

# Dariel™ Studio

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## **Nanxun Blossom Hill Boutique Hotel -Qiu Shu Li**

**Design company:** Dariel Studio

**Leading Designer:** Thomas Dariel

**Designer:** Caroline Magand, Tao Zhang

**Project Manager:** Sarah Shen

**Location:** Huzhou, Zhejiang

**Area:** 2874 m2

**Completion Time:** January, 2017



Qiu Shu Li Blossom Hill is located in Nanxun, Huzhou also known as the “Hidden Book Town”. During earlier times in the Republic of China, another renowned building entitled ‘Hidden Book’ was built by the wealthiest person in Nanxun Town Liu Chenggan’s Jiayetang. In 1930, he built another villa and named it “Qiu Shu Li”.

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Dariel Studio carefully renovated this ancient building, taking intricate measures to ensure the preservation of its heritage. Inspired by the owner Liu Chenggan's collecting book of achievements, Dariel Studio chose the design concept "Hidden" and used that sense of bewilderment to reveal the story of Nanxun and Qiushuli village. Hidden can be portrayed as Liu Chenggan's achievements in collecting books, but also the subtle beauty of hiding in the gardens in South China Style, and modern desires of hiding in nature and getting rid of the pressure and worries of daily life.



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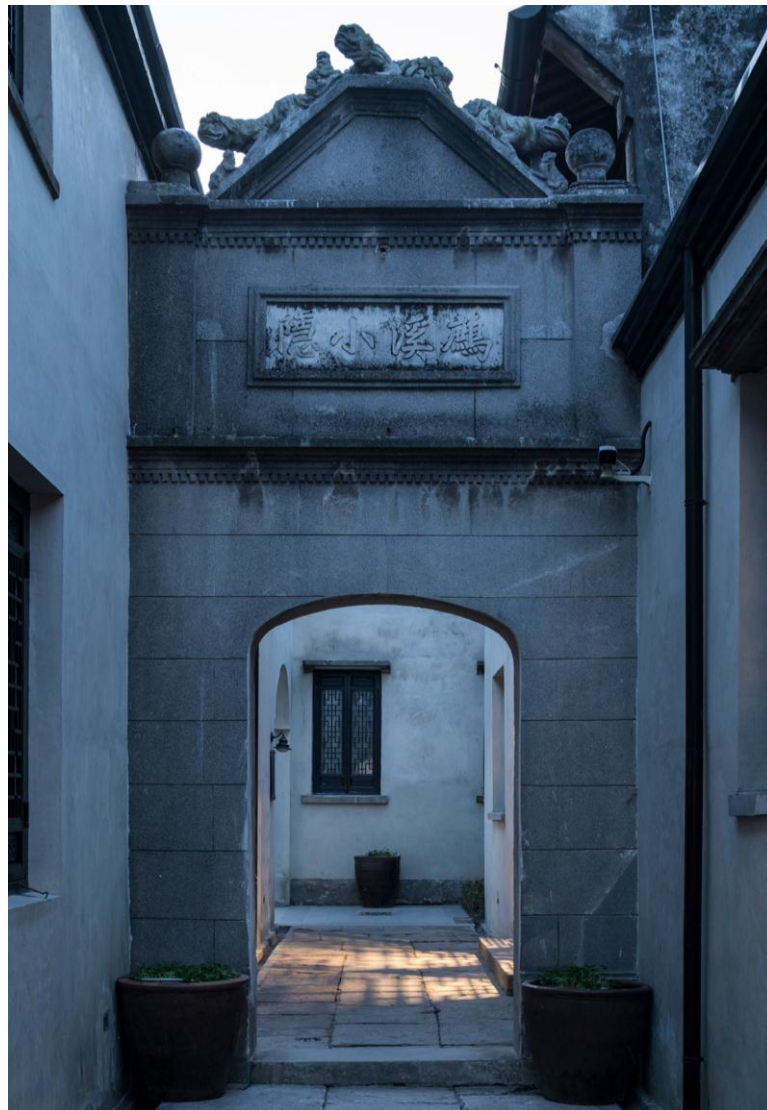


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The structure of the space has a unique beauty that mixes Shanghai's streets and alleys with Suzhou's traditional gardens, captivating the guests once they enter. The long paved path reminds us of the Shanghai streets and alleys. The western style building located in the centre of the compound and on the top are engraved four Chinese characters “鸕溪小隱”. The first two characters “鸕溪” originate from the name of little streams passing through the Jiayetang (the hidden book building) “鸕鵲溪”, while the latter two characters “小隱” mirror the Chinese philosophy: “The first-class seclusion is hiding in the market while the second level seclusion is hiding in the forest”, which reflects Liu Cheng Gan's state of mind. The Golden Toad on the gatehouse was Mr Liu's silk business logo.



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One of the most prosperous industries in Nanxun Town is silk, which made Liu Cheng Gan's family the wealthiest. When designing the space, Dariel Studio masterfully combined elements of silk with the key concept "Hidden" and applied this to the public space design. The vases and books on the background cabinets and flying table lamps add an element of mystery and jointly enhance the "Hidden" charm. The knitted geometric-shaped silk screens divide the various functional spaces into different areas. Silk is a key element in the restaurant's decor. The blue and red fiery strips made from raw silk fly across the ceiling creating a fantastic visual scene for the guests.



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“Fishing, woodcutting, farming and scholar” are four occupations in Chinese agricultural society, representing Chinese traditional daily lifestyle as well as government officials’ retired living status. Various historic paintings are themed around the values of “fishing, woodcutting, farming and scholar” depicting how ancient people pursued the frugal yet contented pastoral lifestyle.



Thomas Dariel drew inspiration from this cultural spirit and combined it with garden features characteristic of South China. The theme of the guest rooms is defined as “Farming, Gardening and Fishing” to correspond with the historic and cultural elements of the town. Thomas Dariel chose lively colours to match the three key themes: orange represents farming land, green pairs with gardening and ocean blue echoes the experience of fishing. Designers attach great importance to detailing that relies heavily on the choice of materials and artworks. The orange series of guest rooms are decorated with bamboo weavings and paintings vividly depicting the local figures and life. A blue wall with an ocean wave pattern provides a sensation of being gently embraced by waves of water.

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To reflect the local culture and traditional buildings, the original bricks, wood and engravings were preserved and restored. The partition boards are carved with traditional patterns representing "fishing, woodcutting, farming and scholar". The carving techniques are similar to Suzhou embroidery that is "dense yet sparse".



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Thomas Dariel, known for fusing Chinese and French culture together, combines Chinese traditional culture with Western modern style perfectly in this project. The ceyladon green and ocean blue Lazy Susan coffee table integrate perfectly with the environment, and add humor and romance. The Little Eliah flying table lamps portray a French style of playfulness and freedom.

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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.

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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

2015

### ***-Architectural Digest - AD - Top 100***

Talents in Architecture and Design

### ***-Jintang Prize China Interior Design Award***

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:**

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

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**- 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"

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](http://www.darielstudio.com)

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