

IW



NEW PROJECT  
 CELEBRITY OF IW \_ INNOCAD Architektur ZT GmbH

HOTEL vol.

109

»» HOTEL: ZOOM-IN

# Zhou zhuang Blossom Hill Boutique Hotel

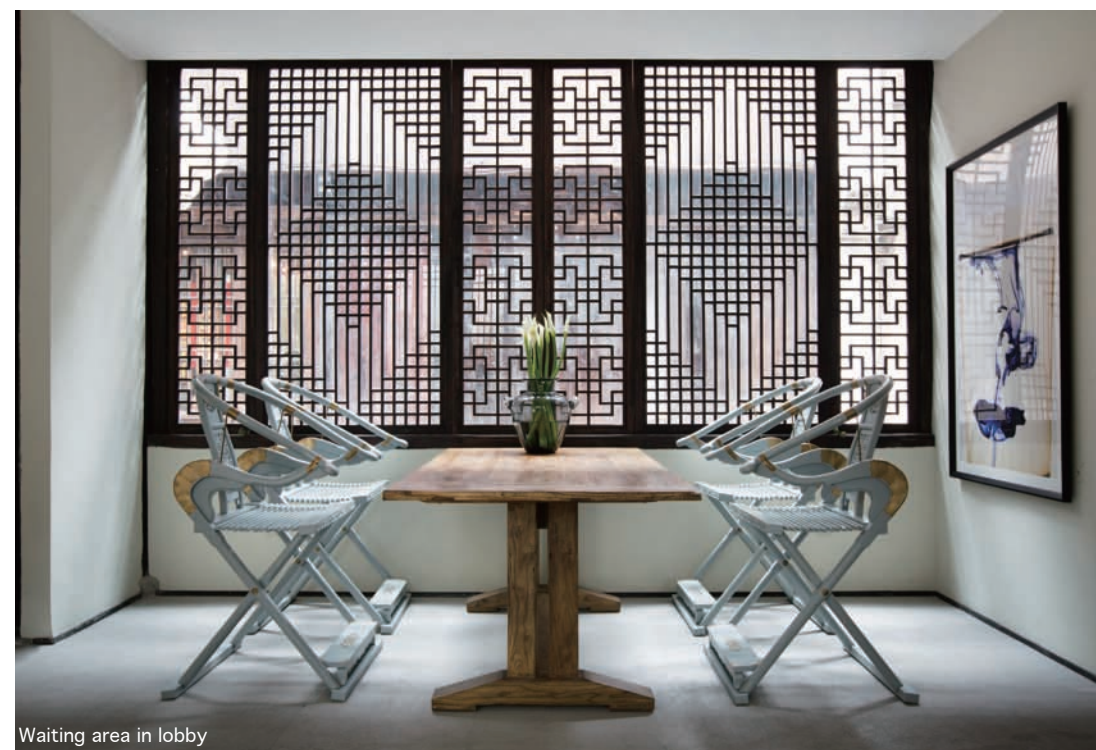
Design Dariel Studio · Thomas Dariel ([www.darielstudio.com](http://www.darielstudio.com)) Design Team Hata Chen  
Location No 100, Zhongshi Street, Zhouzhuang, China Built Area 2,500m<sup>2</sup> Finish Paint, Solid  
Wood, Wood Flooring, Glass, Brick, Marble, Carpet, Tile Photographs Derryck Menere  
Editor Choi Ji-hyun

설계 다리엘 스튜디오 · 토마스 다리엘 위치 중국 주장 면적 2,500m<sup>2</sup> 마감 도장, 나무, 우드 플로링, 유리,  
벽돌, 대리석, 카펫, 타일 에디터 최지현





Reception



Waiting area in lobby



Tea house

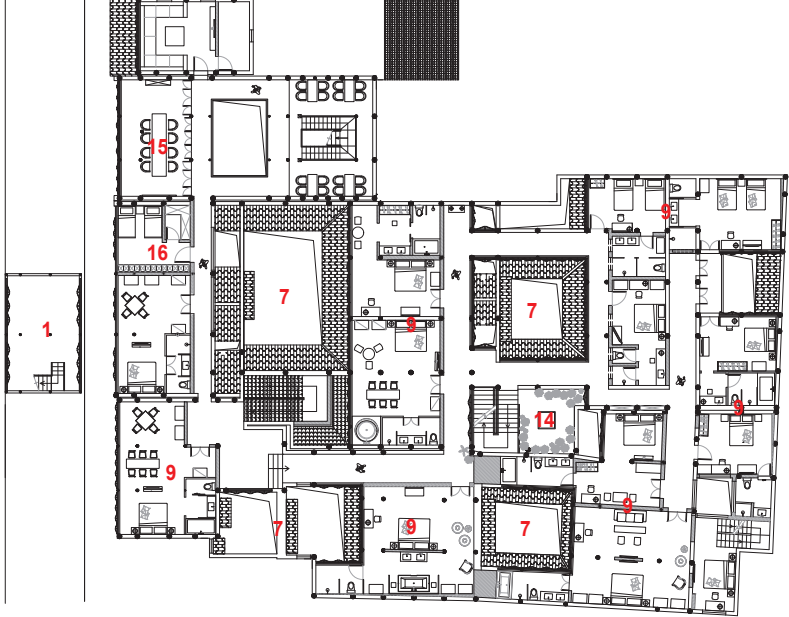
Zhouzhuang Blossom Hill Boutique Hotel is located in Zhouzhuang, the water town of Southern China positioned 1.5 hours away from Shanghai. This ancient town, known as the “Venice of the Orient,” has a history of more than 900 years and still retains the style and pattern of its ancient village. It is noted for its profound cultural background, the well-preserved ancient residential houses, the elegant views of the waterside and its colorful local traditions and customs. This hotel is a renovation of three old separate Ming Dynasty-style buildings. Darie Studio has reconstructed and transformed them into a 20-suite heritage hotel. The renovation aims to restore the initial spatial unity of the building, while also to preserve the architectural heritage. Darie Studio was asked by Blossom Hill to create a boutique hotel that embodies both the picturesque scenery and history of Zhouzhuang. These qualities combined portray the same elegant leisure-lifestyle experience that has endured through the ages in this ancient town, in addition to exhibiting its identity and history.

In order to apply the feeling of history and Chinese culture, designer Thomas Darie created the “one sensory travel through the seasons” concept for this boutique hotel. The inspiration comes from the 24 seasons from the Chinese traditional solar calendar. In ancient China, the solar year is divided into 24 terms according to Chinese traditional farming habits, with each term corresponding to the Sun’s particular position. First, the rooms are divided into four seasonal areas and are displayed according to their sun exposure and natural light intensity during the day. Thus, these rooms symbolize the seasons Spring, Summer, Autumn and Winter. From light yellow or bright orange, to deep purple, the subtle choice of colors represents the atmosphere and characteristics of each season. Each room is named after a flower based on a different season, such as Blossom, Lotus, Sweet Olive and

Cymbidium. Darie Studio chose several important solar terms to design the hotel’s entire spatial distribution, where each room is defined by a poetic seasonal symbolism: Vernal Equinox, Solstice of Summer and Winter, Wheat Heads, Awakening of Insects, White Dew, Little Heat... “Solstice of summer and winter” is defined by a restaurant symbolizing the duality of the two seasons. Furthermore, the representation of combining the East and the West is reflected by a Western-style bar accompanied by Chinese-style furniture. The season of “wheat heads” is portrayed by the architectural design of a wine cellar. “White dew”, a time of the year when it becomes rainy and cloudy, is symbolized by a water bar. The term “little heat”, a time in July when the season’s heat begins, is signified by a tea house.

To protect the building’s heritage and local culture, every old decoration, window frame, stone, and tile were carefully collected and noted before renovation. All of these materials were reused to preserve the aspects of cultural tradition. For the ones that could not be reused, Darie Studio reproduced them with the same pattern to retain the Ming-dynasty style. The main structure of this old building was also kept; patios connect the front halls and back halls, and Chinese pattern-carved beams and pillars reveal the building’s historicity. Darie Studio not only preserves the heritage of the area, but also emphasizes historical aspects of the building by artistically incorporating new Ancient-imitated decorations in the design. The shape of the cabinet and bathtub is conceptualized into the square shape of a Chinese ancient food-box; there are Chinese metal handles on the doors and engraved copper on the door of bathroom; a special national necklace is featured on the wall; different Chinese; new brightly painted Chinese chairs are present; and vibrant calligraphic brushes are hung on the wall for decoration.

- 1. Shop
- 2. Entrance
- 3. Art space
- 4. Reception
- 5. Tea house
- 6. Spa room
- 7. Small yard
- 8. Yoga room
- 9. Room
- 10. Internet area
- 11. Corridor
- 12. Contemplation room & library
- 13. Restaurant
- 14. Sky garden
- 15. Meeting room
- 16. Staff room



2nd Floor plan



1st Floor plan

0 2 5 10 20

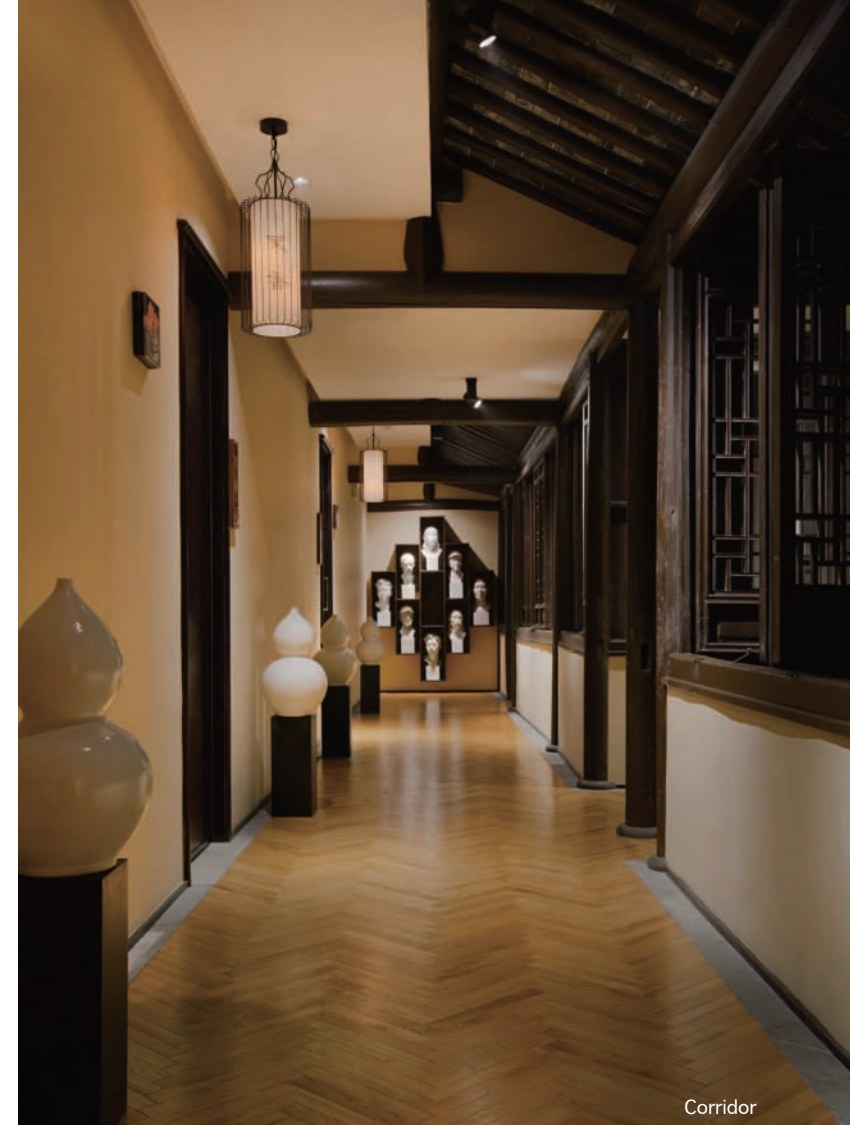


Restaurant





Guest room in 1F



Corridor



Corridor



Meeting room



Guest room in 2F



상하이의 남쪽에 위치한 '주장(周莊)'은 마을 전체가 물 한가운데 위치하고 있어 '동양의 베니스'라 불릴 만큼 독특한 자연환경을 자랑한다. 또한, 이곳은 9백년이 넘는 역사를 보존하며 고대 중국의 생활 양식을 그대로 이어가고 있어 볼거리가 풍성하다. 이곳에 위치한 블로섬 힐 부티크 호텔은 마을 분위기에 따라 신축건물이 아닌 명조시대에 지어진 고건물 세 채를 개축하여 완성되었다. 지역의 건축유산과 문화를 보호하려는 목표아래 원형 그대로의 구조를 사용하였으며 고대장식, 창틀, 석재, 타일 등을 재사용하고, 재사용할 수 없는 재료는 동일한 형식으로 재현하여 옛 모습을 그대로 간직하고자 했다. 여기에 고대 중국에서 사용하던 사각 식품 저장통의 형태의 장식장과 욕조, 중국풍 금속 문손잡이, 중국풍 목걸이, 중국식 화병, 벽을 장식한 활력 넘치는 붓글씨 등 고대 양식을 모방한 장식들이 건물의 역사성을 보다 강조하고 있다.

또한, 이곳은 중국의 역사와 문화를 느낄 수 있도록 '절기별 감성 여행'이라는 개념을 적용해 눈길을 끈다. 이 개념은 중국 전통 태양력에서 착안한 것으로 태양의 위치에 따라 춘분, 하지, 동지, 백로, 소서 등 24개의 절기로 계절을 구분하고 있다. 이중 레스토랑에는 하지와 동지라는 개념이 적용되었는데 대조적인 두 계절은 중국풍의 가구로 꾸민 서양식 바로 표현되어 동양적 요소와 서양적 요소의 결합을 상징하고 있다. 이외에도 넉넉한 밑을 수확하는 시기인 '망종'은 와인 창고의 설계에, '백로'는 날이 흐려지고 비가 오기 시작하는 시기로서 워터 바의 주제로, 여름 더위가 시작되는 7월에 해당하는 '소서'는 다실로 표현되는 등 역사적인 시간 개념을 현대적인 공간으로 표현해냈다. 이러한 상징적 계절 개념은 객실에도 그대로 적용되었는데 각자의 계절에 맞게 연노랑에서 짙은 자주색까지 대표 색상을 사용하고 여기에 블로섬, 로터스, 스위트 올리브 등 각 계절에 피는 꽃의 이름으로 붙여 사계절의 분위기와 특징을 고스란히 담고자 했다.

이곳은 오랜 세월을 걸쳐 만들어진 기품 있는 분위기에 어울리는 환경을 조성함으로써 마치 옛 명조시대로 돌아간 듯한 착각을 불러일으킨다. 요즘 사람들은 새롭고 자극적인 것만을 찾고 있지만, 이곳에서만만큼은 예전 것들에게 느껴지는 포근함과 안정감을 강조해 마치 역사의 한 장면으로 되돌아 간 듯 여유로움과 편안함을 만끽하게 한다.