

Dariel™ Studio

Thinking by making

(Re)Mix Club Beijing

Design Company: Dariel Studio

Designer: Thomas DARIEL

Project manager: Nathan HOU

Area : 1500 m2

Completion Time: September, 2013

Located within the Worker Stadium arena in the vibrant Sanlitun district, The Mix Club does not need to be introduced anymore. After hip-hop hit Beijing, this very popular dance club quickly threw its hat into the clubbing ring, becoming a well-known stop for worldwide hip-hop DJ and being considered since as the best party scene in Beijing.

Dariel Studio has been commissioned to design and renovate this true local Institution, starting by the underground part of the nightclub - known by the inner circle ones as (Re)Mix.



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As the name states, the club is always packed with a mix of people from all over, yet catering mostly to the young and hip crowd. Mix's owners wanted to enlarge their commercial offer by creating a slightly different identity for (Re)Mix, more mature, more sophisticated, attracting older customers while still gathering a loyal following with its consistent hip-hop beats.



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Thomas Dariel's design answers these initials requirements. While displaying the traditional nightclub functions – dance floor, bar, open and semi-open seating areas, VIP rooms, (Re)Mix also offers a loungy atmosphere where ones can enjoy a drink without necessarily having to mingle with the here-to-party folks.



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The design has been nourished on three rather distinctive styles: French, Hip-Hop and traditional kitsch clubbing. These three cultures and their codes coexist and are played together with to reach a mature, digested and assumed design. Displayed through the whole space, ones can for example notice wood panels and moldings that are typically associated with French interiors. Yet these very classical elements are almost hijacked by being combined with massive diamond, bottle, headphone shapes incrustations, family members, this time, of hip-hop as well as clubbing cultures.



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Inside the VIP areas, the designers allow themselves to take one step further beyond the typical VIP decor usually displayed in Chinese nightclubs. Addressing a more mature clientele, and therefore ones potentially traveling around the globe, the design pay homage to Africa, Japan and Italy, displaying sophisticated and surprising-for-the-place wallpapers with matching customized ceramic tiles.



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Thomas Dariel, as often, turns the clichés up side down. The unexpected use of bold, contemporary and yet very pure pink and yellow colors surrounding the dance floor is contrasting with the shiny and intentionally bling-bling central bar, more typical of such spaces.



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Surprising is the matter and it may be found allover. Up to the toilets. Known in nightclubs to be dark and gloomy, they are here bright and shiny, an escape route below the blue sky, far so very far from the heavily polluted Beijing atmosphere.



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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.

Awards & Nominations

2013: - **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"

- **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"

- **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"

Honor Mentioned for Best Marketing and Development (Dariel Studio)

2011: - **Jintang Prize China Interior Design Award 2011:**

Restaurant Design of the year for "Yucca"

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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