



## Bridging Horizons

Designed by KWOK Wing Hai

### Design Diagram explaining features



### Design Concept Statement

#### Bridging Horizons – HKIA 70th Anniversary Logo

This 70th anniversary logo for the Hong Kong Institute of Architects (HKIA) is conceived through a design thinking lens:

- empathize with the city's users,
- define the need to de-stigmatize design,
- create a welcoming form, and
- prototype a symbol that invites broad participation.

Since 1956, HKIA has helped shape Hong Kong's urban identity. The logo celebrates this legacy with a simple yet active proposition: **Architecture reaches the public and the public enters Architecture.**

At its heart is an integrated "A" for Architects/Architecture/Anniversary, designed as an open portal. Its geometry stacks like urban stairs—terrace, arches, bridge—encasing the reciprocal flow between buildings and their communities. By framing deliberate negative space, the "A" signals permeability, dialogue, and shared authoring; it reads simultaneously as entry, window, and civic threshold. Extending this language, the integrated "70" conveys outreach—architecture and its ambitions reaching toward the public—while the colored "0" becomes the door and window that invite the public in.

Color is drawn from the city's material and environmental palette. A soft cyan color recalls the harbor's light and the reflective sheen of contemporary glass, signaling adaptability and modernity. Emerald green stacks act as directional elements that push outward, foregrounding growth, sustainability, and resilience in a dense subtropical metropolis. Slate grey conveys resilience, structural clarity, craft, and the evolving concrete and steel backbone of Hong Kong's fabric. Together, the palette balances progression with permanence. Contrastingly, asymmetric green accents create forward motion—architecture extending to engage—while the cyan void invites the public in. The result is a legible mark of recallable and an architectural diagram of large scale.

Ultimately, the logo is a relative device for participatory design. It positions HKIA as catalyst and co-creator—bridging professionals, students, policymakers, and citizens—so that architecture in Hong Kong is not a distant object, but a shared horizon and a lived, inclusive experience.

70<sup>th</sup> A<sup>n</sup>niversary  
The Hong Kong Institute of Architects  
香港建築師學會七十年

#### Option 1



#### Option 2

### Logo Design



### Visualization of Application of Logo

