



NEW BEIJING OFFICE FOR A FILM COMPANY

SITE AND KEY CHALLENGES

DESIGN CONCEPT



The project is located in the south of Chaoyang Park in Beijing, inside Junhao Central Park, within a beautiful environment and convenient transportation. In the design of the project, we mainly face two challenges:

The special-shaped architectural form: The building outline is streamlined, while the existing indoor space is mostly divided by straight lines, resulting in a lot of wasted area. Therefore, how to use the curved space more reasonably and efficiently became a major challenge to face.

Complex functions and limited space: The client's former office was about 4,000 square meters, while the construction area for the new site was only 2,500 square meters. Nevertheless, the client's demand for functions increased within this tighter space. It was necessary to arrange a variety of functions such as reception, office, clubhouse, and photo studio in the same building. How to reasonably combine these different spaces to meet functional requirements and ensure smooth overall traffic was the second big challenge to face.

Infinite



The world of reality has its limits, while the world of imagination is infinite. Free from the bondage of reality, our imagination flourishes.

The concept of "infinity" is materialized in the design as directional and space-defining aerodynamic lines, applying colors ranging from gray to black, with matching furnishings and light fixtures.

Free-Flowing



Like a generative shape in nature, the soft curve blurs the boundaries between flowing spatial patterns.

In our design, complicated natural forms commune with modern aesthetic values. The style of Chinese landscape painting that inspired the architectural exterior permeates to the interior, constructing flowing spaces where functions are laid in an alternate order to endow the space with fluidity.

SIGNAGE DESIGN

For visual identity design, the concept of "Straight-Curvature" is continued with the characteristic convex and concave curve logic and aesthetic. But in terms of meaning, abstracted elements from film and television inspire the icon design, framing the functions as conceptual visual scenes.

小心地滑
CAUTION WET
FLOOR

小心台阶
WATCH YOUR STEP

禁止吸烟
NO SMOKING

消防栓
FIRE HYDRANT

当心触电
DANGER
ELECTRICITY

小心碰头
WATCH YOUR HEAD

新车间
Recreation Space

打印区
Printing Area

会议室
Meeting Room

机修办公室
MTR Office

财务办公室
Finance Office

单人办公室
Single Office

卫生间
Bathroom

机修
Machine Room

走廊
Walkway

剪辑室
Editing Room

Straight-Curvature



People meet with each other in the same space at different times.

People are not like parallel lines which never meet each other; the bending of a curve is what makes interaction possible. The space of work and life is the result of the collision and integration between straight lines and curves. While straight lines stand for privacy and order, the curve represents openness and inclusiveness.

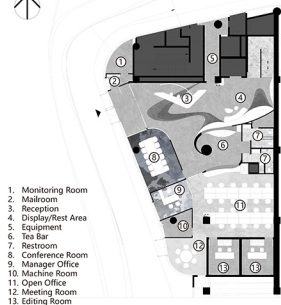
The first-floor functions include visitor reception, meeting spaces, and offices. As the starting point of the design area, the entrance space seeks to showcase the particular atmosphere of the place. Free-flowing curves on the ground and intertwined linear light strips in the air, build a fluid space that immerses the "visitor" in an artistic area filled with the feeling of flowing.

A nonlinear curved nano-cement floor connects the reception desk and multi-function display area, with an open and inclusive exhibition hall. A multilayered and continuous pattern is the main feature of the area, which is furnished with interspersed orange sofas for uses such as resting and receiving visitors.

The exhibition booth on the back wall can be used on both sides, so it can be used as storage for the bar or for displaying items. The curvilinear booth next to the stairs forms a visual continuity with the reception space through lighting. Free-form and smooth artistic light strips fill the entire area, while exquisite chandeliers, exposed rough pipes, and the collision of other varied elements strengthen the visual tension.

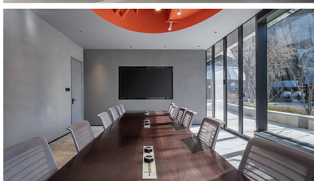
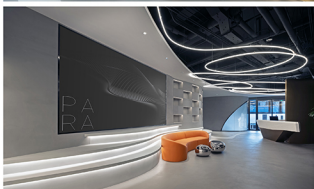
A uniform gray paint is the main wall finish for the first floor, matching the base gray of the nano-cement paving. With the addition of rich accent layers, a modern and concise atmosphere is created.

Details such as the brass-colored reception counter echoing the background wall of the same material, the clean marble countertop, and the orange fabric sofa, make the overall atmosphere more flexible and dynamic.



1st FLOOR PLAN

1st FLOOR PERSPECTIVE



The second floor is the most significant office area of the building. The intention was to negate the traditional stuffy idea of office space by dividing it virtually with nonlinear ceiling elements and floor patterns instead of physical partition elements. The core is occupied by an open office area, with semi-independent offices and meeting rooms arranged along the edge of the building with good natural light.

The client doesn't want the space to be too bright, so the overall color tone is mainly black and gray, with occasional bright color accents. The workspace needs are met through interesting and diverse artificial lighting, and double-layer glass partitions are used to increase the light transmittance into the inner areas.

Another problem encountered in the existing space was the height of the levels. Although the original building has a low height, its overall open area is large. The primary building structure and equipment are maintained in their original black to achieve a more comfortable height to width ratio; a special ceiling finish at the core of the public space highlights it among the whole level, providing a place for staff communication and rest.

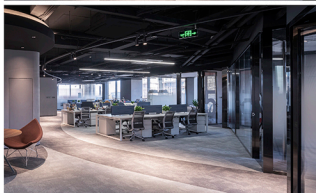
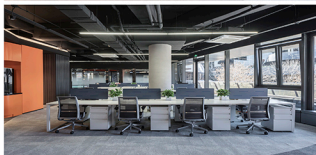
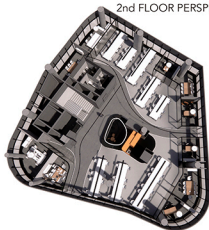
Industrial level paint and carpets of different textures are the main materials used on the second floor, minimizing office noise while keeping a smooth and cool image.

Orange and white partial ceilings distinguish the working area and conference room. The lively orange can inspire the staff in a meeting, and the smooth white makes the working space more comfortable.



2nd FLOOR PLAN

2nd FLOOR PERSPECTIVE





Public space and private space are tactfully divided with a continuous curve. Careful considerations are made on ceiling, wall, and floor patterns, linear light strips, and other elements of design to blur the boundaries of space to create an ever-flowing space. On the bar, there is a delicate balance between the brass wine shelf falling from the ceiling to the floor and the high-reflective black bar counter.



The layout is centered on the bar and wine cellar, with functional areas such as large and small private rooms, chess and card rooms, and KTV arranged around. Based on the level's access points, a natural curve is formed to follow people's flow with the top surface also slightly affected by it, a composition that brings guests naturally into each space. The sofa seats in the lounge area are bright orange, adding artistic and enjoyment to the space.



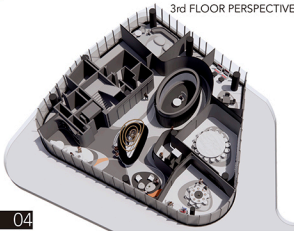
The overall color palette of the space is mainly gray and black, with some parts embellished with orange. The ceiling and wall finishes are made of organic paint with concrete texture, and the floors are joined by the same color system in a nano-cement finish to achieve a large-scale seamless feeling. The GRC one-piece bar counter is full of power, and along with the brass wine rack, constitutes the highlight of the space.



1. Bar Area
2. Leisure Area
3. Wine Cellar
4. Private dining room
5. Chess room
6. KTV
7. Equipment Room
8. Warehouse
9. Changing room
10. Restroom
11. Prep Room

3rd FLOOR PLAN

3rd FLOOR PERSPECTIVE



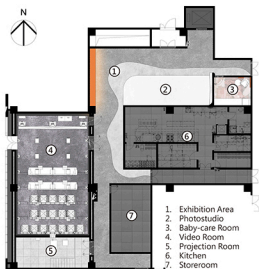
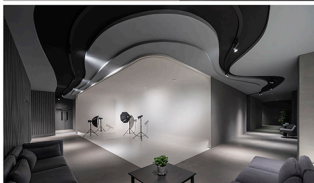
Supporting features are arranged in the basement. The photo studio and cinema are the main space of the level, providing needed venues for actors' auditions and movie previews.

This floor continues the design style of the other floors. Curved ceilings and partly exposed black pipes form an industrial style and provide space guidance. While enriching the space features, versatile lighting and materials enhance the atmosphere with dramatic light and shadow.

The photo studio area is designed as a shadow-less space. Shooting space and rest space merge into one comfortable shooting environment, where the white curved wall creates the illusion of a limitless background.

The audio-visual room is built into a "theatre" mode, which is suitable for different occasions. The smoke-purple carpet, gray fabric sofa, and purple leather massage chair are more comfortable than the seats and aisle widths of general theaters, improving the watching experience.

The project is close to the shopping mall on the west side. To meet the requirements of sound insulation and fire prevention, the selection and use of materials became extraordinarily sophisticated. The matt silver metal grille with textured paint is the main material of this floor. Most of the carpets, walls, furniture, etc. adopt neutral tones to avoid the impact of interior decoration on shooting and balance the visual comfort of the audience.



B1 FLOOR PLAN

B1 FLOOR PERSPECTIVE

