

Dariel™ Studio

Thinking by making

Vanke Showroom Shanghai

Design Company: Dariel Studio

Designer: Thomas DARIEL

Area : 900 m2

Completion Time: February, 2014



Vanke is well known as one of the leading real estate Chinese group. Today, Vanke is in the transition process from building residential projects to creating and developing commercial project adapted to cities. Dariel Studio has been hired to design its showroom - located in Vanke's Shanghai headquarters - with the main purpose of stating and promoting their multi-functional commercial projects.

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The evolution from residential, the most basic need of human beings, up to multi-functional commercial property, is reminiscent of the development of the whole human society - from scattering habitation with self-sufficiency production to community habitation with exchange-based economy. People first build up their houses, and then the market appears to gradually form the concept of the "village". And then appears the "city".

The design concept of the showroom came up from the inspiration and from the transition process from "village" to "city". The interiors created and integrated in this showroom are based on the five major elements of the "City" consisting of "Protection Wall", "House", "Market", "Landscape" and "Culture".



Generally speaking, interior designers are often limited by the space and have to fill in an already existing frame. Thomas Dariel is here breaking the initial constraints. Taking advantage of the ceiling height, he created an indoor architectural structure; an entire new building that meets the functional needs while serving the concept.

The showroom is divided in accordance with the 5 elements of the "city". Surrounding by the peripheral "Landscape", stepping onto the slope inspired by the concept of "protection wall", entering the box-structured "house", you will directly reach the core value of the showroom, discovering Vanke "Culture" and exploring the "Market", the Group's commercial projects.

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“Protection Wall” - Slope

This idea grew from a well-known original pattern in ancient cities: the defensive wall. Besides the function of defense, the protection wall was also a kind of suspended corridor running around the city and allowing a perfect overview of it. The slope corridor created by the designers comes from this inspiration. Stepping onto the slope, visitors can simultaneously discover the inside and outside sides of the “city”. The slope is becoming a link, a connection between history and modern human society.



“House” - Indoor Architecture

Thomas Dariel's design follows yet extrapolates the layout of the family-house that ones can see as an integrated space featuring different sized box-shaped rooms connected together. Each room is both private as an independent box and semi-open as part of a public space, so that dwellers could enjoy privacy as well as social contacts. Adopting the home-like space layout, the new-type shopping mall is expected to become a friendly yet intimate living space for the customer.

“Market” - Display of the commercial real estate project

Thanks to a well-organized circulation, ones could go through the history of the Group and explore the newly defined Vanke ‘ Mall models in the display areas. All the five senses are stimulated to fulfill a complete experience.

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“Landscape”

Although the showroom is definitely an indoor space, the designers wanted to integrate natural patterns to bring comfort to the visitors. Sky ceiling, tree-shaped columns, leaf patterns, bright colors, wood, organic shaped garden, etc., as many elements - usually absent from traditional sales centers - that brings strength and unique character to the space. Even if visiting a showroom, visitors can breathe in and out.



“Culture” - Vanke culture and values

If Vanke history, projects, image are displayed all over the space - History corridor, open space walls, V patterns, etc. - that is the concept of "City" itself that represents the best the core values of the future commercial showrooms.

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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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