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ARCHITECTURE
INTERIOR DESIGN

Man of the Moment...
Toyo Ito's Pritzker

Mecanoo's Words...

CL3's Times Museum...

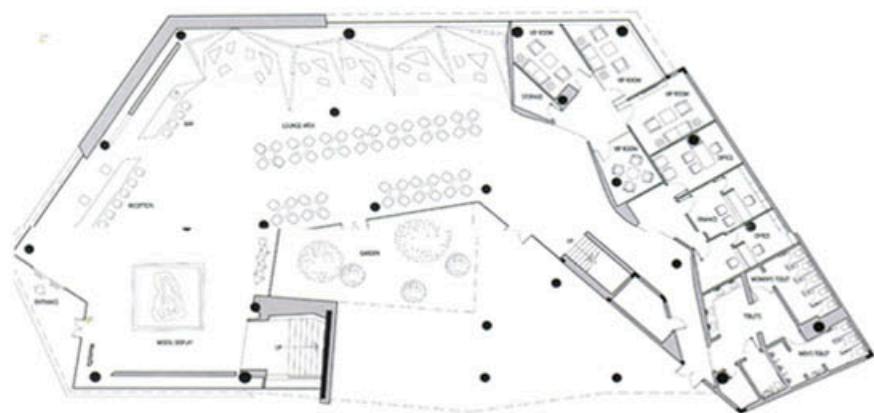
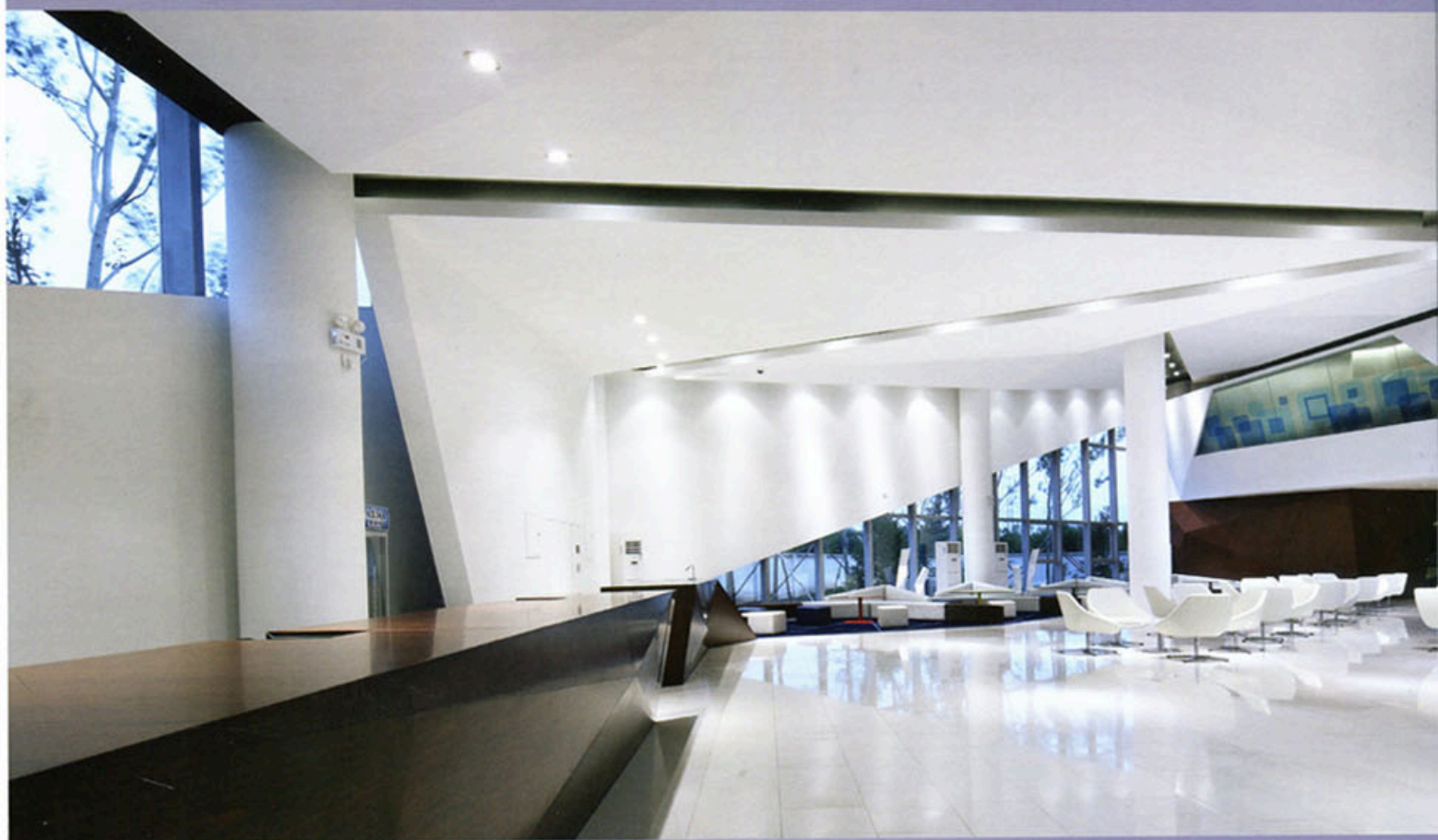
Maison Escalier's Veil...

CUT AND POLISHED

Tianyangbei North Garden Sales Pavilion & Gallery

BLVD International Inc

Photography by Su





For this residential property sales centre in Beijing's swanky Chaoyang District, architectural firm BLVD International Inc principally needed to communicate the chic lifestyle on offer. Thus the designers turned to what they call "prismatic geometry" – permutations and combinations of polygons, akin to facets of a diamond – to capture a decidedly contemporary vibe, typically associated with young, upwardly mobile professionals.

The stark white interiors of the 1,300sq m Tianyangbei Gallery are awash in an eclectic mix of bold forms and textures. At the entrance, guests are greeted by a scale model of the residences being marketed, along with an inclined wall that carries a map, while to the left a monolithic prism-like reception desk 'grows' out of the floor and points visitors to the main lounge. Colourful triangular tables and seating, as if fragments of the irregular ceiling, are arranged to encourage privacy. Panoramic views of the surrounding North Garden add a dramatic backdrop beyond the full-length glass walls of the expansive yet cosy 'chat zone'.



Past the seating area are found discreet VIP rooms, clad in sculptural wood veneer, making for a warm, secure environment for the serious business of negotiation. The contrasting recesses in the ceiling feature dramatic lighting, and add a touch of color to the otherwise purely white space. Visitors can also head up to the conference rooms and administrative offices via a staircase, which looks like it was cut from a single block of solid wood.

Honglei Liu, Creative Director at HOKU, says: "The resulting interior is an interplay of the 'diamond lattice', creating a dramatic, theatrical and sculptural space, which manipulates light and shadow, solid and void, and seamlessly integrates with the architectural concept. The concept is also apparent on the asymmetrical facade, which echoes the interior layouts with slanted lines and white stone cladding.

Winner of the 2012 Interior Design Magazine Best of Year Award for overall design, the showroom, with its imaginative shapes and simple palette, references the timeless form of a diamond. The architects have successfully shaped a cool, modern space that typifies the aspirations of China's young and wealthy property buyers.