

PRESS RELEASE FEBURARY 10, 2022

Bright Lights, Big City – CLOU reveal their new Beijing Office

2020 and 2021 have proven to be seminal years for CLOU: One year after launching the Shanghai branch near the Bund, CLOU's Beijing office has now expanded into sparkling new premises. Within the familiar surroundings of Sanlitun SOHO, the space has doubled in size to take up half a tower floorplate on the 17th floor, with a fully glazed facade offering sweeping views across Sanlitun and into the mountains of North Eastern Beijing.



FLEXIBLE WORKSPACES FOR COMPLEMENTARY WAYS OF COLLABORATION



Cool and clean lines define different zones of work, communication, research and display, connected by CLOU's signature silver galvanized walls – a feature that has been threading through all spaces since the office's inception.



Black and white materials and furniture contrast with warm wood and colour accents, softly mirrored in the reflection of the steel.



Hot dip galvanized steel sheet (SGCC) is widely used in industrial engineering, but mainly revolved around household appliances.

Galvanised steel panels have afforded all CLOU offices to date with flexibility and multi-use surfaces. The material's sharp and cool appearance, its non-directional surface pattern and its magnetic properties render the surfaces of the functional wall and furniture cladding a versatile canvas for all representation of our design processes on display. From the main entrance through the design floor and the communal areas, the softly distorting reflections emphasise industrious brightness in a connective gesture.



BRAND IDENTITY

Entering the galvanized steel covered entrance, the right-hand side appears to be the open office area, and the left-hand side is the model workshop. The two zones are connected by a stepped display area, the reception area and the public corridor.





CLOU LOGO as part of the brand identity is presented on the walls of the three areas in a variety of materials and sizes. The black and silver graphic LOGO showcases the firm's bold and creative image.



ON-SITE TRYING AND TESTING

Brightly lit open office zones are complemented by various meeting rooms for in-person and virtual encounter. Each space adds own characteristics – the boardroom with its glass enclosure around bright blue flooring and warm orange-red fabric, a more intimate conference space with warm wood furniture on speckled green terrazzo, and a cave-like all-wood retreat for quiet work and conversation.



Terrazzo is the single characteristic element to give rhythm and dynamics to the multidimensional expanse of our most common projects: convivial neighbourhood malls that bring communities together.

CLOU's new Beijing office references this material, taking it from the bright floors of our retail spaces in order to let it work as a means of territorial definition: open office areas are laid out to zone common and shared spaces in gleaming brightness while meeting spaces encapsulate in subtle accent colours. Boldly striped contrast patterns create spatial dynamics in the lively community and circulation axis.



A proper workshop occupies a large area of the office: in a zone for modelmaking, design tests, and material research, the wood clad environment integrates workbenches and 3D machinery with library storage and archive rooms.

Flexible furnishing allows for quick conversion into a photo studio or a mini-auditorium for inter-office presentations.



Stepped display areas connect workplace and workshop along a communal meeting zone: where steel and wood intersect, models of projects past, present and future showcase progress and variety while benchmarking possibility and quality.



PROJECT INFORMATION

Project Name: CLOU Beijing Office

Type: Workplace Interior Design

Location: Beijing, China.

Construction Area: 387.53 sqm

Interior Design: CLOU architects.

Design Team: Jan Clostermann, Lin Li, Yadi Zhong, Sebastian Loaiza, Haiwei Xie

Construction Team: Jingwei Decor

Photography: Banye Lin

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ON CLOU ARCHITECTS

CLOU is an award-winning international design studio with multi-disciplinary expertise in master planning, architecture, interiors, and landscapes. The team design their projects on a variety of scales around community connectors and social spaces.

At CLOU, a team of more than 65 experienced architects from China and all over the world enjoy working collaboratively and imaginatively on a wide range of projects. Clients include retail and mixed-use developers, residential investors, hotel operators, and governmental and educational institutions. Across design and implementation, CLOU architects strive to create projects that positively influence the people involved in the making, the immediate and extended environment, and the communities that occupy and inhabit them.

ABOUT JAN CLOSTERMANN

Jan Clostermann is the Principal of CLOU and an award-winning architect with 20 years of international experience. Following his architectural studies at the Technical University in Berlin, Jan received his Diploma in 2001 from the Architectural Association in London.

Before founding CLOU in 2015, Jan collaborated with a Stirling Prize winning practice from their studios in London and Rotterdam, later leading their Singapore, Shanghai, and Beijing offices, and had the opportunity to realise a broad range of projects worldwide.

Since his move to Beijing in 2005, he has conceptualised and delivered numerous high profile mixed-use and retail projects, as well as masterplans and interiors.



CONTACT INFORMATION

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