



philiaearth
forward thinking and action for a sustainable planet



ADVANCING HUMANITIES
FOR A THRIVING WORLD

The story of **philiaearth**

In the most common understanding, the business world is a tug of war in which there is a winner and a loser. The end goal of a business is to maximize profit of a company. Both Founding Partners of **philiaearth**, husband and wife team, Mr. Kenneth K. Y. Poon and Dr. Ailin Iwan, have grown up in entrepreneurial families and they witnessed the discord and conflict due to improper ways of conducting business.

"In the beginning God created the heavens and the earth." (Genesis 1:1)

All things come from God.

As newborn Christians, Kenneth and Ailin believe that the foundation of business should align with Christ's teaching of justice, honesty, fairness, service, and many other biblical values. They have dreamt of an ideal company where people would have been treated fairly; employees could have utilized their expertise in a collaborative environment to grow not only as professionals but also as great human beings.

Throughout Ailin's Ph.D. research on quality and sustainability of early learning environments, Kenneth informally assisted her data collection work on research sites. They began to acknowledge the impact of green buildings to create sustainable environments. The idea of starting a company with a strong focus on sustainability, however, became clearer when they worked on a research paper about COP-21 and its implementation in four cities together with three other friends. This paper presented at the University of Hong Kong in 2016 outlined the seriousness of the global environmental problems and its massive scale of destruction. **philiaearth** is believed to be inspired and established by the grace of God as the company registration was completed by the government dated **April 22, 2016 – Earth Day**. We developed our 7 core values (**respect, integrity, ethics, excellence, family-work-balance, profitability, and charity**) as a cornerstone for our later "Business Ethics and Code of Conduct". We also develop company Three Developmental Pillars to ground how we operate our business: **1) Investing in our people; 2) Focusing in the process as much as the results; and 3) Developing a Sustainable Business Model**.

Moving Forward: "Advancing Humanity for a Thriving World"

Moving ahead, we continue to integrate research with practice because we trust that a research-based design approach will add immeasurable value from research to enhance design. We also shifted our thinking from "sustaining" to "thriving". We see sustainability as the first stage where we restore our planet earth from its depleting resources situation due to anthropogenic conducts. However, the end goal shall be "thriving". With the advancement of technology we believe that our 21st century generation shall be able to advance humanity and it is not too lofty to imagine a thriving world. The second stage that **philiaearth** shall do after successfully merged research and practice will be the addition of technology to practice. The combination of research + practice + technology will facilitate the growth of **philiaearth** and to **create more equitable and just societies through improving quality of life for all**.



The naming of "philiaearth"

The word "**philia**" originates from Greek, which carries the meaning of "friendship love". We add "**earth**" to symbolize our intention to be "friends of the Earth" through protecting its natural resources and to foster rapport among colleagues and among business partners, consultants, and clients who engage with our company. The color green and blue symbolize land and water on Earth respectively. We hope to take responsibility to exercise God's given skills and talents to solve existing world's problems caused by climate change and social inequality through the establishment of **philiaearth**. Therefore, we added the slogan, "forward thinking and action for a sustainable planet". Although our contribution is limited, we hope to continuously inspire many others to take part in this sustainability journey.

The company logo

The design inspiration of the logo came from the beauty of our cosmos and "the order of the universe".

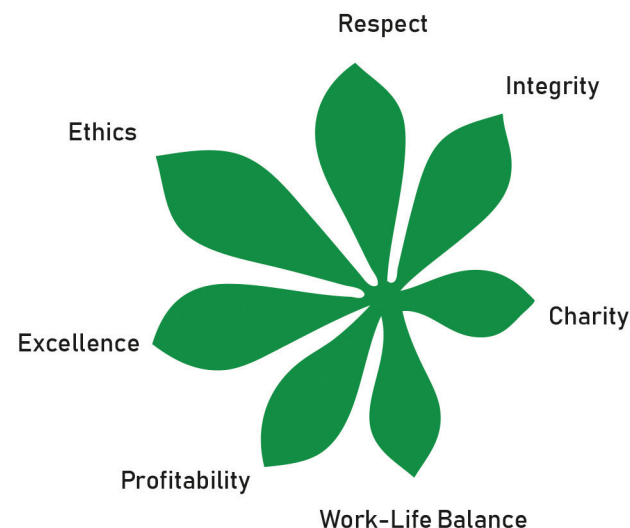
- 1) Red: symbolizes the sun, which is the center of our solar system. A deeper spiritual meaning of the Red dot symbolizes the Holy Trinity as the Creator of the Universe and all living beings;
- 2) Yellow: symbolizes the flame of the sun, which radiates its heat to all the nine planets in the solar system. A deeper spiritual meaning of the Yellow leaves symbolizes Christ's light that shines upon everything that God creates;
- 3) Blue: symbolizes the ocean of our Earth, which was the 1st element that God created when He formed Planet Earth.
- 4) Green: symbolizes the green pasture of our Earth, which was the 2nd element that God created when He formed Planet Earth;
- 5) Purple: symbolizes the entire galaxy, which contains many other stars and planets. A deeper spiritual meaning of the Purple leaves encircling the other leaves as a reminder of Planet Earth being a member of the galaxy, which was also created and governed by God.

OUR 7 CORE VALUES

Ethics is derived from the Greek word “ethikos”, meaning “moral or showing moral character”.

When an organization defines its business ethics, it will look into the framework of moral principles and values that are to be exemplified through its business activities. The foundation of business ethics is vital in order to equip our organization to face challenges especially in difficult times. Shall we structure a decadent deal in order to survive? Are we being socially responsible with this project? Shall we take honest money or tainted funds? Is our approach balanced, respectful of rights, accepting of responsibility? Do we live the words we speak? Business ethics is expressed in the organization's code of conduct, social responsibility, trade practices, business and marketing strategy, its style of deals and contracts, its human resource policy, its anti-money laundering program and vetting process for investors, partners and clients. The moral conscience of the organization needs to be clear, deliberate, and articulated widely, consistently, honestly so its business ethics evolves from a deck of instructions to the collective culture of the organization. The people that make up the organization need to be clear not only about the “what” of their jobs, but the “how” and most importantly – the “why”.

The conceptualization and the birth of our company, **philiaearth**, was divinely inspired by GOD, the Creator of the Heavens and the Earth. As a Christian Company, we take business ethics seriously knowing that we are accountable to our ultimate boss: GOD Himself.



Respect; integrity; ethics; excellence; family-work-balance; profitability; and charity are the 7 core values of **philiaearth**. The founders have a vision to seek creative, innovative, and sustainable solutions to existing world problems while being realistic and careful in the execution of projects that can improve people's quality of life. Our company has a mission to preserve the earth's resources through actively taking part in sustainable development and educating our present and the next generation to make smart choices. The **philiaearth** vision and mission will be the corner stone to lay the foundation of the Business Ethos of our company. Ever since the conception of the company, there have been many private investors and wealthy individuals who have approached the Founders offering large amounts of money to be part of the company. None of the offers have been accepted so far as we need to ensure our investors are aligned with our organization's Business Ethics. As we move forward, we are in the process of creating our “**philiaearth** – Business Ethics and Code of Conduct” and we shall open up ourselves for future investments where there is a good-fit not only in terms of investment value but also in regards to the shared vision on the value of Business Ethics.



SUPPORTING THE UN 17 SDGs

philiaearth, a company declares to embrace sustainability as its foundation, consciously embraces the United Nations 17 Sustainable Development Goals (SDGs) as our commitment to maximize social impact in creating positive values for the environment and society. The three dimensions of sustainability: **environmental, economic, and social** are the interlinked goals that further developed to be the 17 SDGs. We hope to align our mission with the 17 SDGs in the corporate world. We structure our company to pursue these goals and we hope to work in partnership with companies and institutions that share similar values.

There are many players in the business world and here at **philiaearth**, we try to balance the needs and voices from different stakeholders, clients, team

members, and community at large while keeping our focus to do projects that is good for the environment. As a multi-disciplinary company, **philiaearth** aims to blend in the hardware sector (infrastructure) through our architectural and engineering services with the software sector through our research and educational services. We are conscious and intentional in providing a sustainable solution and we do our best to educate clients about this aspect. We try to bridge the gap to provide design that is humane, not only comfortable for the users but also good for the environment.

philiaearth new theme “**Advancing Humanity for a Thriving World**” speaks volume of our goals to maximize social impacts in business. We believe the needs of leveling the playing ground to serve community at large and most importantly not to neglect those who are marginalized in society: the children, the elderly, and the special needs. This aligns with SDGs No. 10: Reduced inequality.

We strive to offer our service that balances **sustainability, affordability, innovation, efficiency, and quality** in all of our projects, that are well researched prior to actual implementation. Our organizational structure is “lean” and “flexible” that gives us the advantage to form the most suitable professional team members to our clients with competitive fee. This unique method is our interpretation of **Corporate Sustainability**, which means that **we do not add unnecessary cost that results to overcharging clients**. Our company consists of professionals from various backgrounds in the field of architecture, interior design, urban planning, engineering, education, healthcare, research, and corporate sustainability reporting.

Our worldwide staff brings in expertise to offer the following service with confidence:

ARCHITECTURAL DESIGN SERVICE

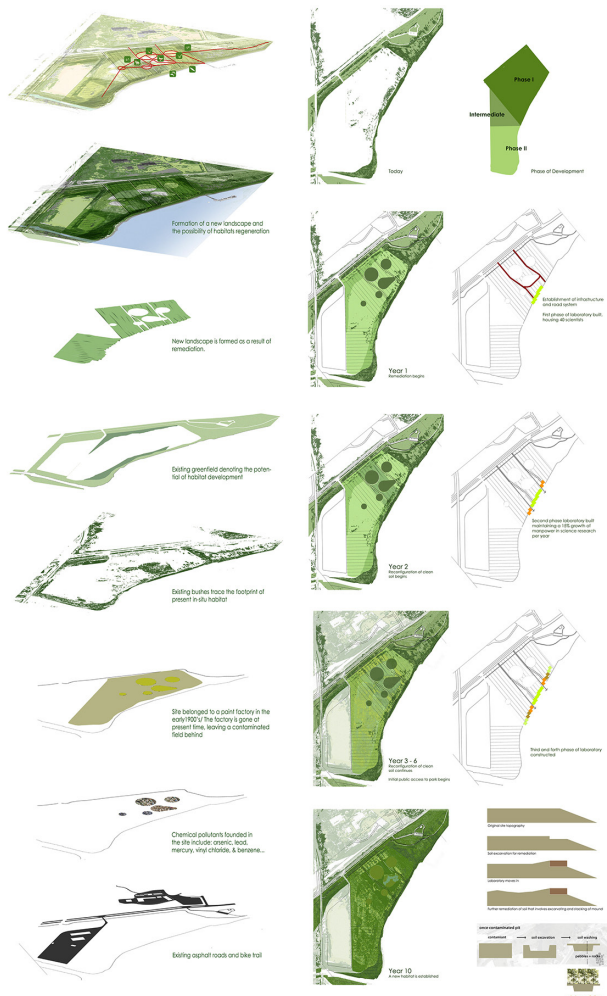
- Corporate (*Office, Co-Working Space*);
- Residential (*Complex, Luxury Housing, Public Housing Estate*);
- Education (*Kindergarten, K-12 Schools, Colleges / Universities*);
- Senior Housing (*Elderly Day Care Centers, Elderly Homes*);
- Hospitality;
- Industrial (*Factories, Laboratories, Data Centers*);
- Mixed-Use Development;
- Religious Facilities;
- Healthcare Facilities;
- High Rise and Super High Rise Buildings.

INTERIOR DESIGN & RENOVATION SERVICE

- Any type of buildings.

MASTER PLANNING & URBAN DESIGN SERVICE

- New and Smart Cities Development;
- Urban Regeneration.



EDUCATION CONSULTING SERVICE

- Assessment and intervention to improve design of child care institutions;
- Development of large-scale educational projects;
- Development of international educational assessments;
- Advising local government on education policy and school system.

HEALTHCARE CONSULTING SERVICE

- Assessment and intervention to improve patients experience in hospital;
- Assessment and intervention to improve design of elderly homes and senior housing.

CORPORATE SUSTAINABILITY REPORTING SERVICE

- CSR will be prepared according to Global Reporting Initiative (GRI) and Environmental, Social & Governance (ESG) criteria.



ON BEAUTY

The appreciation of art is an affair of both intellect and feeling. Feeling is the aesthetic impact. Aesthetic facts are mental facts.

Architecture is not solely art. Architecture has a responsibility. It provides a backdrop for everyday activity. A building has more impact on our health, psychology and productivity than ordinary artwork does. A majority of buildings are ordinary, it is because they fail to capture the human soul. How buildings successfully affect our psychology and emotion in an optimistic way is the spirit of architecture. At [philiaearth](#), we believe architecture is a functional sculpture which brings life to human spirit. He can find happiness, enthusiasm, encouragement, optimism and harmony within this functional sculpture.

A building embodies the quality of beauty through balancing form and function. It is inappropriate to justify the beauty of architecture by supposing that beauty and function are extraneous to one another. Every great piece of architecture harmonizes form and function through the talents, vision and commitment of the architect.

ON FUNCTIONALITY

This interpretation of a building in terms of its function is necessary to a complete aesthetic appreciation. Without it, a building may have many beauties, but they are all separate, and there is no beauty of the whole. It is the life which unify the many different parts.

Architecture is art, enclosing building science, design management and cost control. Architects incorporate their intellectual thought about the forms and function of the building with the overall form and function of a community. Buildings are like trees in big forests we called cities. As responsible architects, we should take a panoramic view of the forest before adding another tree in the forest. And see how this new tree, which is the new building, will be incorporated within the big forest of buildings.

The form of building will determine the natural resource use for the building. The form of building will determine how much energy efficient the building will be; how much water efficient the building will be, and so on. At [philiaearth](#), this line of thinking sets up a framework for our architectural design and project development practice. We analyse the whole life cycle of each building we design.

ON INTERIOR DESIGN

In thinking of the beauty of architecture, we are often too easy to consider the exterior appearance only, forgetting that the inside of a building where we live is even more important practically. The aesthetic effect of the interior is a function of the enclosed space – the volume. Mere volume of space is no more aesthetic than mere bounding line or surface. In order for an interior space to become beautiful, it must become alive by having the activities which it is purposely built to fit in. Each space should be meaningful. Each object proposes movement to a space, and we fill the intervening space with this imagined movement,

provided only we stay our activities and give time for the imagination to work its will. Thus all space may become alive with the possibilities of movement which it offers.

philiaearth takes interior design seriously because we spend almost 90% of our day inside buildings. It is our goal to enhance health, wellbeing, and productivity of the occupants indoor. We also focus on minimizing carbon and toxic emission and reducing energy and water consumption which in terms decreasing operational cost.

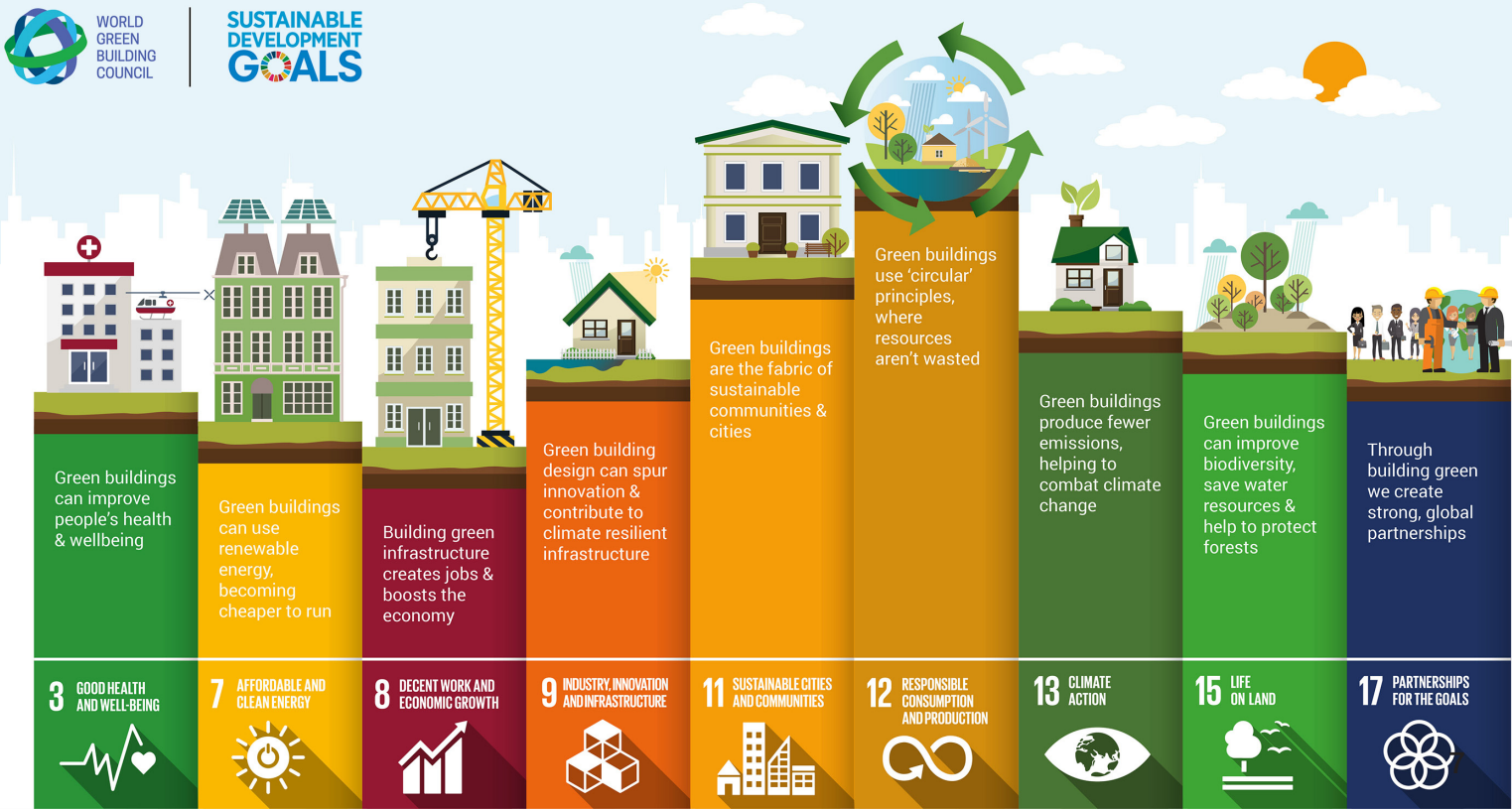


ON SUSTAINABILITY

A sustainable city should be formed by green buildings. We advocate the green building framework resulted from a joint effort between the United Nations and World Green Building Council. A green building (i) can improve people's health and wellbeing; (ii) can harvest renewable energy; (iii) can create green jobs which improves economy; (iv) can spur innovation and contribute to climate resilient infrastructure; (v) is the fabric of sustainable communities and cities; (vi) uses circular economy principle where resources are not wasted; (vii) produces fewer emission; (viii) can improve biodiversity, save water resources and help to protect forest; (ix) can create strong partnership between government and private sectors.

philiaearth always welcome new challenges with great enthusiasm. Headquartered in Hong Kong, our colleagues and consultants have a rich architecture and urban planning portfolio in Hong Kong and neighbouring belt-and-road countries.

Our company is listed by the Hong Kong Trade and Development Council in July 2018 to be one of the eleventh Architectural Services Providers under their Belt-and-Road portal. It is our privilege to design better buildings and cities that are **beautiful to visitors, responsible to the public, functional to the users, and sustainable to the Earth.**



PLANNING FOR BETTER CITIES

Cities are the drivers of development, growth and investment. More importantly, cities with all of their complexities are homes for diverse group of people. Among today's 7.6 billion people, there has been many projections that approximately 5 billion people will be living in urban areas by year 2030. This number is accounted for about 65% of the world's population. Cities become important because there is no other way to stop urbanization and without careful planning, the uncontrollable growth of cities contributes to climate change. When we plan a city, we start from its smaller unit

– community. Community is a fundamental unit of a society. It supports economic, social, and cultural functions. In other words communities become a sub-system in the overall city structure. The design of such sub-system must be conducive to nurture social harmony and environmental sustainability.

[philiaearth](#) adopts many of the **United Nation's 17 Sustainable Development Goals** and when it comes to urban planning, we in particular support SDG's goal no. 11: Sustainable Cities and Communities. Collaboration of multidisciplinary professionals, advancement of technological innovation, socio-political participation, public education, and governments' leadership are needed to enhance the urban dwellers quality of life in developing new cities or in transforming older cities. It is critical to make cities and human settle-

ments inclusive, safe, resilient, and sustainable; to preserve the nature and cultural heritage; to improve economic vitality; and to promote a healthy and sustainable development in infrastructure. Most importantly, we need to understand that cities are complex habitat for diverse people and urban planners should treat the culture and the city dwellers with respect.

In September 2017, [philiaearth](#) presented a 2-year research entitled "The Role of Governments and Green Building Councils in Cities' Transformation to become sustainable: Case Studies of Hong Kong (East) and Vancouver (West)" at the 12th International Conference on Urban Regeneration and Sustainability in Seville, Spain. Through conducting this qualitative research, we learned about the various players and their views in shaping the future of cities. While the term "Sustainable Cities" is still evolving, a new idea has come to place that is to develop "Smart Cities". This will be the next

stage of our company's project that is to develop "Smart City Apps" that can better support local governments in operating cities. When it comes to planning and operating cities, it requires big data and it is when technological advancement will come handy to tackle the messiness and complexity of cities.

We see architecture, infra-structure (bridges, roads, and other transportation systems), and artificial landscaping as an integral of **interlocking man-made ecosystems**, which interfaces in the natural environment. We are interested in interweaving the approach of sustainable and smart city in a neighbourhood scale to harmonize the built infrastructure with the natural landscape. It provides an organizational rhythm for the creation of a building / landscape with a goal to establish an integrated system between the built and the natural environment in harmony. This is [philiaearth](#) philosophy when it comes to planning better cities.





A RESEARCH-BASED DESIGN APPROACH

The word “research” has three meanings, according to Merriam Webster dictionary, they are: 1) careful or diligent search; 2) investigation aimed at discovery and interpretation of facts, revision accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws; and 3) the collecting of information about a particular subject. In research, the researchers are obliged to follow “research ethics”, according to the American Psychological Association, they are: 1) discuss intellectual property frankly; 2) be conscious of multiple roles; 3) follow informed-consent rules; 4) respect confidentiality & privacy; and 5) tap into ethics resources.

philiaearth embraces a **research-based design approach**, a unique method in creative design industry because we believe through serious research we are able to identify the pitfall in design that commonly overlooked by others. As professionals in the built-environment, our responsibilities are beyond imagining and coming up with aesthetic form, but more importantly being able to design, build, renovate that can be functional, long-lasting, comfortable for users, and socially-environmentally friendly. As of today, **philiaearth** have completed several independent research and published scholarly articles in peer-reviewed journals. Our company has been invited by renowned local and international universities to give presentation to educate wider professional audience. Furthermore, we have the capacity and ability to conduct and actualize our research into practice.

Our team members are equipped with academic knowledge and experience in design practice. **philiaearth** is also committed to provide continued professional development for our team members so that each one of them can strengthen their expertise and deepen their knowledge, particularly in the green building and sustainability sector. Through equipping ourselves with research on certain building type (e.g. we are about to complete a 1-year, 2018, mixed-method research project on Elderly Homes Conditions in Hong Kong sponsored by Hong Kong Institute of Architects) or research on models for sustainable cities (e.g. we completed, presented, and published a 2-year, 2016-2017, qualitative research on the role of governments and green buildings councils on cities transformations: case studies of Hong Kong and Vancouver), we are able to offer better service because only then we have gained firsthand knowledge and understanding about the situation

not based on assumption but facts, data, site visit, observation, and stakeholders’ interview. We firmly believe that our research-based design approach will equip us to be better designers, builders, urban-planners, who will be realistic in consulting clients for their needs and be more reasonable about budget and deliverable time for our service.

IMPROVING EDUCATION IN DEVELOPING COUNTRIES

philiaearth offers educational consulting in a large-scale basis using our research based approach as an attempt to create more equitable and just societies to improve quality of life for all. We envision to take part in assisting governments from developing countries to assess their current educational situation, to investigate the strength and weaknesses of its existing models, to understand the goals that these local governments try to achieve, and then to come up with proposed solutions that we hope can increase the academic performance of students' education.

Our Education Consultants (Dr. Sailor Y. Y. Cai from China; Dr. Rafsan Mahmud from Bangladesh; and Dr. Laurent G. Ndjuyé from Tanzania) were all graduated from the Faculty of Education at the University of Hong Kong, which ranked No.4 globally by the latest *Times Higher Education (THE) World Rankings by Subject 2018*. Dr. Cai, Dr. Mahmud, and Dr. Ndjuyé are brilliant scholars. Ambitious, honest, and capable, they acquire a genuine caring attitude to contribute their expertise in improving the education systems in their own countries and beyond.

Although our Education Consultants might sometimes operate independently, they always receive support from the other team members as we strive to nurture open communication culture to ensure quality in deliverance. We understand particularly the need for rigor in tackling large scale education consultation such as to the local governments or large NGOs/private sectors.



BENEFITS OF CSR REPORTING

Sustainability reporting has become an integral part of any corporation who would like to enhance their responsibilities to inform stakeholders about the organization's impact to the environment and society at large. Resource savings have direct economic values and social contribution increases staff retention and creates a closer bond with the community. A sustainability report provides a level of transparency for stakeholders, in particular for investors. Starting from year 2018, **philiaearth** offers corporate sustainability reporting service according to the Global Reporting Initiative (GRI), standards and Hong Kong Stock Exchange Environmental, Social and Governance (ESG) criteria. We can help enterprise to layout a strong sustainability strategy, a solid implementation plan and an easy to decipher sustainability report.

This report can be used to present the company's approach in addressing sustainability issues with

goals and realistic targets. It is an effective communication tool that covers a company's governance structure, its financial performance, relevant sustainability certificates and awards, and case studies to address stakeholders' concern.

Other than for external purpose, it is evidential that CSR are useful as internal innovation and improvement drivers that benefit a company's growth. By monitoring and reporting electricity, fuel and water use, carbon footprint, waste production etc., their management approach, and setting up improvement targets that will be referred to in the next report, companies demonstrate their commitment in making a difference to the environment and to the society.

Time and passion is needed to develop skills in administration, design, detailing, and craftsmanship. Our team members have accumulated extensive global project experience in Asia, Middle East, Europe, and North America. We appreciate the knowledge we learnt in collaborating with many renowned consultants. They gave us a lot of exposure. Selected list of projects that our people were previously involved are featured below.

AVIATION PROJECTS

London, UK

Heathrow International Airport Terminal 5
Status: COMPLETED

(w/ HOK)

Kuwait City, Kuwait

The Kuwait Control and Meteorological Centre Building at Kuwait International Airport
Gross Floor Area: 80,000 m2
Status: COMPLETED

(w/ Lahmeyer International GmbH)

HEALTHCARE & ELDERLY HOME PROJECTS

Hong Kong SAR

Po Leung Kuk Wan Chai Home for the Elderly cum Day Care Centre at No.7A Cross Street
Gross Floor Area: 1,570 m2
Status: COMPLETED

Modernization works for Evangelical Lutheran Church (HK) Social Service - Shatin District Community Centre for the Golden-Aged at Lek Yuen Estate
Gross Floor Area: 800 m2
Status: COMPLETED

Po Leung Kuk Wan Lam May Yin Shirley Neighbourhood Elderly Centre (NEC) at Kai Ching Estate
Gross Floor Area: 424 m2
Status: COMPLETED

Po Leung Kuk Wan Lam May Yin Shirley Neighbourhood Elderly Centre (NEC) at Kai Ching Estate
Gross Floor Area: 424 m2
Status: COMPLETED

(w/ K&W Architects Ltd.)

HOSPITALITY PROJECTS

Hong Kong SAR

Extension works at Gloucester Luk Kwok Hotel
Gross Floor Area: 26,000 m2
Status: GBP Approval

Design-and-Build tender of Fisherman's Wharf Hotel in Ocean Park
Gross Floor Area: 40,570 m2
Status: Competition

(w/ K&W Architects Ltd.)

Tianjin, PRC,

Tianjin Goldin Metropolitan Boutique Hotel and Service Apartment
Gross Floor Area: 96,350 m2
Status: COMPLETED

Tianjin Goldin Metropolitan Polo Club Hotel
Gross Floor Area: 58,550 m2
Status: COMPLETED

Nanchang, PRC

Crowne Plaza Nanchang Resort Hotel
Gross Floor Area: 40,000 m2
Status: COMPLETED

Shaoguan, PRC

Shaoguan Hotel
Gross Floor Area: 104,400 m2
Status: Design stage

Beijing, PRC

Sheraton Grand Beijing Dongcheng Hotel
Gross Floor Area: 88,000 m2
Status: COMPLETED

Shanghai, PRC

Mandarin Oriental Boutique Hotel at Heng Shan Road
Gross Floor Area: 15,000 m2
Status: Design stage

(w/ P&T Architects and Engineers Ltd.)

INTERIOR PROJECTS

Hong Kong SAR

Fitting-out works for office expansion
Gross Floor Area: 300 m2
Status: Tendering stage

(philiaearth Ltd.)

INDUSTRIAL AND SCIENCE PROJECTS

St. Louis, USA

Remediation – Towards an Eco-industrial Landscape
Gross Floor Area: 4 hectare
Status: Design stage

(philiaearth Ltd.)

Hong Kong SAR

Vita Green Pharmaceutical Headquarters and Factory Building in Tai Po Industrial Estate
Gross Floor Area: 12,500 m2
Status: COMPLETED

HKSTP Data Technology Hub at Tseung Kwan O Industrial Estate
Gross Floor Area: 27,000 m2
Status: Competition

(w/ K&W Architects Ltd.)

Midlothian, Scotland, UK

The Roslin Institute at the University of Edinburg
Gross Floor Area: 14,000 m2
Status: COMPLETED

(w/ HDR Architects)

MIXED-USE SUPER HIGH RISE AND URBAN DESIGN PROJECTS

Beijing, PRC

Beijing Feng Tai Mixed-Use Development
Gross Floor Area: 250,000 m2
Status: Design stage

Shanghai, PRC

Mixed-use Development at Changning Road
Gross Floor Area: 230,000 m2
Status: EPD Submission

Guangzhou, PRC

Matsunichi Headquarters
Gross Floor Area: 150,000 m2
Height: 200 m
Featured Status: EDP submission

Tianjin, PRC

Tianjin World Trade Centre
Gross Floor Area: 190,350 m2
Height: 250 m
Status: COMPLETED

(w/ P&T Architects and Engineers Ltd.)

Jakarta, Indonesia

Jakarta Stock Exchange Towers
Gross Floor Area: 55,000 m2
Height: 40 storeys
Status: COMPLETED

Conrad International Plaza
Gross Floor Area: 180,000 m2
Height: 45 storeys
Status: COMPLETED

(w/ Brennan Beer Gorman Architects)

Frankfurt, Germany

Westend Tower
Gross Floor Area: 77,000 m2
Height: 53 storeys
Status: COMPLETED

Friedrich Ebert Anlage
Gross Floor Area: 80,000 m2
Height: 45 storeys
Status: COMPLETED

Bangkok, Thailand

Wave Tower
Gross Floor Area: 50,000 m2
Height: 30 storeys
Status: COMPLETED

(w/ KPF)

San Diego, USA

The American Plaza Tower Gross Floor Area: 55,000 m2
Height: 45 storeys
Status: COMPLETED

(w/ Murphy-Jahn Architects)

RESIDENTIAL PROJECTS

Jakarta, Indonesia

Luxury Single-Family Home Development at Kembangan Selatan
Gross Floor Area: 620 m2
Status: Design stage

(philiaearth Ltd.)

Hong Kong SAR

Subsidized Sales Flat Development of Housing Authority at Wo Sheung Tun Street
Gross Floor Area: 49,880 m2
Status: Under construction

Luxury Single-Family House Development at No.8 Kent Road
Gross Floor Area: 600 m2
Status: COMPLETED

Holiday Resort at Peak Road Lot 930, Cheung Chau Road
Gross Floor Area: 280 m2
Status: COMPLETED

(w/ K&W Architects Ltd.)

Chunzhou, PRC

Serviced Apartment project in Chunzhou Fujian
Gross Floor Area: 42,000 m2
Status: Design stage

Beijing, PRC

Residential Development at Yu Yuan Tan Park
Gross Floor Area: 38,000 m2
Status: Design stage

(w/ P&T Architects and Engineers)

SCHOOL PROJECTS

Nanjing, PRC

Nanjing YCK International Kindergarten
Gross Floor Area: 5,000 m2
Status: Under construction

Taipa, Macau

Conceptual Design for Salvation Army Early Childhood Education Centre
Gross Floor Area: 500 m2
Status: COMPLETED

(philiaearth Ltd.)

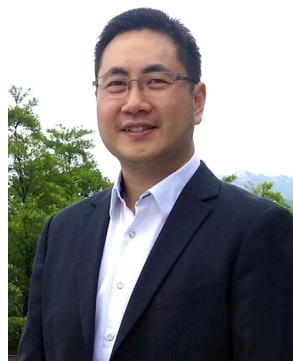
Hong Kong SAR

Po Leung Kuk Eleanor Kwok Law Kwai Chun Kindergarten at Hung Long House
Gross Floor Area: 740 m2
Status: Competition

Design-and-Built tender of the Redevelopment of Delia's Hall at Good Hope School
Gross Floor Area: 9,200 m2
Status: COMPLETED

(w/ K&W Architects Ltd.)

*The diversity of our team
illustrates our Global Vision.*



Kenneth K. Y. Poon | Founding Partner & Chief Executive Officer

Kenneth K. Y. Poon is a registered architect in Hong Kong; BEAM Professional; RIBA (Royal Institute of British Architects), HKIA (Hong Kong Institute of Architects), and WACA (World Association of Chinese Architects) with over a decade of professional experience.

Together with his wife, Dr. Ailin Iwan, Kenneth co-found **philiaearth** – a research-based design company with a vision to seek creative, innovative, and sustainable solutions to existing world problems through a realistic and holistic approach with careful execution. Kenneth shares a very broad spectrum of expertise. He specializes in high rise architectural design, commercial & office, hospitality, residential, industrial, elderly homes and child care centres, and urban planning. At P&T Architects and Engineers Ltd., Kenneth took a leadership role to manage several super high rise mega structure and master planning projects where he contributed significantly to

enhance energy efficiency, building aesthetics, and ensuring a timely and within construction budget projects implementation. Prior to establishing **philiaearth**, Kenneth was an Associate at K&W Architects Ltd. where he was responsible for multiple Hong Kong architectural projects in detailing, tender documentation, contracts, statutory submission, construction administration, and site supervision.

The wealth of his professional training and research engagement shaped Kenneth to be a well-rounded CEO for **philiaearth** in which he envisions to be a leading multi-disciplinary corporation to transform our world into a Sustainable Planet Earth. In 2018, **philiaearth** is the Silver Award recipient of the “International Business Award” under the category of “Startup of the Year”. Its healthy and steady growth in professional expertise continues to provide high quality of design service.

Dr. Ailin Iwan | Founding Partner & Chief Sustainability Officer

Dr. Ailin Iwan is a Chinese Indonesian American designer, scholar, educator, author, and poet. Her doctoral research from the University of Hong Kong integrates architecture and education, focusing on the Quality and Sustainability of Learning Environment researching on Green Schools in Bali, Berkeley, and Hong Kong. Ailin acquired Master of Arts from San Francisco State University, concentration on Global Citizenship Education; and Bachelor of Arts (Architecture) from the University of California Berkeley with double minors in Business Administration and City Planning.

Together with her husband, Kenneth K.Y. Poon, she co-founded **philiaearth**, in which she envisions to be a multi-disciplinary corporation grounded with Biblical principles and Sustainability values. Throughout her academic and professional career, Ailin searches for what matters to improve people’s life. She arrives

in the belief that green living and green education to be critical to foster a thriving future for our next generations. Ailin takes part in finding solutions to mitigate climate change through research and public education within her own field. She is a strong believer that a ground-breaking research often takes “a path less travelled” to offer a fresh solution that have never been done before. Ailin embraces interdisciplinary approach in her work and emphasizes the need to acquire a Global Citizenship view to excel. Acquiring a Global Citizenship view means maintaining a balance life as a person, a member of a family and a community, and as a faithful citizen of a nation. At the very heart of being a global citizen is being aware that the Earth is our Home in which we need to protect and conserve. She realizes that in an ever-changing and fast-moving modern era, adaptability and flexibility perspectives in facing life challenges are critical in personal and professional life.



Core Team Members



Prof. James S. Pounder | Senior Advisor of Business Leadership & Education

Rev. / Prof. James S. Pounder is currently Pro-Vice-Chancellor at Fiji National University. Prior to joining FNU, he was Director at the Teaching & Learning Centre at Lingnan University in Hong Kong. He has held senior academic posts including Dean of Business, Director of Business Programs and has taught extensively in both business management and education fields. Prof. Pounder holds a Ph.D. in Management from Brunel University and a Doctorate in Education from the University of Leicester. As Senior Advisor, Prof. Pounder will advise on the company's leadership and academic research from his wealth of experience in higher education along with his high integrity and moral values based on biblical principles. Prof. Pounder is also an ordained pastor who baptized Kenneth K.Y. Poon in 2017.



Ir. Dr. Hoat-joen Pam | Senior Advisor of Civil and Structural Engineering

Ir. Dr. Hoat-joen Pam was a registered structural engineer in a private consulting company in New Zealand prior to joining the University of Hong Kong where she taught for over 20 years with the latest position as an Associate Professor. Dr. Pam never stops to inspire her students to apply their knowledge prudently and wisely in order to preserve and save the world for our future generations. Her expertise is in reinforced concrete structures. In joining [philiaearth](#) as Senior Advisor of Civil and Structural Engineering, Dr Pam hopes to offer her expertise to advice and further the projects and research that will benefit the environment and humanity.



Angela Arguelles | Advisor of Business Ethics and Compliance

Angela Arguelles is an AML/KYC Specialist (Anti-Money Laundering/Know Your Customer). She headed the Asia KYC team at Societe Generale HK for nearly nine years. She also previously worked at State Street Bank HK as Risk Manager, Compliance Officer, and Credit Analyst. Angela took a gap year in 2017 to focus on family. In search of her next role, she remains strongly drawn to AML, financial crime detection and risk management & compliance. She hopes to bring her experience into [philiaearth](#) as it sets its ethical vision and standards. Angela is a Christian. Her desire is to balance life, work, and play, with Christ at the core.



Nelson C. H. Fung | Business Development

Nelson C. H. Fung is a tech and social impact entrepreneur, graduated from the MBA program at UC Berkeley with concentration in (social) entrepreneurship. Nelson involves in various entrepreneurial ventures with social mission. Sharing the same belief as [philiaearth](#) in exerting positive impacts to the society while making profits, Nelson assists in business development of the company that supports the United Nations Sustainable Development Goals. Through contributing his business development skills and joint-forces the company's talents, Nelson will foster a cohesive collaboration among corporations, non-profits, educational and governmental institutions through the various means of advancing green buildings and sustainable cities for a thriving world.

Core Team Members



Jimmy Y. W. Chan | Design Principal

Jimmy Y. W. Chan is a registered architect in Hong Kong with work experience covering both new developments and historic buildings locally. He was a Project Manager at the Architectural Services Department managing public projects, and acted as a Senior Heritage Officer at the AMO include managing repair and restoration works/ consultancy contracts on Declared Monuments and graded historic buildings. Previously Jimmy worked at a private architectural consultant for eight years on private development including preparation for statutory submissions and site supervision. Jimmy provides technical support to local architectural & interior design works at [philiaearth](#) and he is a good mentor to many junior staff at the office.



Morgan C. H. Kwong | Design Principal

Morgan C. H. Kwong is a very talented California licensed architect who was born in Hong Kong. He received B.A. (Architecture) degree from UC Berkeley. Morgan has over a decade of design experience with several notable projects mostly in residential, healthcare and laboratory facilities, which are his specialty. Apart from architectural design, Morgan also has extensive investment experience in Design-and-Build real estate projects in North America. He is the Founder of a development company in San Francisco. As a strategic Design Principal of [philiaearth](#) in North America, Morgan oversees the company's projects in the North America region.



Gerhard Rinkens | Design Principal

Gerhard Rinkens is an award-winning German architect with extensive experience in countries such as the United States, Europe, Middle East, and Asia. He received Master of Architecture degree at the Illinois Institute of Technology in Chicago, specializing in high-rise architecture and mixed-use commercial development. Gerhard's specialty ranged from the design of curtain wall and cladding systems to the planning of super high-rise buildings and large urban centres. His skills and knowledge allows him to arrive at design solutions for most applications at any design levels. At [philiaearth](#), Gerhard is in-charge for the design of high-rise architecture both in technical as well as aesthetic terms while meeting clients' requirements.



Dr. Bernard C. M. Cheng | Corporate Sustainability Consultant

Dr. Bernard Cheng has over twenty years of international business experience in the design, development and assessment of sustainability management systems. He has worked in consulting, hospitality, telecommunication, textile, energy, education, retail, and public sector as well as in NGOs. Bernard designed and taught certified GRI Standard training courses, prepared GRI reports and provided GRI advisory service, advised strategic direction to top management. He also managed Green Office audit programmes at an NGO previously. Bernard joins [philiaearth](#) as Corporate Sustainability Consultant to share similar vision in charting sustainability roadmap for business enterprise, preparing sustainable report and delivers sustainability training to corporates.

Core Team Members



Dr. Lilian W. W. Zhang | Research Consultant (Public Health)

Dr. Lilian W. W. Zhang is a registered medical doctor from mainland China. She obtained a Bachelor degree of Medicine at Nanjing Medical University and a Master degree of Clinical Medicine (Oncology) at Fudan University. Lilian has served at different tertiary hospitals in China. She has profound experience in academic research especially associated with topics related to public health, health psychology, patients' experience, oncology, treatments and procedures, and clinical trials. Lilian obtained a Ph.D. degree in Psycho-oncology from the School of Public Health at the University of Hong Kong in 2018. Lilian assists [philiaearth](#) in handling research relating to health and architecture with the hope of creating a healthy environment.



Dr. Sailor Y. Y. Cai | Research Consultant (Education)

Dr Sailor Y. Y. Cai holds a Ph.D. in Educational Assessment from the University of Hong Kong; M.Ed in Curriculum, Teaching and Learning from Memorial University of Newfoundland (Canada); and B.A. in English Language and Literature from Central China Normal University (PRC). Sailor's expertise is in developing and evaluating large-scale educational assessment projects. His work appears in top-rank academic journals in education and psychology. He sat as external consultant for several education assessment programs based in China, the United Kingdom, and the United States. In supporting [philiaearth](#), Sailor plays an important role in charting the direction of educational research and ensuring research quality.



Dr. Rafsan Mahmud | Research Consultant (Education)

Dr. Rafsan Mahmud began his career as a college teacher and later taught at a university in Dhaka, Bangladesh. He received his Ph.D. in Education from the University of Hong Kong in 2016. Rafsan participated and presented various research papers on education in many international conferences including Canada, Australia, Russia, Thailand, Philippines, Hong Kong, China and India. He received some international trainings on education research and teaching as well as joined some international workshops. He published some books and book chapters, and many research articles in local and international journals. Rafsan assists [philiaearth](#) to provide research consultancy on educational policy, sociology of education as well as comparative and international education.



Dr. Laurent G. Ndiaye | Research Consultant (Education)

Dr. Laurent Gabriel Ndiaye is an education and research specialist with over fourteen years of experience working on issues related to equity and social justice in education. He obtained his Ph.D. from the University of Hong Kong. He was part of the team that developed a Measure of Early Learning Environment Setting (MELQO) – a tool to evaluate holistic children's development and quality of services in low-and-middle-income countries. Additionally, Laurent was a co-project lead, and Consultant (Africa side) – Play and resilience: A conceptual framework for China - Africa collaboration project. He is a person who clearly understands education systems and challenges after accumulating working experiences as NGO project supervisor, school principal, and academican. Laurent can communicate in fluent English, Kiswahili, French, and Kirundi/Kinyarwanda.





About Philia Earth Limited

philiaearth is a young start-up company established on Earth Day 2016 with a strong sustainability vision in “**advancing humanity for a thriving world**” through our work in architecture, interior design, urban planning, sustainability reporting, research and public education that brings healthy and positive impact to our society.

We adopt research-based design approach to ensure design that goes beyond aesthetic form, but also be functional, long-lasting, comfortable for users, and socially-environmentally friendly. This method is unique in the creative industry because through serious research we are able to identify the pitfall in design which is commonly overlooked by others.

Since the conception of our company, our growth has been fast and steady which landed us with “International Business Award” (Silver) under the category of “Startup of the Year” in 2018. Today we have published many scholarly articles to support our design in peer-reviewed journals and invited by renowned local and international universities as keynote speaker. We are confident that our multi-disciplinary and experienced professional team (consists of architects, engineers, sustainability consultants, educators, MBAs, to name a few) can provide excellent service with high integrity.

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