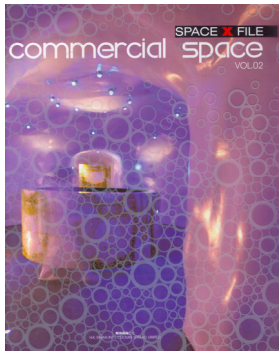


“Heimbs” / publication in “Space X File Commercial Space”, HongKong RIHAN International Cultural Co., Ltd, 2009



C O N T E N T S

SPA & CLUB commercial space

006	SPA IN NEW YORK PALACE HOTEL
014	WELLNESS CENTRE L'INCONTRO
020	MAISON ARABE
022	CONTI DAY SPA
024	SPA HOTEL BRÜNDL
030	YI-SPA-STUDIO
034	KATHERINE HOUSE
036	ARP HILLS
040	LA GUARDIA SALON
046	ERIC PARIS SALON - BEIJING KERRY CENTRE
052	HAARWERK (2008)
058	ORTHODONTICS PRACTICE
062	PUSTEBLOME CENTRE
064	BODIES
068	RENAISSANCE CENTRE YMCA
074	GRAND HYATT GARDEN CLUB IN CHANGSHA
080	BAYHODD NO.9 GOLF CLUB

NIGHTCLUB commercial space

090	CALIFORNIA RED BOX KARAOKE
094	NEW CONTINENT DIAMOND WORLD CLUB
104	CLUB FI
108	Y BAR
112	SUPPERCLUB SAN FRANCISCO
114	JAZZCLUB BOX
118	STACK RESTAURANT
124	BAR 153
130	CLUBHOUSE
134	SUPPERCLUB ISTANBUL
138	PUSH NIGHTCLUB
140	NEW URBAN FACE
146	SKETCH LOUNGE BAR

C O N T E N T S

"SAMMONTANA BAR: AN EXTRAORDINARY HISTORY MADE UP OF BEAUTY"	150
"NISHA" BAR-LOUNGE	154
CANTONYAMA	160
CHINESE ORIENTAL CHARMING BAR	166
PHILIA	174
AURORA RESTAURANT ABSOLUTE ICEBAR	176
FOODBAR NAMA	180
VYNE	184
A HIDEOUT FOR ADULTS	186
DCB	188
COFFEE COMPANY PRINSENHOF, DEN HAAG	180
CAFÉ GRUMPY	192
HEIMBS FLAGSHIP COFFEE ROASTER	196
A MI BAR	202
SULA RESTAURANT	208

RESTAURANT commercial space

DANBO FUN	214
DANBO FUN FASTFOOD CHAIN	218
THE CLINIC AT CLARKE QUAY SINGAPORE	222
OBM: OBIKA, MOZZARELLA BAR, MILAN	228
GINGERBOY RESTAURANT	230
PEARLS & CAVIAR	232
SBINSE ORIGINAL JAPANESE CUISINE RESTAURANT	236
"ET CARDENAL" PALMAS RESTAURANT	242
BURIA RESTAURANT	246
BELLA ITALIA WEINE	250
ALTERNATIVE	256
SHEET LIGHTNING	258

INDEX

HEIMBS FLAGSHIP COFFEE ROASTER

Location: Braunschweig, Germany
Designer: Despang Architekten
Photography: Olaf Baumann
Area: 70 m²

This project explores the phenomenon of the quality of culinary urban vitality. It is located in a shopping mall, traditionally considered to be one of, if not the most significant, factor contributing to dying urban activities.

Due to this issue, there have been made major attempts universally to reverse the trend of retail businesses moving from the city's center to the peripheries. One of the most recent and seemingly-surreal strategies is to neutralize this disturbing effect by bringing the evil – the shopping mall itself – back to the urban core of the cities.

Such an enterprise and setting was the motivation for one of the most traditional coffee roasting companies in the country to, for the first time, present itself to its customers in the form of the first flagship store in its hometown, the northern German city of Braunschweig.

Until then, the company, unbeknownst to the public, ennobled the imported coffee beans by means of a sophisticated, perfected method in its traditional and hidden downtown production cellars. As such, the task became the representation of the exquisite business principles of the company in a shop in the new downtown mall, the "Schlossarkaden/casé-arcades" as the unique enterprise to rebuild during the World War II -destroyed castle by a shopping mall developer for the benefit of him.

The premise to express something rather authentic and pure, as

in the process of roasting coffee, in the ultimate incarnation of artificiality and fakeness, perfectly represented in the typology of a mall, became the real challenge.

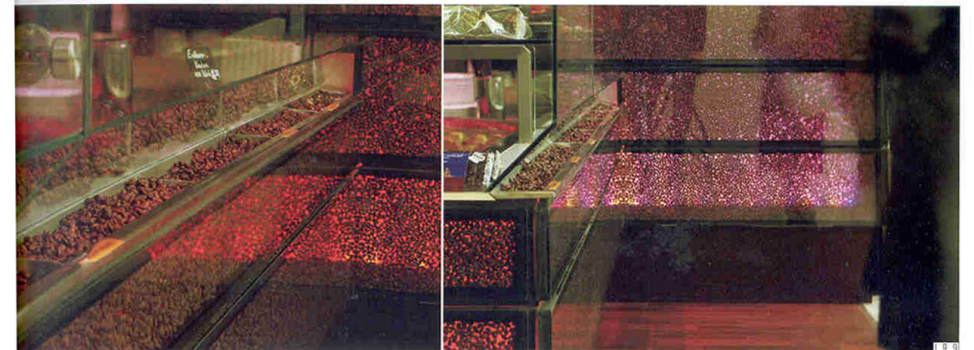
The space that was to be created must facilitate activities regarding the display, testing, and selling of the aromatic black bean. This way, the design was about creating an atmospherically culinary space. As the schematic design phase made them well-aware, the epitome of a good (coffee) tasting place is the small café at the corner of the Mediterranean Sea and therefore closest to the sub-Equatorial countries of origin of the coffee – in any case, far enough away from the new artificial shopping mall in the northern half of the Western Hemisphere. In lack of a real sense of place, mall shops must search for self-formulated identities through the use of the artifice of suggestion. The designers therefore formulated the goal of developing a visual scent in the cool North for the aromatic beans from the world's exotic coffee-producing countries. The client's preconceptions of such were limited to the understanding of their own profile as marketed on their website, which was a rather stereotypical use of literal imagery related to the visuality of the coffee bean, spanning from the condition of the red fruit on the green plant, to the harvesting and drying under a glowing sub-tropical sky.

Additionally, they gave much thought to the product of desire – the bean itself – and its processing, which exclusively implies

a pure natural treatment, preserving the "internal delicacy of the product. This component seemed to the character of the mall where, due to its conditions, elements exist as a veneer of life top of an inexpensive composite core – a micro-beans glued to a particle board poster being the popular example around the world.

The center of the space is dominated by the showcases the bean "in real time and space", with OKALLUX led to a custom-made inlay of bed. The voids allow LED backlighting, oscillating noticeable reference to the blaze of roasting fire is played under a brass mesh produced by GKE associations to the opening website image of country of origin or the aroma curve of the company. All of these previously mentioned designer's core intended to remain his secret. In a non-literal way of the materiality and their specific tectonic manner should transcend into the culinary space, an emotionally represent the client's virtues and communicate them to the customer.









BARRIE HO

BARRIE HO ARCHITECTURE INTERIORS LTD (BHA)

Barrie Ho, the Founder and Director of the Hong Kong based architects firm Barrie Ho Architecture Interiors Ltd (BHA), is one of the most influential architectural designers of his generation practicing today. Frequently described as "young at age, high in seniority".

Ho received his design education at the University of Hong Kong where he graduated with a Master Degree in Architecture with distinction and a Bachelor of Arts Degree in Architectural Studies (1st Honor). He has also obtained a Bachelor of Arts Degree in Interior Design with commendation as well as a Diploma in Design.

From 2003 to 2007, Ho proudly won numerous design awards at the Asia Pacific Interior Design Awards, Hong Kong Designers' Association Awards and Perspective Design Recognition Awards. He was later awarded Outstanding Greater China Design Awards consecutively in 2006 and 2007. Personal accolades include Ten Outstanding Young Persons Award 2005, Ten Outstanding Designer Award 2005, one of the recipients of the Outstanding PolyU Alumni Award 2007, and was among the inaugural 40 Under 40 selection by Perspective Magazine that recognises young design talents in the Greater China region. Ho's furniture designs have also won numerous accolades. MING Collection furniture was awarded 2006-2007 ADEX Award for Design Excellence, while ZEN Collection was awarded Hong Kong

Designers Association Awards 07 - Gold Award (Category Furniture) and Fortune China Magazine's 2007 China Successful Design Award.

From 2000 to 2005, Ho was the Chairman of the Hong Kong Interior Design Association. In 2002, Ho was the Director of the Hong Kong Design Centre and as the Vice Chairman of the Board of Directors in 2004. Ho was also the Advisor of Professional Services Promotion Committee of Hong Kong Development Council from 2003 to 2006, Advisor of Advisory Committee of HK Polytechnic University and as well as the member of the Hong Kong Design Institute Board of IVE, VTC since 2004, and Guest Curator of the Heritage Museum 2004-2005, when he performed his duties for "Spaces and Places" - an exhibition showcasing work from 4 architects-cum-artists - from July to December 2004. Ho is also a visiting lecturer at various universities and in Hong Kong and is frequently invited to be Guest Speaker at International Design Conferences and Seminars. From 2007, Ho is the Chairman of the Organising Committee of the International Architectural Design Competition for Hong Kong Design Institute. Currently, Ho is a member of the Outstanding Young Persons Association, as well as a member of the Professional and Senior Executives Assoc-



CONCRETE

Concrete consists of 3 companies: concrete architectural associates, concrete reinforced and the scale model company models+monsters. Concrete's entire team consists of about 25 professional people. Visual marketers and interior designers, product designers and architects work on the projects in multidisciplinary teams. Concrete architectural associates and models+monsters are based in an old gym on Amsterdam's rozenkracht. Here, the designers work on the total concepts in brainstorm sessions. The company produces the interior and product designs here, along with the main presentations and, eventually, the scale models themselves. Concrete reinforced is located in the middle of the red light district on the oudezijds achterburgwal. At this site the designers of concrete reinforced work, in particular, on architectural and urban development plans. Concrete develops total concepts for businesses and

institutions. The agency produces work which is cost applied. This involves creating total identities for a building or an area. The work extends from interior to urban development integration and from the building accessories. Concrete, for example, also sets the perimeter graphic work and considers how the client can present the market. This all happens from the "one concept". The designers of concrete create holistic plans and they design is used for the benefit of that total concept where their strength - and thus the client's greatest asset. Concrete is dynamic, quick on its feet and self-driven. The agency thrives on hard work and the creation of things. Concrete does not have a pre-determined style. Designers do not simply create designs, interiors or concrete devises solutions.



DESPANG ARCHITEKTEN

Starting collaboration in the mid-1990s and formally founded in 2000, Despang Architekten is a refined design practice located in Hannover and Munich/Germany and Lincoln, Nebraska/USA. With recently joined Cynthia Despang and Isabel Schlupmann and founding principals Martin and Günther Despang, both graduates from the University of Hannover, Despang Architekten work in the tradition of the mid-nineteenth century established "Hannover School of Architecture", which was early in defining typological and technical innovation by "thinking globally and acting locally". The school's director, Professor Konrad Wilhelm Haase, was seeking a deeper truth and authenticity instead of surface style. Beginning with "bohemian/bourgeois" clients he quickly identified a "proletarian" objective for his architecture, in serving the average people as a public audience rather than the privileged individual. They see an extended need in that regard in their times, where it does not lack the species of "high" architecture, which has always been and will be in existence. Different than in history, where there was always also provided a reasonable minimum standard quality of spatial and formal articulation as well for the ordinary average "low" architectural realm, they see this to a dangerous degree missing in today's everyday environments. They believe in the impact of architecture on the mental and physical well-being and in the potential of architects working to make people's lives better in their banal everyday environments. These are simple places/spaces, where one grows up in kindergarten and school and where one

socializes in the neighborhood and buys food around or waits for the public train to ride downtown. They potential and as our responsibility to deal with such spaces, which have the power to add too much positive circumstances for a person's attitude towards a better fact is that having a better life demands a healthier plan, this allows them to be increasingly self-aware and towards the ecological aspects of our design. Their work publicly accessible and highly addresses society. The philosophically driven virtues of truth and authenticity contemporarily influenced by the given difficult fact of low budgets for both our public and private projects. Their comprehensive selection and application of technical materiality as fundamental, pragmatic, and poetic device become, therefore, essential survival instruments. This is why the chair of the Jury of the 2004 Low States Award, which was given to the neighborhood centre in Marienwerder, Germany, called Despang Architekten "street fighters of Architecture", who peacefully lack of meaning of the contemporary average environment. Encouraged by this, rather than limiting themselves accustomed to a convenient building type, they believe are too many different types around which need care, to get involved in as many of them as possible and in types "in need" and of interest for them, one after and ongoing investigative process.



ELENBERG FRASER

Established in 1998, Elenberg Fraser is an architecture firm that revolutionises the way architecture is practiced. Combining the creativity of a design studio with the outcome orientation of a commercial firm, they believe that design-driven and market-driven are not opposed to each other. In fact high design value and commercial success follow one from one another.

They utilise their professional skills to the best of their ability in order to protect the interests of all stakeholders in the built environment. They build within the city as if it is our own, and we are proud of the result and conscious of the effect that our buildings have on both the city around and the inhabitants within. They have an ongoing program of research and development and internal qualitative analysis. They are committed to absolute best practice.

Their mission is to carry out ambitious building projects at multiple scales and programmes, with a commitment to innovation, design and sustainability.

In a world where everything tends towards similarity, Elenberg Fraser projects stand in relief. They eschew the notion of a house

style and avoid generalising across projects. Elenberg projects are all conceived in their own right, from their requirements, each project is newly innovated.

Elenberg Fraser consistently delivers high design value at commercial objectives and raises the bar in architecture innovation. In rethinking architecture's services and Elenberg Fraser have developed a unique six step process that allows the design delivery that meets commercial expectations. This process has been proven in over 100 projects worth \$AUD1 Billion worth of project work. With 100 years of experience they have the knowledge to bridge the gap between architecture and commerce. All their work is focused on four principles that are inherent to the way we do things.

They ensure that their projects are:

- commercially sound
- aesthetically unique
- functionally superb
- sustainable and environmentally friendly.



gianluca milesi architecture

gianluca milesi architecture is an architecture and interior design company based in Milan and New York.

The office developed and built, in Milan and in New York, several architectural projects for buildings, parks, interiors and works of research and experimentation in the digital environment and participated in different international competitions with awards and publications.

Works and projects have been published in Italy, Europe, USA and Asia and exhibited internationally, including at the Venice Biennale 2000, at the Art of Italian Design in 2006.

A solo exhibition: Spaced Out, Gianluca Milesi, esercizi di architettura, has been held at SESV (University of Florence) in Florence on May 2003, a catalogue has been published by Mandragora.

Since 1997 the work of the office is collected in the science-architecture.com and the recent projects are on the website www.gianlucamilesi.com (under construction).

Gianluca Milesi has been the curator of the architecture of Mixedmedia, International Festival of Electronic Culture, Hangar Bicocca in Milan in May 2006.

gianluca milesi architecture is actually involved in the construction of residential and industrial buildings. Publications: Label Magazine (Italy), Detail (Germany), Bars* Frame Publisher (Holland), Viviani's Corriere di (Italy), Urban (Italy), Atlas of Minimalism* Loft Publications Awards. Selected as one of the 3 best bars and restaurants in Milan for the design by 2Night Magazine Contest.



Lars Krückeberg, Gregor Hoheisel, Alejandra Lillo, Thomas Willemeit, Wolfram Putz

GRAFT

In January 1998 GRAFT was created in Los Angeles as a label for architecture, art, music and the "pursuit of happiness". Lars Krückeberg, Wolfram Putz and Thomas Willemeit are the founding partners of GRAFT that today employs about 120 architects and artists in the US, Europe and Asia. GRAFT has offices in Los Angeles and Berlin. In 2003 GRAFT opened an office in Beijing, China with founding Partner Gregor Hoheisel as partner for the Asian market. In 2007 Alejandra Lillo became Partner for the Los Angeles office.

Currently completed Projects

Completed 2008

- The Emperor, Hotel, Beijing, China, 2008
- Tianjin Society Hill Showroom, Tianjin, China, 2008
- Brand Restaurant Monte Carlo Casino, Las Vegas, USA, 2008
- DC Shoes Store, Los Angeles, USA, 2008
- Dental Lounge, Düsseldorf, Germany, 2008
- Kanera 1.D, Sink, Product Design, Germany, 2008
- City West, Urban Planning, Berlin, Germany, 2008

Completed 2007

- Eric Paris Salon, Wellness Salon, Beijing, China, 2007
- Parkland Offices, Beijing, China, 2007
- Parkland Showroom, Tian Jin, China, 2007
- Kinderdentist Dr. Makabber, Berlin, Germany, 2007
- Opticon, Eyewear Store, Hamburg, Germany, 2007
- Kanera 1.E, Sink, Product Design, Germany, 2007

Current Projects

Since 2008

- Gong Ti Club, Beijing, China, 2008

- Sichuan Airlines VIP Lounge at Terminal 3 Beijing, China
- Ginko Restaurant, Chengdu, China, 2008
- Che Ju Island "Artspace" + Residences, Korea, 2008
- Haus Koch, Berlin, Germany, 2008
- Loft-Hamburg, Germany, 2008
- Monument for the Unity of Germany, Germany, 2008
- Project Plaza, Albany, Australia, 2008

Since 2007

- Gorig Ti Hotel 5 Rooms Interior Design, Beijing, China, 2007
- 6 Senses, Nanxun, China, 2007
- Qinhuangdao Sales Center, Qinhuangdao, China, 2007
- Ao-Di, Taiwan, China 2007
- Platoon, Seoul, Korea, since 2007
- W Hotel and Residences Downtown NY, New York, USA
- Pink - Make It Right, New Orleans, Louisiana, USA, 2007
- City Center, Pool Landscape, Las Vegas, USA, 2007
- Roppongi, Residential Midrise, Tokyo, Japan, 2007
- Hotel Iveria, Hotel, Tbilisi, Georgia, 2007
- Sakameia Urban Landscape, Tbilisi, Georgia, 2007
- Hines Apartments "Upper Eastside", Berlin, Germany, 2007

Since 2006

- Dalian Daily, residential + office towers, Dalian, China, 2006
- Qin Huang Dao Hotel + Residences, China, 2006
- Church Wunsdorf, Germany, 2006
- Children's Camp Sans Souci, Liebenberg bei Berlin, Germany, 2006