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Alexander Wong on "The Psychology of Luxury Home Design"

White Windsor", is a Luxury House in Jiangsu, China, designed by Alexander Wong Architects.

Alexander Wong is the Founder of Alexander Wong Architects, a multi-Award-winning Design Firm based in Hong Kong that specialises in creating Luxury Homes and many other well-publicised projects.

In 2013, Alexander Wong Architects have been selected by "Architectural Digest China (AD China)" as one of the 100 most influential design firms in China.

Jewish Times Asia (JTA) interviewed Alexander Wong about this very unique Luxury House.

JTA: What is the story behind "White Windsor"?

Well, the story or objective here is to create a kind of Super



Alexander Wong

Luxury Living or "Royal Living" in China.

JTA: How did your team go about achieving such goals?

We started looking at old palaces around the world and were hoping we could invent some kind of modern interpretations of "Royal Living".

Like what the designer Lee

Broom did during the 2012 Olympics in London which we thought was quite interesting.

In his "Gold Room", he filled the nineteenth century Lancaster House in London with punk-style metal-studded furniture to host visiting business leaders during the Games.

As a shock to everyone,

the result was a perfect match! Then, we started looking into another type of class differentiation which is based on contemporary Luxury Brands.

JTA: Interesting, and what did you find?

When we looked at Luxury Brands like LV, Gucci, Burberry and Hermes etc, we realise their histories are kind of similar — craftsman of leather goods for carriages and later creators of luggage which are related to horses, the landed gentry and modern travelling.

The idea of the horse became a starting point and a symbol for us. The leather harnesses, metal buckles and other accessories are all related to a much deeper level of psychology with subliminal messages, mostly psychosexual ones.

Symbols similar to Burberry's checked patterns used in

the Billiard Room, originates from the Scottish Highlands and Scotland represents a gentrified class system filled with mythologies and the idealisation of chivalry and honour.

In the double-height Living Room, the symbol "O" inspired by Dior creates a giant monogrammed metal-mesh hanging over the fireplace which acts as a metaphorical Golden Gate for this exclusive and gated community.

The golden Horse Lamp in the Master Suite acts as a reminder of the origin of our design concept which is subliminal as well as symbolic. To most including some designers, a house is just a house. But to us, all design decisions must be backed by explanations without exceptions.

JTA: There is a lot of Red in the design. Is that an obvious colour by choice for a house in China?

After we completed another luxury home called "Golden Eye" which was more minimalistic in our chromatic approach; we decided to add more colours to this house.

We started with a backdrop of pure white and gold as a base and superimposed colours, like Red representing Chinese culture onto the canvas so to speak.

We also looked into Modern Art and studied the works of Damien Hirst who is always challenging our preconceived ideas and ways we view the world or the family even.

Also, we studied the works of modern painters whose semi-abstract works are sexually charged. Red becomes not just a colour of the Orient, but the colour of Bloodlines, and the colour of Life – family life.

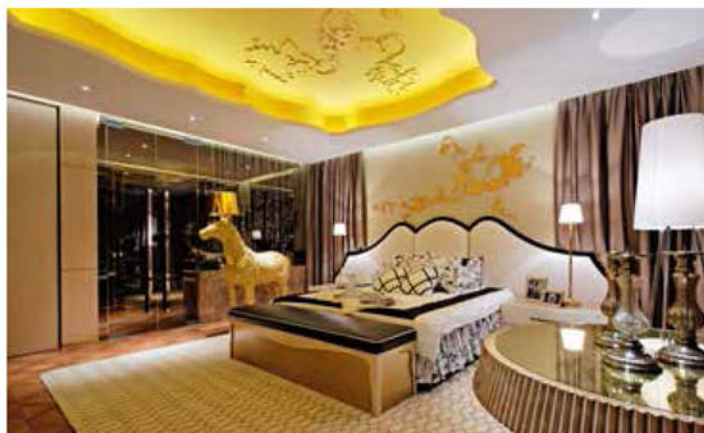
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Entrance Foyer with birdcage armchairs for a gilded life



Living Room with Giant Metal Mesh inspired by Dior over fireplace



Master Suite with Golden Horse Lamp harking back to the origins of Gucci & Hermes



Billiard Room is accented with black & white Burberry-inspired patterns



Master Bathroom with double-basin encased in an abstracted Rococo Chest



Karaoke Suite evokes the futuristic iHome Theatre Alexander designed for his sister, Mrs. Vivien Webb of Goldman Sachs.