

AIM  
ARCHITECTURE  
PROJECT  
DATA SHEET  
项目信息



Project name: Guanghai Road SOHO<sup>2</sup> 3Q

Interior Design: AIM ARCHITECTURE

Location: Chaoyang District Guanghai Lu Xi Li, Beijing, China

Design team: Wendy Saunders, Vincent de Graaf, Ivan Yu, German Roig, Byungmin Jeon, Liat Goldman, Lily Zhu, Bertil Dongker, Alex Fripp and Zhikun Zhang

Photographer: Jerry Yin

Client: SOHO China

Client industry: Real estate

Program: co-sharing office

Service scope: interior design and soft furnishing

Size: 33,874 sqm = 364,617 ft<sup>2</sup>

Design: December, 2014 to June, 2015

Construction: July, 2015 to December, 2015

Introduction:

China's startups and entrepreneurs are fast cottoning on the international trend of co-working space. SOHO, being the visionary and trend setting developer in China, has been at the forefront of this office model. It started a co-working office brand called 3Q in 2011, a brand that Forbes has called "*Uber for offices*". After many highly acclaimed and successful locations, one of which was designed by Kengo Kuma in a newly developed area in Shanghai, SOHO planned to introduce the mega version of 3Q. And the chosen location is in Beijing Guang Hua Lu in a building that was originally intended to be a shopping mall. A stark white commercial space void of individuality and human connection. AIM was excited and honored to be tasked with such important commission.

The challenge: imagine a shopping centre as a new type of office. 25,000 square metres of blank space, already built for retail. Transform it into a co-working space. SOHO is known for pure white. AIM is vibrant. Offices are divisive. Shopping centres are built on a massive scale. Bridge the gap.

AIM decided it had to be bold. Strong colours and funky patterns would add life to the often-drab mall (and do double-duty as wayfinding). Re-programming a retail space brought up questions of the use of space in our cities, how interaction works and how to foster communities. This generation of workers was not content with a cubicle. A moot point, really, as filling the massive space would have required all of the cubicles in Beijing. AIM would have to turn that thinking on its side.

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From this perspective, the constraints of the existing retail design became opportunities: where a shopping centre would say hallway, AIM could say island, a natural place to meet while using the home-style kitchens or sitting at the communal table.

This was a greater challenge with two massive atriums, which carried in daylight but presented their own problems: how to maintain the peace of the open space but make it useful to 3Q's community of companies?

The answer was in an oversized oak staircase, spilling down from the entrance into the basement floor. The slope of the stairs frames the space as a venue for lectures or events, transforming an area meant for personal consumption into one meant for community development.

A second atrium allowed AIM to re-imagine the built world as a natural community, quite literally. In The Meeting Park, the great expanse comes back down to the human scale, with stands of live bamboo and glass meeting rooms that evoke modern Chinese backyard conservatories.

Natural, witty, peaceful and considered. Not often the words one associates with an office or shopping mall. Neither is 'efficient'. But with more 3,600 desks, 3Q is a small town. And towns have addresses.

This idea of neighborhoods brings community back into a commercial space. Like Shanghai's lanes or Beijing's hutongs, the addresses relate to a neighborhood, where private and public spaces co-exist and networks of people develop naturally.

And this is 3Q at its purest: interaction. The design draws people into shared areas, where the real potential of co-working lays – crossover. When you put ambitious people in the same room (or atrium or kitchen or lounge), new ideas and collective experience can be exchanged, created, rejected, discussed. Ultimately, taken back to the desk for consideration about how to include it in one's work and how we each shape our own communities.

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项目名称：光华路SOHO<sup>2</sup> 3Q

室内设计：AIM ARCHITECTURE 恺慕建筑

地点：中国北京，朝阳区光华路西里

设计团队：Wendy Saunders, Vincent de Graaf, 于正鹏, German Roig, Byungmin Jeon, Liat

Goldman, 朱彦文, Bertil Dongker, Alex Fripp, 张志坤

摄影：阴杰

业主：SOHO中国

业主行业：房地产

功能：共享办公

服务范围：室内设计、软装设计

面积：33,874 平方米

设计时间：2014.12-2015. 6

施工时间：2015.7- 2015.12

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