

Dariel™ Studio

Thinking by making

ID Real Office

Design Company: Dariel Studio

Design Director: Thomas DARIEL

Designer: Julie Mathias in collaboration with Anouk de Lesperda

Area: 868.2m²

Completion Time: January 2017

The international creative studio id.real recently opened the doors of their brand new headquarters in the heart of Madrid. Strategically located in the Salamanca Quarter, renowned for its mix of up-scale residential homes, business offices, diplomatic representation offices and luxurious boutiques, the studio is housed in a former warehouse adjacent to the historic building at 19 Castelló Street.



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The id.real creative studio commissioned designer Thomas Dariel from the multi-awarded Shanghai-based design studio Dariel Studio to work with the independent interior designer and id.real Managing Director Anouk de Lesparde. Their main challenge was to transform the industrial unit into a XXI century design studio while enhancing its 1930s-building structure and historical heritage.

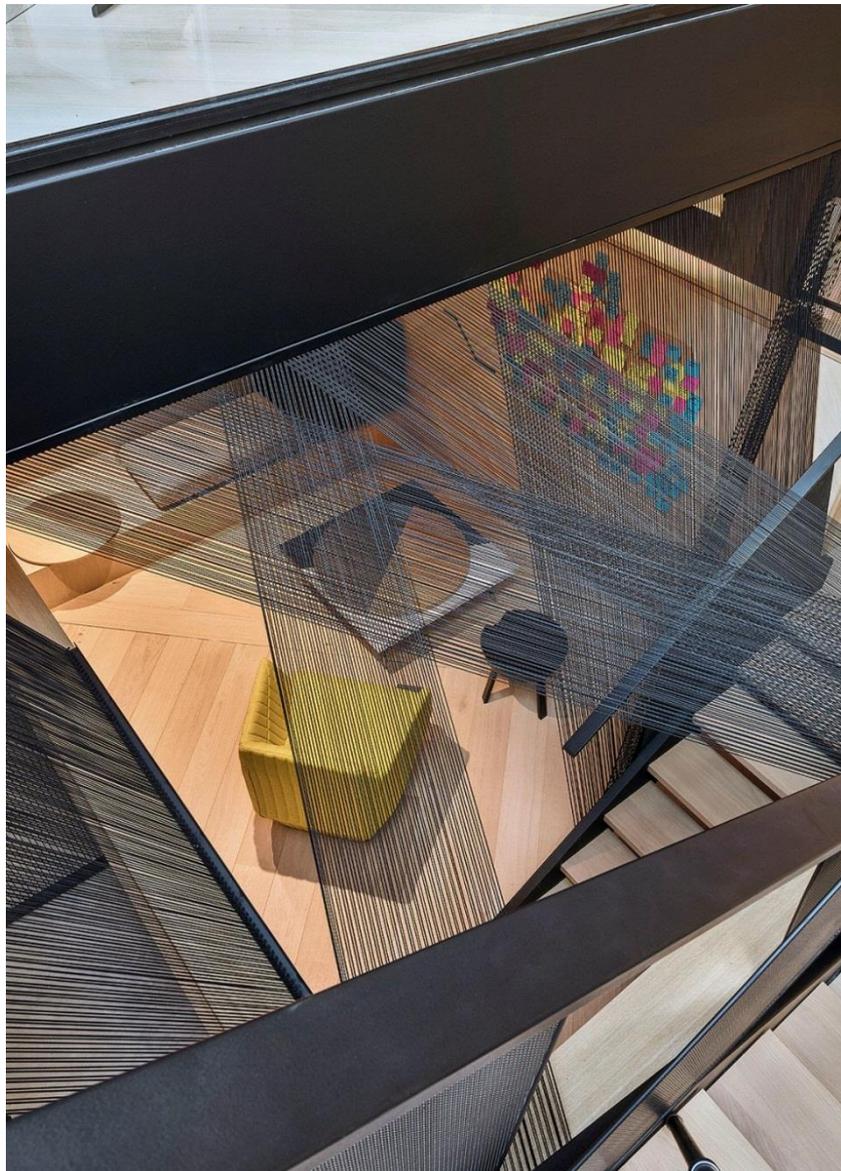


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The Genesis

Since Thomas Dariel and Anouk De Lespada met in Shanghai a few years ago, they have looked for a new opportunity to renew their working relationship. Two contrasting yet compatible designers, they relished the chance to work side by side to design something extraordinary.

No surprise then when De Lespada moved to Madrid to develop the id.real headquarters, she immediately contacted Dariel, knowing he was the person to transform the industrial unit into a XXI century design studio.



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Dariel's vision of the overall concept, enhanced by his custom-designed and developed furniture, was exactly what the space needed to make it stand out. Thomas Dariel and Anouk de Lesparde worked closely together to bring the original concept to life: from concept to implementation each brought their individual skills and expertise in design and interior architecture.



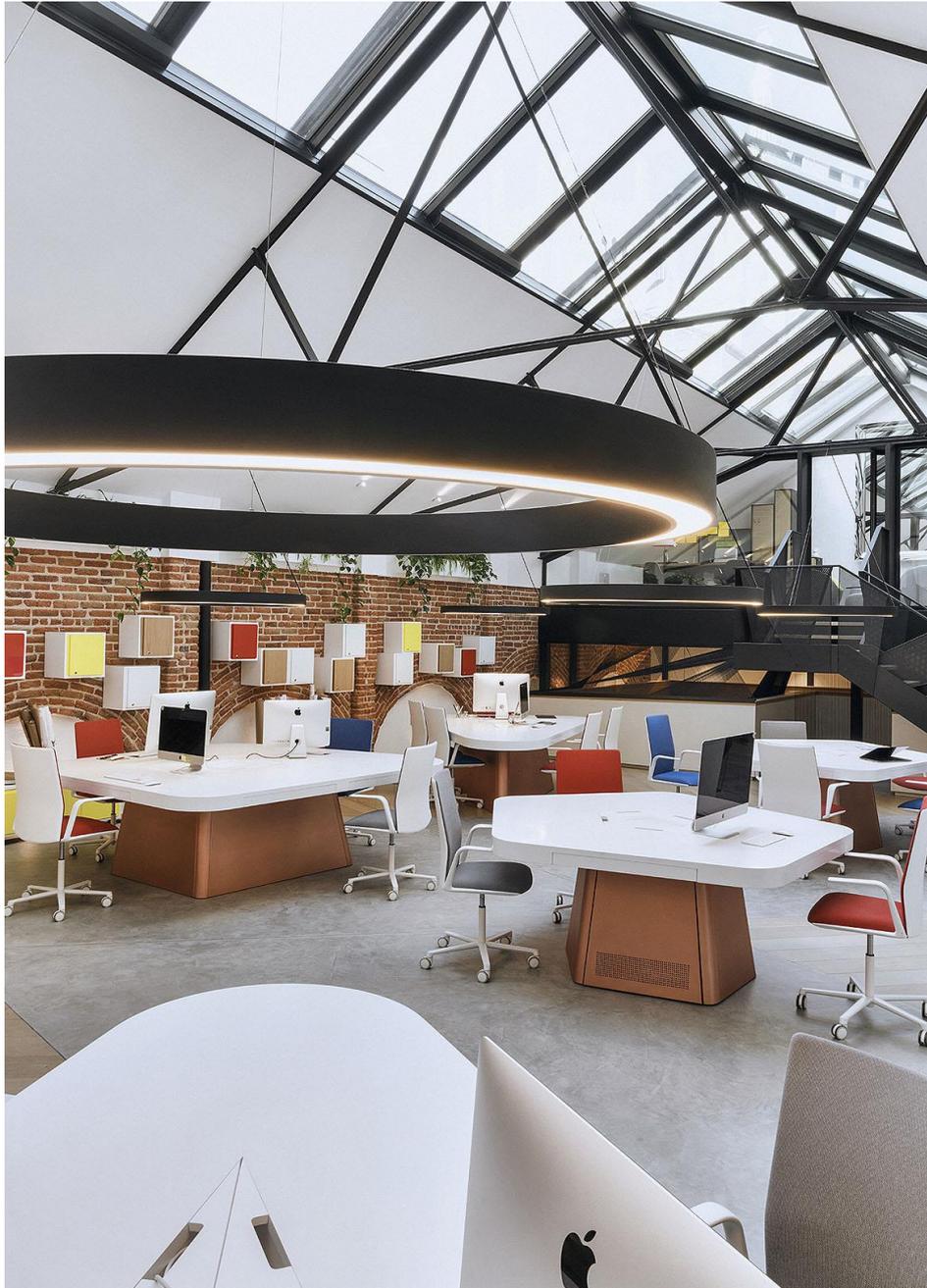
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The Concept

Embracing the past on which one builds the future, and employing noble materials in new and innovative ways, the studio delivers its Human-Centered Design activities and work. The result is an astonishingly beautiful and functional space.



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Dariel, in collaboration with De Lespada, has imagined and designed a unique interior where each individual detail has a significant meaning. This is evident in the treatment given to some of the walls which evoke ideas of a piece of paper folding in one of its corners. At a time when most of us enjoy the latest advanced technology, sketching with paper and pencil is still essential for successful design in the XXI Century.



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Featuring industrial era codes coupled with modern nuances, Dariel infuses warmth, personal touches and lightness in his exceptional interiors. Throughout the space, one finds splatters of color contrasted against the sobriety and historical nature of its brick walls, open-view metal trusses and micro-cement floors. Colors, patterns, geometric shapes and textures are omnipresent, on walls, floors and rugs, as well as furniture and fixtures that have been specially designed for this project.



Special attention was given to allowing the natural light into the once dark industrial building, whilst respecting the historical structure of the edifice. In opening up the main ceiling and installing glass walls, the light reaches even the darkest corners and enables a breathtaking view of the *Basílica de la Concepción de Nuestra Señora*, located in Calle Goya. The glass roof is the architectural representation of id.real's search of transparency in their work.

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The main purpose was to create a space that inspired awe in its visitors, while making it livable and workable for the creative team that it was designed to house: a bright open space area for day-to-day work; a lounge section to relax or hold spontaneous meetings; a kitchen area to share food for thought and for the soul; an art gallery to inspire and to get inspired; and finally a green wall to bring life to the interior.



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The design is in total harmony with its surroundings. Dariel, alongside id.real architects, took special care to reinstate the building's greatness, nestled in the heart of one of the most recognizable and respected neighborhoods of Madrid.



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Their desire to create a space which harmonizes the past, present and future of the city through this working space is both a tribute to the grandeur of the industrial era and a future where people are at the center of design, experiences and life.



Thomas Dariel has designed a working space that gives equal importance to its visitors, as to the people strive to create new experiences and products. Strong concept and vision, attention to the smallest details, furniture and lighting created by renowned designers, quality equipment and advanced technology, are all elements that make id.real the perfect place to come to work every day.

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About Dariel Studio

Dariel Studio is a multi-award winning interior design company founded in Shanghai in 2006 by French Designer Thomas Dariel. Since its establishment, Dariel Studio has completed over 60 projects of the highest quality in the main areas of design: hospitality, commercial and residential.

Dariel Studio manages to reach originality and creativity while also performing in project management, a double focus that led the company to be recognized and honored for its ability to lead projects from concept up to execution.

Dariel Studio's tailor-made approach focusing on clients needs has allowed the company to create a large portfolio of clients – private, entrepreneurs, luxury brands and major real estate and hospitality corporations – Chinese as International.

With offices in Shanghai and in Paris, Dariel Studio relies today on a team of professionals coming from various countries and backgrounds driven by the same passion for design. Since ten years, Thomas is the leading Designer and creative mind behind Dariel Studio's signature.

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By confronting heritage and cutting-edge innovations, playing with sensations, mixing opposites and incorporating French design expertise with Eastern cultural influence.

Dariel Studio aims to transform reality into a five-sense emotional experience.

In its search of new forms, Dariel Studio's open approach unfolds new perspectives and possibilities within the process of "making" while constantly observing rules and clients' demanding standards. Through this way of creating interiors, a new language occurs on each project, driven by a passion for turning upside down traditional codes and clichés.

Boldness, elegance, youthfulness, expertise, innovation and an in-depth understanding of clients' identity and expectations allow the studio to ensure the highest quality design.

Awards & Nominations

2017

EDIDA – Elle Deco

Young Talent of the Year 2017

Architectural Digest - AD

Selected as one of the Top 100 Talents in Architecture and Design

Trends

Selected as Outstanding Designers of the Year 2017

Trends Home

Selected as Designers of the Year 2017

2016

-NEOPOWER Interior Design Award - SINA

Selected as one of the Top 50 Talents in Interior and Design

2015

-Architectural Digest - AD - Top 100

Talents in Architecture and Design

-Jintang Prize China Interior Design Award

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Best Residential Design of the year for “Beijing Fantasy “

Best Restaurant Design of the year for “Lady Bund ”

Best Showroom Design of the year for “Vanke Showroom ”

-Residence Magazine

Top100 Interior Design Project of the Year - Lady Bund

2014:

-a&d TROPHY Awards 2014:

Residential Design of the year for “Beijing Fantasy”

-2014 Shanghai WOW!

Best New Restaurant - Lady Bund

-[TO THE EAST OF THE WORLD]

Design Week-Golden Phoenix Inheritance Awards

2013:

- AD 100 CHINA 2013:

Selected as one of the Top 100 Talents in Architecture and Design

- Perspective's 40 Under 40 Recognition 2013:

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Selected as one of the Top 40 Young Design Talent under 40

- Design For Asia Award (DFAA) 2013

DFA Bronze Award for “Blue Penthouse”

- H.D.F Luxurious Projects Asia Awards 2013

Silver Award Winner of the Top Luxury Hotel Design for “Blossom Hill Boutique Hotel”

-Jintang Prize China Interior Design Award 2013:

Excellent Residential Design of the year for “Blue Penthouse”

Excellent Entertainment Design of the year for “Prime Fitness”

-Top 100 Soft Decoration Award:

Top 10 prize for “Blossom Hill Boutique Hotel”

- IAI Award 2013 Global Space Design Award

Nomination for “Blue Penthouse”

2012:

- Andrew Martin Interior Design Awards:

The Best Internationally

- The 10th Modern Decoration International Media Award:

Outstanding designer of the year

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Best Hotel Space Design of the year for “Blossom Hill Boutique Hotel”

- Jintang Prize China Interior Design Award 2012:

Top 10 Hotel Design of the year for “Blossom Hill Boutique Hotel”

Good Hotel Design of the year for “GTAS”

Good Office Design of the year for “Dunmai Office”

Honor Mentioned for Best Marketing and Development (Dariel Studio)

2011:

- Jintang Prize China Interior Design Award 2011:

Restaurant Design of the year for “Yucca”

- International Arch of Europe Award (IAE) - Gold category

2010:

- The 8th Modern Decoration International Media Awards:

Best Young Designer of the Year

Best Office Space Design of the Year for “Imagine China”

More info

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