

HAPPY VIP BY CLOUD-9 INTERIOR DESIGN

This circular lounge was inspired by the glitz and glamour of European royalty culture and Chinese iconic elements.

Photos [Ingmar Swalue](#)

Where [Shanghai, China](#)
Opening [May 2010](#)
Client [John Kormeling Architect](#)
Designer [CLOUD-9 interior design](#) → p.090
Floor space [368 m²](#)
Capacity [140 guests](#)

The architect of Happy Street, the Dutch Pavilion at the Shanghai 2010 World Expo, asked designer Karin Rijlaarsdam of CLOUD-9 to design the interior of its VIP lounge. Rijlaarsdam was inspired by the festive and gregarious character of Happy Street and the shape of the VIP building itself, akin to a huge golden crown.

For Happy VIP she created an extravagant and joyful environment, almost an overdose of happiness and glitter. 'I was not looking for too serious a design, but rather for an overstatement of bold shapes, sweet colours, gold, porcelain, neon and diamonds,' Rijlaarsdam says.

A seasoned Shanghai resident with a Dutch passport, Rijlaarsdam creatively reinterprets elements freely from both worlds. For the design of the lounge she applied patterns and materials from Europe's fashion and royalty culture, as well as typically Chinese iconic elements.

The ceiling is ornamented like a gigantic baroque dress, with rich layers of suspended silver metal 'skirts'. The floor is finished in the Chinese imperial colour yellow, in the past exclusively reserved for the emperor. Every element in the round lofty space was designed by Rijlaarsdam and handmade in China. The walls are clad in specially developed porcelain tiles, a hand painted harlequin pattern and thousands of silver bows – the result of hours of meticulous handwork. The golden porcelain 'Happy VIP' tiles were inspired by the opulence of Shanghai's jet set and numerous VIP parties and VIP rooms in Chinese restaurants and clubs. The icing on the Happy VIP cake are the diamond-shaped lights, which Rijlaarsdam developed in China's porcelain city, Jingdezhen. Switched off, they seem to be solid sculptures; switched on, they turn into fragile glowing lanterns, enhancing the mesmerizing fairytale experience. ●

Every element in the round lofty space, like this huge golden bell light, was designed by Rijlaarsdam and made by hand in China.



The ceiling is adorned with layers of circular suspended metal mesh like a giant baroque dress.



A three-panel Chinese screen and hand-shaped pink lacquer columns adorn the lounge.



A close-up of the hand-carved golden porcelain 'Happy VIP' tiles.

MONDAY

FEVER

Hospitality Design

FRAME