

Dariel™ Studio

Thinking by making

Wieden+Kennedy Shanghai Office

Design company: Dariel Studio

Designer: Thomas Dariel, Tao, Marco Montanucci, Hua Dan.

Project manager: Colin Cui

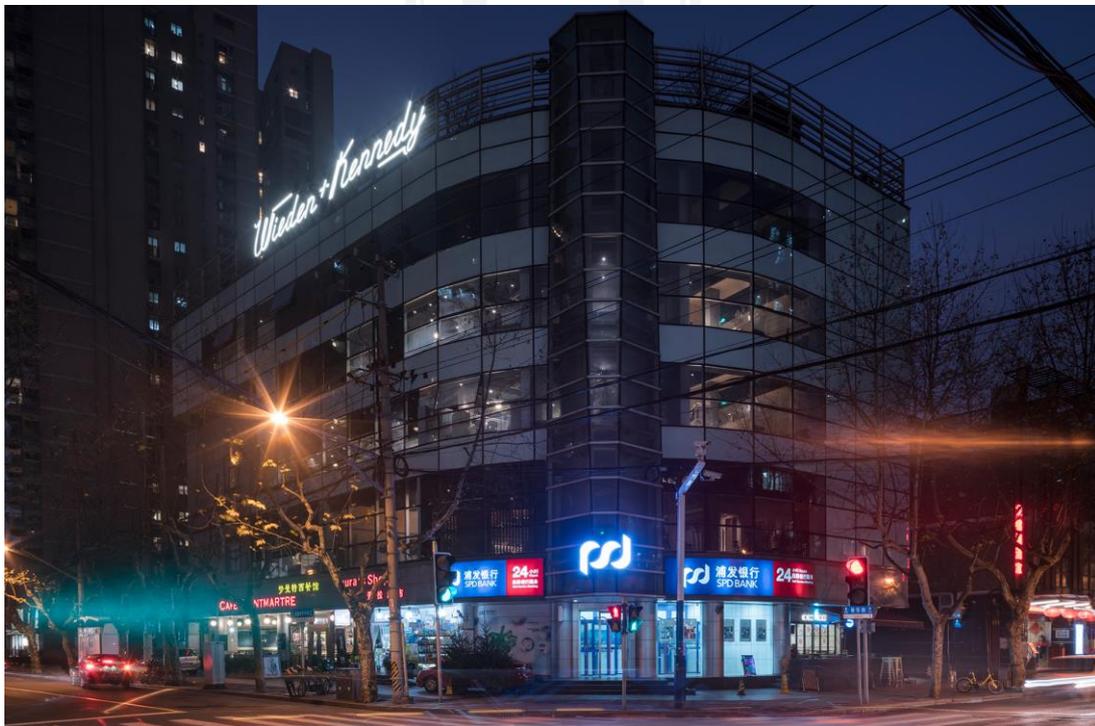
Project location: JingAn Shanghai, China

Area: 2081 m2

Completion Time: December, 2016

Wieden+Kennedy Shanghai, a creativity driven advertising agency, advocates design and innovation and has delivered cutting edge works for world well-known clients such as Nike, Heineken, AB-Inbev, Tiffany, Fiat and Momo since it was established in 2005.

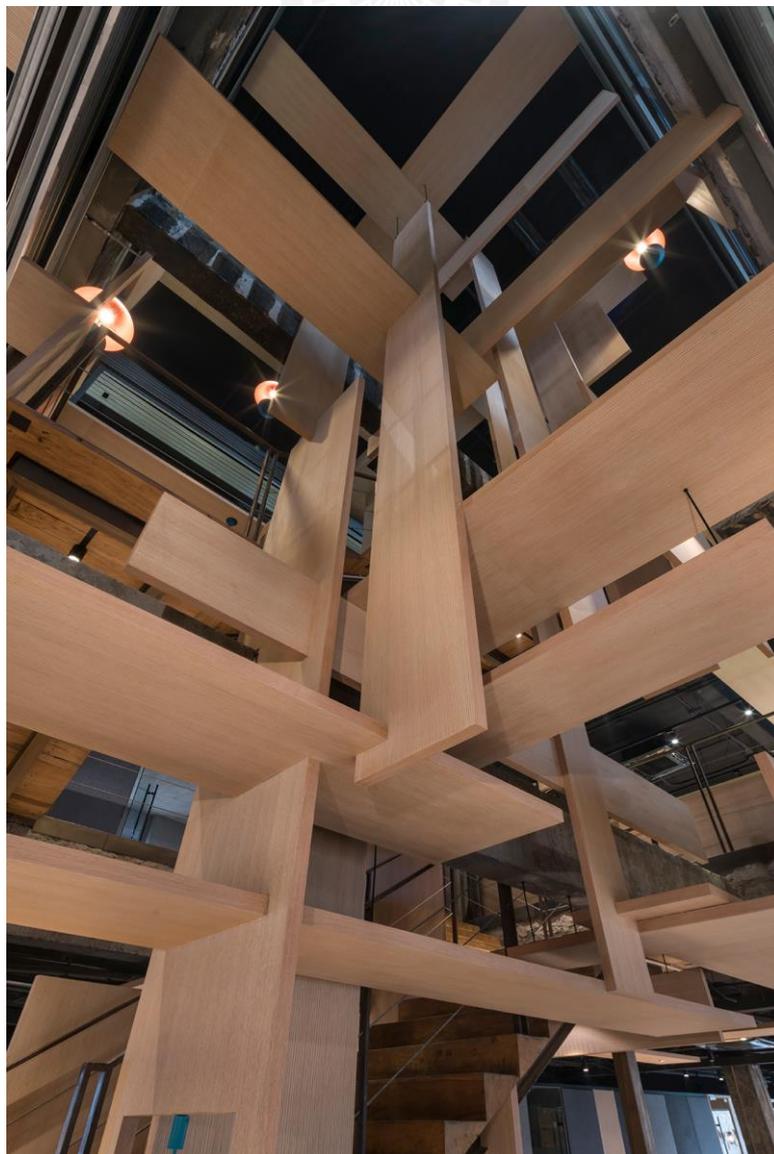
Thomas Dariel, the principal designer and founder of Dariel Studio worked with the creative director of Wieden+Kennedy Yang YEO and redesigned the entire space, and succeeded in creating an ideal working environment for the W+K team by combining existing features of the space itself with the required functionalities.



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In choosing “tree” as the central theme of the working space, Thomas Dariel drew parallels with the core corporate culture: fast growing and never-ending creativity. Designers carefully preserved the beauty and features of the space by playing with the existing open staircase to connect all the spaces across different floors. Inspired by the scenography of branches growing out of a tree trunk, the horizontal and vertical split joint boards connect, cross, and naturally extend to different floors, composing the key visual of the office building. It also indicates the divergent creativity and imagination.



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The main entrance is located in the courtyard, where the wall-mounted black powder-coated steel plate contrasts against the white logo, immediately catching passersby's attention. The custom-made wooden shelving brings warmth and elegance to the metal wall. The existing upper white wall was kept to form a strong visual contrast with the black wall. The texture of the grey marble ground creates a subtle yet profound impression.

Walking through the semi-transparent grilled gateway, one will immediately notice the white "W+K" logo thanks to the black powder-coated steel plate reminiscent of that used at the main entrance .



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The reception area on the second floor presents a totally different ambiance. The space is designed as a half-open wooden box, in which a small window behind the reception desk enable the team to communicate. The white marble desk and texture of the wood create a relaxing and enjoyable vibe. A flying lamp re-imagined into a whimsical suspended form encourages the agency's limitless creativity.



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Considering that the agency is based in the creative industry, the core working area on the second floor is developed into a fully open space to facilitate the team's collaboration and communication. The carefully chosen wood and white colour act as a calming influence on the working environment. The corridor floors on both sides are raised to separate the public aisle from the working area.

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The main meeting room is located on the right side of the main entrance, where a large scale green geometric rug blends naturally with the wood floor. The same visual is reproduced on the elegant light blue wall which breaks the traditional stuffy and tense atmosphere of the meeting room and boldly inspires the imagination. The long meeting desk mirrors the wooden compartment suspended in mid-air overhead.



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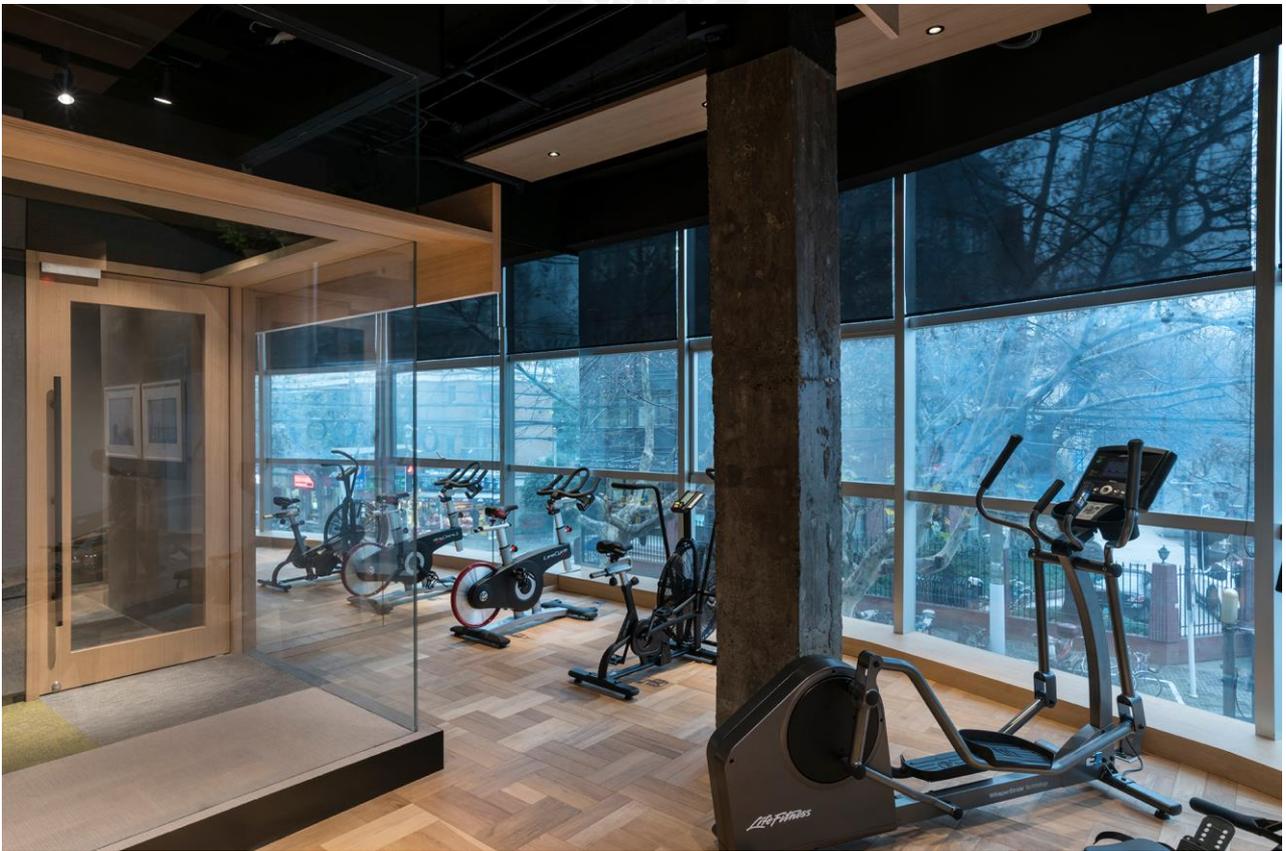
If you walk to the end of the corridor you arrive at the pantry, where panoptic windows bring ample sunlight and offer an unobstructed view of the beautiful exteriors. The brick wall, built with thousands of small wood cubes, adds a subtle beauty when light is cast upon it.



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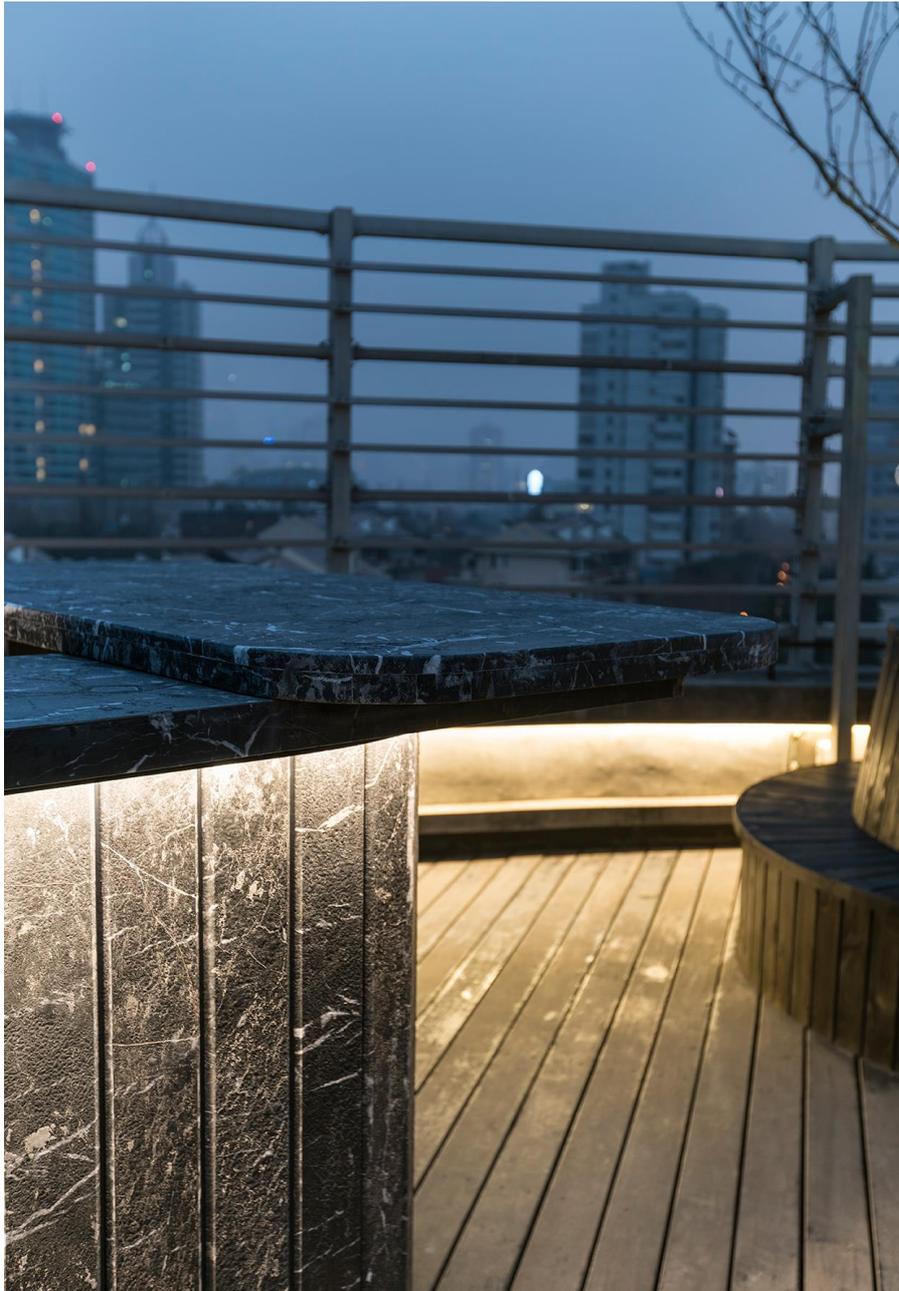
The gym can be defined as contemporary and fashionable. Big panoramic windows enlarge the space and create a clean and bright atmosphere. The high-end and natural texture of the wood tiles and soft lighting establishes a healthy and comfortable mood, while the bold geometric lines running through the entire space concretise the concept of sport and strength.



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The marble semicircle bar counter on the rooftop epitomises luxury and quality, whilst the wood floor harmonises with the cold texture of the marble, creating a calming vibe. When night falls, LED lighting installed under the bar adds an element of romance to the already quiet and relaxed atmosphere.



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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.

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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:

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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

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:

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- *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

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