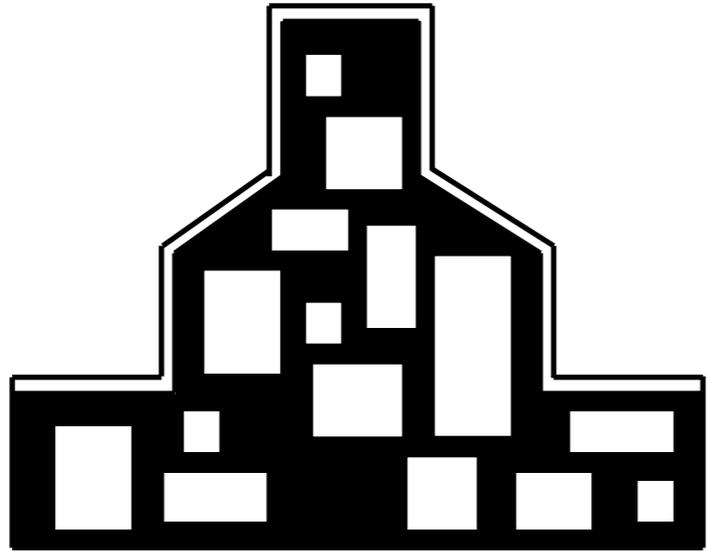


SOHO OFFICE SHOWROOM  
CONCEPT DESIGN F U X I N G



GLASS OFFICE  
A play of Transparency, Reflectivity and Infinity  
Leasing office / Concept design / April 2013

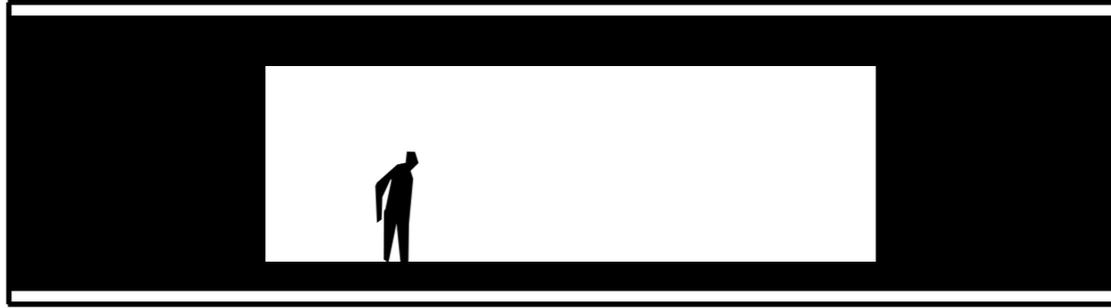




SHOPPING SMALL

#### HOW TO SELL FXL

FXL is about highly creative, individual work environment  
We have used a box in a box strategy, : tailored recognizable spaces in an inspirational setting, which we named shopping small  
The show office uses the same organizational principle



Section



Layout

In the show office is composed of separate free standing boxes.

The boxes are made of glass, so you can have enclosures, yet see through the whole space

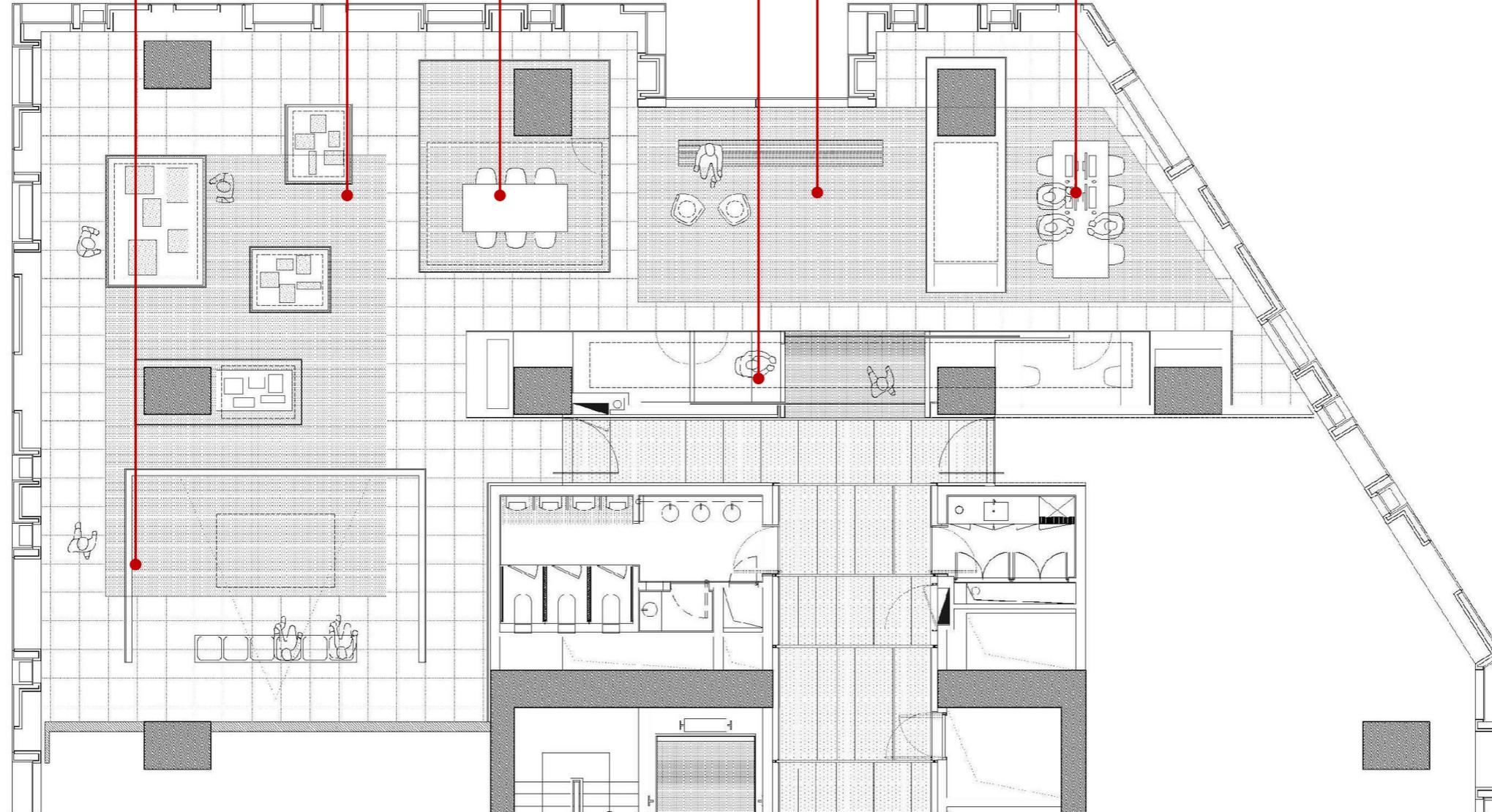
Cinema and  
Projection Room

Model  
Exhibition Area

Meeting  
Room

Lounge Area  
Entrance Desk

WorkStation





View of the model area

Classical architecture model



## WHY GLASS AS MAIN MATERIAL?

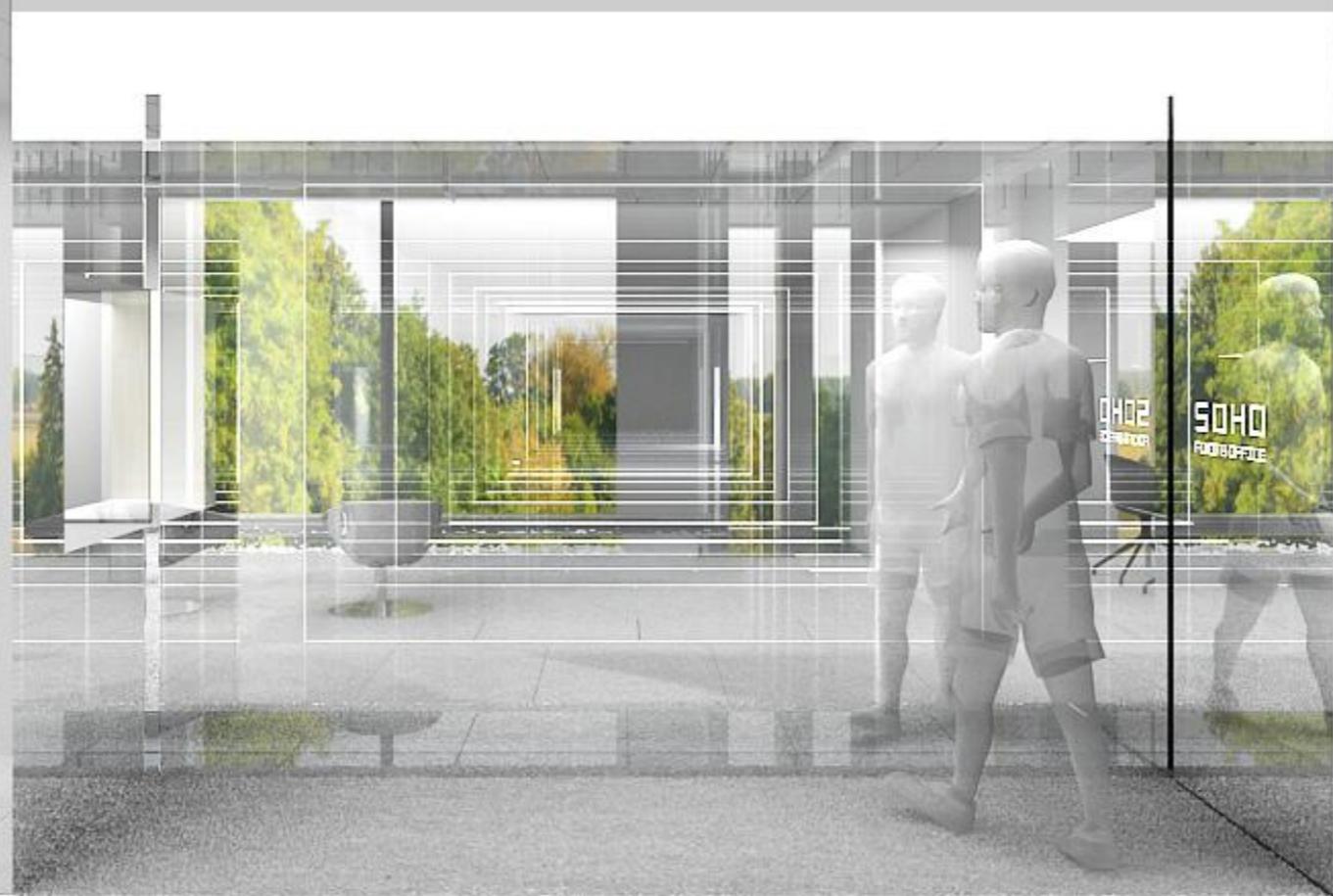
We use glass to create the space, to separate different uses but at the same to get a space which is a fusion of different uses.

We create different objects in an infinite space.

The reflectivity and Transparency add a futuristic sense of newness: it is shiny, creative, finished, sustainable and luxurious

We hope it reflects the, Soho spirit

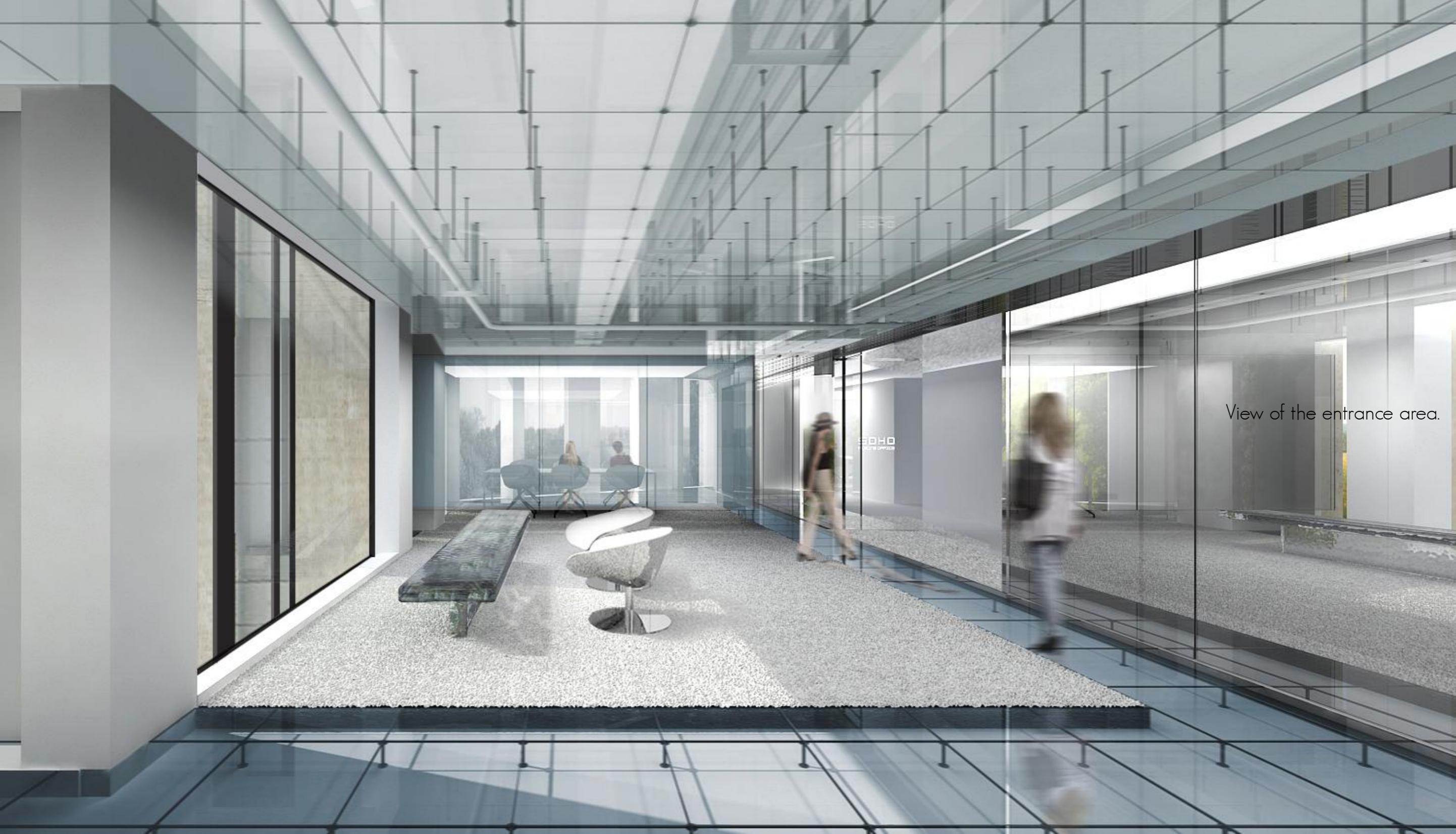




The entrance. is made with two sliding doors creating a transition moment into the space. The doors reflect both the corridor behind the visitor, as give a glimpse of the view over the project that is coming.



View of the entrance area.



View of the entrance area.

SDHO  
ARCHITECTURE



VIM

View of the model area



- part of the floors and ceilings are in glass:
- it radicalizes the space, you become a 'floating' visitor
- the whole space is visible, nothing is hidden
- this way the height of the space is maximized
- the glass reflects towards the light, so it brings the exterior in.

REFERENCE IMAGES





VIM



VIM



VIM



VIM



VIM



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VIM



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SOHO  CHINA

ALM