

Dariel™ Studio

Thinking by making

Project Name: KARTEL WINE LOUNGE

Design Company: Dariel Studio

Designers: Thomas DARIEL

Project Director: Nathan HOU

Location – Shanghai – CHINA



Kartel is a three-story lounge bar located in the former Shanghai French Concession. The neighborhood is a pleasant mix of residential and retail areas, Chinese and European style architecture, international restaurants and tiny stalls, wide tree lined streets and traditional lanes... a perfect combination of what constitutes the city today.

With a concept of “Destroy Chic”, the designer Thomas Dariel wanted with Kartel to play with these contrasts, to be elegant yet provoking in this very heritage district.

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T +86 (0)21 62670005 E contact@darielstudio.com 上海市常德路 621 号

The 621 Villa, No 621 Changde Road, Shanghai 200040 China

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As the demolition of the previous space was going on, the “Destroy” part of the concept naturally grew on. While the walls were falling, the original structure of the building reveals itself, featuring shapes, textures, memories that ought to be kept. As the “Beaux-Arts” style in Europe pays homage to the buildings by ripping off everything that is hiding their original architecture, the creator decided here to keep several places as original. Exposed concrete walls, undressed stripped down pillars, and old letterings made by the people who built the place are part of these heritage elements.

Answering and balancing this raw side, Kartel offers an elegant and sophisticated décor served by comfy and stylish custom-made furniture, a warm atmosphere combining and mix-matching European and Asian influences. The lounge spans on three floors, two indoor plus a rooftop terrace. Three spaces proposing three distinct styles and atmospheres.

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With moldings and fireplace, the 4th Floor reminds the cozy and plush atmosphere of the traditional Parisian salons, the kind of place one would have impassioned and intimate discussions while enjoying a nice glass of Burgundy.

Upstairs, the main lounge, including wrap-around floor-to-ceiling windows with stunning sight at Shanghai's skyscrapers, mixes influences and turns upside down the traditional codes and clichés of the traditional wine bar. Rather than oak barrels, one will find there bathtubs modified into sofas juxtaposed with very chic chrome-plated armchairs and art deco inspired tables. Spreading along the wall, a large wine cellar illuminates the whole space, a masterpiece placed on a stage as to recall that the wine, there, is the still the main subject.

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The rooftop terrace with sofas and high-top tables settings is set apart by the destructive full 360-degree views over the surrounding French Concession, a nice draw for those seeking a more casual atmosphere.

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KARTEL

5F, No 1 North Xiangyang Road

Shanghai - CHINA

reservations@kartel.com.cn

www.kartel.com.cn

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The 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 big corporations - Chinese as International.

The studio counts today a team of 25 professionals coming from various countries and backgrounds driven by the same passion for design.

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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.

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IDEA Design Lab

From 2013, *Dariel Studio* is going on with larger-scale projects and takes one step ahead with the launch of new initiatives and learning programmes aiming to enlarge and boost the designers' perspectives on major millennium challenges.

IDEA Design Lab is the flagship initiative.

IDEA Design Lab is an action-oriented platform assembling smart ideas and talented people to create innovative designs for the future. It is an incubator for innovation gathering the Best Chinese Universities, scientists, engineers and leaders in the fields of Design and Architecture.

Awards & Nominations

2013: - *H.D.F Luxurious Projects Asia Awards 2013*

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

- *Perspective's 40 Under 40 Recognition 2013:*

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

- *Top 100 Soft Decoration Award:*

Top 10 prize for "Blossom Hill Boutique Hotel"

- *AD 100 CHINA 2013:*

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

2012: - *Andrew Martin Interior Design Awards:*

The Best Internationally

- *The 10th Modern Decoration International Media Award:*

Outstanding designer of the year

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"

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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

www.darielstudio.com

Or contact directly Sarah Wang, Communication Manager

pr@darielstudio.com

+86 138 1864 0658