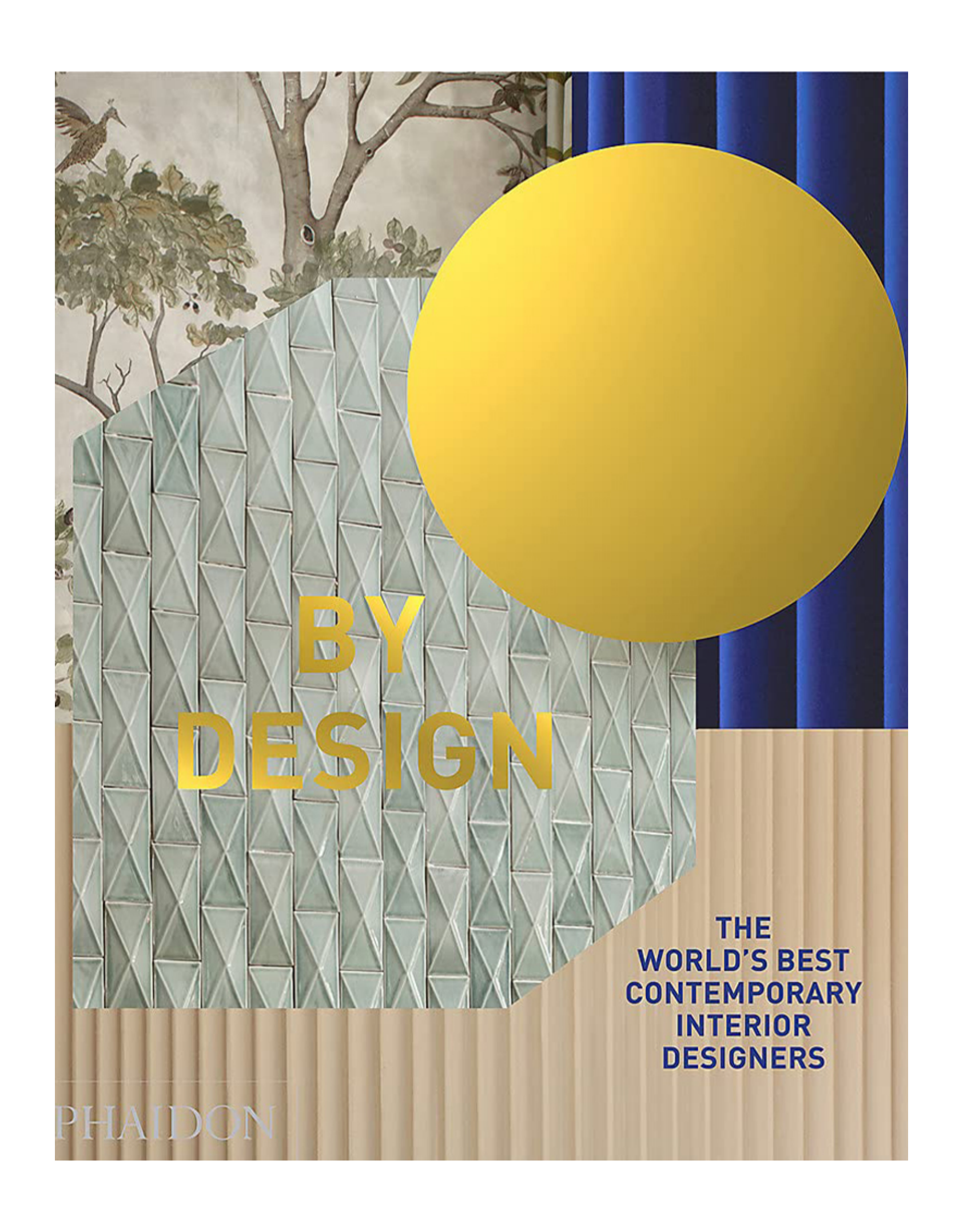


The book cover is a complex collage of various textures and patterns. In the top left, there is a classical painting of a bird perched on a tree branch. Below this, a large, light blue-green geometric pattern of interlocking triangles covers a significant portion of the cover. To the right of this, a large, solid yellow circle is positioned. The background on the right side consists of vertical blue stripes. At the bottom, there is a light brown, vertically ribbed texture. The title 'BY DESIGN' is centered in the middle of the cover, and the subtitle 'THE WORLD'S BEST CONTEMPORARY INTERIOR DESIGNERS' is located in the bottom right corner. The publisher's name 'PHAIDON' is at the bottom left.

BY DESIGN

**THE
WORLD'S BEST
CONTEMPORARY
INTERIOR
DESIGNERS**

PHAIDON

A Work of Substance

Hong Kong; Paris, France;
Bali, Indonesia





2

1. Osteria Marzia
Restaurant, Bar
Hong Kong
2017

2. Osteria Marzia
Restaurant
Hong Kong
2017

3. The Fleming
Hotel, Guest Bathroom
Hong Kong
2017

4. The Fleming
Hotel, Guest Room
Hong Kong
2017

5. The Ocean
Restaurant
Hong Kong
2015
[overleaf]



3



4

Multinational and multidisciplinary, A Work of Substance is a dynamic award-winning design agency covering interior design, advertising, branding, and product design. Founded in 2010 by Hong Kong-based Maxime Dautresme and Paris-based Florian Michaux, the agency has grown to include Bali-based Marcus Foley and a sizable team of creatives across its three international offices. Together, they design inventive interiors and visual concepts for their expanding portfolio of penthouses, restaurants, bars, and retail spaces.

Clients, including the luxury goods company Hermès and Rosewood Hotels, come to the agency for fresh creative ways to present brand identities and for its diverse team, which can take care of every detail: from a restaurant's architecture and lighting to its menus, napkins, and takeout boxes. At the Fleming, for example, a boutique hotel in Hong Kong with interiors reflecting the city's nautical context, the team designed the space throughout, right down to a custom line of bathroom amenities and scents inspired by Chinese apothecary.

At the Italian restaurant below, Osteria Marzia, shimmering coral-blue tiles, white bamboo panels, and lamps resembling fishing nets bring the magic of the southern Italian coast to the heart of bustling Hong Kong. An inspired customized storage system holds bowls of lemons, thyme, rosemary, and basil to perfume the foyer and bar with the scent of the Aeolian Islands.

In the private room at the Ocean, a Minimalist glass-walled bar with panoramic views of Hong Kong's Repulse Bay, diners become divers in a spectacular underwater-like space. Soft lighting and a deep-blue theme complement the custom aquarium walls, allowing guests to dine amid hundreds of jellyfish.

Across all disciplines the team has a clear aim: to produce vibrant, visual stories inspired by the people and cultures that inhabit each project location. Their designs are immersive and sensory, considering not only the sights but also the sounds, smells, and emotional responses experienced by the user.



