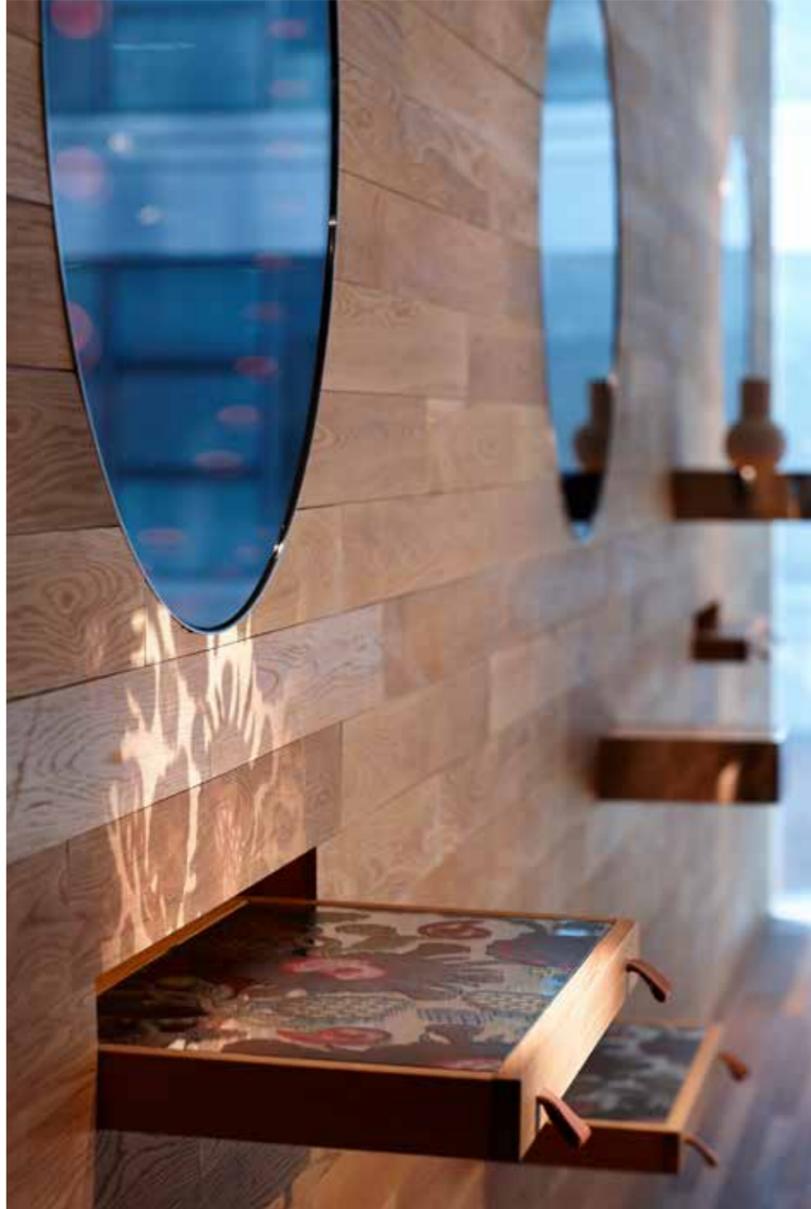


# THE CLUB

## Cloud-9 interior design



Built into the wall, drawers with hand-stitched leather pulls open to reveal screen-printed floral graphics.

When is a showroom not a showroom? When it's The Club, a showroom with a real difference, created for furniture manufacturer Haworth by Cloud 9. What has been designed feels like a luxurious lounge bar, and is much more than a space to showcase Haworth's products – it is also a multifunctional venue for events, workshops and festivities, and the space is also available for hire.

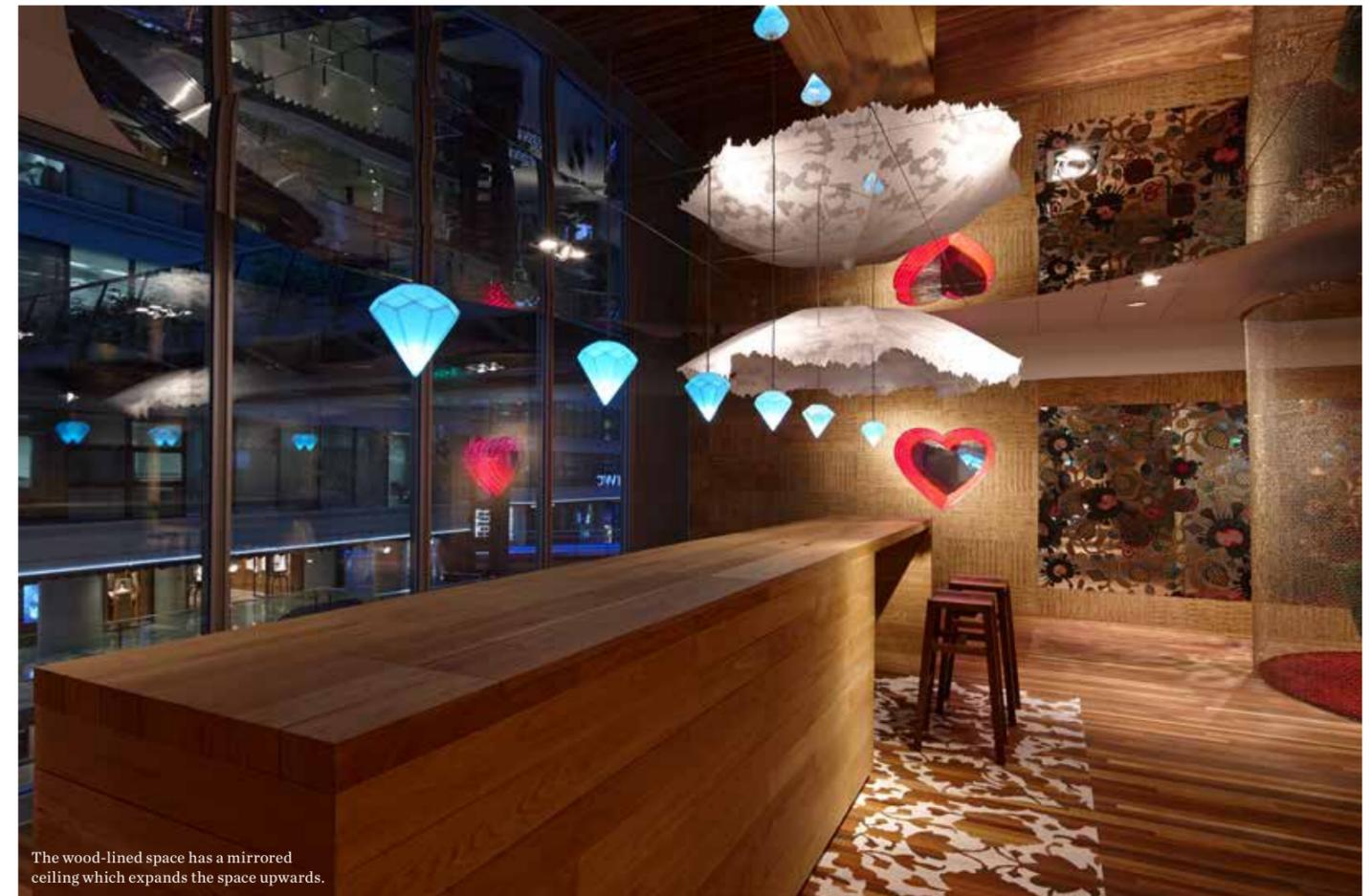
Building on China's long tradition of craft, Cloud-9 emphasised handwork and materiality in its project for Haworth. The showroom is part of Parkview Green, a landmark commercial complex with LEED Platinum certification. The high-tech sustainable ceiling was just one element that Cloud-9 had to keep in mind in designing the interior.

Given a free rein, the designers looked to local history and aesthetics, as they do for many of their projects. Taking a cue from Chinese heritage, the team based their concept on a traditional Qing dynasty wood-and-mirror jewellery box, also known as a 'dowry box'. In their efforts to transform the sterile environment into a warm and tactile space, they concealed the problematic overhead surface behind large circles of mirrored stainless steel, which float just below ceiling level. For wall cladding, they chose a combination of reclaimed oak and *kirei*, a sustainable substitute for wood that is similar to bamboo. Timber panelling is punctuated by porthole windows framed with red bulbs, colourfully reflecting the street life of Beijing.

WHERE **9 Dong Jia Qiao Rd, Beijing, China**  
 OPENING **November 2013**  
 CLIENT **Haworth**  
 FLOOR AREA **675 m<sup>2</sup>**  
 WEBSITE **haworthxfriends.com**

MINIMUM AGE **n/a**  
 SIGNATURE DRINK **n/a**  
 PRICE OF A GLASS OF HOUSE WINE **Complimentary**  
 OPENING HOURS **By arrangement**  
 CAPACITY **50 guests**

PHOTOS **Charlie Xia**



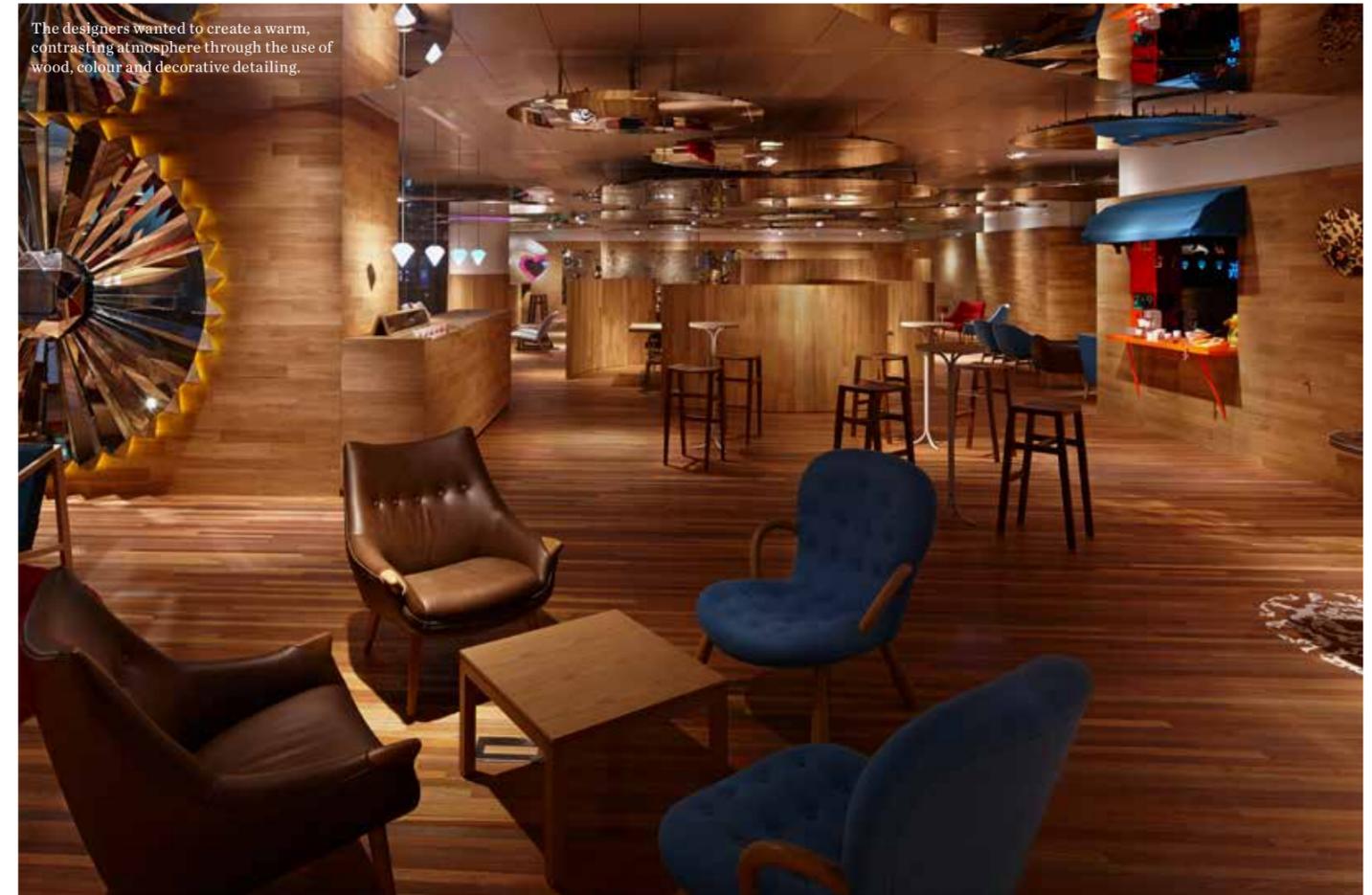
The wood-lined space has a mirrored ceiling which expands the space upwards.



Designed as a luxurious lounge bar, the showroom is a multifunctional space in an innovative 'green building'.

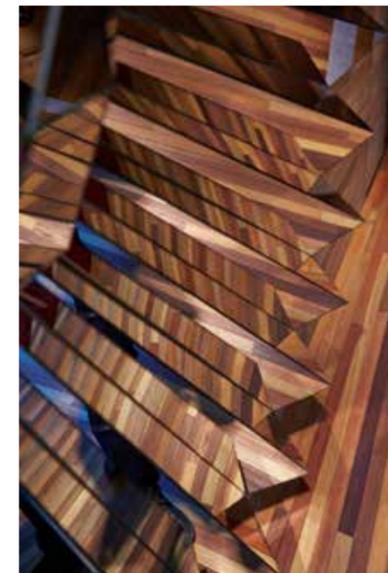


Drawing on local Chinese culture for inspiration, the coffee bar references typical street-side shops in Beijing.



The designers wanted to create a warm, contrasting atmosphere through the use of wood, colour and decorative detailing.

Angles for the edges of each piece of glass used for the mirror required meticulous calculation.



Numerous small details in the lounge are like parts of a jewellery box.



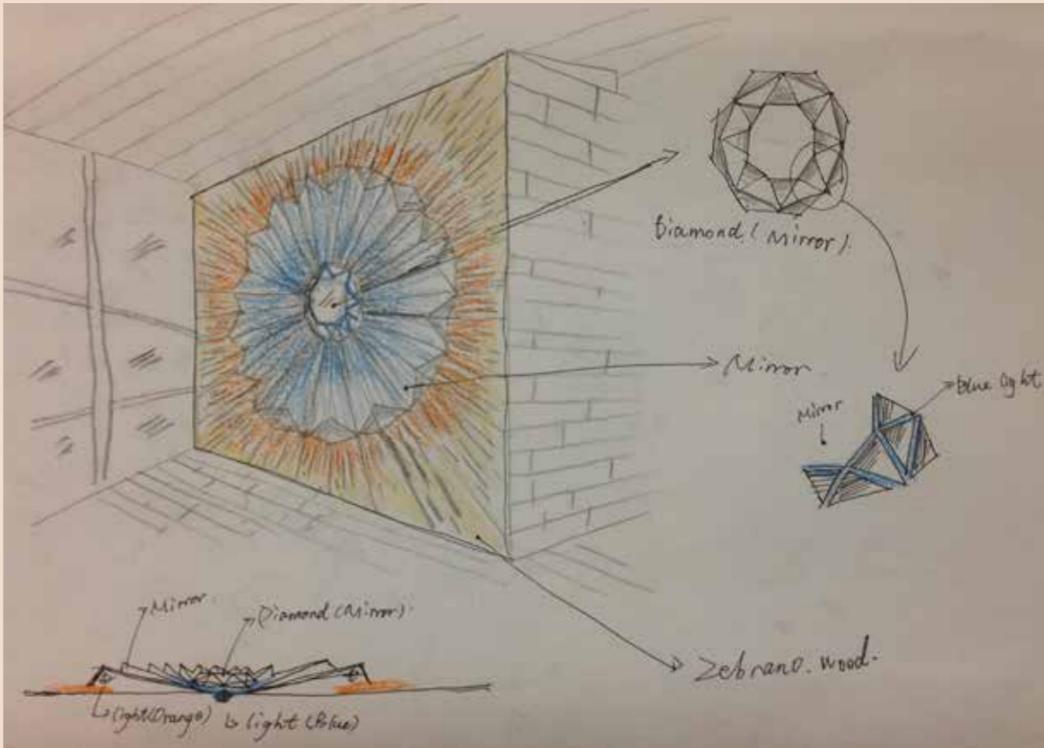
## Furniture products set in a luxurious lounge bar space



Horizontal wood panelling at the entrance creates a graphical pattern that contrasts with the circular window.



Prototypes led to the definitive Diamond Mirror, composed of a large number of facets, all assembled by hand.



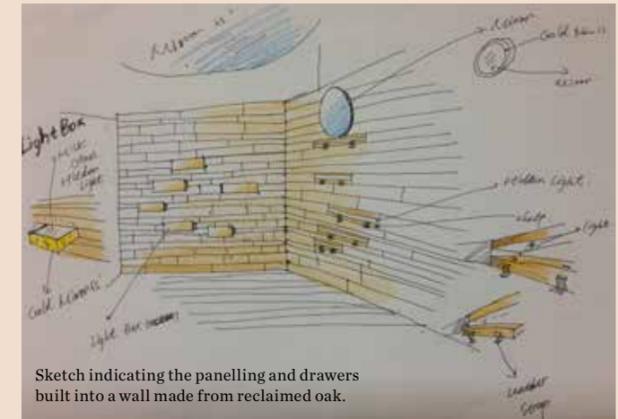
Notes accompany early sketches that detail the construction of the bespoke mirror and include coloured lighting, its source hidden from view.



The facade wall at The Club features porthole windows.

## Taking a cue from Chinese heritage, local history and aesthetics

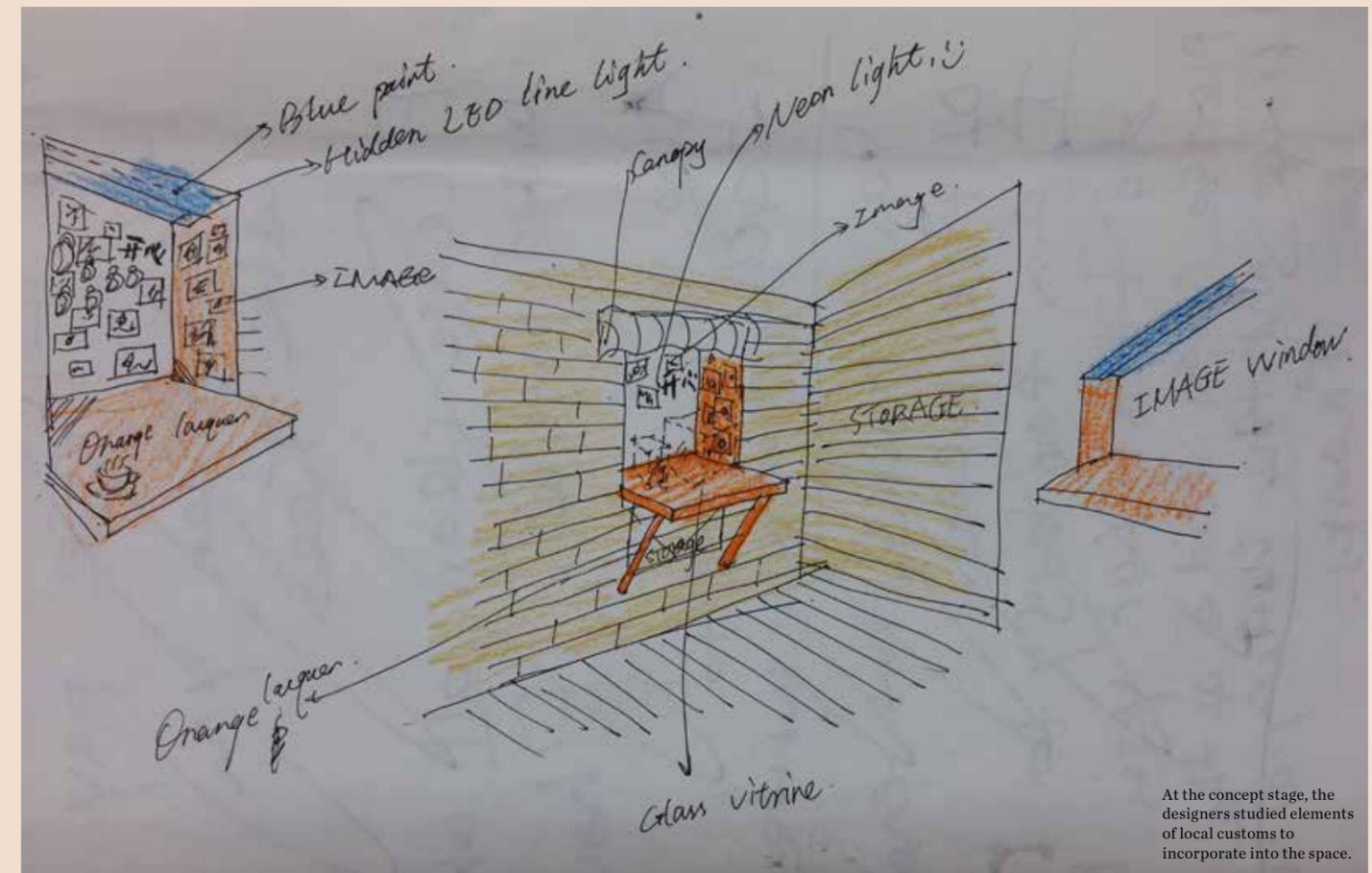
The space can be easily transformed, for a party, dinner or workshop.



Sketch indicating the panelling and drawers built into a wall made from reclaimed oak.



Mirrored, circular ceiling panels conceal the air-conditioning system.



At the concept stage, the designers studied elements of local customs to incorporate into the space.