

# Bridging to the **Future of Design**

One of the movers and shakers in the design industry, Michael Young Studio adds new retail arm to its core design business.



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**Michael Young**  
**Director**  
**Michael Young Studio**

When Michael Young came to Hong Kong to set up a studio in 2006, he was already an established designer in the UK and Iceland, with 14 years of experience under his belt. But he wanted to expand internationally, and he needed a base where business decisions were made. Fifteen years gone by, Michael Young Studio (MYS) continuously thrives for design innovation that evolves with time.

MYS does not only design products for clients; it has a diversified portfolio and designs everything from brand's logo and marketing graphics, to displays at trade shows around the world, and branded stores in Europe and Asia. "I'm proud to say that my team have been with me for more than a decade and we have developed a very concise system to support the industry," said Michael Young, founder of MYS. "This has enabled us to create several icons for important brands and very successful sales as well which is really been my objective."

## When design meets eCommerce

Young revealed that the studio is in the process of adding an additional arm to its

design business. "A lot has changed since we arrived Hong Kong, especially with eCommerce and retail. Therefore, we are presently discussing joint ventures to set up Michael Young Retail," he said. "This is something I've always had at the back of my mind because I actually started making and selling things myself."

According to Young, The vast development of Guangdong-Hong Kong-Macao Greater Bay Area has also provided a promising future for MYS and the design industry. Not only has MYS opened its first office in Shenzhen to serve more clients in the region, Michael Young has recently come on board as the curator art director of Shenzhen International Industrial Design Festival 2020, which is a place to gather big players in the design industry for idea exchange and collaboration, with a great vision to inspire new generation for change and innovations, shaping the future of design industry.

In the meantime, Young said, MYS will also keep Hong Kong as its base. "Maintaining the Hong Kong office will support our international plans. We are restructuring to support changes in eCommerce and

we are preparing a ten-year plan to build the brand."

He concluded, "I certainly intend to spend my time in Hong Kong as it remains one of the greatest locations for my design business."

## Michael Young Studio

- Headquartered in Hong Kong, MYS has a representative office in Belgium, and is currently setting up an office in Shekou, Shenzhen
- MYS has received numbers of international design awards, including German Design Award, Red Dot Design Award and Good Design Award in 2019

 [www.michael-young.com](http://www.michael-young.com)