



UNFORGETTABLE PROJECTS

Bringing world class designs to life

BENOY

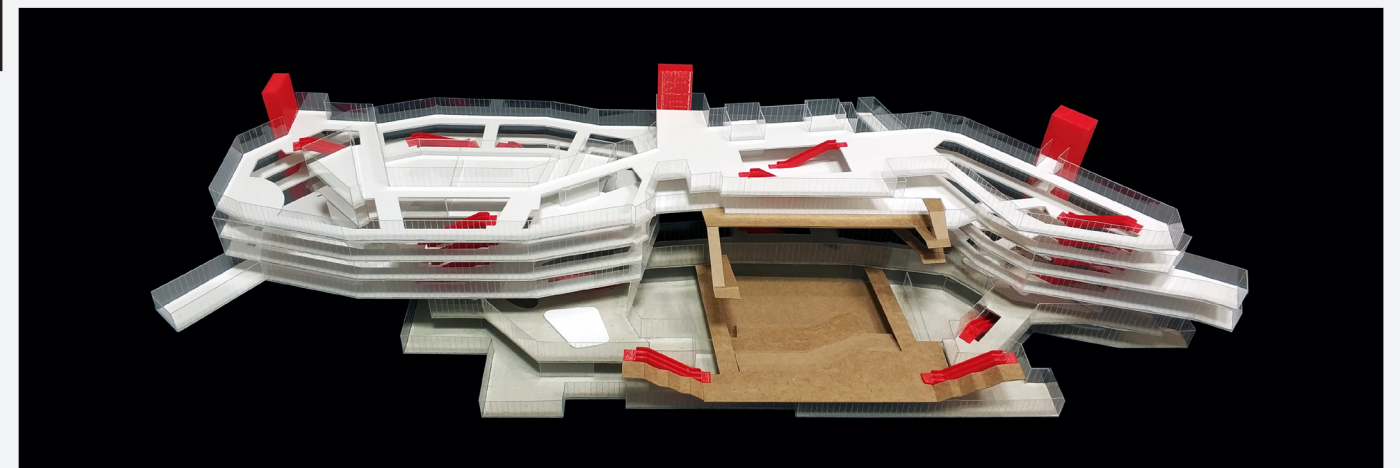
Philip Li

| Model Maker at BENOY |



Philip Li is the resident model maker in Benoy's Hong Kong studio. With a background in architecture, Philip worked for several years as a designer before shifting into model making. Philip plays a vital role in the studio, translating drawings into physical objects which enable architects and clients to experience designs from new perspectives. Originally from Northern Ireland, in his spare time Philip enjoys football, calisthenics, and Guinness.

“ *Having a physical model allows our designers and clients to see designs afresh and view projects from different angles, which can open up pathways for discussion and design improvements.* ”



Wecity Circulation Model

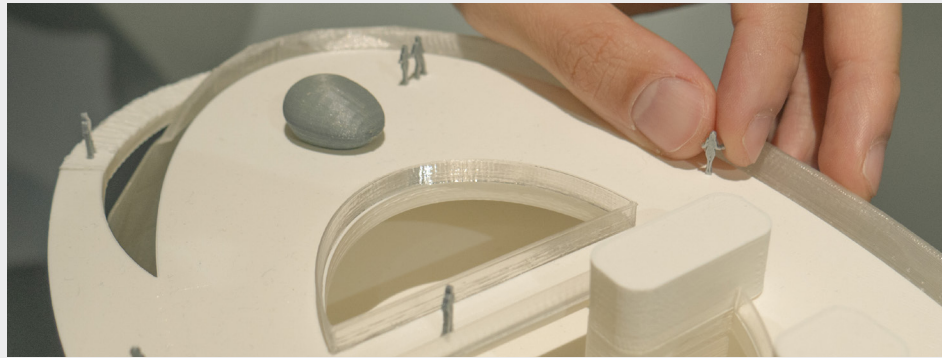
What is the purpose of the architectural model?

Having a physical model allows our designers and clients to see designs afresh and view projects from different angles, which can open up pathways for discussion and design improvements. Throughout history, models have been a key feature of architectural practice; not just a pretty, end-of-project mock-up, but an essential part of the design process.

In my view, the model is the most direct and honest form of communication with a client. A model doesn't sugarcoat things or present false representations the way a computer rendering might. And having a tangible object usually encourages better engagement and interaction from the client – it provokes a deeper response.

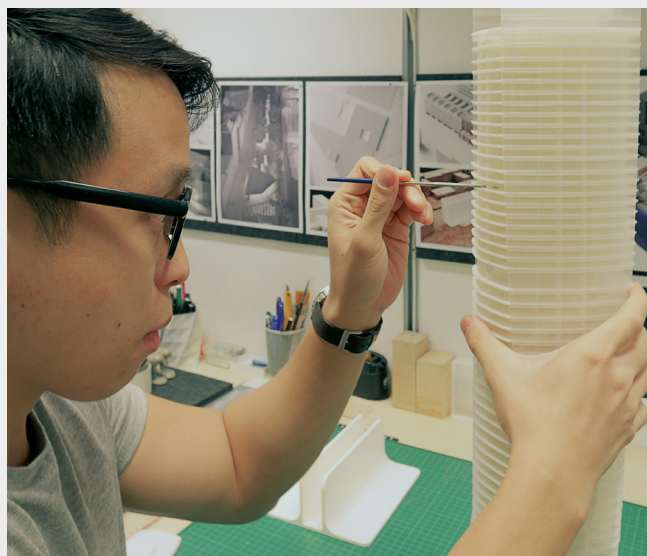


Wide Horizon Hai Kou MLP



Can you describe the process, skills and materials required in your role?

As a model maker, I study drawings and figure out the best way to represent designs in the most appropriate form. It's a very precise and delicate process; you need a lot of patience, a good sense of presentation, and a very steady hand. Most importantly, you need a good understanding of how things are assembled, and an architectural education is obviously beneficial.



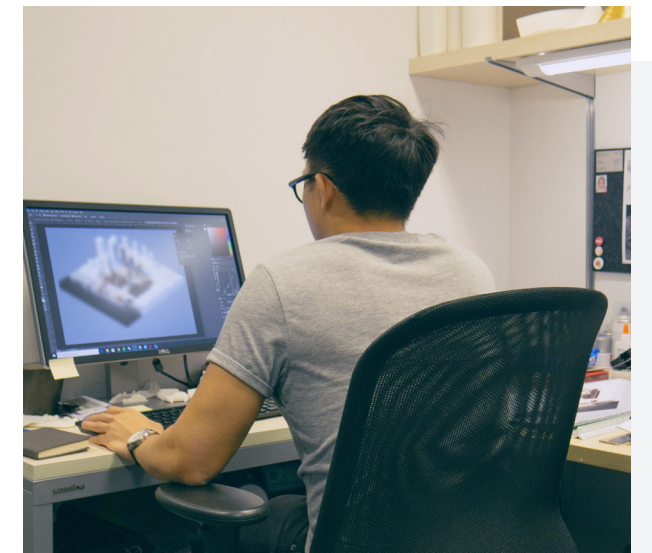
Typically, I would use card, acrylics and wood to make a model, although 3D printing now offers a more high-tech alternative. In recent years we've started to utilise 3D printing when we want to fabricate more organic or intricate forms. Traditional processes have slowly been replaced by computerised methods, which can improve efficiency and create new possibilities.

So, it's essential to have strong knowledge of 3D software and manufacturing methods, such as laser cutting, CNC milling and so on. But while new tech is important, for me the most beautiful models are always those that have been crafted purely by hand.

Ultimately, model makers need to keep an open mind and be prepared to experiment. You mustn't be afraid to get your hands dirty or try different approaches and materials. Plasters, resins, concrete, fabrics, burnt wood; even a crumpled piece of paper can spark a big idea.

How does an on-screen 2-D design become a physical 3-D model?

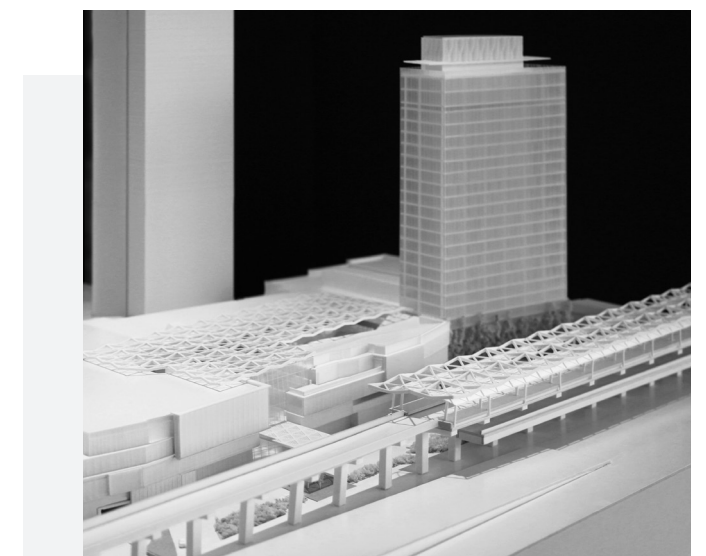
The process of transitioning from 2D to 3D is much like building a piece of IKEA furniture. It's essentially just a matter of assembly once the pieces have been cut out. The key is knowing how to extract the information you need from a drawing. And to achieve that, you need to collaborate closely with the design team. From concept through to presentation, that relationship is critical to successfully converting the two dimensional into a physical, workable object.



Examining an on-screen 2D design

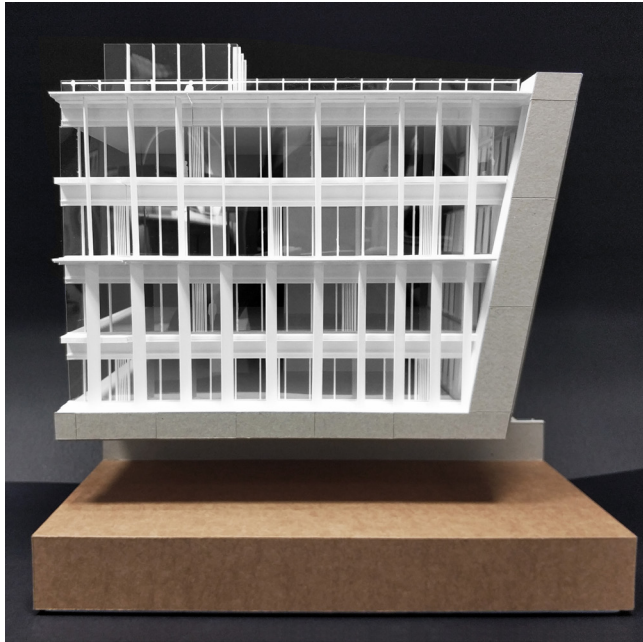
“*While new tech is important, for me the most beautiful models are always those that have been crafted purely by hand.*”

By working with designers, you also understand which type of model is required, because different models can be used to explore different aspects of a design. For example, façade models, massing models, circulation or sectional models. So those channels of communication are critical.



Borivali, India

What are the most memorable projects you've worked on?



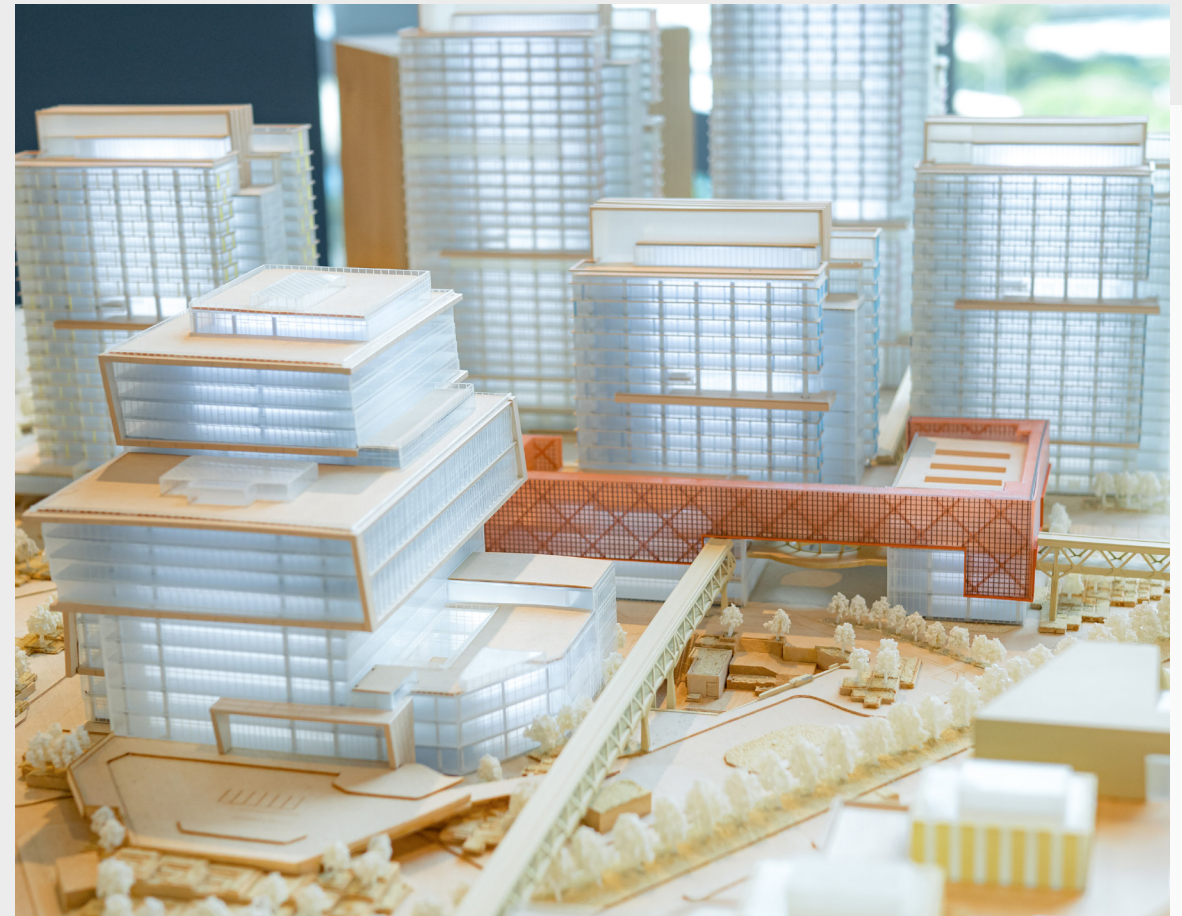
Alibaba Nanjing Office - Facade Study

One of my most memorable projects would be the **Alibaba Nanjing Office, Nanjing, China**. We made several models to give us a better understanding of key components, such as façades and lighting, which informed key decisions for the final design. Being part of the design process was challenging but rewarding, especially for a project of this magnitude.

I also really enjoyed working on the **Hang Lung Commercial Mixed-use project, Hangzhou, China** where we collaborated with Barry from our LA Studio. The towers were particularly challenging and required a lot of precision to model. The schedule was intense, but it's probably the most beautiful scheme I've worked on to date.



Hang Lung Commercial Mixed-use



Alibaba Nanjing Office Model

“ You mustn't be afraid to get your hands dirty or try different approaches and materials. Plasters, resins, concrete, fabrics, burnt wood; even a crumpled piece of paper can spark a big idea. ”

A photograph of a person wearing a hat and light-colored clothing, standing on a floor with a repeating geometric pattern. The scene is framed by a large, golden, lattice-like structure that appears to be part of a building's facade or interior design. The lighting is warm and directional, creating strong shadows and highlights. The word "BENOY" is overlaid in white text at the bottom center of the image.

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