LINE —— HOUSE

HERSCHEL SUPPLY, CHINA OFFICE

Project Description

Canadian lifestyle brand Herschel Supply commissioned Linehouse to design their first China office, located in a Shanghai lane amongst an urban residential area. The site occupies an area where many old residential buildings are being demolished. Traces of these buildings remain, allowing glimpses of what Shanghai everyday life may have once been. Houses are stripped, revealing layers of materials, sectionally cut and voids are filled. This process of deconstruction and public vs. private was the driving narrative for the concept of the Herschel office.

Linehouse inserted a black metal framework into the space. Occupying this structure is a lounge seating area, pantry, meeting room, bathroom and storage. Sectionally, glass divides the different programmes, allowing transparency throughout the enclosure. The surrounding open space operates as the work area.

The structure is lined with perforated and solid corrugated stainless steel. Through the process of revealing and stripping the lining back, parts of the framework are exposed, voids to the ceiling opened up and concrete walls beyond expressed.

This utilitarian structure is operable, with corrugated sliding doors to the meeting room and pantry area, these can be closed or opened up depending on required privacy.

Approaching the site, half of the house framework leaves a trace on the exterior façade. The surrounding void of the frame is in-filled with a combination of recycled brick. A raw metal pivoting door leads you to the interior. This operable façade opens to the laneway, blurring the exterior and interior, allowing the interior seating area to be an extension of the streetscape.

Year of completion: 2017
Architect: Linehouse
Area: 134sqm
Project Address: Changde Road, Jing'An District, Shanghai
Photographer: Jonathan Leijonhufvud
Architect Website: linehousedesign.com

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LINEHOUSE PROFILE

Linehouse is an architecture and interior design practice established in 2013 by Alex Mok (Chinese-Swedish) and Briar Hickling (from New Zealand). Both have completed extensive work in Asia, Pacific and abroad.

Linehouse operates as a platform to investigate the rituals of inhabitation and how these daily moments can be celebrated through design, transforming the mundane into performative acts.
Linehouse is a collaboration of like-minded individuals from various backgrounds and cultures. The practice has international experience in design and construction, from the small scale and the intricate, to the grand and public.

The studio works on projects of varying scales and typologies that allow explorations of both the poetic idea and pragmatic solution. Projects are approached in a holistic manner combining different disciplines: architecture, interiors, product design and graphic design; and drawing on our experience to create new ideas and outputs emphasising qualities of construction, detail, materials and light.

Each brief is approached individually, creating a poetic concept for each client through research, site context, history and responding to the client's brief. Through the process of design, each project has a strong narrative and an element of whimsy and voyeurism, creating a unique spatial experience.

Linehouse has been featured widely by the press around the world, including Wallpaper*, FRAME, AD, ELLE Décor, Dezeen, Detail, Archdaily, Designboom, Perspective Magazine and countless print and online media.

In 2016, Linehouse was awarded twice at the A&D Trophy Awards in the retail and F&B categories, and named Judges' Choice and winner in the shopping space category at the Asia Pacific Interior Design Awards (APIDA). Named Emerging Interior Practice of the Year by World Interior News in 2015, Linehouse has also been awarded at Restaurant and Bar Design Awards and Design for Asia (DFA) Awards.

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