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Mia Cucina
KITCHENS BY TOWNGAS



煤氣
Towngas

archiparti
empowering independent designers

For Immediate Release

Date: 4 July, 2016

**Open Call for “Reinventing Home Kitchen - Design Contest 2016”
By Mia Cucina (Kitchens by Towngas) x archiparti**

Initiated by Mia Cucina (Kitchens by Towngas) and jointly organized with archiparti, “Reinventing Home Kitchen - Design Contest 2016” is open for entry now. This Contest aims to encourage innovative and outstanding designs of kitchens from talented professionals (such as interior and kitchen designers, architects, builders, and remodelers etc), artists, cooking & design enthusiasts and design students.

The project scale values up to HK\$1 million. Not only the finalists will receive Mia Cucina vouchers and cash worth HK\$148,000 in total, winning entries from professional categories will have a chance to be built as showroom display, and receive coverage in a wide range of industry and mass publications. Don't hesitate to join the competition now as each participant will receive Mia Cucina vouchers worth HK\$10,000!

There will be a total of three categories: Professional, Open and Student. For Professional category, we earnestly welcome participation of individuals, groups or companies from Hong Kong; artists, researchers and cooking & design enthusiast from worldwide are welcomed to join Open category. Full-time and part-time students majoring Design and over 18 years old from worldwide can join Student category. We are genuinely looking for new materials, new technologies and new elements to reinvent kitchen design and cooking culture.

All entries will be judged on criteria including creativity and visual appeal, thoughtfulness to overall kitchen workflow, caring to details, practicality and functionality (please refer to www.miacucinadesign.com for respective percentage weightings). The submitted projects will be carefully assessed by a panel of experienced parties, professionals and connoisseur with expertise in design and stylish cooking.

All entries should be submitted no later than 28 July, 2016 and winners to be announced in late August 2016. Entering is simple, straightforward and free. You are given carte blanche to polish your design and draw the best of your creativity. All you have to do is to put your imagination to work. Official rules and entry criteria can be found at www.miacucinadesign.com. Please visit www.towngaskitchen.com and <http://www.archiparti.com> or contact info@miacucinadesign.com for further enquiry.

(Promotional Poster is as attached.)

About Mia Cucina (Kitchens by Towngas)

Mia Cucina (Kitchens by Towngas) provides one-stop solution for all your kitchen needs. With the brand philosophy – ‘The Kitchen with You in Mind’, Mia Cucina’s kitchens are tailored and customized according to the cooking habits and preference of each individual. All Mia Cucina designs are using only the choicest materials, imported from Europe, to guarantee the durability and robustness. Riding on Towngas’ heritage of cooking expertise and customer care, Mia Cucina professionals including renowned cooking experts, skilled engineers and experienced kitchen designers create a truly multi-functional kitchen worthy of entertaining, social living and cooking. Its one-stop service, from planning, design and installation to after-sales maintenance, all are undertaken by Towngas’ professionals committed to your satisfaction and fulfillment. More at www.towngaskitchen.com.

About archiparti

archiparti provides approachable professional architecture/interior design services through technology. Being a Swire Properties’ Blueprint accelerator supported startup, here you can get access to thousands of talented independent spatial designers and small firms worldwide and especially in HK. archiparti brings costs down through the centralization & digitalization of all operations, leaving the designer to focus on their work. Learn more about your special discount for your future home, office, shop and restaurant projects during the competition period at www.archiparti.com

For media enquiries, please contact: info@miacucinadesign.com

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新聞稿即時發佈

日期：2016年7月4日

作品徵集「築」動廚房設計大賽 2016 Mia Cucina (Kitchens by Towngas) x archiparti

由煤氣公司櫥櫃品牌 [Mia Cucina](#) 主辦，並與香港新一代設計師 startup [archiparti](#) 合作的「築」動廚房設計大賽 2016 現正接受報名。無論你是室內設計師、建築師、櫥櫃設計師、藝術家、科研人才、煮食達人、設計高手或創意無限的設計系學生，只要你設計出具有創新、出色及個性的廚房，就能獲得由 Mia Cucina 送出價值港幣\$10,000 的現金券。比賽總投入超過港幣\$100 萬元，勝出者可贏得總值超過港幣\$148,000 的獎金及現金券！專業組勝出之作品更有機會被建造及展示於 Mia Cucina 陳列室，同時於業內及廣大報章雜誌及網上媒體報導。

是次比賽將分為專業組、公開組及學生組三個組別。專業組參加者不限個人、團體或公司；而公開組向本地或海外對設計或煮食有興趣的人士開放。比賽亦為 18 歲或以上之全日及半日制的設計專科學生提供參賽機會。

全部參賽作品將會根據以下範疇評分：創意和外觀設計、對整體細節和佈局的考慮、可行性和功能性（獎項的詳細比重及評選過程詳情請參考官方網站 www.miacucinadesign.com）。所有參賽作品將會經由專業設計師及烹飪名家組成的評審團預審、審查和評議。

所有參賽作品需於截止日期 2016 年 7 月 28 日前經官方網站遞交，而得獎者將於 8 月下旬公佈。參加方法簡單快捷，且費用全免，最重要的是你的創意構思不再只能躍於紙上！有關詳情，請瀏覽 Mia Cucina 網頁 www.towgaskitchen.com 及 archiparti 網頁 www.archiparti.com，或聯絡 info@miacucinadesign.com。

(請查閱附件之宣傳海報)

關於 Mia Cucina (Kitchens by Towngas)

煤氣公司旗下業務品牌 Mia Cucina 擁有專業的顧問及服務團隊，為顧客提供獨具一格的優質櫥櫃設計及服務。憑著「以人為本」的理念，並以“The Kitchen with You in Mind”為品牌口號。Mia Cucina 的櫥櫃設計及尺寸大小均按照顧客的烹調習慣而度身訂造，並結合歐洲時尚設計與烹飪名家的創意靈感；櫥櫃除符合人體工學的原理，亦採用優質的歐洲進口物料，為顧客締造理想廚房。Mia Cucina 的一站式服務，由諮詢服務至產品銷售、設計至安裝，以及售後服務，皆由公司的櫥櫃工程師及強大團隊提供貼心服務，貫徹「以客為尊」的服務文化。詳情請瀏覽網頁 www.towgaskitchen.com。

關於 archiparti

archiparti 利用科技為家居、辦公室、商舖和餐廳等中小型建築/室內項目的專業設計服務降低成本。2015 年發展至今，我們獲得逾千名來自全世界特別是香港的獨立設計師及小型設計所支持，並獲得太古地產旗下的 BLUEPRINT 創業加速計劃支持在香港啟動，為獨立設計師、業主及中小企帶來嶄新的體驗。我們希望透過新想法

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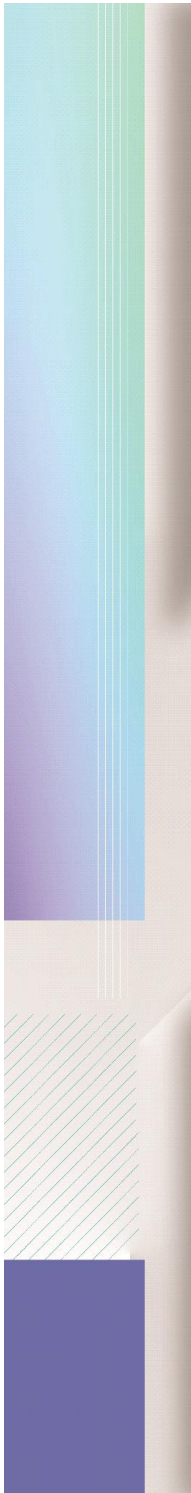


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拉近客戶及設計師的距離，線上集中處理繁冗複雜的日常項目管理工作，讓各方專注於創意構思。請於我們的網站 www.archiparti.com 了解 archiparti 設計師會如何設計您的新項目，並於本比賽期間獲得特別的設計費優惠。

傳媒查詢: info@miacucinadesign.com



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REINVENTING HOME KITCHEN DESIGN CONTEST 2016

BASES

The Contest is open to all kitchen designers, architects, interior designers, professional builders, remodelers, design students, artists, researchers and cooking enthusiasts. Contest rules are simple and straightforward, giving you carte blanche to pursue your creative vision.

PRIZES

Professional Group (3 Awards):

- BEST Mia Cucina Home Kitchen Design of Style
- BFST Mia Cucina Home Kitchen Design of Love
- Most Creative use of Mia Cucina for Home Kitchen Design

Each award grants HKD 20,000 Mia Cucina voucher and HKD 20,000 cash

Open Group (1 Award):

- Mia Cucina Design & Research Award

The award grants HKD 10,000 Mia Cucina voucher and HKD 10,000 cash

Student Group (1 Award):

- Mia Cucina Student Award

The award grants HKD 8,000 cash voucher

ENQUIRY

w www.miacucinadesign.com
www.towngaskitchen.com
www.archiparti.com

e info@miacucinadesign.com

f www.facebook.com/miacucinadesign

**28
JULY**
SUBMISSION
DEADLINE

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