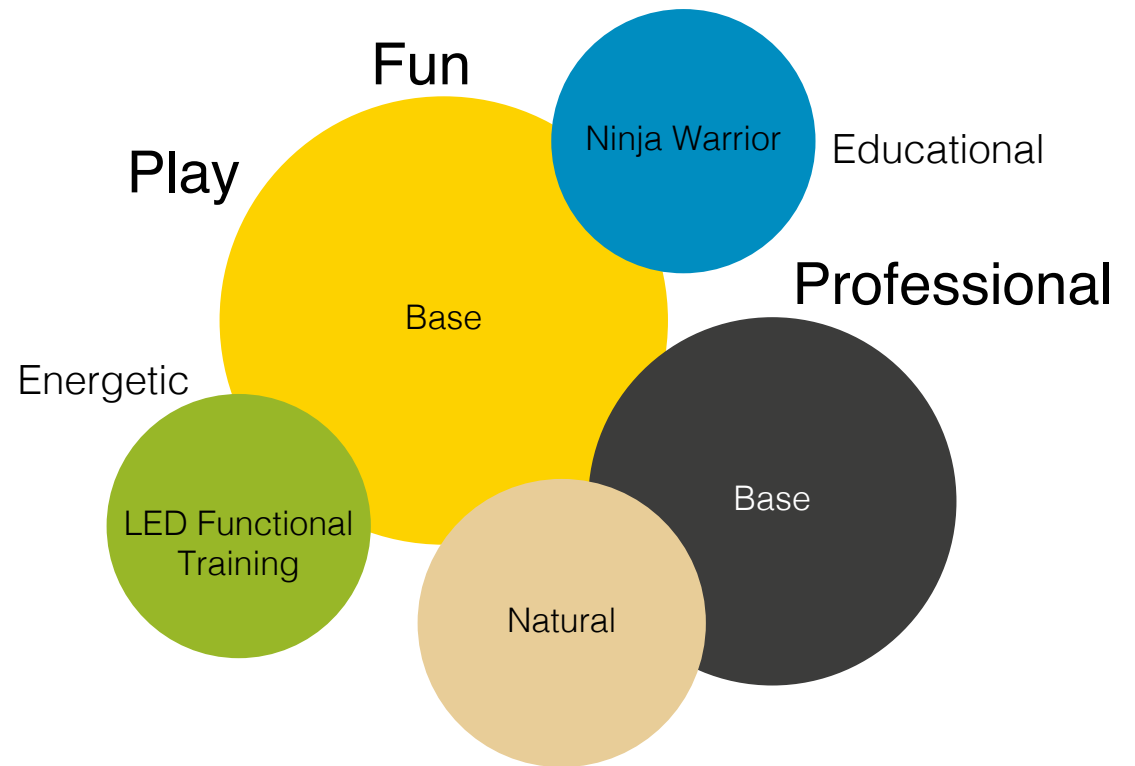
Fitness Centre - BASE

“Base” Branding and Interior Design Project aims to create a dynamic and engaging environment for sports enthusiasts. Combining effective branding strategies with thoughtful interior design, this project seeks to enhance the overall experience of visitors and promote the sport centre as a premier destination for athletes and fitness enthusiasts alike.



Create a dynamic and empowering environment

The project begins with the development of a strong brand identity that embodies the core values and mission of BASE. The name “BASE” serves as an abbreviation for “Body and Strength Enhancement” or “Build A Strong Edge,” emphasizing the brand’s commitment to empowering individuals in their fitness journey. The brand identity will be reflected through a compelling logo, visual elements, and brand messaging, creating a cohesive and impactful brand presence.





Ninja Zone




The training areas will be thoughtfully designed to cater to a variety of fitness activities, including strength training, functional training, cardio, and group exercise. The layout and equipment selection will be optimized for efficiency and effectiveness, providing individuals with the tools they need to build their body and strength.

LED Zone



The cyber-themed fixtures will be integrated into the interior design to create a unique and immersive experience. This will include elements such as futuristic lighting, digital displays, and technology-enabled training equipment. The cyber theme will further reinforce the brand's identity and create a dynamic and modern ambiance.





188 YEARS

Coverage Across the Continents

Generali of Italy has been around since 1831, so it's safe to say that it knows how to stay ahead of the competition.





Brand Meeting Room

The Magnetic Wall Display System is a sleek and innovative solution that allows clients to easily update and display their content in meeting rooms.



BRAVO
GENERALI

Installation GIF:



Celebration GIF:



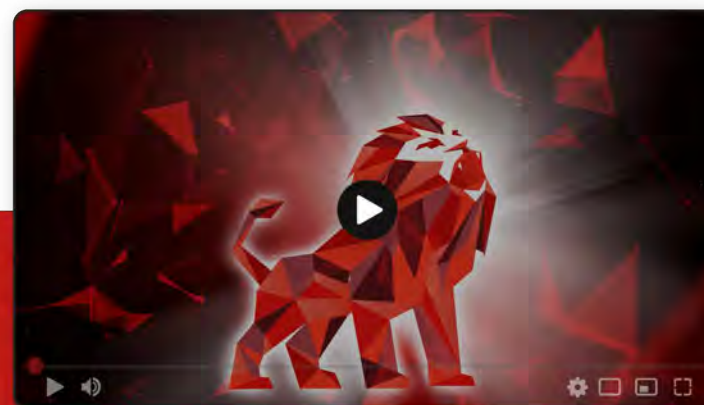
Loading GIF:



Bravo app

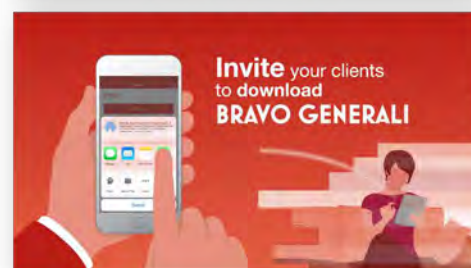
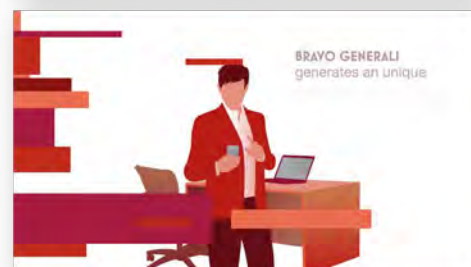
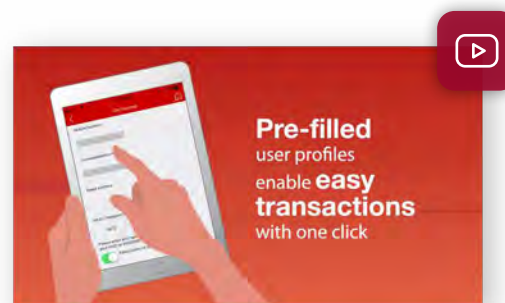
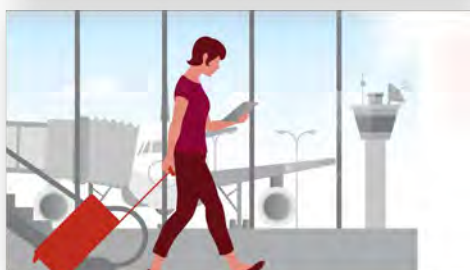
The company's Bravo app is evidence of this, offering a range of insurance services for both clients and agents that can be controlled from any smartphone. I was tasked with designing an icon for the app.

The challenge was to create an icon that represented Generali's lion logo without copying it directly. The end result was a beautiful three-coloured icon that depicted the head of the famous lion like a portrait.



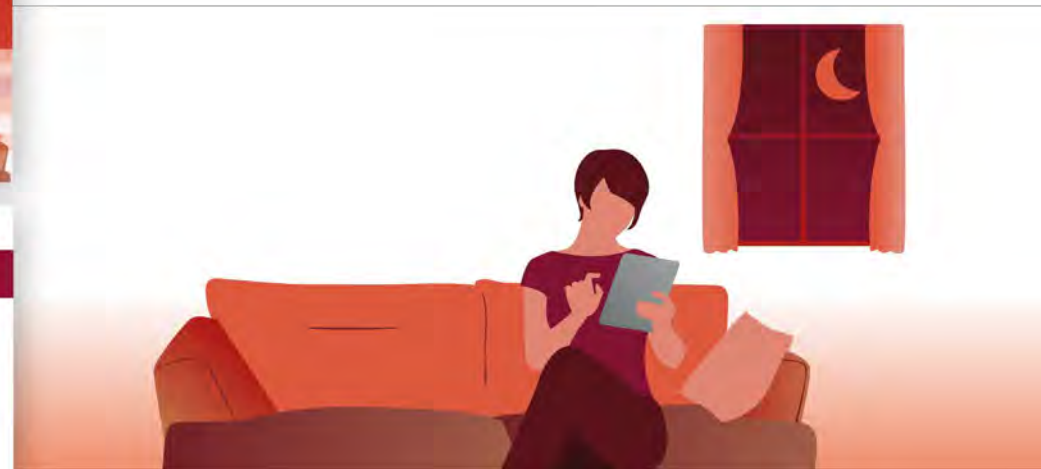
Bravo Generali Launch:

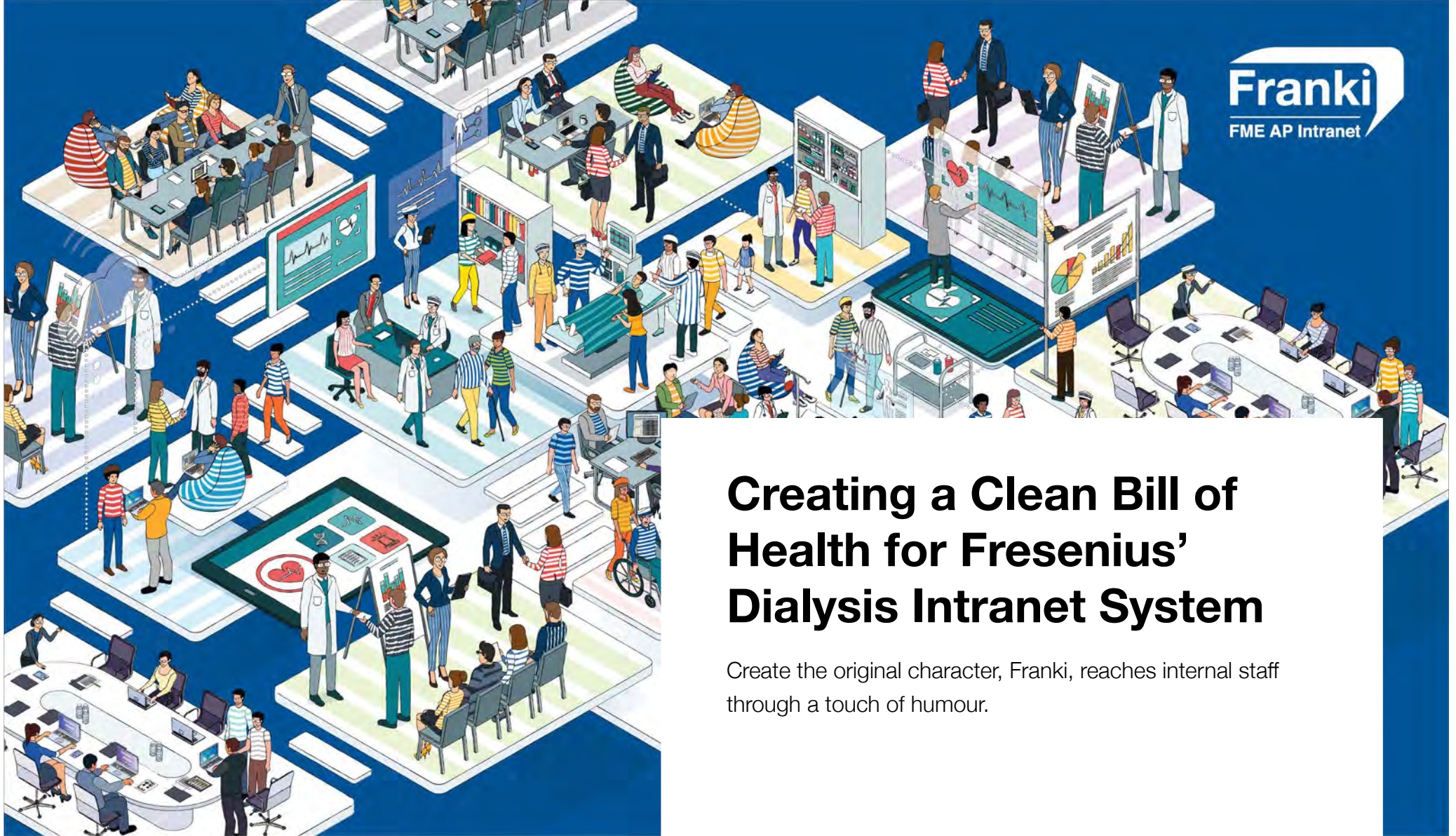
Installation GIF:



Lion Up

I crafted a promotional video for public use and an introduction video for Generali's staff.





Creating a Clean Bill of Health for Fresenius' Dialysis Intranet System

Create the original character, Franki, reaches internal staff through a touch of humour.

Franki

FME AP Intranet

Logo idea:

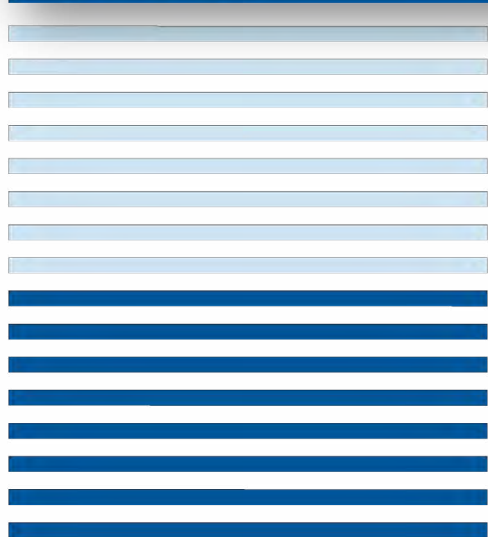
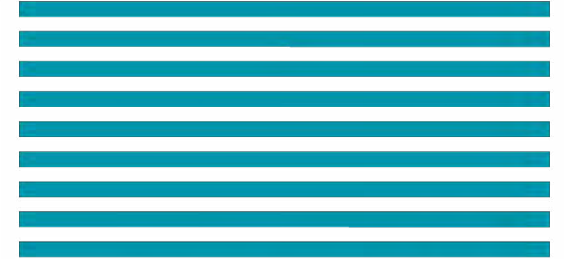


Talking bubble + Navigator



Background

A leading service provider for kidney dialysis, Fresenius created an internal intranet system for their employees to use. I was commissioned to provide a strategy to promote its use to the Fresenius staff. We began with inspiration from Where's Wally (or Where's Waldo, depending on where you're from...), creating a mascot we named Franki.



Background

FMC needs to present the corporate brand image to match the high expectations of their customers and bring the marketing campaign to the next level. “Blue makes a difference” is a global campaign started in Europe but lack of system for implementation. We are engaged by the Asia Pacific Marketing Communications department to review the existing assets and expand the application to create a comprehensive visual library, tools and guidelines for different countries to adopt.





Design Process

My years of experience with comprehensive brand guidelines gives me and my team an advantage in developing this communication guidelines for other designers. We understand how to set rules that can maintain the visual consistency without restricting the creativity.

We are able to blend the artistic paintings with the technical features of the dialysis filter and create a unique visual elements throughout the product launch campaign.

To ensure the guidelines are user friendly, I allocated two teams of designers on this project. The first team is to analysis and categorize the key visual, art project images and product photos into different group and styles for various targeted audiences. Established the usage rules in typography, colors and layout in print and digital applications. The second team then used the guidelines to design the interactive, print and event application. This process as an internal user test helps us quickly identify the problems in the guidelines and revise accordingly.

Booth Design



Interactive Booth



Interactive Booth

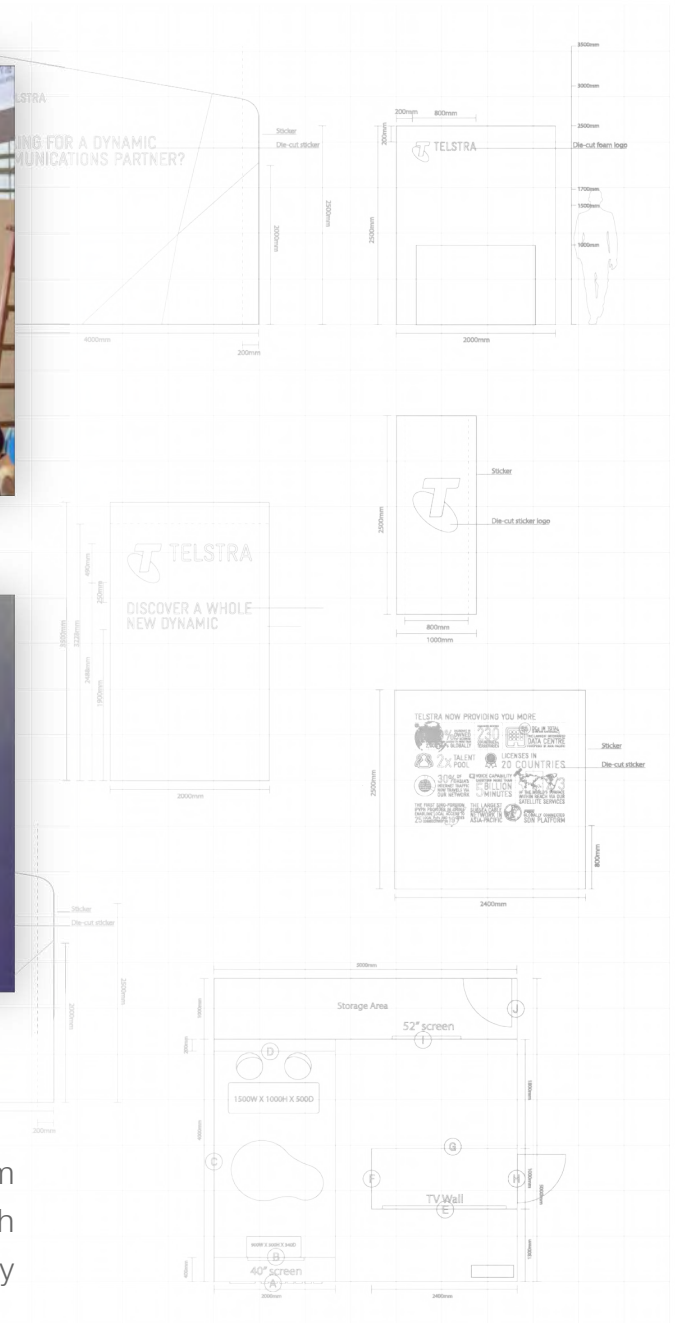
As one of the main sponsors of the World Business Forum 2015, it was important to Telstra International that they inject a sense of fun into the three-day conference that hosts visiting executives from across the world. Their business goal was not only to attract more visitors.





Production

As with all of our clients, we offered a total solutions package from concept to execution. We create a game-friendly idea for the booth design, and worked closely with the marketing team to visualise key attributes and the value of Telstra.



Bringing German Technology to the Asian Market

Schmoll Group is an international leader in high-precision machinery with innovative technology from Germany. I took the initiative by reviewing the company's overall identity before designing the booth with brand-consistent colour schemes, modernising the overall look and feel during this process.





Thank you

Let's talk

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