

PlaceMakers

JOHANNA HO



a DESTINATION GUIDE
'Hong Kong'

BY ROSEWOOD HOTELS & RESORTS

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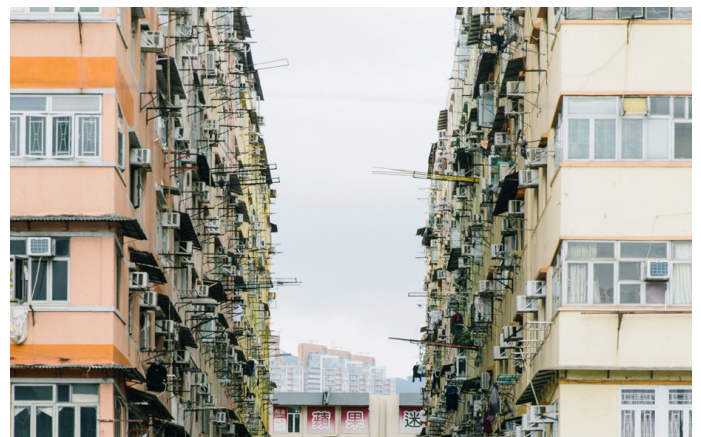
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01 JOHANNA HO - in her Hong Kong studio

WHAT *is* PLACE MAKING?



*Creativity and culture is the lifeblood of a city.
It inspires the stories born from adventure. It
speaks to the very soul of the explorer.*

PlaceMakers are the embodiment of Rosewood's commitment towards elevating culture and community.

By partnering with PlaceMakers, we together explore the stories of local destinations - with the intention of crafting inspired Rosewood journeys that promote immersive property experiences, meaningful connections, and individual well-being.

Our ecosystem stems from our PlaceMakers – We invite you to explore the world with Rosewood through a local lens. To uncover the traditions, to both learn and create alongside the innovators of art, style, food, family, sustainability and health.

This approach pairs seamlessly with Rosewood's core philosophy, that A Sense of Place® exists beyond the physical form and is also discovered in the intangible essence of community.

Let Rosewood be your cultural concierge. Discover our curated experiences and in-depth destination guides, enriching your global exploration.

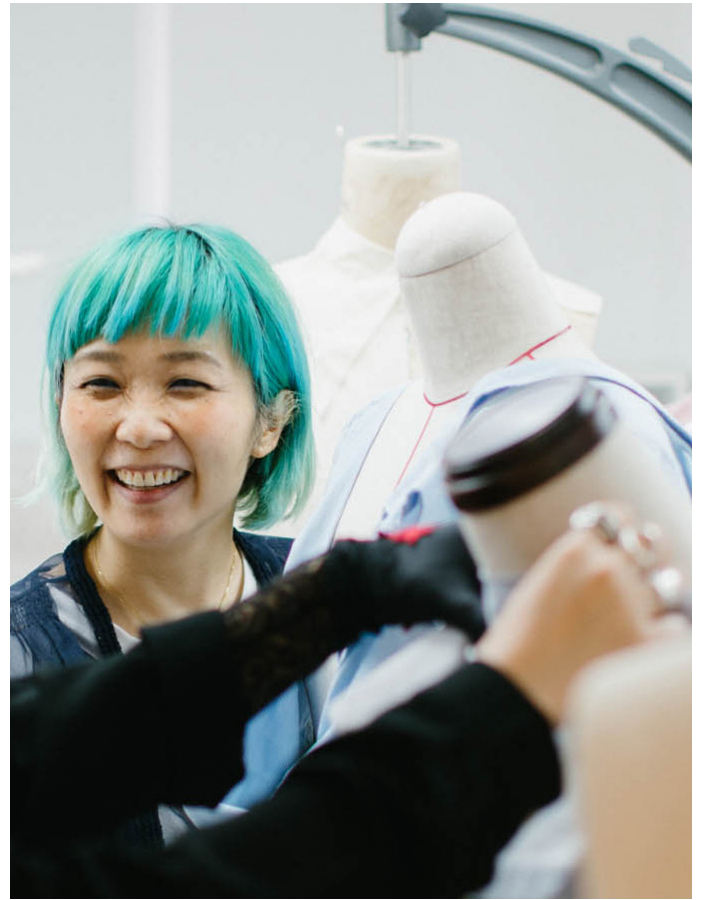
JOHANNA HO

words by
DIVYA BALA

topics
SUSTAINABILITY

the ART of
SUSTAINABILITY





03 JOHANNA HO WITH HER TEAM - making process

Johanna Ho who is a multi-hyphenate fashion designer, connector, curator and founder of sustainable fashion brand PHVLO, discusses the importance of community, creativity and where to get the best Michelin-awarded claypot rice in Hong Kong.



introducing PLACEMAKER, JOHANNA HO

For someone whose philosophy celebrates ‘going with the flow’ – her brand, PHVLO, pronounced ‘flow’ was named after the concept – fashion designer Johanna Ho is perhaps best known for going against it.

“PHVLO is not just a brand, it’s a community of creatives, a kind of counterbalance to wasteful fashion,” she explains. As the founder of a function-led fashion brand, Ho’s choices see her swimming upstream of the fashion industry’s often wasteful, unethical and unsustainable practices.

Following a fashion education at London’s prestigious Central Saint Martins college and a string of eponymous fashion boutiques throughout Japan, Ho returned to

Hong Kong to focus on building community and pioneering sustainable practises, (she was previously on the judging panel for the international EcoChic Design Award).

From her innovative use of fabrics – Ho often recycles and upcycles – and the fashion-forward creations she coins sports couture, to the community platform she pioneered in PHVLO HATCH, an organisation dedicated to providing work and skill enhancement for local families through educational programs, workshops and consultancy services designed to revive a sleepy global fashion system and make changes to last several lifetimes.

What matters most to you?

JOHANNA: For me, it's finding out who I am – that's always been what I strive for in life. Becoming who I am as a person through life's developments, not only in my profession but through travel, learning, and all other experiences, is what is most important to me.

04 JOHANNA HO – discussing designs





05, 06, 07 GARMENT
CONSTRUCTION - details

Community and eco consciousness are two themes of your work that are very much front and center. What sparked your commitment to these two subjects?

JOHANNA: I think it first came to me when I was working in Japan. I knew that I was lucky – I had started my own brand and was fortunate enough to be signed by a Japanese company who helped me to create a name for myself. However, as time went on, I began to learn about the full ecosystem of the fashion industry – from design and production to wholesale and retail – and realised I had started to design simply for the sake of producing something. As I was finishing my five-year contract, I asked out of curiosity, “what happens to the clothes after the sales?”, and I was told they get dumped in the incinerator. I felt like a mass murderer! I felt that it was very important to start addressing this issue, and I knew that, when I came back to Hong Kong, I wanted to do something that was aware and conscious of climate impact, something that would give back to the community. That was a new beginning for me.

Do you have a motto or philosophy that you live your life by?

JOHANNA: Absolutely, just 'Be yourself'. I've got two young daughters and I mentor a lot of young students nowadays, so the first thing I say in my lectures and talks is that it's important to find who you are.



08, 09, JOHANNA HO - in the streets of Hong Kong



10 JOHANNA HO WITH HER TEAM - beside Hong Kong shopfront

*How did you engage with these issues growing up?
Were you brought up with a sensitivity to them?*

JOHANNA: Hardly. But, being educated in the UK as a young child definitely helped. My boarding school friends introduced me to Camden Market and the art of vintage clothing. My English guardians introduced me to antique markets and they opened a treasure

trove for me. It was the first time I realised people sell their old stuff! When I look back, it was really about upcycling. During boarding school, I did History of Art for my A-Levels and developed a huge interest in the history of costume and how the way we dress evolves along with society. Nowadays, it's important not only in terms of upcycling and recycling, but for pieces to have a story of their own.

“My English guardians introduced me to antique markets and they opened a treasure trove for me. It was the first time I realised people sell their old stuff!” —JH

11 MARKET SOURCING - assorted ribbons





12 CONSTRUCTION PROCESS – sewing items

What was the greatest lesson you learnt at Central Saint Martins?

JOHANNA: There's a saying in Chinese, 'There's another sky beyond your own sky'. Basically, it means that you may think you're good but there are a lot more people out there that are also talented. So humility was a big lesson – it is very important for me. And with that humbleness, you strive to learn more, always. The second thing that is important for me, whether in art, fashion or design, is having an open mind and that's something I learned at Saint Martins – anything goes. There are no instructions for a creative mindset.





One of the first things your mission statement discusses is giving back to the community. Why is this so important for you?

JOHANNA: When I was working in Japan under my namesake label, I'd finish a show or a presentation and realise that, even though it was under my name, that I wouldn't be who or what I was, or where I was without my team around me. I think teamwork is so important, it's never just about one person. Any product, project or business is about people coming together and, so when I started PHILVO, it was about building community and connecting people no matter where they came from – creativity doesn't have boundaries.

I think when you live and work as a community, the chances of you finding yourself, who you are, are much bigger than just simply working on your own.

What does community mean to you?

JOHANNA: My dream is to build a creative community that comes together and shares resources – running a business is important but passion ties people together. If you have passion and the heart to do something, it's so much more magical than just doing something for the sake of the job. It's something we can all share together.

Why was it important for you to have a platform through which students could connect?

JOHANNA: It's something that I didn't have at Saint Martins. It was competitive at the time but now, I realise the importance and need of catching up with people and reconnecting. It's so important. I realised that that was also the power of the creative community, when you live and breathe with the people you work with, you learn a lot from each other.



14 JOHANNA HO AND TEAM – charcoal figurative drawing

Is there something you have learnt from this new generation, this new community of up and coming designers?

How lucky some of us are, in terms of opportunity, but also how social problems influence young adults. Some of my students come from underprivileged families – how do we expect these young people to even afford to have a dream? It really strikes a chord with me, when I hear their stories and I realise I could help and give back, through bringing more awareness to the social issues they face or by helping them to get out of a rut.

A lot of my students come and say to me, ‘You keep telling us to be ourselves, but I don’t even know what that means,’ and that is so powerful and so sad to hear. That’s when I feel that creativity can go beyond that and can help these young people to have more experiences in a positive manner and a positive environment. That is very important to me.



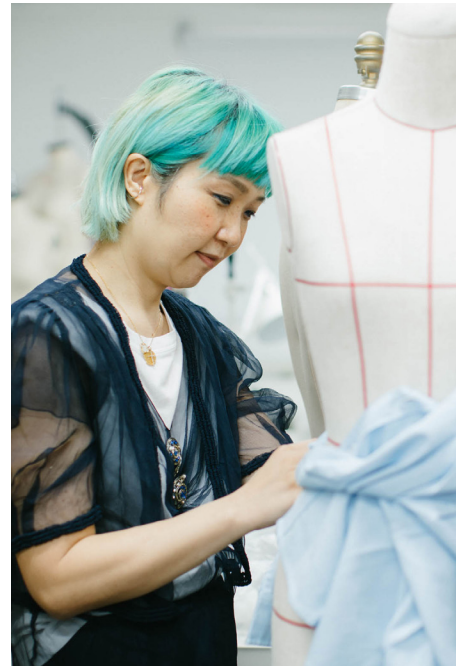
What have you worked on that you're most proud of?

JOHANNA: Something that I am very proud of is the upcycling project I worked on with Rosewood, possibly the first of its kind in Hong Kong. We upcycled the hotel's out-of-service linens, dyed them through unused coffee grounds and then remade them into outfits to be worn by models in a life drawing session at Rosewood. Our aim was to allow visitors to draw from and live with these amazing pieces - we even reused the coffee and turned it into an ink to draw with.

As an extension of the project, we also created a virtual fashion fitting experience, presented through a patented real-time virtual 3D cloth physics technology with a Hong Kong based tech expert. Using this innovation, we allowed guests to take photos of themselves and be transformed into the outfit, seeing how the designs would look if they were to personally wear them. ✎

15 SKETCHES - by Johanna Ho





A GUIDE TO MAKING



17 UPCYCLING PROCESS - refitting old clothes

Graduating from the 90's DIY obsession, upcycling is the sustainable stylist's answer to creating statement fashion without the environmental price tag.

Ho, who recently held a workshop on upcycling with Westminster

University's masters program and local NGOs, has long-practised the sustainable artform and believes that repurposing, adapting and reusing are the hallmarks of the future fashion industry.

UPCYCLING FASHION





TAKE TWO

“Take a sweatshirt, cut the sleeves off and combine it with a t-shirt. Or, take an old tee and add a skirt you no longer wear, and create a new dress.”

KEEP IT SIMPLE

“Don’t be overambitious. The idea is to find two pieces to put together to form a single item. Keep an eye on proportion and mix fabrics.”

FIND A GOOD TAILOR

“You don’t need a degree in dressmaking or a Saville Row tailor. You or your local tailor can make very simple actions like making a slit somewhere or trimming a hem. Keep an eye on proportion.”



19 JOHANNA HO - in city streets

A GUIDE TO HONG KONG





21 HONG KONG - city buildings



Despite extensive stints in London and Japan, Johanna Ho always returns to Hong Kong, living and working in Sham Shui Po, where she coins the Marais of the city. “What I always see Hong Kong as

being, is different kinds of people from all walks of life, from all parts of the world coming together in this one tiny place. And I think that’s what makes Hong Kong quite magical.”

visit KAREN WONG CERAMICS

A long-practising ceramicist, Karen Wong's self-titled studio, Karen Wong Ceramics serves the dual purpose of exhibiting her own contemporary sculptural pieces and providing studio space for amateurs and experienced artists to refine their craft. Upon visiting the studio, guests can choose to either browse Wong's fine art gallery, featuring work from her latest collections, or to engage with the artform themselves, by participating in a ceramic workshop.

22 CERAMIC VASES – finished pieces



what
ARTS & CULTURE

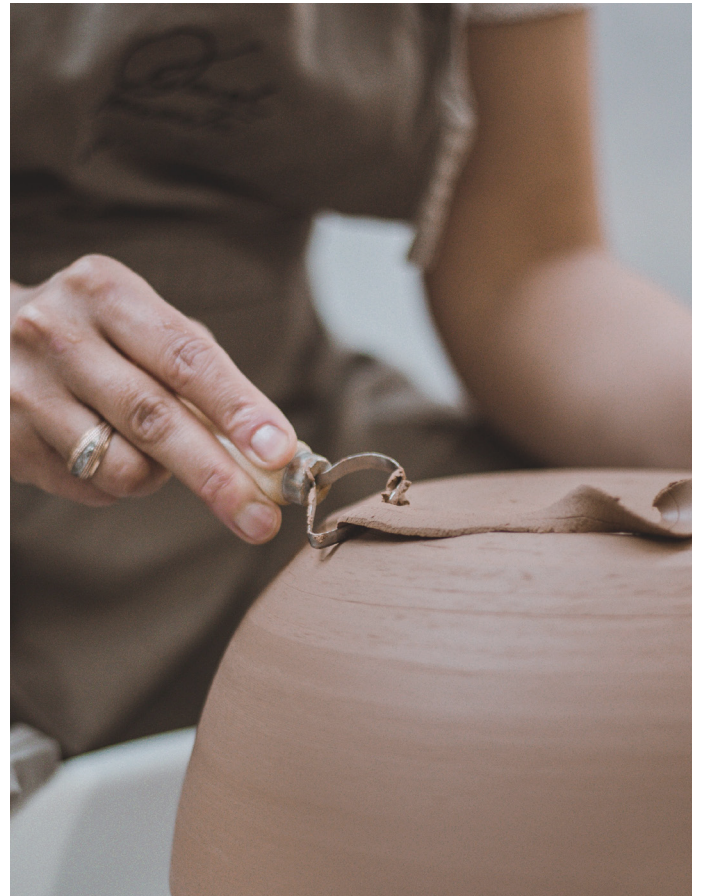
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23 SINGLE VASE - exhibition piece



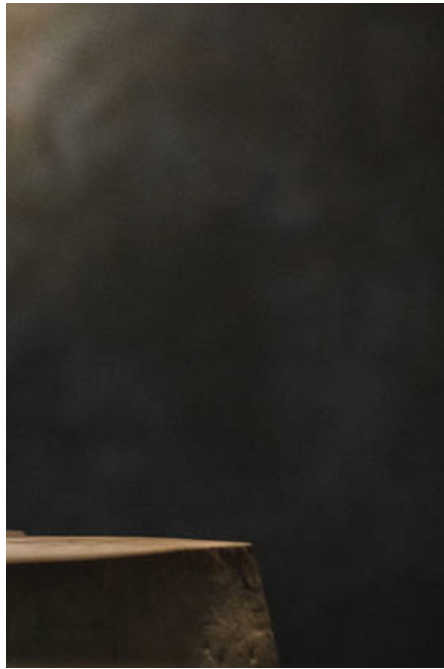
25 CERAMIC COLLECTION - large pastel vases



24 MAKER'S PROCESS - sculpting



26 HAND SCULPTED BOWLS - exhibition series



what
FOOD & DRINK

where
CENTRAL
HONG KONG

27 SIGNATURE COCKTAIL - in Penicillin Bar

UNWIND *at* PENICILLIN BAR

Hong Kong's first fully sustainable bar, Penicillin prides itself on not only offering customers an innovative cocktail menu but also the peace of mind that each beverage they consume has been produced with a focus on conserving energy, minimising waste and tapping into a network of local producers. Showcasing Hong

Kong's culture and ingredients, this regional approach not only reduces wastage involved in international transportation, it also provides visitors with the chance to sample distinct local flavours and receive an authentic culinary experience of Hong Kong.





29 'ONLY A JOKE CAN SAVE US' EXHIBITION - gallery environment

visit PRESENT PROJECTS

“Present Projects is a great art space that allows young people to showcase their work as well as get involved in talks and workshops where they can learn more about art and be in one place together, in creativity.” —JH

what
ART & CULTURE

where
SHAM SHUI PO

An experimental art space and shop set up in late 2020, Present Projects dedicates itself to the curation and production of contemporary art projects. With a passion for the absurd, exploratory and provocative, the creative space welcomes a wealth of local and international talent, providing opportunities for both making and exhibition.

In close collaboration with emerging creatives, Present Projects also operates an on-site concept shop where hand pinch ceramics, photo books and zines, among other limited edition pieces, are available for purchase.

30 INSTALLATION ARTWORK - in gallery



do a CONCRETE WORKSHOP *at* FREEZE LIFESTYLE

31 CONCRETE WORKSHOP - plates





31 CONCRETE WORKSHOP - jars

what
ART & CULTURE

where
SHAM SHUI PO

“They make everything out of concrete — even sellotape holders. They have workshops for making concrete objects and the practise is quite eco-friendly too.” — JH

Freeze Lifestyle houses a concrete workshop allowing visitors to explore the world of design through concrete. The workshop is a space where visitors can experiment a range of styles and designs to create concrete homeware ranging from coasters to soap dishes. Classes are run by a professional tutor who will demonstrate and explore different cement styles and procedures.





DINE *at* KWAN KEE CLAYPOT RICE

A well-kept city secret, Kwan Kee Claypot Rice delivers world-class claypot dishes – so revered they have recently received a 2021 Michelin-award. Somewhat inconspicuous from the street, guests enter to a generous menu of over 25 toppings, from which popular choices are the eel or pork ribs. Featuring a unique blend of three rices, with a chewy, aromatic rice on top and a browned rice crust at the bottom, this distinctive delicacy is one not to be missed on a culinary tour of Hong Kong.

what
FOOD & DRINK

where
SAI YING PUN



33 SAVON SOAP - packaged in calico bag

SAVON WORKSHOP

what
WELLNESS

where
SHAM SHUI PO

*“These guys make candles and soaps –
my favourite is the Japanese saké soap –
and they offer soap making workshops.
It’s a real hidden gem.” —JH*



Founded on the idea of prioritising self-care and wellness in a bustling city, Savon Workshop is a local handmade soap shop stocking a range of personal care products. They pride themselves on delivering soaps made from safe and harmless all-natural ingredients such as ginger, coffee and pomelo leaf. They also hold workshops where visitors can learn to make their own bar of soap.

34 SOAP MAKING - at Savon Workshop







*Our spaces speak in historical volumes. They are living,
breathing stories spun in emotion, people, service and soul.*

THE COMMON PLACE

ROSEWOOD HONG KONG



Soaring over Victoria Harbour, Rosewood Hong Kong is a new centre of gravity on the Kowloon waterfront; the crown jewel of the Victoria Dockside arts and design district. On passing the gate and traversing the cobblestoned drive, the urban din falls away, revealing lush topiary and a serene forecourt that commands the harbour. A warm welcome heralds a stay of unparalleled comfort and distinctive hospitality at the Hong Kong luxury hotel.

36 ROSEWOOD HONG KONG - Asaya Spa



CRAFTING CULTURE THROUGH COMMUNITY



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