

AGH+ is a creative & innovative architectural design consultancy based in Hong Kong, led by internationally recognized, award-winning architect *Georges Hung*, working locally, regionally, and globally to create visionary and constructive contributions to contemporary urban and architectural discourse.

With over 25 years of combined international and regional experience in North America, Europe, the Middle East, and Asia, **AGH+** offers consultancies in Urban Design, Architecture, Interior Design & Installations. Our state-of-the-art technology provides us with tools of exceptional precision for the design and review process. Most importantly, we bring informed and well-rounded decision-making to our clients, offering innovative solutions. At **AGH+**, we are committed to addressing the unique challenges of environmental, cultural, and architectural diversity at every level with purpose, vision, and common sense.



DE-CARBONISATION!

Caring for our planet!

We design to reduce carbon emissions & maintain a healthier and more resilient planet!

We implement & incorporate Energy-Efficient Design and Renewable energy centered around integrated public transportation, resilient urban planning & green interactive public spaces.

We focus on urban agriculture, recycling, and water management, creating a more sustainable future for building our communities.

OUR BELIEF: 4D's

DENSITY!

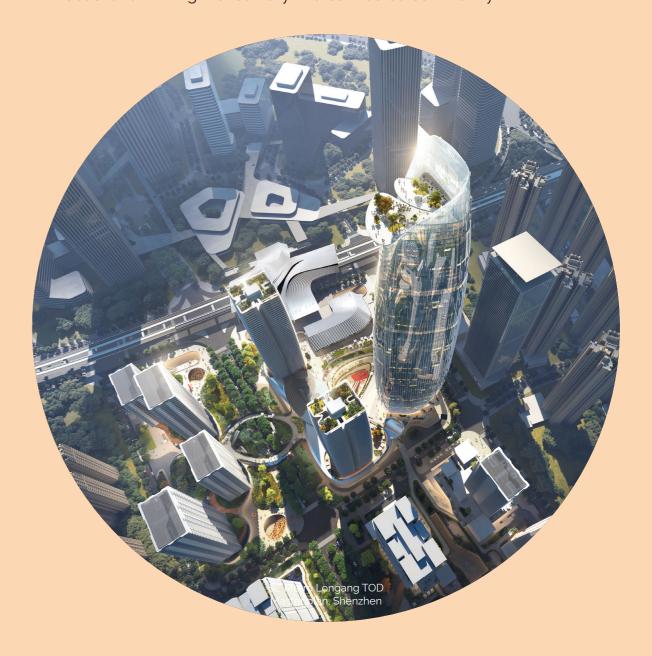
Building our Community Around Density!

Every day we pour density into vibrancy and diversity!

We craft a dynamic blend of commercial, retail, leisure, cultural, residential, educational, health, and other amenity programs

We support a vibrant "24/7" lifestyle that joins together living, working, playing, and learning, under our common roof and sky

Under brand new and flexible frameworks, our unique designs foster a robust and thriving 21st century interconnected community.



DISTRICTS!

Re-Imagining Districts that Play and Grow Prosperous Together!

We grow cities always preserving the unique character of each neighborhood

We treasure urban centers and their rich tapestry of program districts, arranged both horizontally and vertically: where public spaces provide meaningful experiences that connect people to their surroundings, resulting in a strong sense of identity, authenticity, and belonging We build on the natural energy & interplay between diverse districts/neighbourhoods/infrastructure & self-sustaining green landscapes.





DIGITAL!

Transforming through seamless integration of physical and digital lifestyles

Our mission is to facilitate social gatherings, foster a sense of community, and celebrate diverse cultures through the power of digital technology and meaningful human experiences. We are passionate about leveraging the power of digital technology, human experiences, and community place-making to craft a platform that not only enhances our built environment but also nurtures the social fabric of our communities. Join us on this exciting journey as we reimagine the possibilities of urban design and create spaces that inspire and unite.

OUR VALUES



INCLUSIVENESS: Culture of Collaboration

we are fully committed to inclusiveness and diversity. We firmly believe that the best ideas emerge from a variety of perspectives and experiences, and we are dedicated to fostering an environment where everyone feels not just welcome but truly valued.



IMAGINATION:

Design is Everything!

Design is the essence of who we are and what we do. we believe in the power of imagination. That's why we strive to work with clients who share our passion for pushing boundaries and exploring new possibilities



INNOVATION:

Opportunity & Discovery

Opportunity and discovery are at the heart of what we do. We are driven by exploring out-of-box ideas and pushing boundaries. It's our passion for innovation that allows us to work with our clients to create something truly unique and extraordinary.



INVENTION:

Value in Design-led

We are committed to delivering exceptional value through our design-led approach. We combine creativity and strategic thinking to create innovative solutions. Great design is not just about aesthetics but also about delivering measurable results. That's why we work closely with you to understand your business objectives and create designs that are both beautiful and impactful.

WE CARE + WE
BUILD + WE
RE-IMAGINE+
WE TRANSFORM



IMPACT: Environmental sustainability

At our core, we prioritise reducing our impact on the environment. We firmly believe that environmental consciousnes is a shared responsibility, and we are committed to doing our part by incorporating sustainable practices into our design and development process.



GEORGES H. HUNG ARCHITECT • M-ARCH | D.P.L.G. | AIA



Georges HUNG has held management and design leadership positions in major international design consultancy firms in Europe and Asia for over thirty years, notably with Gensler in Greater China, RMJM & Woods-Bagot in Hong Kong, and Odile Decq + Benoit Cornette Architects & Urbanists in Paris. His private design consultancies, Insite S.A.R.L.- Paris and Studio Georges Hung Architects Limited in Hong Kong, have collaborated with private clients & institutions, private developers, and local design institutes.

Georges was the Regional Practice Area leader for Greater China in Retail Centre Mixed-Use and Culture & Museum at Gensler since 2019. He held the positions of Studio Director and Design Director, leading both the "Lifeflex Studio" in Shanghai and the "Lifestyle Studio" in Hong Kong. These multi-disciplinary design studios specialise in Cities & Urban Design and Retail Centre Mixed Use, focusing on designing and building a better, healthier, and more resilient future for our communities and cities through diversity, agility, entrepreneurship, and craftsmanship, using the timeless "art of making."

Driven by conceptual clarity and rigor to build a resilient and connected city through its architecture and public realm, Georges's expertise spans various areas including Urban Design, Commercial & Retail Mixed-use, Office, R&D, Hospitality-Leisure, Residential, Education, and Culture & Museum. His innovative intersections of Asian and European experiences have led to new perspectives in international and award-winning projects.

Georges is a registered architect in both the USA and France. His work has been recognised with design awards by The American Institute of Architects (AIA), Union of International Architects (UIA), and the Council on Tall Buildings and Urban Habitat (CTBUH), among others. He has also been featured in numerous international publications and exhibitions. Georges embraces design and leadership as inclusive, engaging, pragmatic, forward-thinking, and collaborative.

PUBLICATIONS

- City Outlook-HK magazine, "What's in my Bag?", Vol. 019- April 2017
- Archipendium 2017 "VC-PE tower" -15/7, 2017, Archimap Publishers, Berlin, Germany
- I-Plus Interiors + Detail Magazine-Korea Issue 004, Feb 2016 - "Babysteps, Central, HK", Seoul, Korea
- ARCH magazine-Taiwan "VCPE tower", Issue No. 317, June 2016, Taipei, Taiwan, ROC
- Best Tall Buildings- A Global Overview of 2016
 Skyscrapers "Nominee Best Tall Building Asia-Australia VC-PE Tower", CTBUH Council on Tall Buildings and Urban Habitat, Chicago, Illinois, USA
- Architecture Today 40 Architects +100 Projects,
 "Georges Hung architecte D.P.L.G., Nov 2015,
 Konemann Press, Berlin, Germany
- Interior Design Magazine-China, "Babysteps-HK", April 2015 – China
- Hinge Magazine, "Playdate Babysteps-HK", March 2015 - Hong Kong
- Tall buildings (Высотные здания), "Chinese Crystal" ("Китайский Кристалл") No. 5-6 - October/ January, 2014-2015 - Russia
- Tall buildings (Высотные здания), "Symbiosis of tradition and development" ("Симбиоз традиций и развития"), No. 4-August/September, 2014 Russia

- Perspective Magazine, "Within the grid, Out of the box" April 2014 Hong Kong
- Hinge Magazine, "VC-PE Tower", March 2014- Hong Kong
- Archi-Cree N° 305, "Vertical Loft", nov. 2004- France
- Diseño Interior Magazine, "Vertical Loft, Paris", march 2004 - Spain
- Stadt im aufbruch 2003, "75 units Housing Project", Krems, Austria 2003 - Austria
- Archi-Cree N° 300, "Réveiller les pierres", nov. 2001
 France

LECTURES

- "Inten-city & Den-city" reinventing our cities & communities- Keynote Speech - International Design Forum, Guangzhou Design Week Conference, Nov. 2021
- "Future Office" AIA Networking + Talk, Kokuyo Showroom- AIA Shanghai, Oct 2019
- Innovation Invention- Inside the Architect's Studio, 2004-2005 Lecture Series, University of Detroit Mercy-School of Architecture, March 2004
- "Landscape Topography / Topographische Krümmung", ORTE / Factory Kunst Halle, Krems, Austria, Nov 2002













INVITATIONAL EXHIBITION

OF THE YEAR 2015

INTERNATIONAL

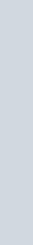














AWARDS

 2017 | Wanda International Shopping Plaza Competition- "Pixel Park", Innovation Award for Professional Group - Beijing

 2016 | CTBUH-Best Tall Buildings – "Nominee Best Tall Building Asia-Australia - VC-PE Tower", Council on Tall Buildings and Urban Habitat, Chicago, Illinois, USA

• 2015 | Third Prize Award, MOLEWA -Mount Lu Estate World Architecture International Design Competition, Union of International Architects, Paris •

- 2010 | National Outstanding Construction & Prospective Design Industry Awards – Architecture Engineering 3rd Prize for Poly Cultural Plaza- Multi-performance Theatre. China Prospective & Design Association
- 2009 | First Prize of Guangdong Outstanding Construction Design Award - Poly Cultural Plaza -Multi-performance Theatre, Guangdong Province, Guangdong Exploration & Design Association.
- 2009 | First Prize of the Thirteenth Shenzhen
 Outstanding Construction & Prospective Design
 Public Architecture- Poly Cultural Plaza Multi performance Theatre. Shenzhen Municipal Planning
 Bureau











EXHIBITIONS

- "AIA Hong Kong Pop-up Exhibition" 2017 Honors and Awards Exhibition, PMQ, Central, Hong Kong, Nov. 2017
- "100 Architects of the Year 2015" Selected featured architect- Exhibtion sponsored by Korean Insitute of Architects and certified by UIA. Culture Station Seoul 284, Korea, Oct 2015
- "Flower Collage" MOLEWA Design Award Exposition, Great Hall, Chinese People's Political Consultative Conference Hall, Beijing, China July 2015
- Stadt im Aufbruch 2003 Exposition, Krems Exhibition Centre, Austria Sept. 2003
- Exposition "Landscape Topography / Topographische Krümmung", ORTE / Factory Kunst Halle, Krems, Austria Nov. 2002

We are very pleased with AGH+'s architectural team and their capacity to service our needs. Their dedication and hard work, in coordination with our management team in every aspect of the design process during the execution phase, made the Poly Theatre a very successful venture.

We are very proud to have had this opportunity to work with Georges's highly talented and resourceful architectural team. We look forward to collaborating again in the near future.

Kai Feng Yue, Chairman Shenzhen Poly Cultural Centre Co. Ltd.,

Shenzhen, China

It was a delightful experience for us to meet Georges and his talented team at AGH+. Your bright design concepts inspired all of us. We look forward to more collaborations in the future.

Chen Liang, Director | General Manager | Principal Architect CA/Chen Shi Min Architectural Design Consultant Ltd., Shenzhen, China

It is a great pleasure for me to recommend Georges Hung Architect. I was impressed by his hard-working style and creative ideas. With abundant experience in the field of Architectural Design, Mr. Georges Hung offers both innovative and responsible design solutions.

> Paul WANG. Executive Director Bautech Project Development Consulting, Dubai, UAE

would highly recommend AGH+ Design Consultants for any owner who expects an international landmark or a streamlined local building. Whether eastern or western style, the designs exceeded my expectations.

The advantage of AGH+ is that they can quickly understand the intentions of clients and apply design elements flexibly and creatively. I found it very enjoyable to work with AGH+ in the design phase, which in a great deal comes from Georges's charm. After many years of practice on project management, I look for challenging architectural firms. AGH+ is certainly one of them.

Kevin Yu, Project Director, CIPFC-Dubai, UAE



BABYSTEPS LIMITED - HK





COOLPAD - SHENZHEN







THE UNIVERSITY OF HONG KONG - BLACK BOX THEATRE FOUNTAIN REAL ESTATE DEVELOPMENT CO. LTD.









OUR CLIENTS

Fortunate to work with some of the most successful and innovative brands and companies.











SHIATZY-CHEN, TAIEPI, TAIWAN



SANYA PHOENIX ISLAND LAND LIMITED. SANYA





YONGWEI REAL ESTATE DEVELOPMENT CO., ZHENGZHOU



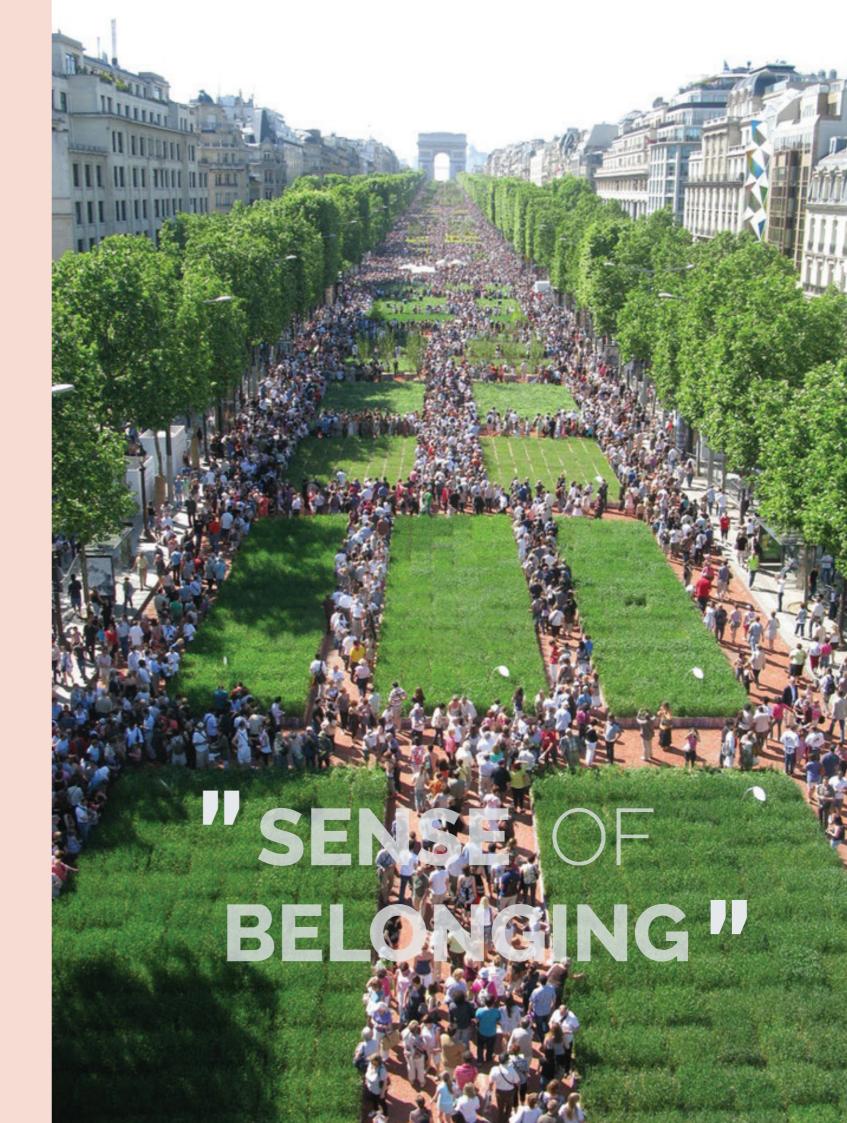


The *Art of Living* collection is architectural poetry of senses and experiences. It's a symphony of form and function inspired by culture and life.

Collection of Architectural design projects in Mixed Use / retail centres - Office - Hospitality & Leisure

ncorporating sustainability, smart building technology, energy-efficient materials & passive energy design, this collection looks to create an inviting, healthy and comfortable living & working environment.

Green spaces and inviting public gathering spaces are essential for a thriving community, fostering social interaction and a deep **sense of belonging**.





This collection aims to elevate the **human experience** through physical, mental, and emotional well-being, creating a world where joy and beauty are everywhere.

Let the **Art of Living** inspire your soul, and celebrate life, culture, & art that is ever **timeless**.





































ByteDance Innovation Centre Yangpu Riverfront-Shanghai

"To believe in the 'impossible' is not just to dream it. To believe at the margins of potential already allows our minds to expand" Bytedance founder Mr. Zhang says.

Inspired to create an innovative, inventive, authentic experience that connects new communities with one another, our objective frames the "unexpected" as both inordinately possible and deeply participatory!

"What if.?" "What if.Bytedance Innovative Centre is a Floating Vessel?" Harbored in a uniquely designed floatation of the exuberant human spirit, Bytedance Innovative Centre invite the reality of mutual and visionary engagement, rather than another commercial office building, organized by a collection of functions. The curated "Floating Vessel" offers an invitation to imagine the Bytedance Innovation centre complex as a game-changing and significant anchor to shape our future into a sustainable, equitable and inclusive society.

Built on innovative technology and AI, the ByteDance Innovation Centre is one of exchange. It plays a major role of engaging with the public, from multiple facets: intellectually, culturally, and leisurely. Both its design and its practice of fluid exchange bring together: progress and history; pragmatism and the ideal; modesty and the iconic, intuition and the tactile; intelligence and culture. The clean and clear design of the Innovation centre at the same time creates a surprise and buzz for Bytedance: a flexible and fluid "landing" for ever-evolving possibilities and futures of the company's expansions, defining the very space and experience of active participation by all in the community, technology: "social, fluid, and agile" – vibrant innovation lifestyle.

Туре

R&D | Office | Conference Centre | Culture | Leisure

Site

North Bund Waterfront, Shanghai

Status | Date

Invited Consultation 2021 **Client**

Cuem

ByteDance Ltd., Beijing

Site Area

19.400 SQM

GFA

58,000 SQM

Undertaken under Gensler as Design Director









CICO HQ MXU Complex Hangzhou

The award-winning design for the CICO Mixed-use complex in Qianjiang Century City, Hangzhou, maximises its exceptional location, with a stunning river view and strategic proximity to the Qiantang River. The surrounding area is known for its financial industries and tall buildings. Our concept aims to create a landmark building that combines classical charm with contemporary elements, projecting a vision of the future.

Inspired by local jade shells, ceramic ocarinas, and regional urban characteristics, we used curves to create a rounded shape, conveying stability, and grandeur, and showcasing nature's beauty. Our architecture stands out with a unique brand identity and adds charm to the riverside skyline by moving away from stra The architectural expression for both li centre and office tower creates smooth streamlines and a distinctive architectural volume resembles a polished round stone, offering a unique spatial experience. Water sy and flow, aligning of financial centres. The folding facade panels help reduce light pollution, resulting in an interplay of "water light" and "sparkle" when sunlight illuminates the tower. Warm-toned metals and low-saturation stones are chosen as building materials, reflecting Hangzhou's artistic concept and the city's traditional architectural palette. The retail centre aims to create a lifestyle community hub that connects people with the site, fostering a sense of community and providing opportunities for social interaction. The design focuses on enhancing the well-being of individuals and creating a positive and engaging experience for visitors.

Capturing a city's culture creates a local icon with unique experiences. Designing sustainable buildings is crucial for business success and growth. Our proposal aims to connect building occupants to nature and create a healthy and engaging workplace and lifestyle.

Retail Centre + Commercial Office Towe

Site

Hangzhou, China

Status | Date

Invited International Consultation | 2021 - 1st Place Winner Expected Delivery 2025

Client

CICO, Hangzhou

Site Area

27, 499 SQM

GFA

110, 000 SQM

(Lifestyle Retail Podium: 22, 000 SQM + Commercial HQ Tower: 88, 000 SQM)

Undertaken under Gensler as Project Director



Gemdale Viseen Centre Hangzhou

Situated at the core area of Shangcheng district in Hangzhou, the site is wedged between two distinct developing communities:

Our design proposal is a "workplace village" concept featuring flexible and adaptable workplace, shared amenities with cultural event nodes, and a multi-level interconnected community lifestyle hub. Organized around a courtyard cluster, four efficient commercial office blocks are arranged in an alternating position to create a workplace community. Every office block features unique urban vistas. Three blocks are interconnected with a truss structured bridge-building, with each featuring shared amenity functions, such as conference rooms, cafes, lounges flexible workplaces and corporate canteen. Responding to client's objective, the office building cluster allows for the easy partitioning of office blocks to be sold or held with flexibility adjusting every decision according to market demands

Gemdale Viseen Center is a breath-taking and exclusive new workplace that connects and embraces the community. With innovation at its heart, and setting new benchmarks in future rket, this ground-breaking design straddles the line of flexible and pragmatic growth. The visionary development sets the stage of innovation, a creative workplace culture, alo with distinctive lifestyle-oriented amenities that will add value the client's asset. This world-class transformative development creates resilient and sustainable futures that w

Invited Competition Winner 2019- Completion Q4 2023 Client

Gemdale Properties & Investment Ltd

26,680 SQM GFA

207,196 SQM

Undertaken under **Gensler** as Design Director



OCT Harbour Phase One Hotel Complex Xi'An

OCT Harbour Phase One Hotel complex is a celebration of Xi'an heritage, inspired by historical traces and unique cultural identities to create an iconic architecture that forms a gateway into the entertainment theme park, embracing the hospitality world through engaging guest experiences that elevate the senses, forming a connection to heritage and culture, and finally crafting hip and 24/7 social spaces that will become a destination point for business and leisure, day and night.

Breaking the volume down from a single tower with podium, our approach is to create a series of smaller stacked volumes interlaced with vertical and horizontal incisions (recessed spaces) as a metaphor of Xi'an alleyways. Combining 2 iconic vertical stacked lobby-atriums bring in that intangible elements of daylight and air into the building's monumentality, operating as a counterpoint and creating an extraordinary guest experience in the heart of the hotel complex, guestrooms are organised around these two stacked sun-filled atriums. Furthermore, our design features a contemporary interpretation of a formal Chinese courtyard enclosed in a modern transparent glass structure as the interface between the guest arrival and guest room experience. The Ballroom facility, organised as an anchor to the east of the site, is inspired by the traditional historic Pingyao ancient town clay tile roof form. Its gentle swooping form harkens to the historic architectural form and its contemporary re-interpretation propels it to the future.

Туре

Leisure | Hospitality

Site

OCT Happy Valley, Xi'An, China

Status | Date

Invited Consultation 2020

OCT Xi'An

Site Area

38, 265 SQM

GF/

32, 956 SQM: 460 Guestrooms, Baltroom and FOH Amenities

Undertaken under **Gensler** as Design Director













Family Leisure-Cultural **Entertainment Centre** Sanya

Part of an integrated resort-family entertainment development complex on the artificial island off the coast of an important eco-friendly leisure/touristic/residential development that seeks to create a new vibrant urban centre within a newly planned industrial and commercial district to provide a dynamic, pedestrian-oriented, and eco-friendly commercial-retail, cultural-entertainment and leisure destination hub integrating major

Situated within the high-end villa developme in Sanya, the Family Leisure –Cultural Entert hybrid program to combine the entertainmer of the developing tourism industry of Sanya destination point for the local inhabitants and

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Entertainment - Leisure Centre, Exhibition & Cultural Centre, F&B, Cineplex & Tourism Retail

Status | Date

Feasibility study 2013

Client

BPI Far East Real Estate, Sanya

Site Area

57, 843 SQM

GFA













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www.aghplus.com

