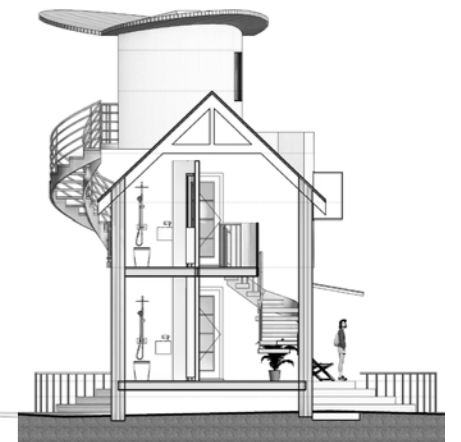
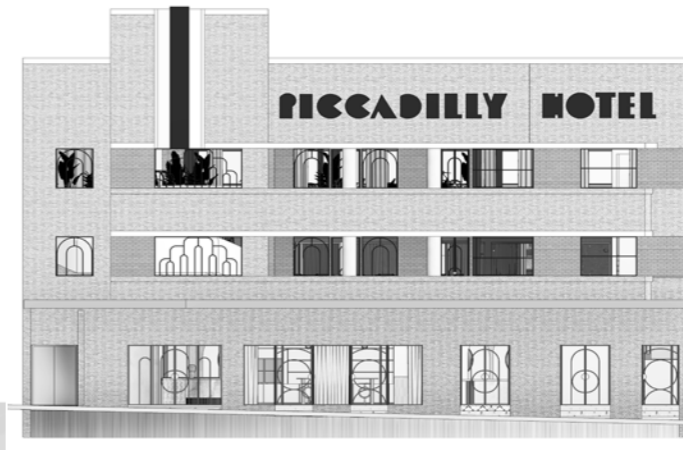
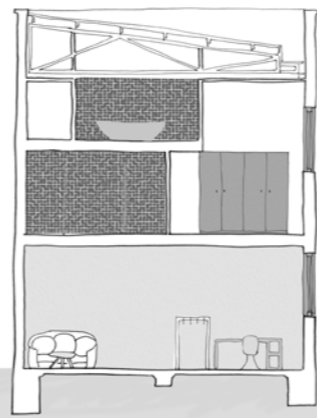
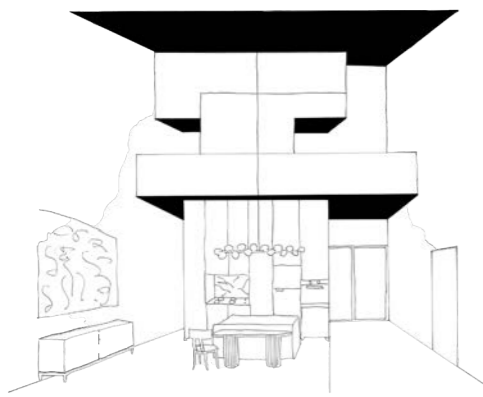


# PORTFOLIO



Joyce Fung



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<https://www.instagram.com/jfinteriordesignstudio>

<https://www.linkedin.com/in/joycefung/>

## SKILLS AND ABILITIES

### INTERIOR DESIGN

Commercial Design | Residential Design |  
Concept Design | Interior Decoration and  
Styling

### TECHNICAL SKILLS

Revit | Twinmotion | Enscape | Photoshop |  
InDesign | AutoCad | Microsoft 365

### DETAILS AND DOCUMENTATION

Schematic Hand Drawings | Technical  
Drawings | FF&E | Schedules

### OTHER PROFESSIONAL SKILLS

Multi Brand Management | Market  
Research | Strategic Planning | Project  
Management | Marketing Campaign  
Communications

## PROFESSIONAL EXPERIENCES

### INTERIOR DESIGN STUDENT

Architectus (Sydney Australia)

### SENIOR MARKETING DIRECTOR

Papa John's International (China & Asia)

### GENERAL MANAGER DIGITAL CONSUMER FOOD GROUP MARKETING

DaChan Food (Asia) Limited (Beijing, China)

### DIRECTOR, MARKETING & NEW PRODUCTS DEVELOPMENT

Beijing Yoshinoya Fast Food Co. Ltd (Beijing,  
China)

## EDUCATION AND LANGUAGES

### TAFE NSW

### DESIGN CENTRE ENMORE

Bachelor of Interior Design

Diploma of Interior Design

Certificate IV in Interior Decoration

### COCO REPUBLIC

### DESIGN SCHOOL

Statement of Attainment in Interior Decoration

Statement of Attainment in Styling

### UNIVERSITY OF

### NEW SOUTH WALES

Master of Commerce (Marketing)

Bachelor of Economics (Asia Studies)

### ENGLISH

Full Professional Proficiency

### CANTONESE

Native

### MANDARIN

Full Professional Proficiency

01



Kreativ Academy Project

02



The Piccadilly Hotel

03



Allen Morgan

04



Doggie Day Care

05



Soap & Soul Sydney



# 01



## **KREATIV ACADEMY PROJECT**

KAP is a Training and Employment Placement Centre dedicated to ADHD youth aged 18-25 accessing training and long-term employment opportunities.

Situated at 6-9 Middlemiss Street, Lavender Bay, occupying 4 industrial warehouses with an Artisan Bakery, a Cafe, a Hair and Nail Salon, and training facilities in these 4 professions.



Left: Artisan Bakery  
Right: Atrium Courtyard



# //CONCEPTUALISATION

## SENSORIAL CONNECTIONS

Creating spaces that are an art form: a multi-sensory experience for the eye, the hand, the head, and the heart.



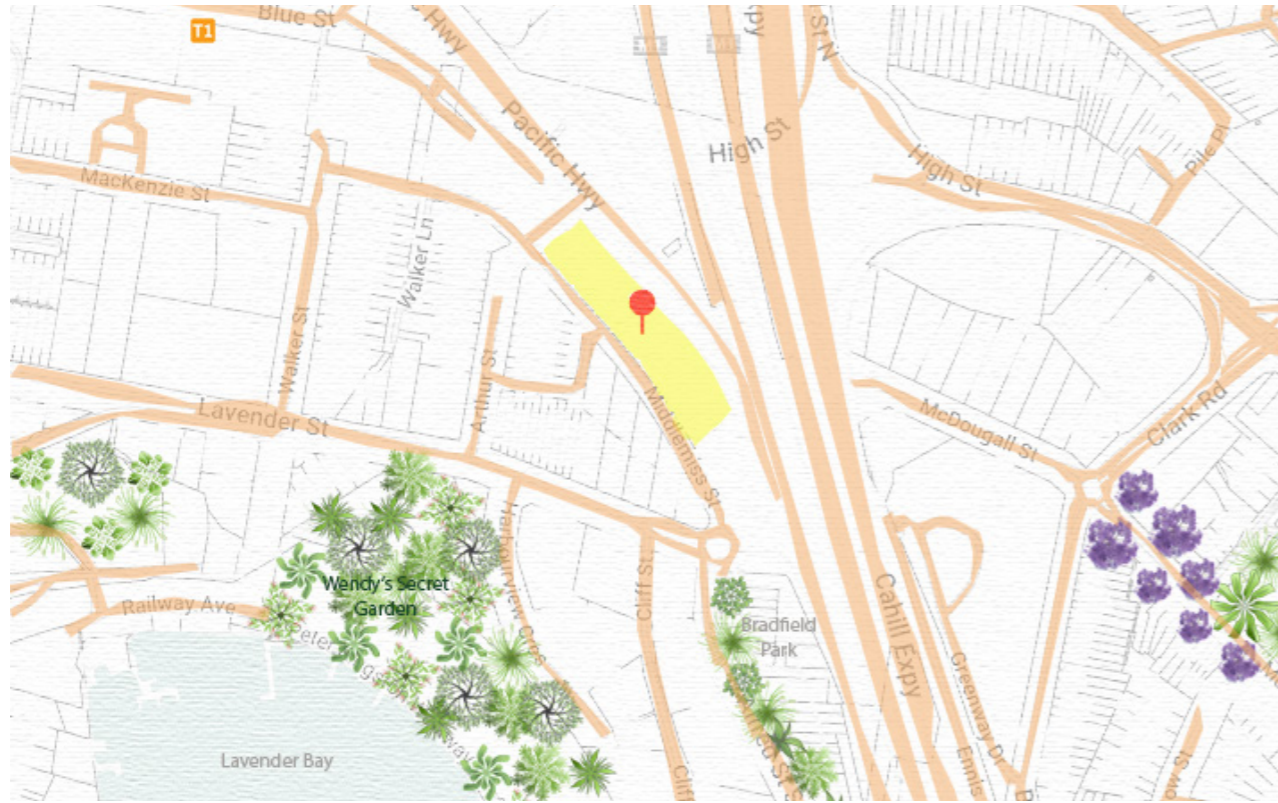
## CO-EXISTING COMPLEXITY

Through the exploration of complex structures, shapes and forms, and tactile materials, all coexist seamlessly to stimulate the ADHD mind. Prompting moments of tranquility and calmness create a deeper connection between individuals and the environment.





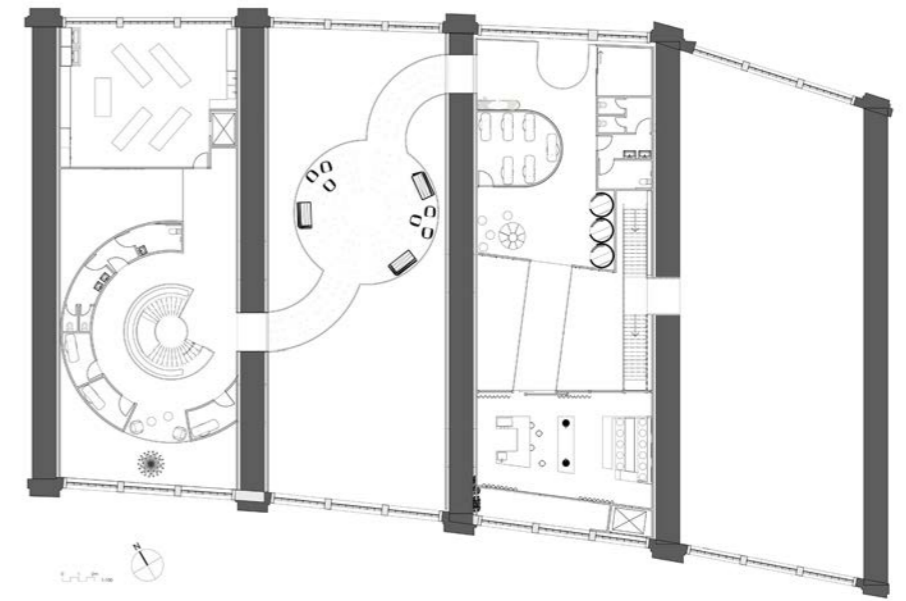
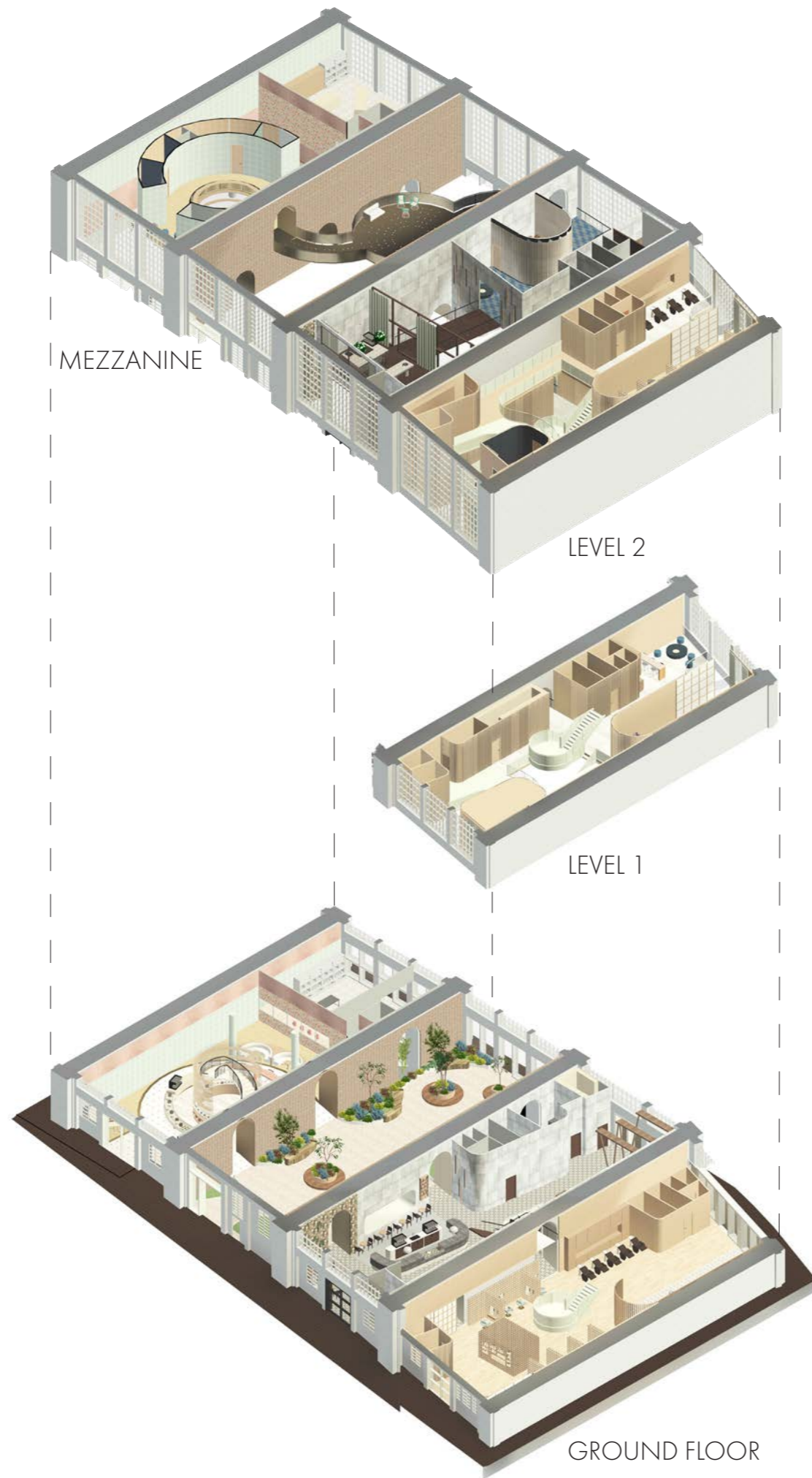
# //SITE CONTEXT AND DRAWINGS



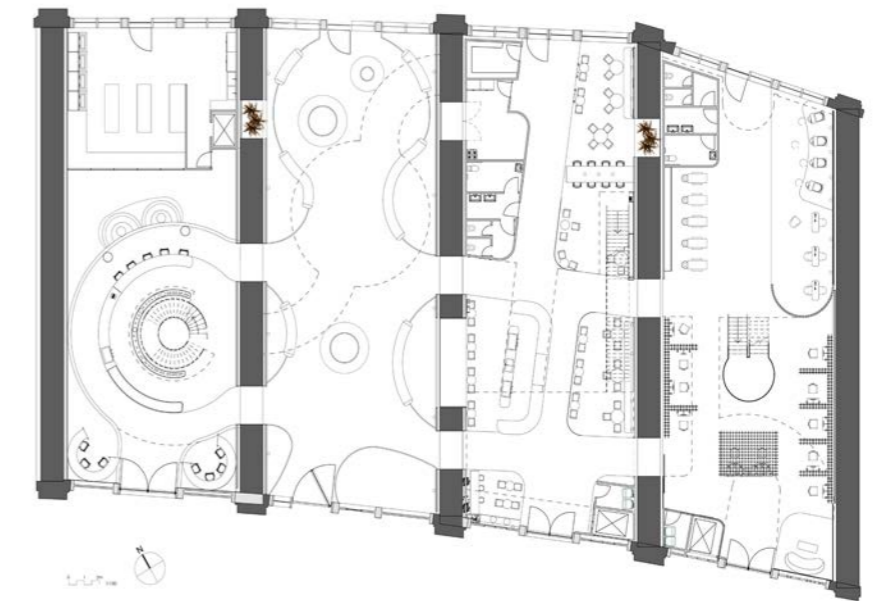
6 - 9 MIDDLEMISS STREET, LAVENDER BAY



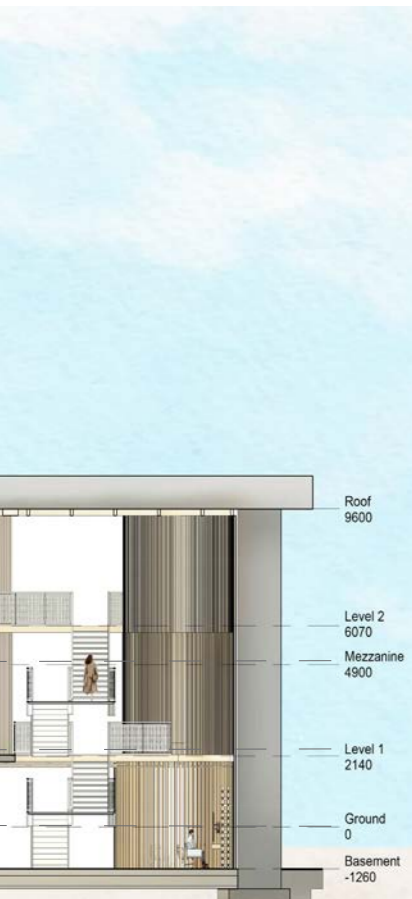




MEZZANINE FLOOR

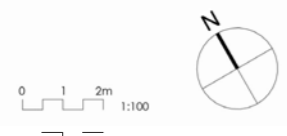
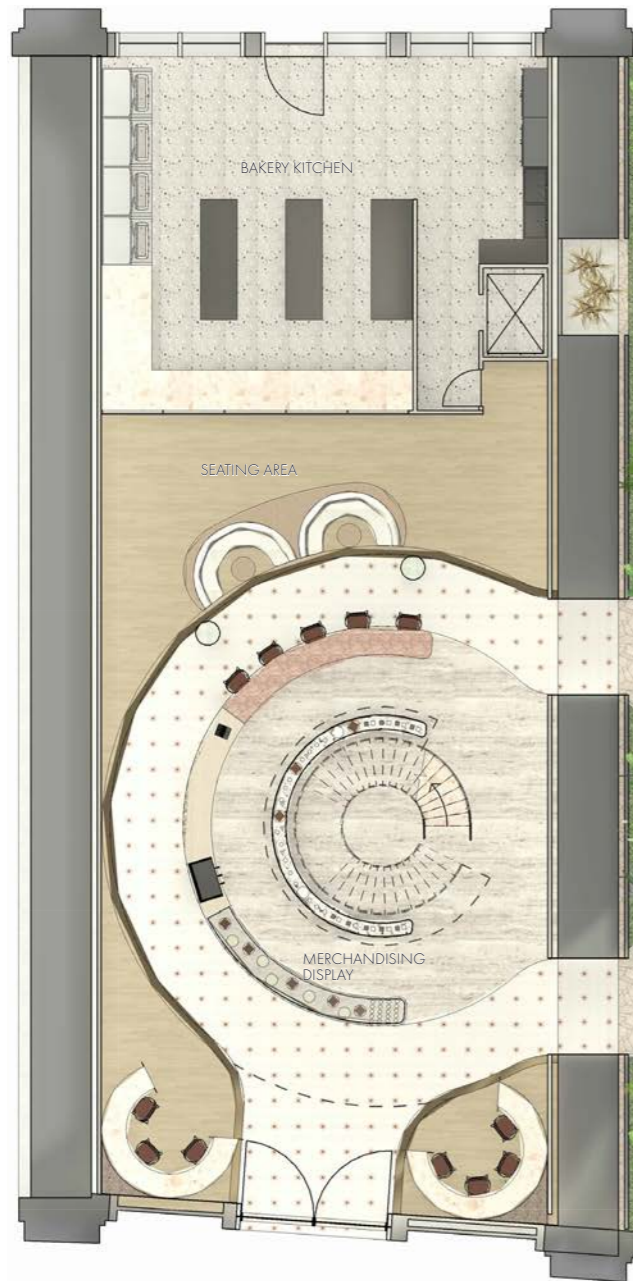


GROUND FLOOR

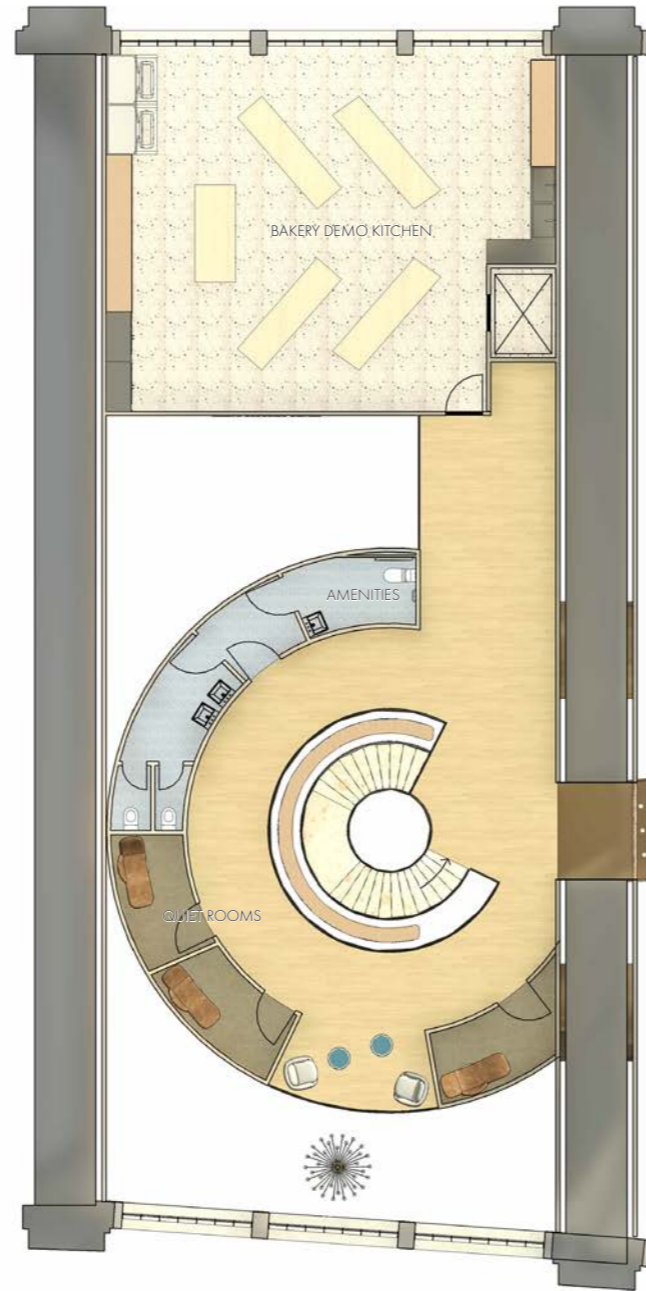




# // BAKERY



Bakery Ground Floor Plan  
1:100@A1



Bakery Mezzanine Plan  
1:100@A1



Bakery Cross Section 1:50@A1



Materiality and FF&E Board



# // BAKERY 3D VISUALISATION



Top: Ground Floor Artisan Bakery Banquette Seating  
Bottom: Mezzanine Floor Circular Corridor  
Right: Ground Floor Bakery Seating Area



# // BAKERY DETAILED JOINERY



Front Elevation



Side Elevation



Plan View



3D Visualisation



# // BAKERY 3D VISUALISATION



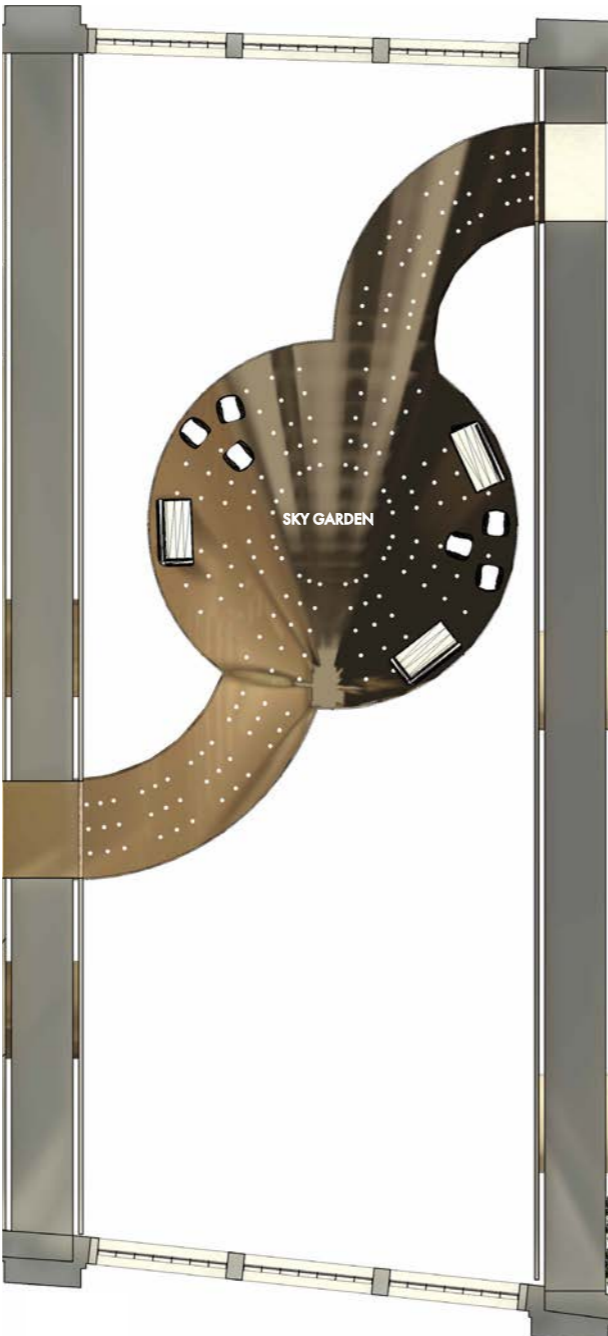
Left: Artisan Bakery Merchandising Display  
Top: Artisan Bakery Vertical View



# // ATRIUM COURTYARD



Atrium Courtyard  
Ground Floor Plan  
1:100@A1



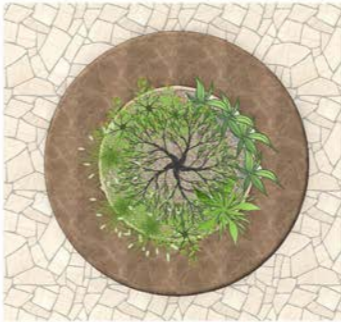
Atrium Courtyard  
Mezzanine Plan  
1:100@A1



Atrium Courtyard Cross Section 1:50@A1



Front Elevation



Plan View



3D Visualisation



# // ATRIUM COURTYARD 3D VISUALISATION



Top: Mezzanine Floor Sky Garden  
Right: Ground Floor Atrium Courtyard



# //CAFE



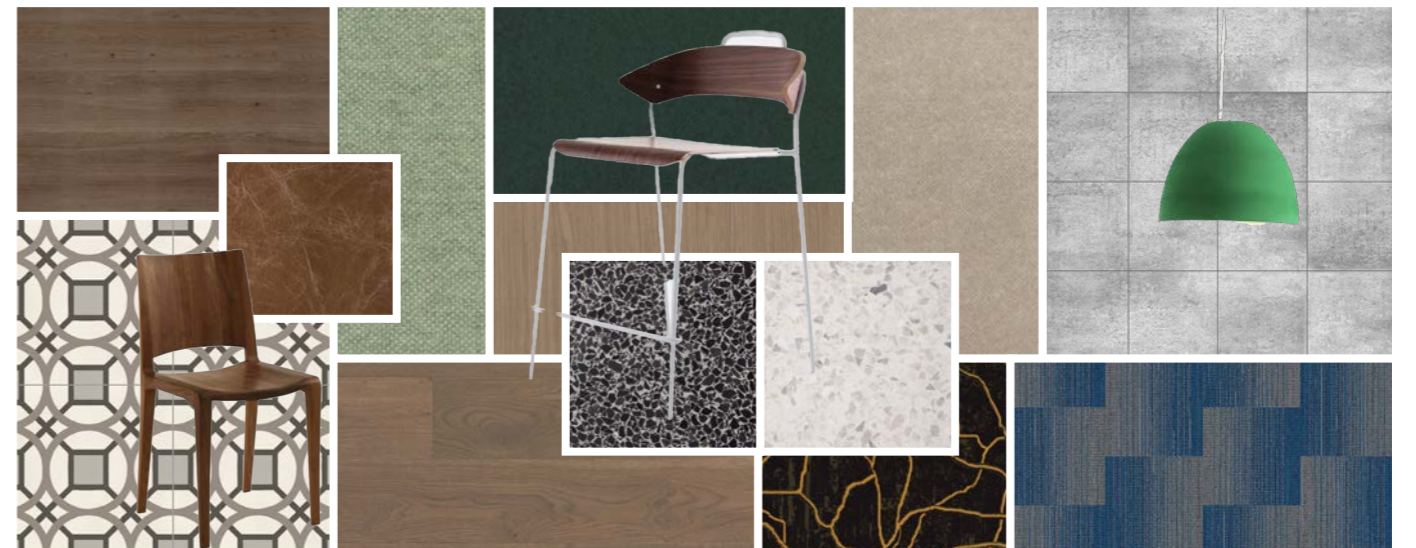
Cafe Ground Floor Plan  
1:100@A1



Cafe Mezzanine Plan  
1:100@A1



Bakery Cross Section 1:50@A1



Materiality and FF&E Board



# // CAFE 3D VISUALISATION



Left: Ground Floor Cafe Entrance  
Top: Ground Floor Cafe Seating Area  
Bottom: Mezzanine Floor Barista and Coffee Art Training Room



# // CAFE DETAILED JOINERY



Front Elevation



Side Elevation



Plan View



3D Visualisation



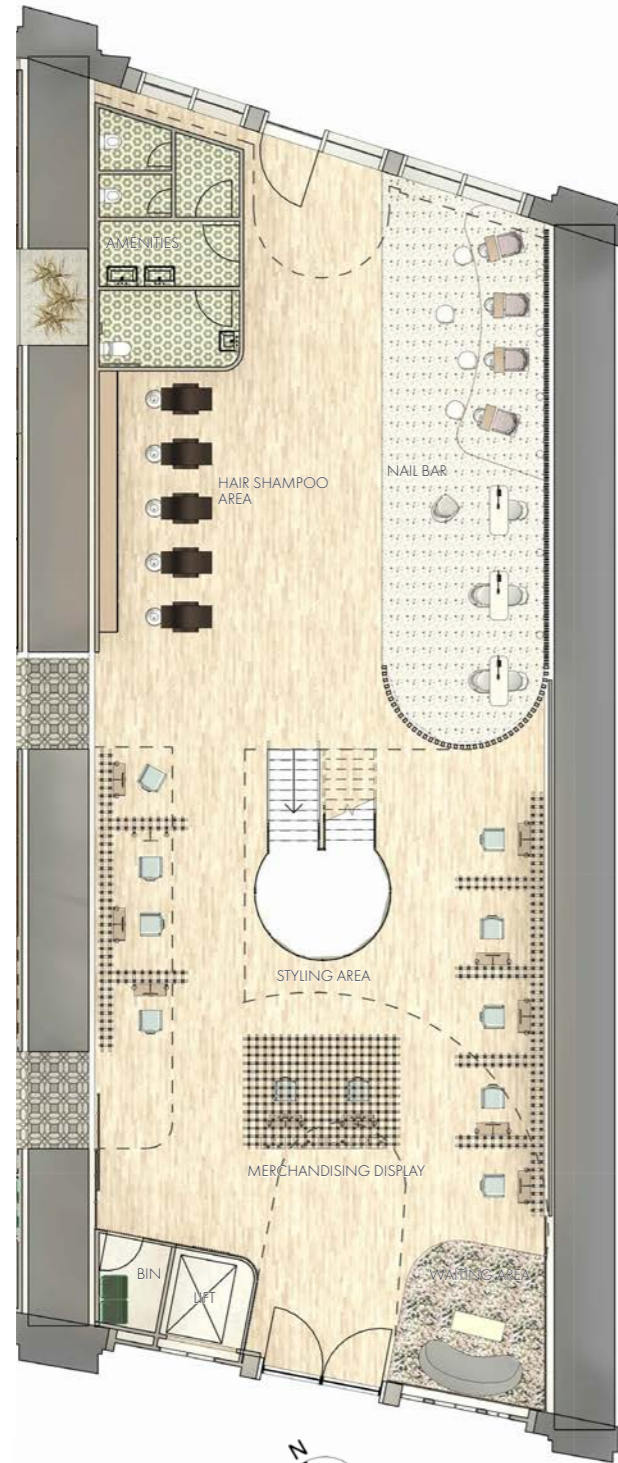
# //CAFE 3D VISUALISATION



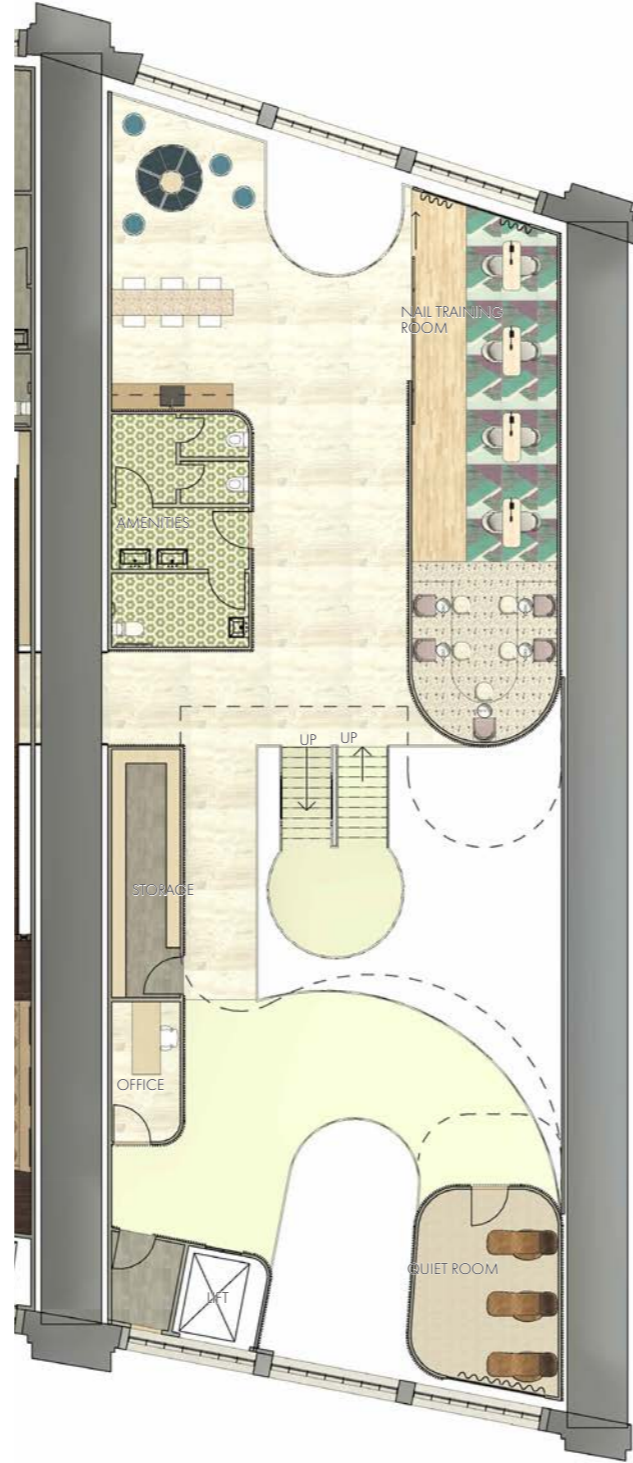
Top: Mezzanine Floor Barista and Coffee Art Training Room  
Right: Mezzanine Footbridge to Pink Noise Room



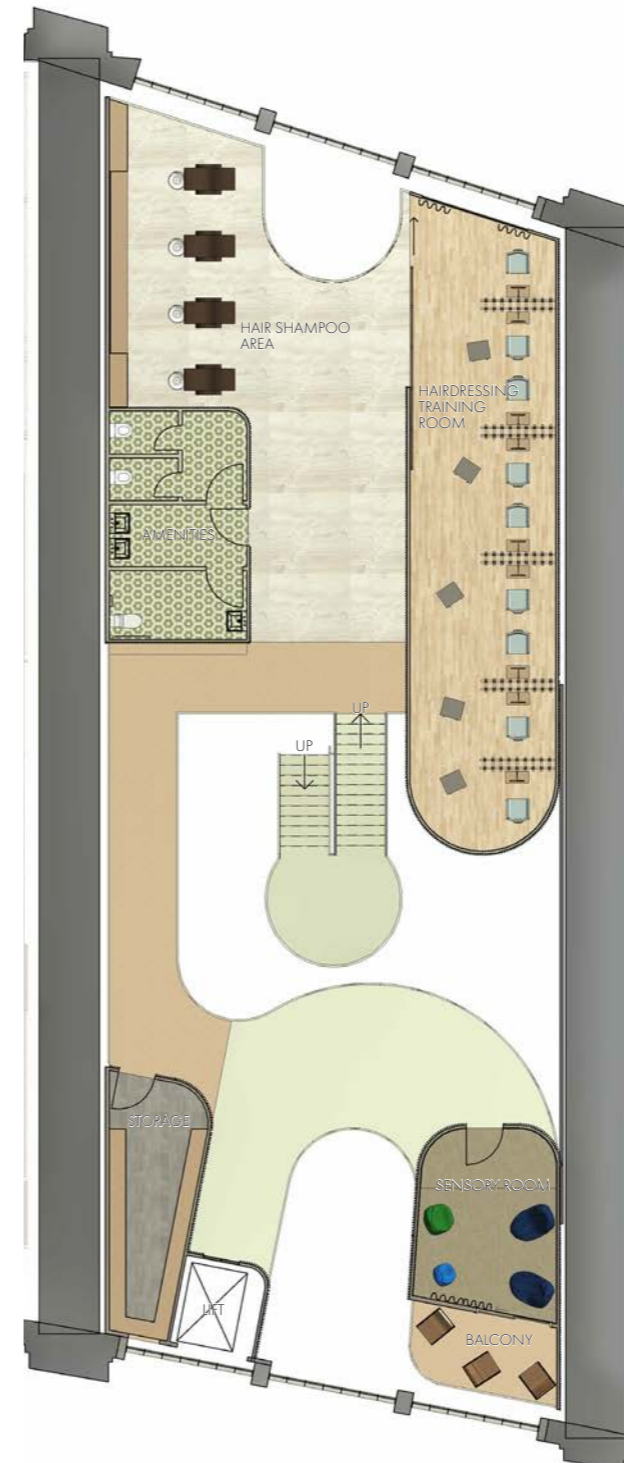
# //HAIR AND NAIL SALON



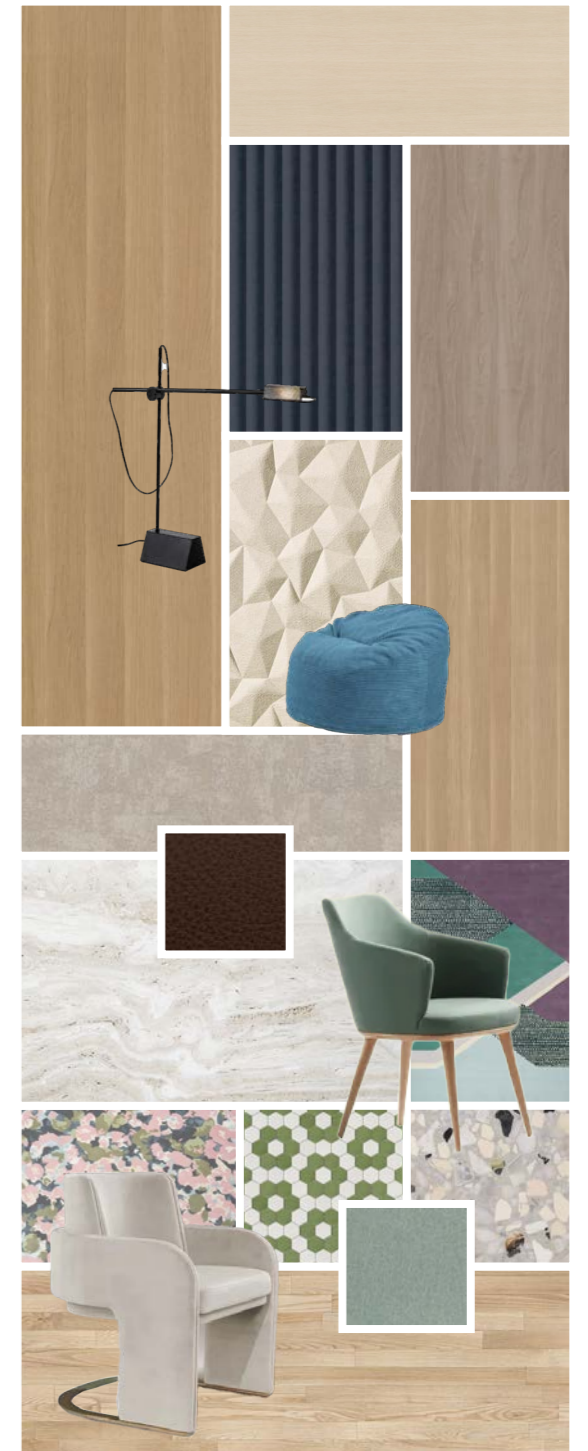
Salon Ground Floor Plan  
1:100@A1



Salon Level 1 Floor Plan  
1:100@A1



Salon Level 1 Floor Plan  
1:100@A1



Materiality and FF&E Board



# //HAIR AND NAIL SALON 3D VISUALISATION



Left: Ground Floor Hair Styling Area  
Top: Ground Floor Manicure and Pedicure Area  
Bottom: Level 1 Central Staircase



02



### THE PICCADILLY HOTEL

It is a reimagined project, turning the site into a multi-level hospitality venue that resonates with its time and location and addresses the local community's needs.

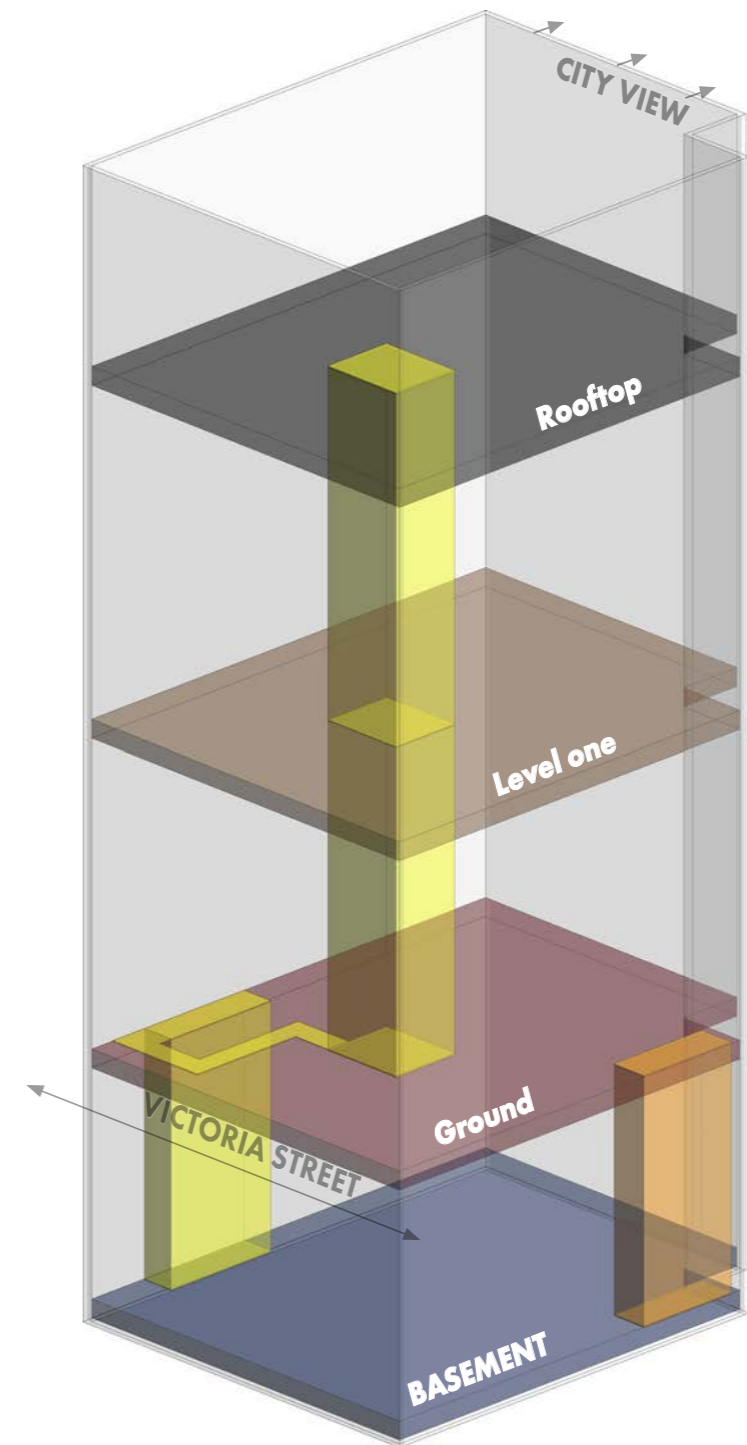
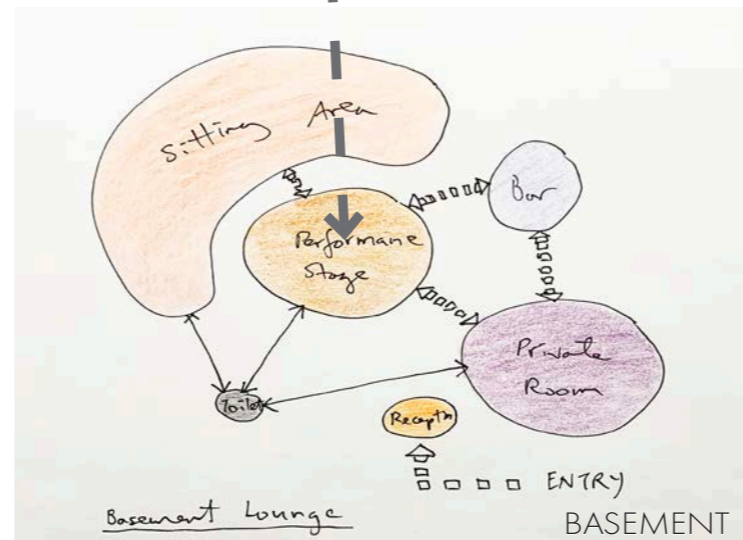
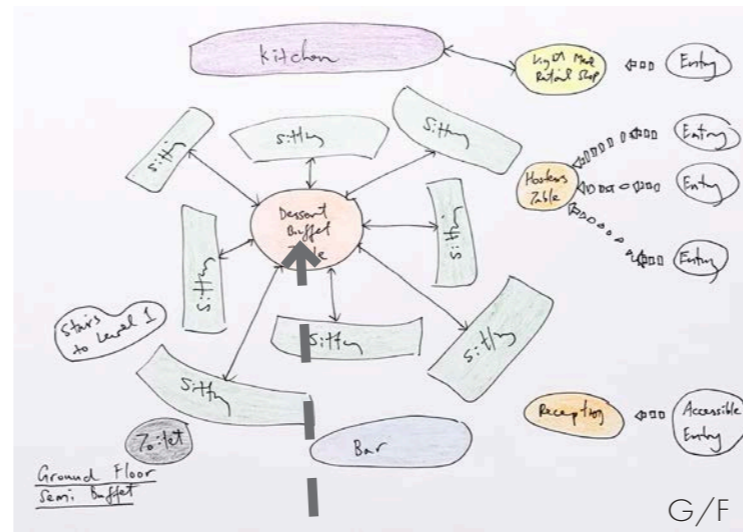
Located at 171 - 173 Victoria Street, Potts Point. The redeveloped Piccadilly Hotel is positioned as a unique multi-level hospitality venue in an art deco building that embraces its history with a glamorous interior where music is paired with food for the first time.



Left: Level 1 Events and Private Functions Area  
Right: Ground Floor Casual Dining Restaurant Reception



# //CONCEPTUALISATION



## RESONANCE

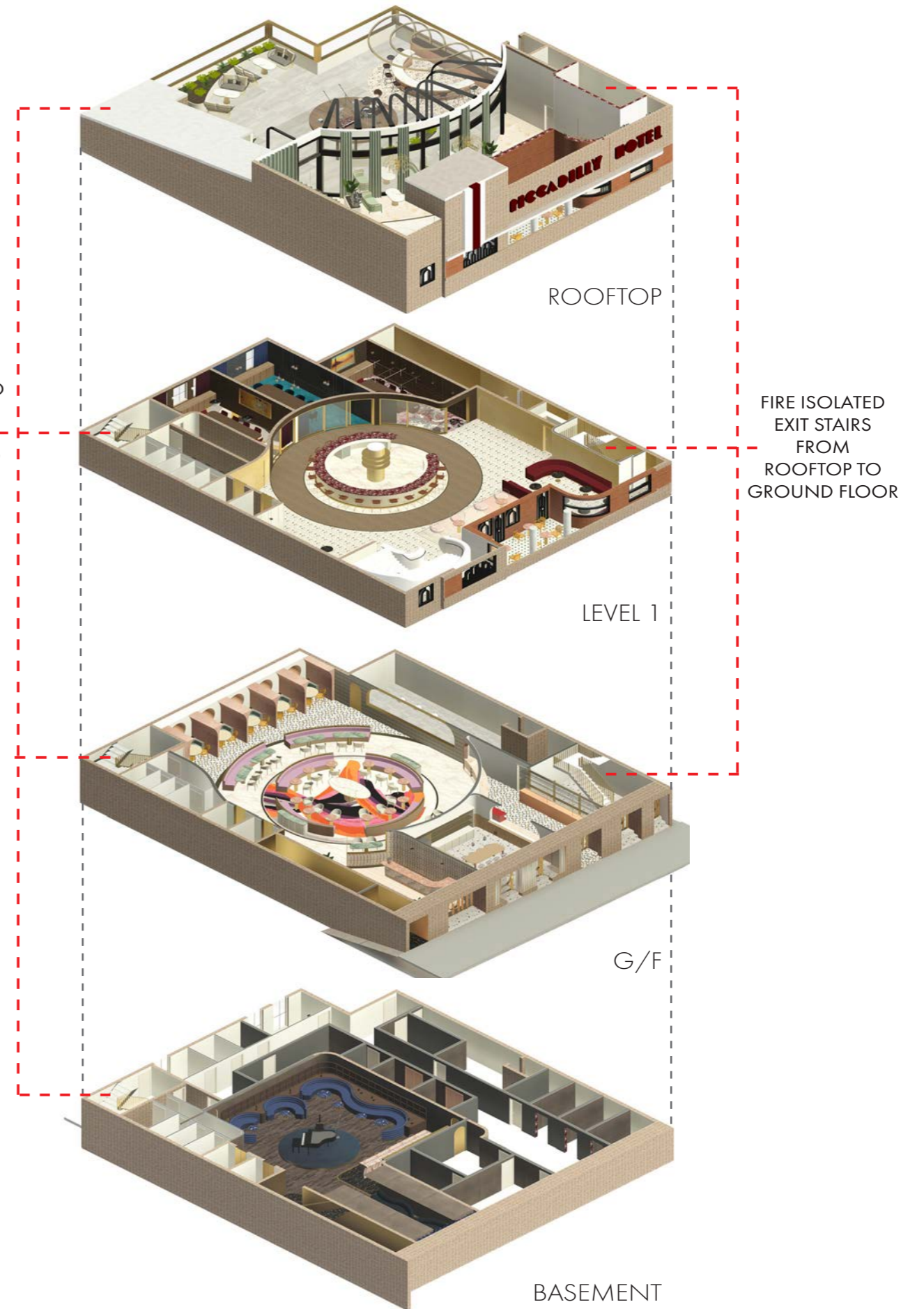
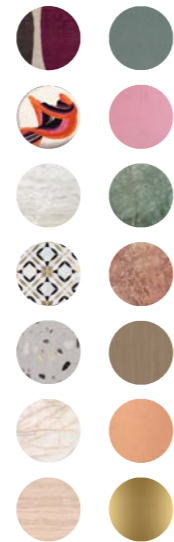
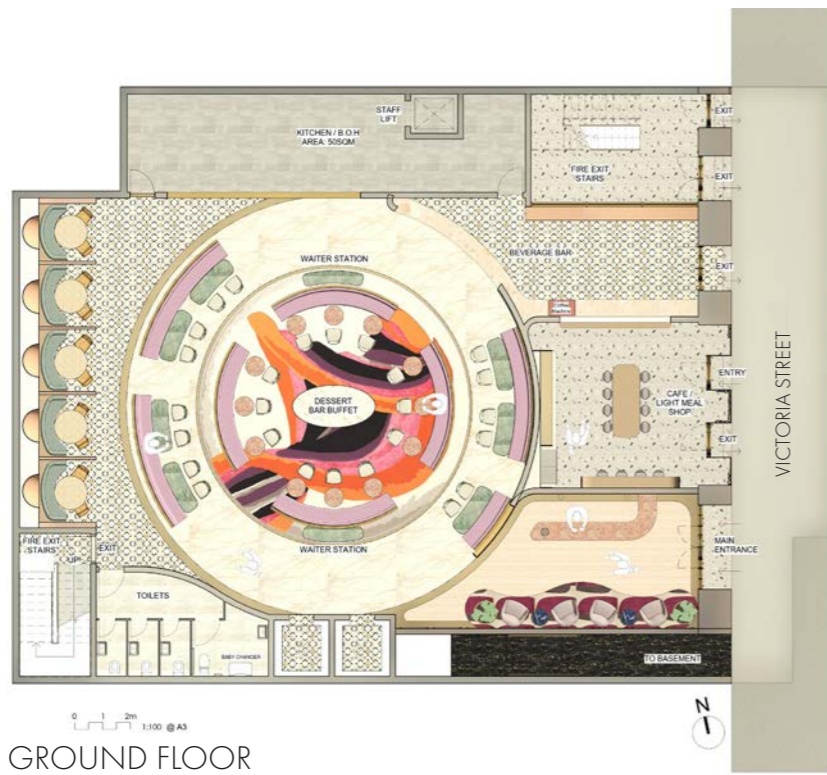
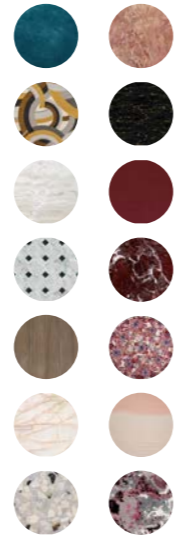
A space that resonates with its patrons through music and its sound quality to create a multi-sensory dining experience.

## ELEMENTS OF MUSIC MEET ELEMENTS OF DESIGN

Texture/Timbre/Radial/  
Repetition/Symmetry/Layering



# // FLOORPLANS AND AXONOMETRIC VIEW





# //3D VISUALISATION



Top: Basement Jazz Lounge Centre Performance Area  
Bottom: Level 1 Cloud Bar  
Right: Ground Floor Casual Dining Restaurant Dining Area



# //SECTIONS



0 1 2m 1:100 CROSS SECTION



0 1 2m 1:100 LONG SECTION

Rooftop Outdoor Bar and Live Performance Area

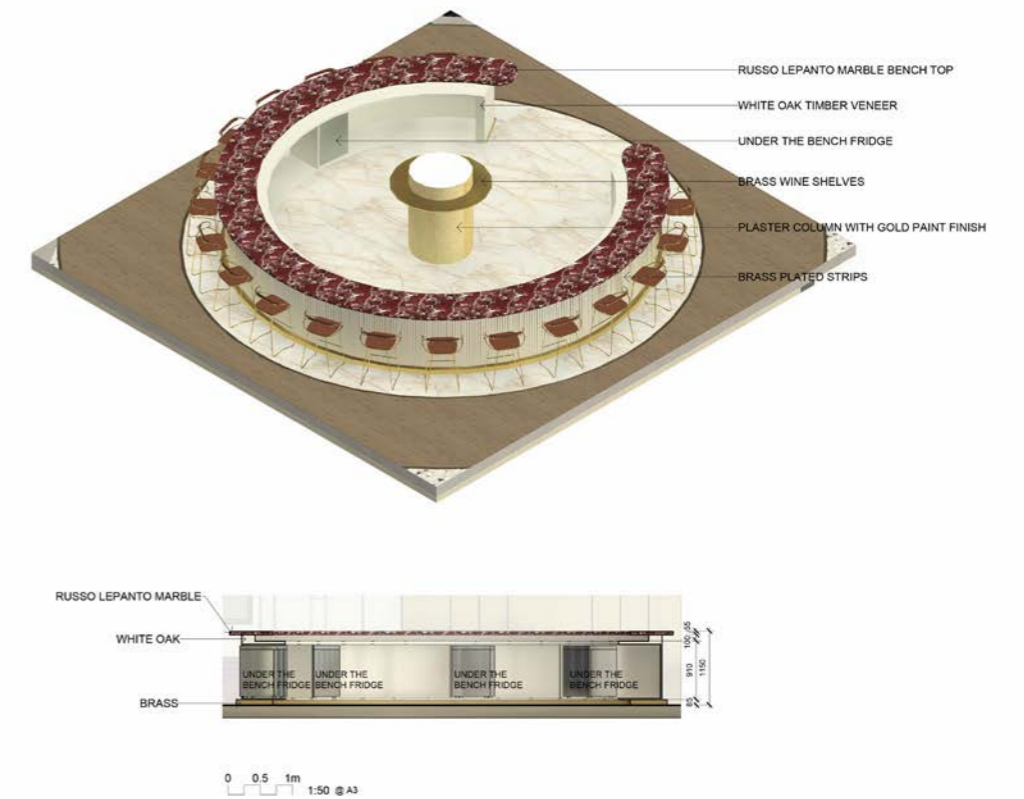




# //3D VISUALISATION



Top: Level 1 Duke Private Dining Room  
 Bottom: Rooftop Restaurant and Bar Dining Area  
 Right: Level 1 Cloud Bar Detailed Joinery





# 03



## ALLEN MORGAN LAW FIRM

A global law firm providing legal counseling and litigation services with expertise and insights in Art Law and Intellectual Properties.

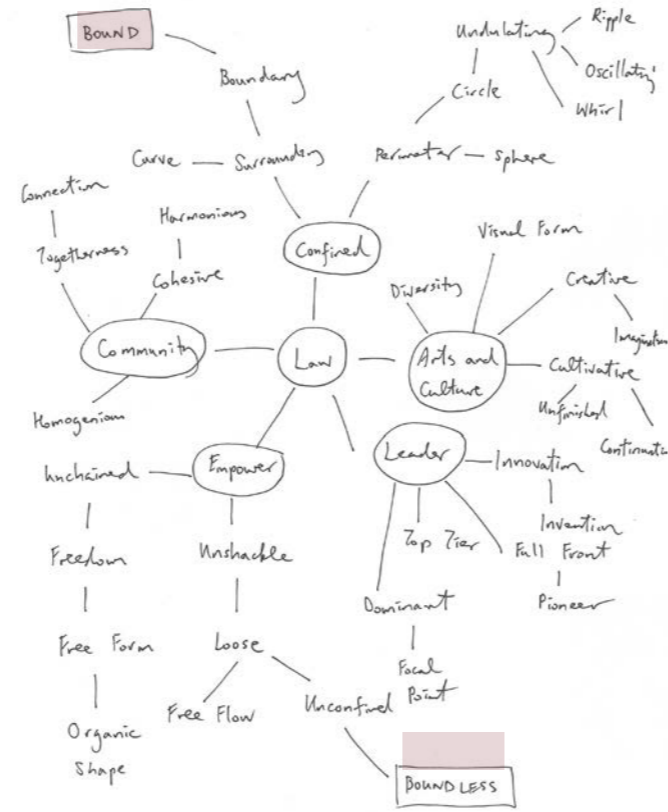
Located at 1 Denison Street, North Sydney, occupying L28 and half of L29, hosting 170 employees. The office fit-out design has to be professional and attract employees to return to the office a couple of days a week after COVID.



Left: Level 28 Main Conference Room  
Right: Level 28 Reception Area



# // CONCEPTUALISATION AND BLOCK PLANNING

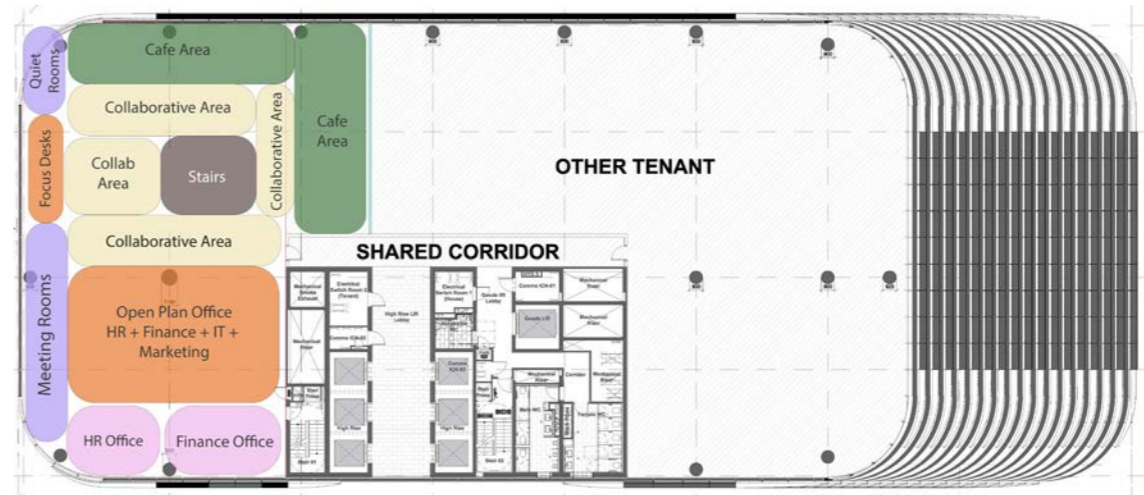
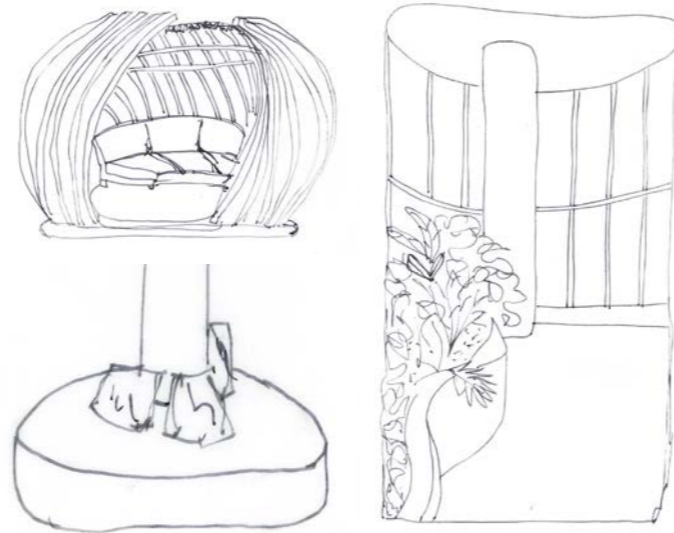


## BIND THE BOUNDLESS

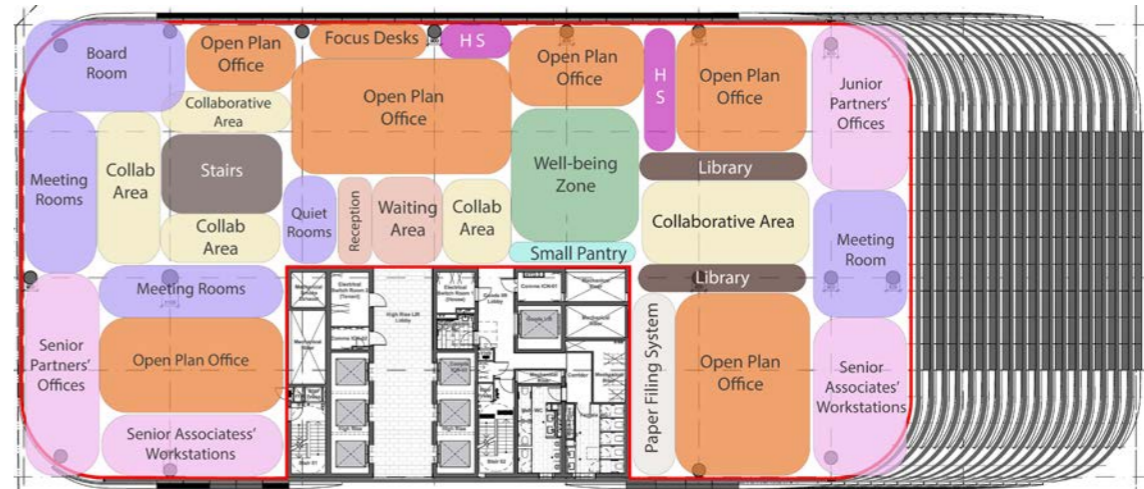
Building a contrast between the purpose of law that is often binding and the nature of art and creativity that is boundless.

## DESIGN LANGUAGE

Boundary  
Undulating  
Rhythm  
Openness



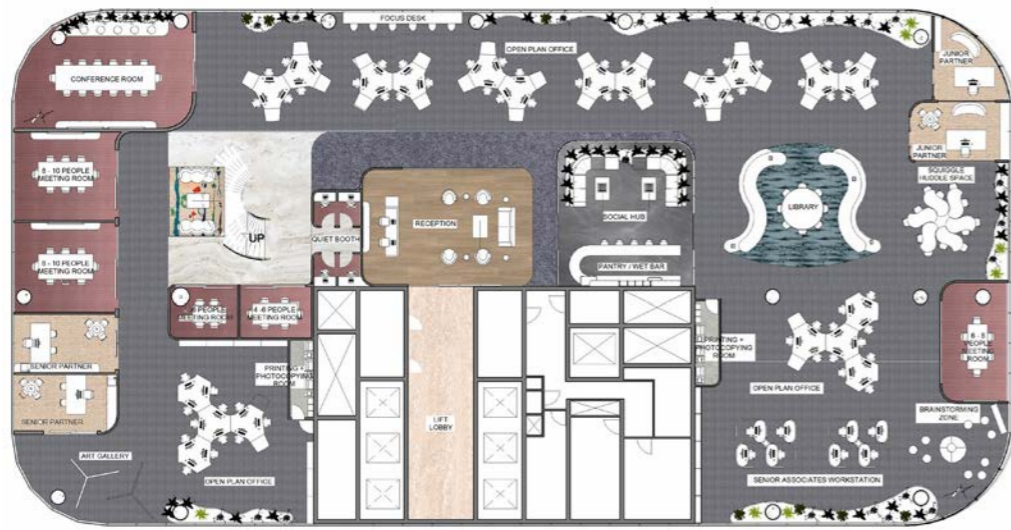
LEVEL 1



GROUND FLOOR



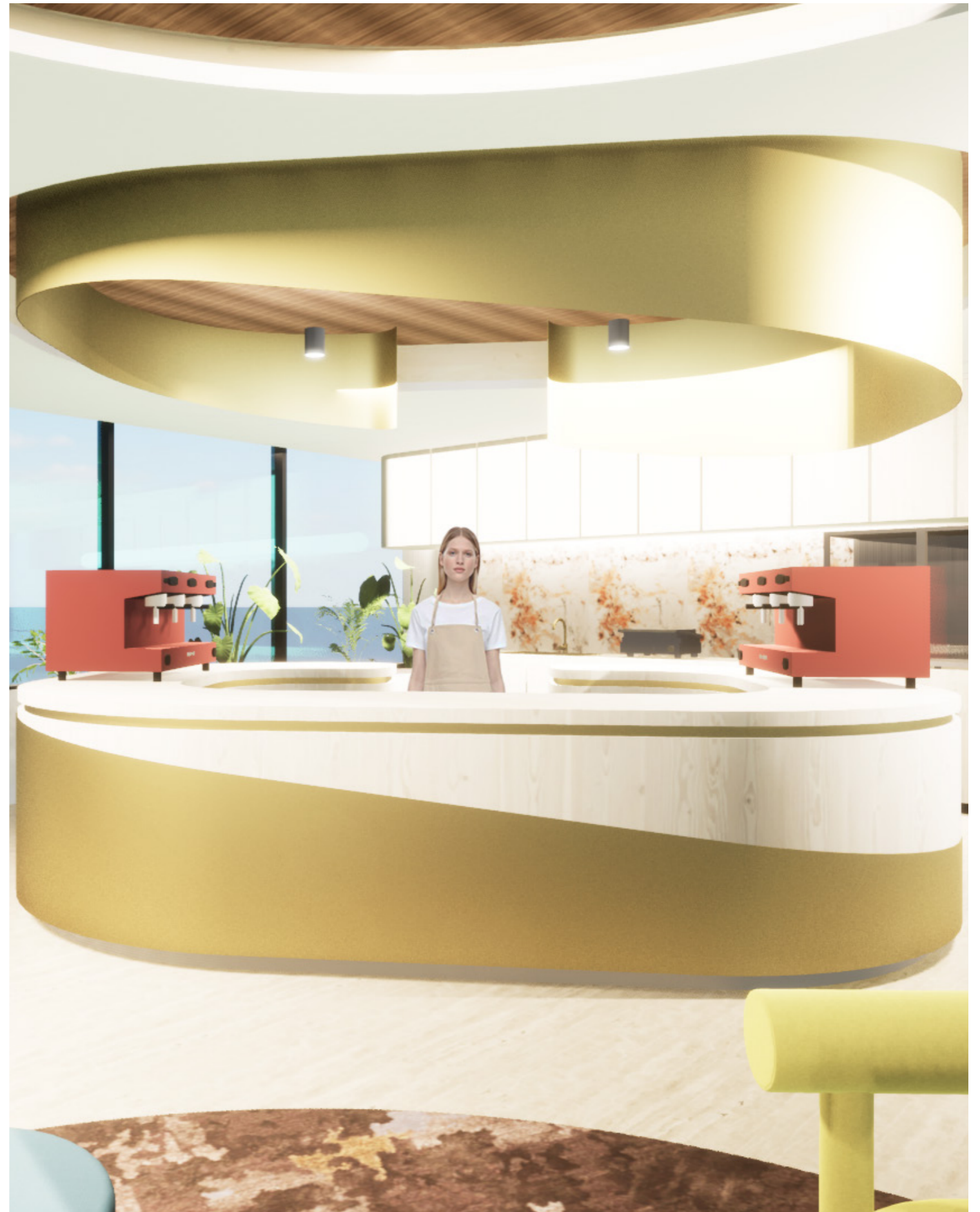
# // FLOORPLANS



1 Level 28 Floor Plan  
1:200



1 Level 29 Floor Plan  
1:200



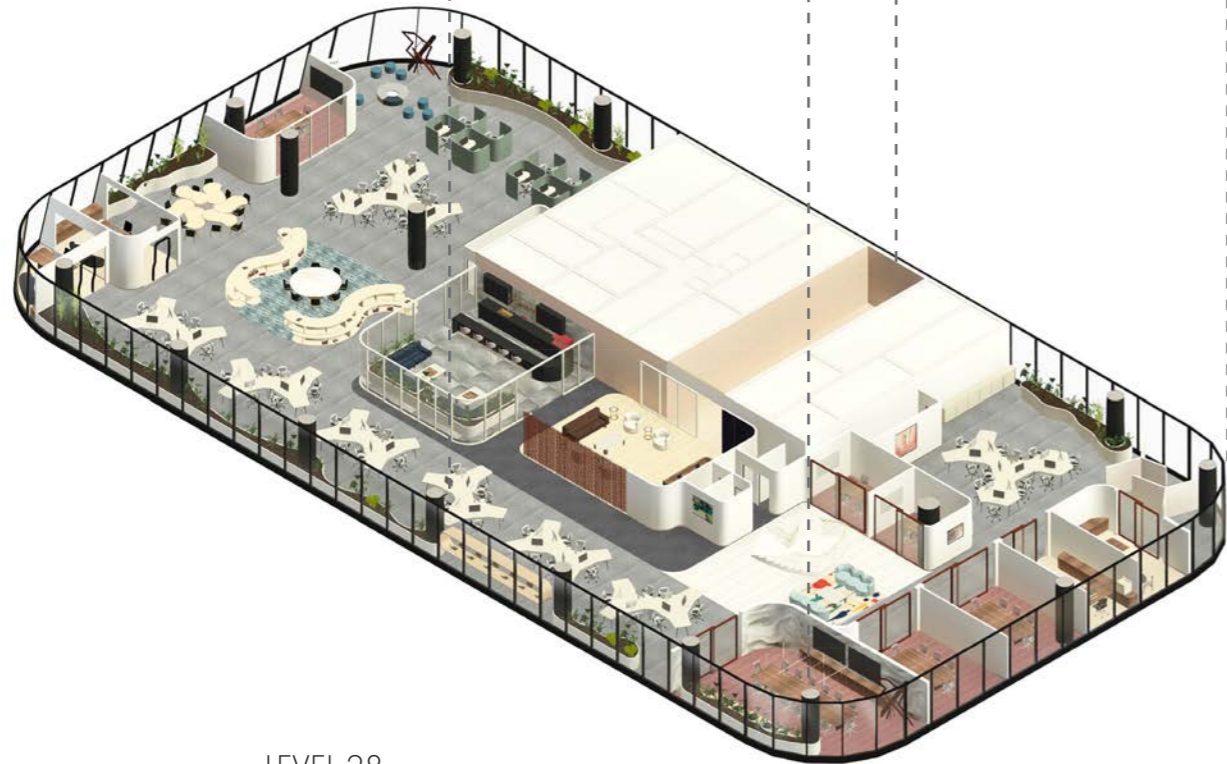
Level 29 Cafe Counter



# // ISOMETRIC VIEW



LEVEL 29



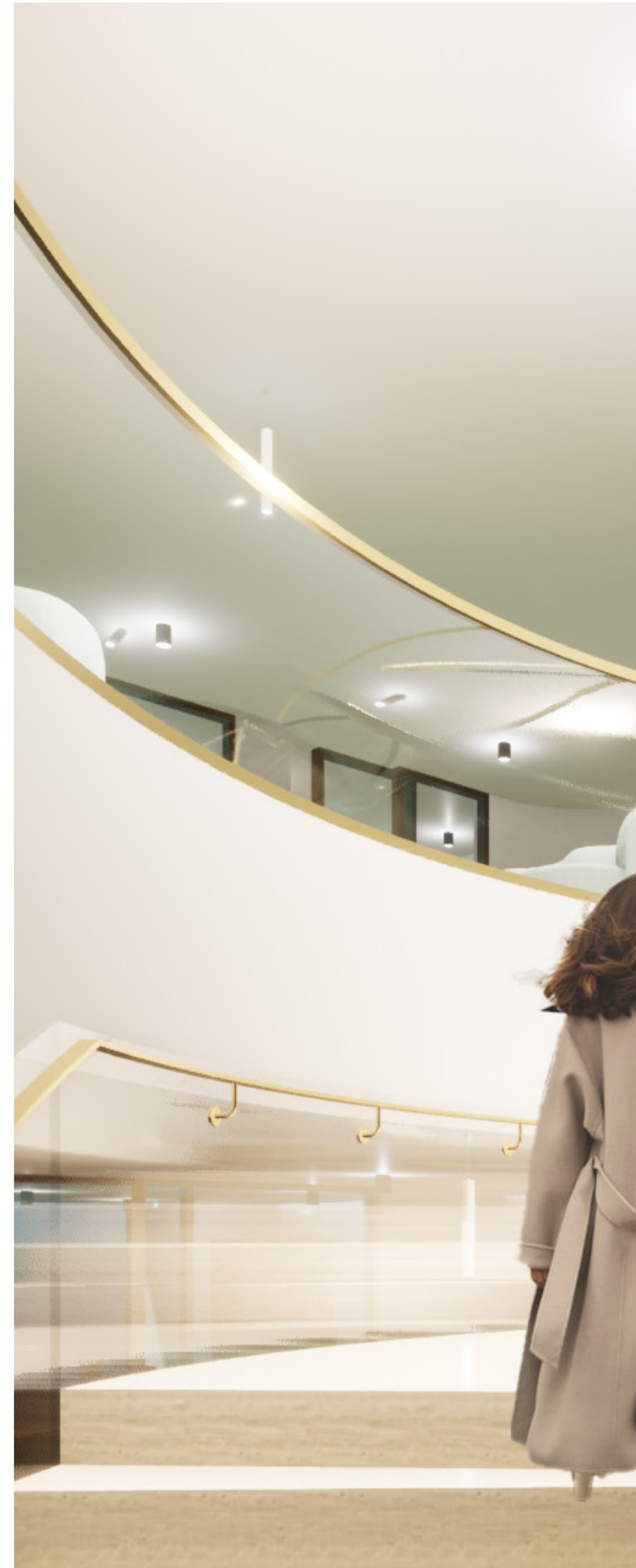
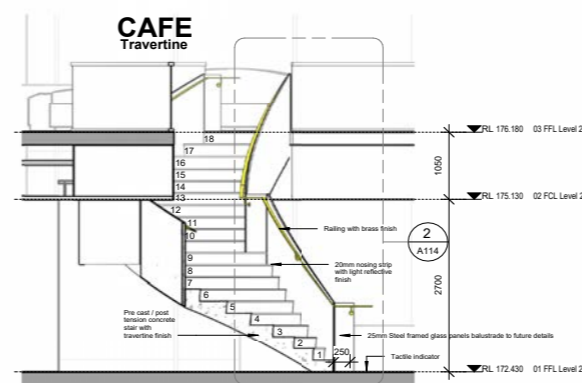
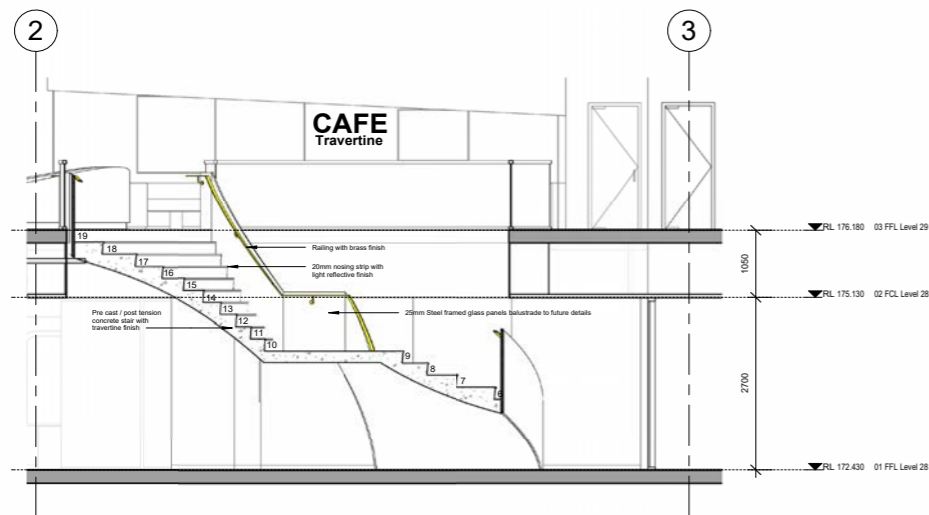
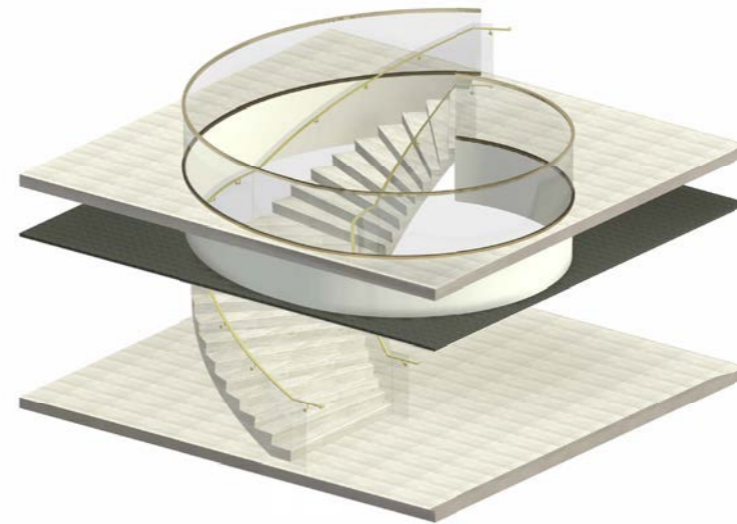
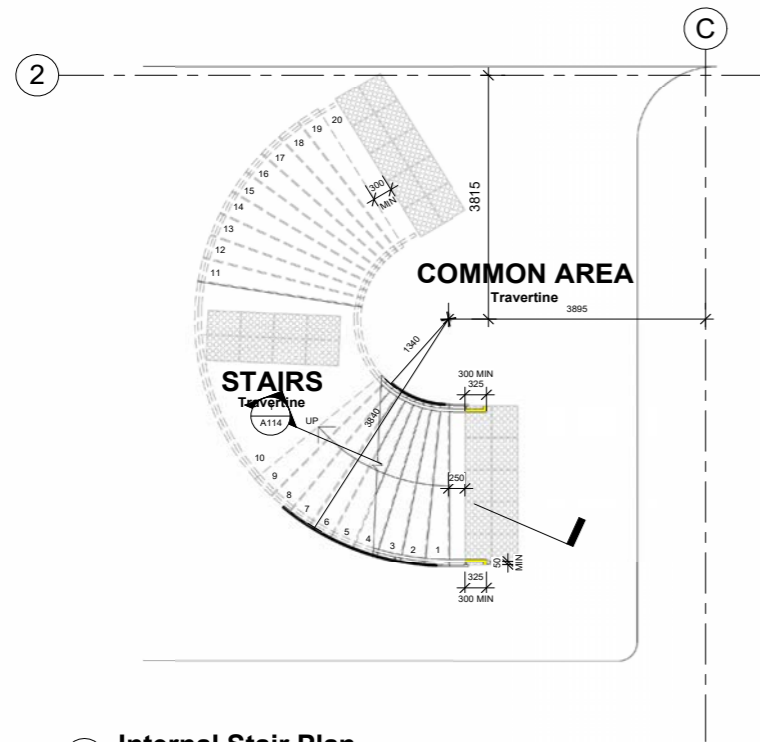
LEVEL 28

Top: Level 28 Open Plan Office  
Bottom: Level 29 Collaboration Booth

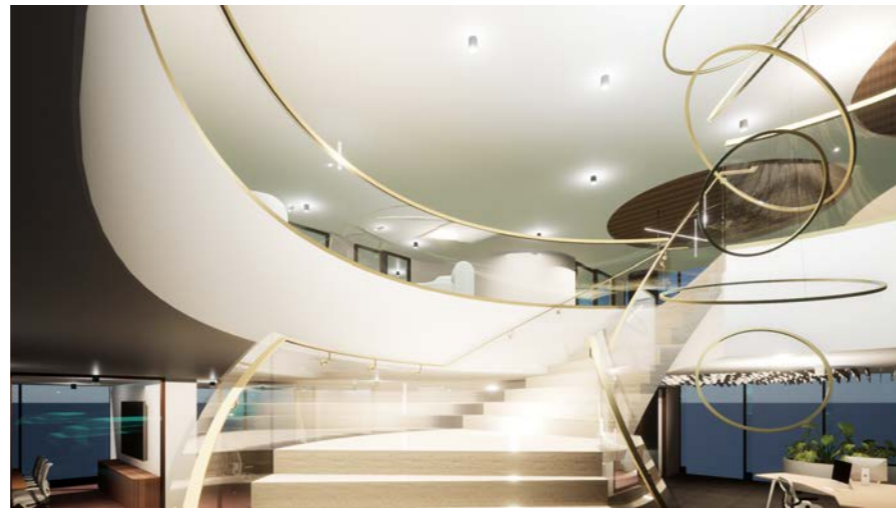




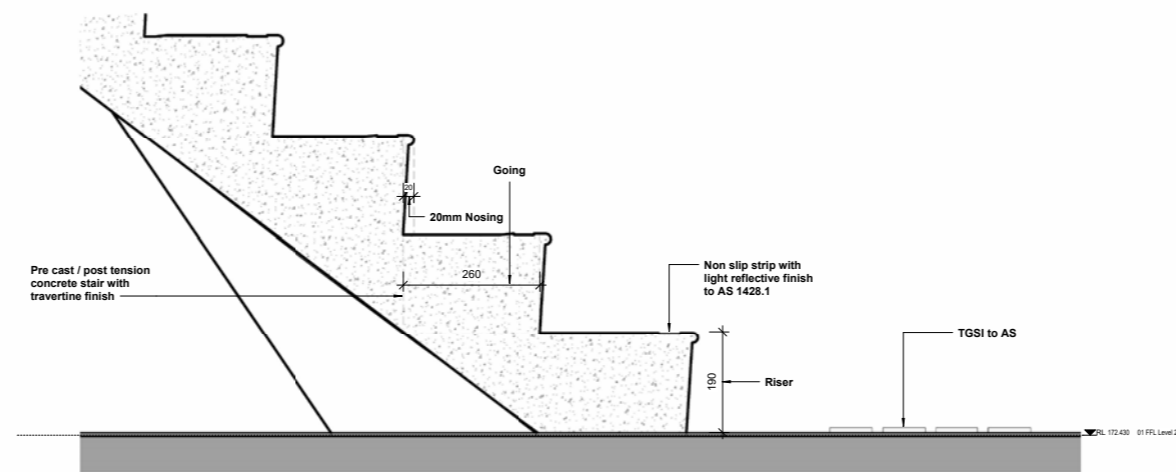
# //DETAILS AND DOCUMENTATION



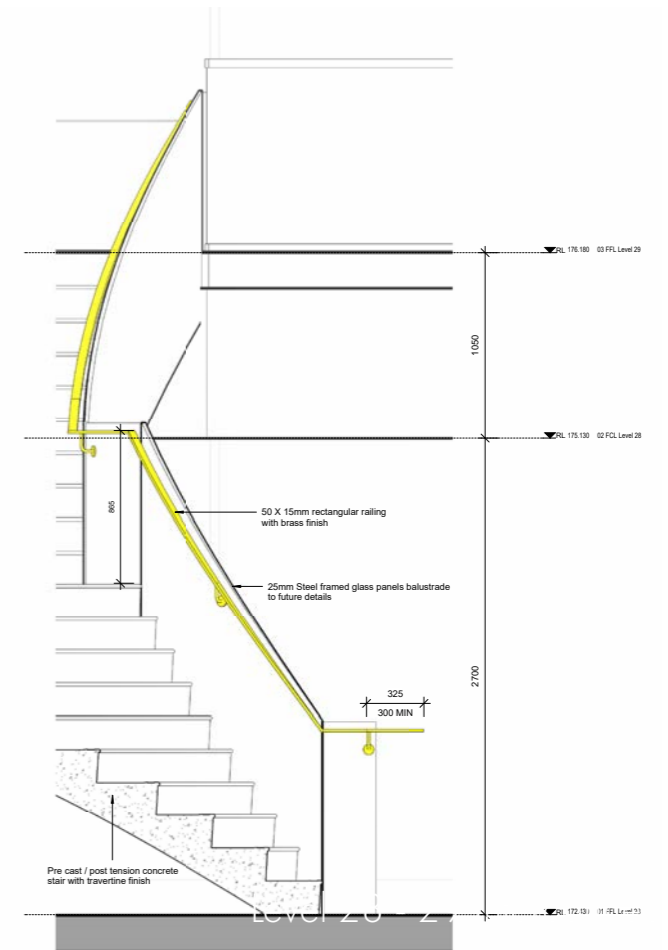




Level 28 - 29 Interconnecting Stairs



① Internal Stair Nosing Detailed  
1:5



② Internal Stair Railing Detailed  
1:15

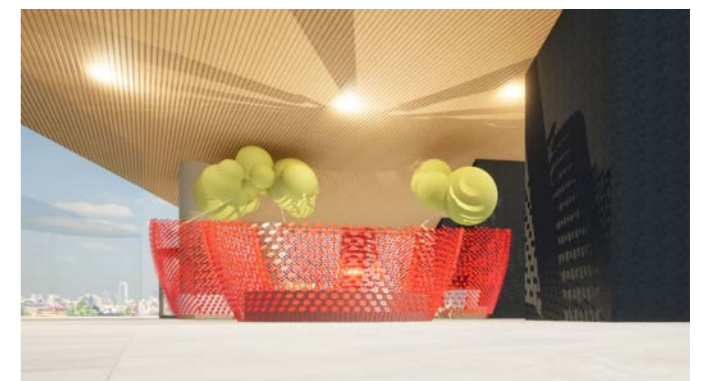


# 04



**PUPPILOVE DOGGIE DAY CARE**  
It is a conceptual project to design a temporary spatial interruption in an existing interior.

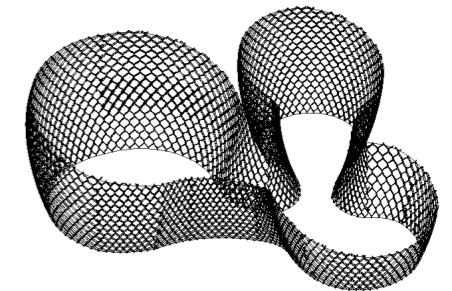
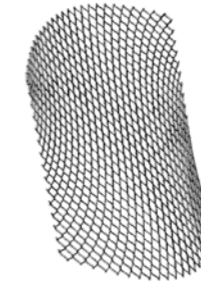
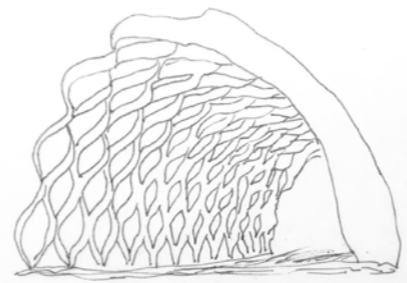
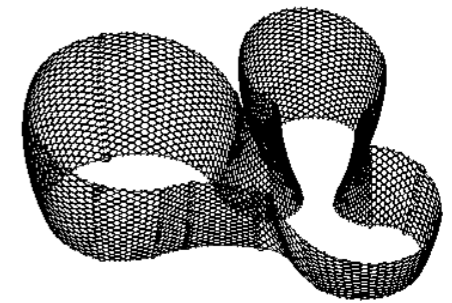
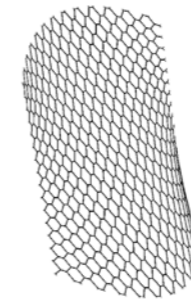
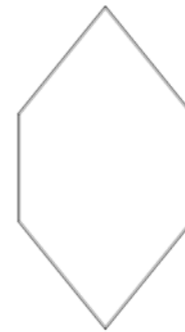
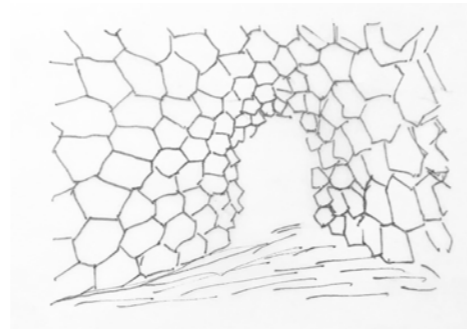
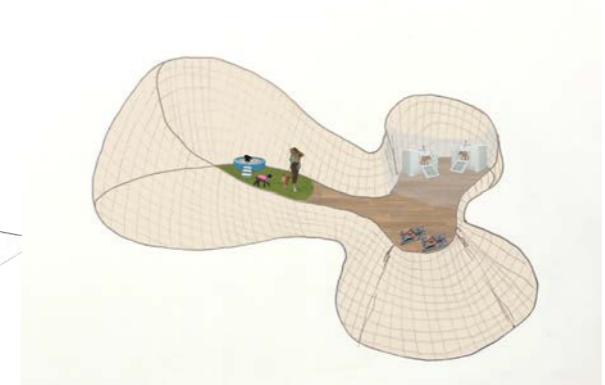
Situated in the lobby of the International Tower 3 Barangaroo. The design intends to provide the convenience for employees to drop off their pets on the way to work, visit them during coffee or lunch breaks, and pick them up after work.



Doggy Day Care Lobby



# //CONCEPTUALISATION

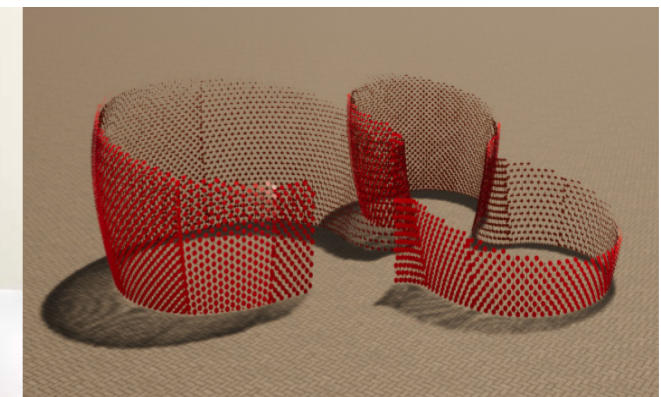
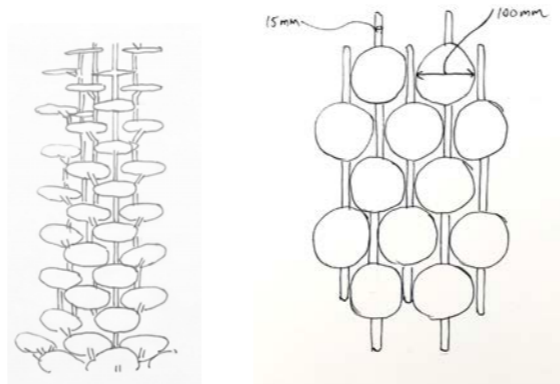


## BONDING

Create the bonding between the paw parents and their doggies into a physical space.

## STRUCTURE EXPERIMENTATION

Honeycomb  
Tortoise Shell  
Lollipop

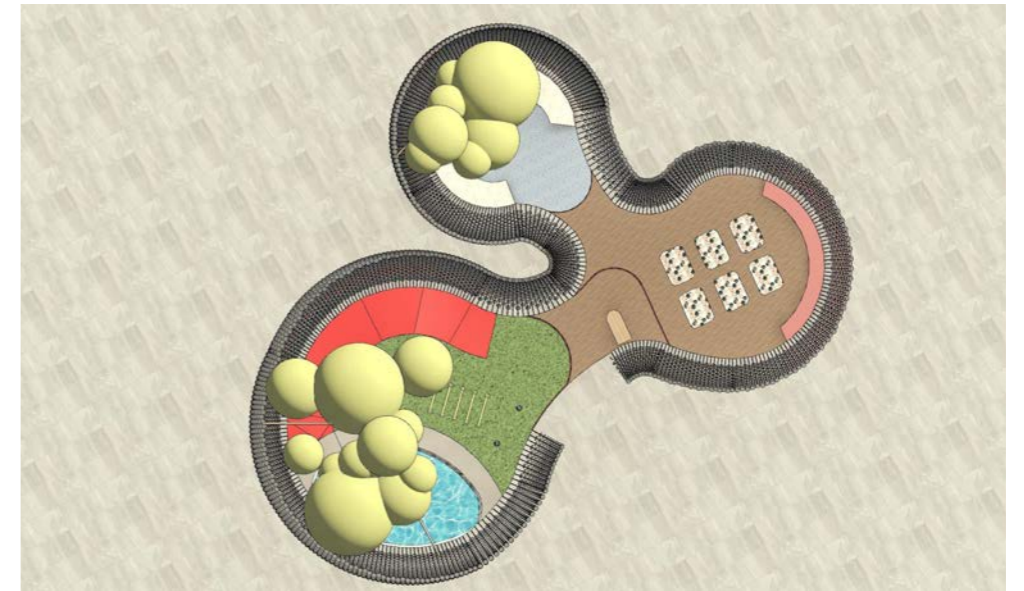




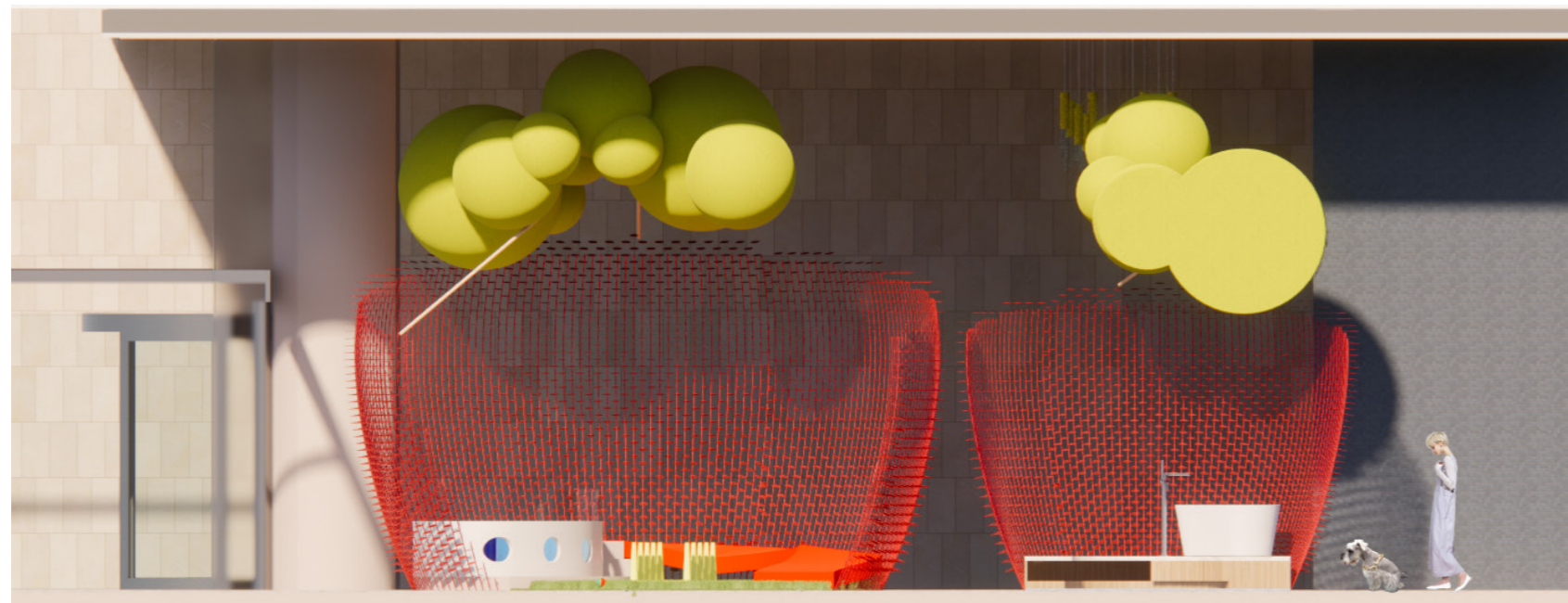
# //DRAWINGS



GROUND FLOOR PLAN 1:200 @A2



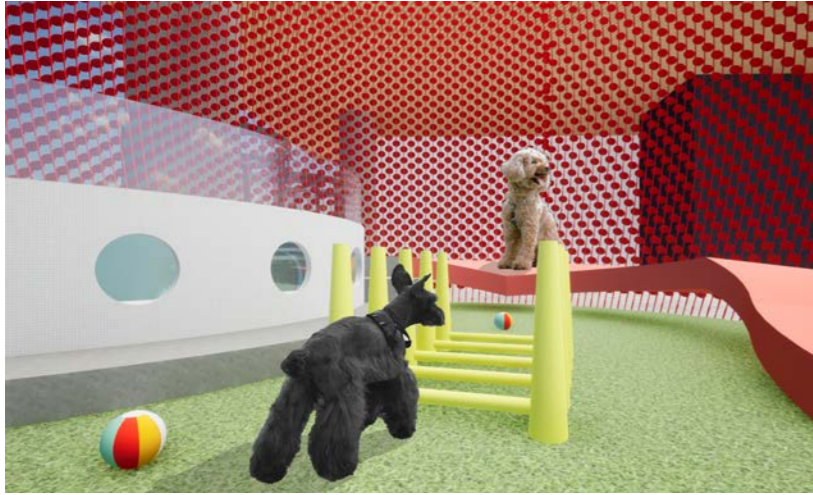
GROUND FLOOR PLAN 1:50 @A2



SECTION 1:50 @A2



# //3D VISUALISATION



Top: Indoor Park  
Bottom: Napping Area  
Right: PuppiLove Doggie Day Care Lobby



# 05



## SOAP & SOUL SYDNEY

It is a handmade soap retail store that uses certified organic and natural ingredients. Tailor-made service is available. Flagship product is breast milk soap.

Located at 656 Crown Street, Surry Hills, a two storey building that needs a complete refurbishment.



Left: Ground Floor Products Testing Area  
Right: Ground Floor Shop Facade

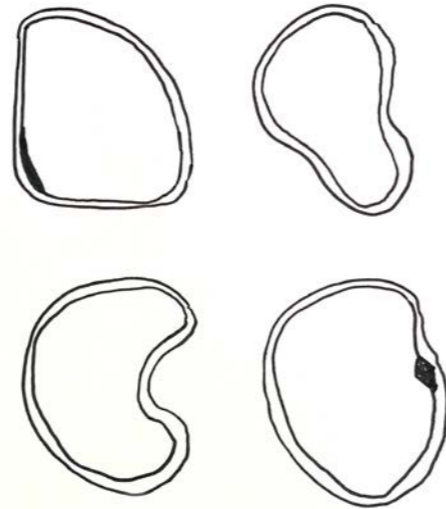


# //CONCEPTUALISATION AND BLOCK PLANNING



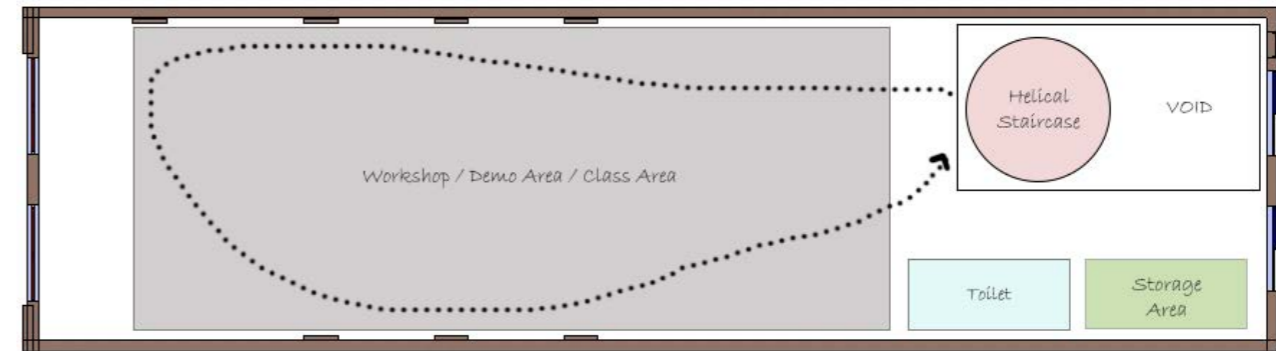
## WOMB

Inspired by the flagship product - Breast Milk Soap.

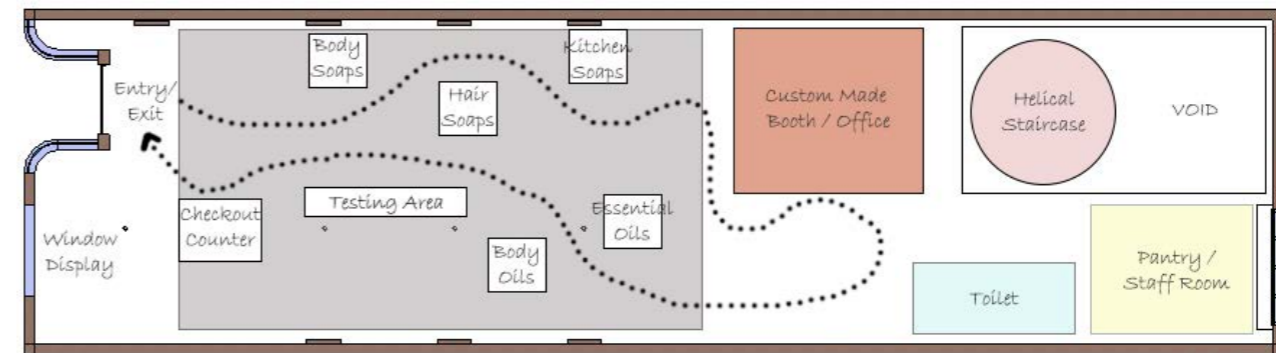


## DESIGN LANGUAGE

Fluidity  
Organic curves  
Membrane



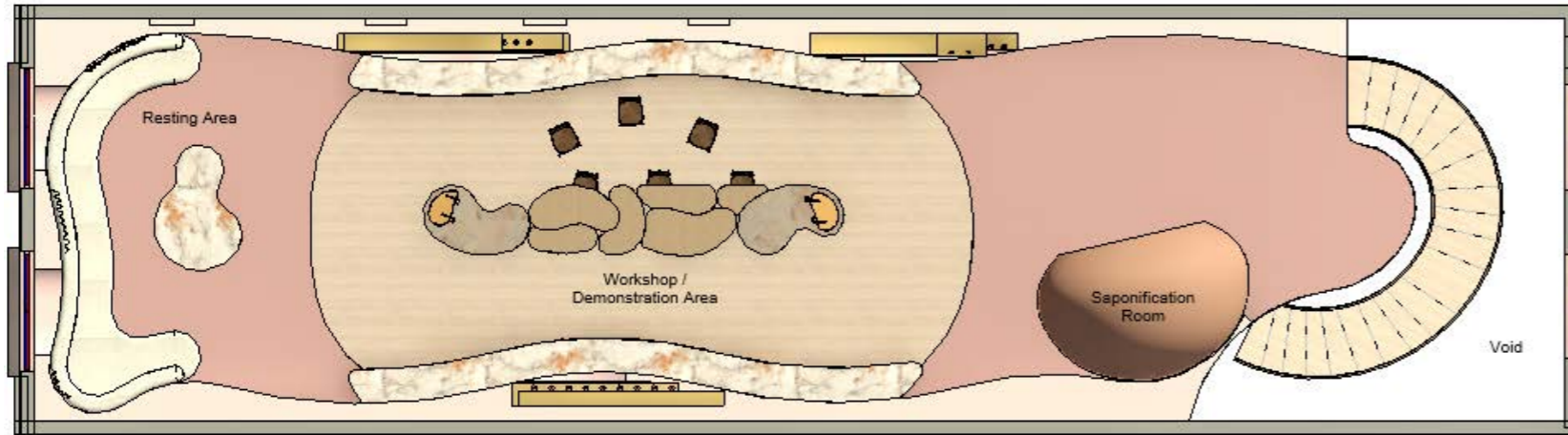
LEVEL 1



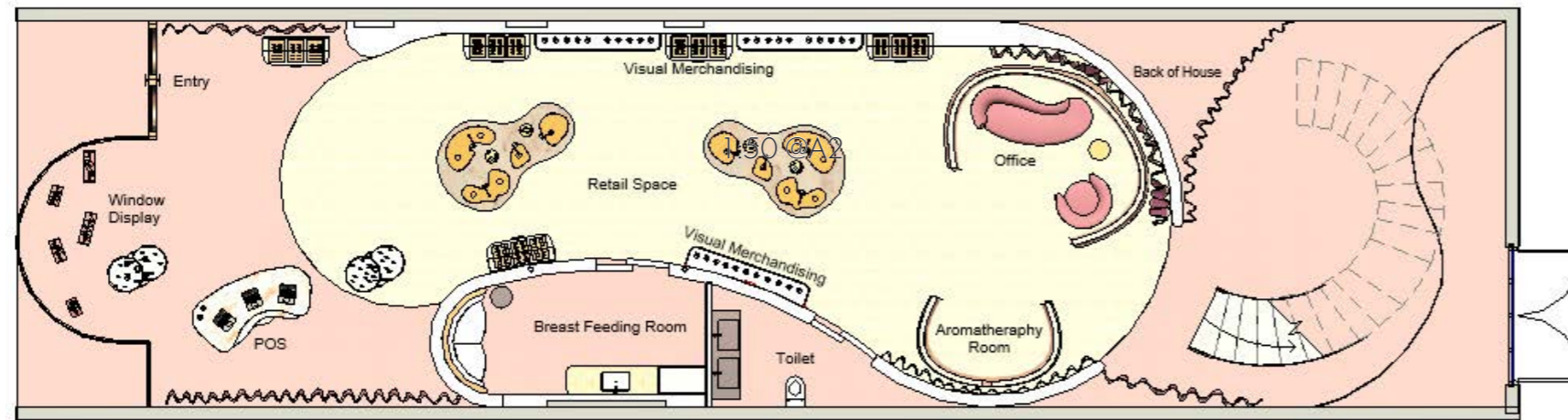
GROUND FLOOR



# // FLOORPLANS



LEVEL 1 PLAN: 1:100 @A2



GROUND FLOOR PLAN: 1:100 @A2



Ground Floor Entrance





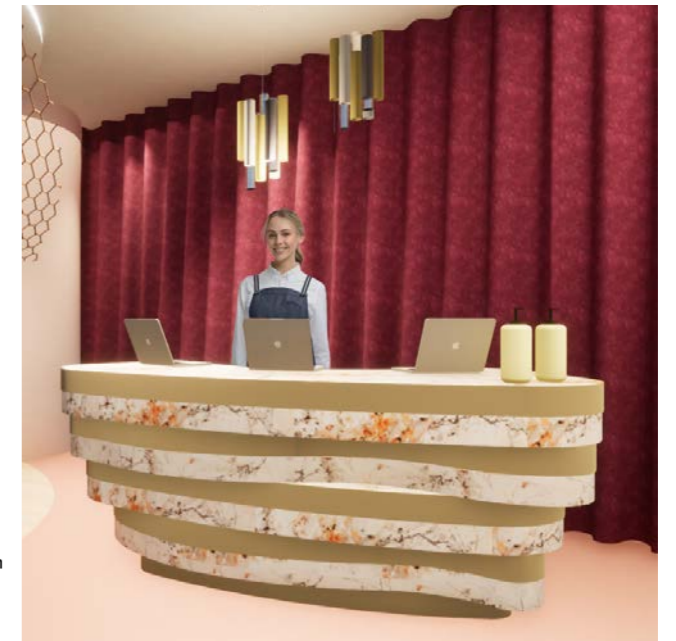
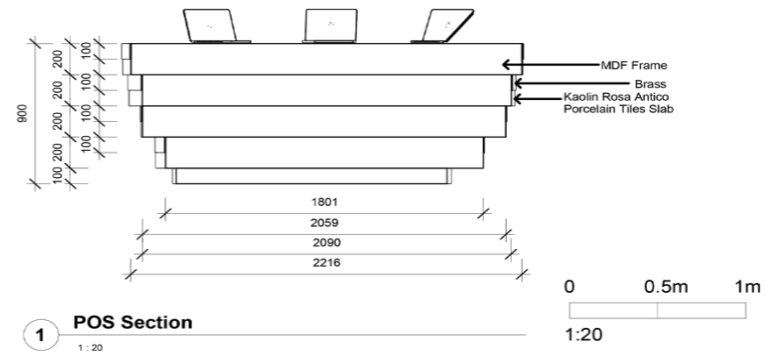
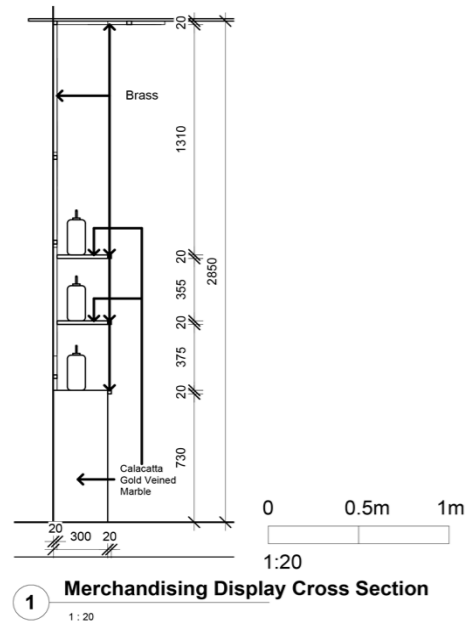
# //3D VISUALISATION



Top: Grand Floor POS Counter  
Bottom: Ground Floor Products Testing Area  
Right: Ground Floor Shop Facade



# //DETAILS AND DOCUMENTATION



Right: Merchandising Display  
Right: Products Testing Basins



// 3D VISUALISATION



Level 1 Handmade Soap Workshop and Demo Area