

PRESS RELEASE

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atelier C+ as the interior designer for Chow Tai Fook Jewellery Group's New Luxury Showroom "ARTRIUM" in Hong Kong

[Hong Kong, 10 May 2019] Chow Tai Fook Jewellery Group had commissioned Hong Kong's local design house, **atelier C+**, as the interior designer for the new luxury showroom "ARTRIUM", located in the new landmark, *Victoria Dockside K11 Atelier* in Tsim Sha Tsui, Hong Kong.

From Chow Tai Fook's brand story, "ARTRIUM", derived from the words, "ART" and "ATRIUM", it represents the brand's vision of art appreciation and curiosities collection. It's a place to showcase their collection of high end jewellery, rightfully, as art objects, against the stunning backdrop of Hong Kong's skyline and stunning harbour view.

Design inspiration from the idea of *Discoveries*

atelier C+ responded to the design challenge by focusing on the idea of "discoveries". The spatial concept enables guests to discover the story behind the art of jewellery craftsmanship in the iconic showcase gallery, where the collections are revealed in synchrony with the journey through the space. The sensory experience is further enhanced by the precise installation of the latest audio and visual technology. This meticulous amalgamation of spatial and material qualities amplifies the immersive experience of all the invited guests. There are more possible journeys and surprises to the bar and sea view lounges, and to the exclusive VIP lounge where the environment are further adjusted to bring out the true brilliance of the collections.

Empower the value of craftsmanship in interior design elements

"ARTRIUM", focuses on artisan jewellery pieces with meticulous craftsmanship. With the objective of adhering to the brand value of craftsmanship, **atelier C+** collaborated with the renowned French muralist and visual artist, Ms. Elsa Jean de Dieu, to create a series of bespoke wall art throughout the showcase gallery, complimented by classic Italian stucco wall finishes.

“We’re delighted for the opportunity to participate the interior design work for this signature project, and bringing a new customer experience in luxury & high jewellery market sector with Chow Tai Fook team in Hong Kong. We want to articulate this concept of discoveries with unique experiences and journeys, where memories will be created and linger on.” Mr. Daniel Tung, Director of **atelier C+** says.



Bespoke wall art by the renowned French muralist- Ms. Elsa Jean de Dieu



Mural wall art with an elegant touch at Bar Lounge



Engraved logo on classic Italian stucco wall finishes

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ABOUT ATELIER C+

Founded in 2000, **atelier C+** is an architectural design firm which provides design services in architecture, interior design, and project management. **atelier C+** offers a comprehensive range of interior design services for retail, corporate, hospitality, food & beverage, residential sectors. In retail sector, **atelier C+** contributes the interior design work for luxury jewellery brand, fashion and accessories brand as well as members club for beauty group. As part of company's vision, the team is committed to '*Creating Memories Through Design*' by assisting clients in realising their aspiration. For further details, visit www.ateliercplus.hk.

ABOUT CHOW TAI FOOK JEWELLERY GROUP

Chow Tai Fook Jewellery Group Limited (the "Group"; SEHK stock code: 1929) was listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. Founded in 1929, the Group's iconic brand "CHOW TAI FOOK" has been widely recognised for its trustworthiness and authenticity, and is renowned for its product design, quality and value. The success of the Group and its iconic brand is rooted in innovation, craftsmanship and heritage. For further details, visit www.chowtaifook.com.

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