



REVUE DE PRESSE 2015

AW²



**PRESSE INTERNATIONALE +
FRANCE**

AW²

FEVRIER 2015

SINAPANTIMA – GRECE - ONLINE

| f | t | q |

To Συναπάντημα

[Home](#) [Συναπήσεις](#) [Δημιουργίες](#) [Προτάσεις](#) [Το συναπάντημα](#) [Επικοινωνία](#)

[Παρατηρήστε την ιδέα της Reda Amalou για την αρχιτεκτονική στην πόλη της Αθήνας...](#)

Reda Amalou: Ο βραβευμένος αρχιτέκτονας σχεδιάζει...



Mata στη Φεβρουάριο 16, 2013 - 14:11 μ. Συναπάντημα

★★★★★ Οι αρχιτέκτονες και στελεχώσης πολυτέλειων ξενοδοχείων και κατοικιών, έχουν αποσπάσει πολλά βραβεία. Το 1997 άφησε στην Παρίσι την εταιρία AIA, η οποία όλην διαμετριστείσει σε παγκόσμια επίπεδα. Το Συναπάντημα συνεργάζεται με την επανάσταση της αρχιτεκτονικής της πόλης της Αθήνας.



Στο επαγγελματικό σταύλον στο Παρίσι, όπου ο Amalou έβαλε τις μαγικές του ποντιλίστες



Ιερός για το οποίο βρεθύνεται:



Ο αξιόλογος αρχιτέκτονας αγαπά το φως και φέντεται σε κάθε απειλήσμα της δυνατότητάς του...



Dar Sabra Marrakech

Η εποιητική διαρρόψηση πολυτέλειων ξενοδοχείων του έχει χαρίσει πολλά βραβεία. Βλέποντας τις παρακάτω φωτογραφίες, καταλαβαίνουμε τον λόγο...



Flamingo Hotel Hanoi



Six Senses Con Dao

SINAPANTIMA – GRECE - ONLINE



Hotel Vietnam

Για το τέλιο αφήσαμε κάποια έπινη που σιεδίσαστ;



Πηγή φωτογραφιών: Εταιρία APR και προσωπική ιστοσελίδα του Reda Amalou

Διαβάστε επίσης:

Anna Williams: Διακοσμήτρια εξ αποστάσεως: <http://www.sinapantima.gr/?p=240>

Sarah Lavoine: Η πριγκίπισσα της.. διακόσμησης: <http://www.sinapantima.gr/?p=921>

Barber&Osgerby: Οι δικομητές των πολλών βραβείων: <http://www.sinapantima.gr/?p=1147>

Helen&Olivier Lempereur: Το ζευγάρι της.. εσωτερικής δικόσμησης: <http://www.sinapantima.gr/?p=2373>

Benjamin Dhong: Ο σχεδιαστής που δεν θέλει να εντυπωτίζει με τα μεγέθη: <http://www.sinapantima.gr/?p=2524>

Frederic Flanquart: Η δικόσμηση στο Παρίσι: <http://www.sinapantima.gr/?p=3531>

THG: Η πολυτέλεια στο μάνο: <http://www.sinapantima.gr/?p=3696>

*2010- Bloomberg International Property Award "World's Best Small hotel design" 2010, Six Senses Con Dao
The Chicago Athenaeum Museum of Architecture International Awards 2010, Six Senses Con Dao
The Chicago Athenaeum Museum of Architecture International Awards 2010, Nomad
Bloomberg International Property Award "Best Small hotel design" Asia Pacific 2010, Six Senses Con Dao

2009-Hotel & Lodge "Best Resort" 2009, The Nam Hai
CNBC Asia Pacific Architecture Award 2009, The Nam Hai
Asia Spa & Wellness 2009 Gold Award "Best Destination Spa, Vietnam", July 2009, The Nam Hai

2008-Asia's «Best Beach Resorts» TTG Travel Awards 2008, September 2008, The Nam Hai
Arrivals + Departures Australia 2008: "Asian Resort of the Year 2008", The Nam Hai
Travel & Leisure "Best Resort Design Award", 2008, USA, The Nam Hai

2007-Cigar Aficionado USA 2007: "The World's Best New Beach Resorts", The Nam Hai
Winner "Best New Beach Resort in Asia", 2007, TTG Asia, The Nam Hai
Nominated at MIPIM Awards for 2007, Cannes, France, The Nam Hai

διακόσμηση

0 POST COMMENT

Rate this article



f v in o

PREVIOUS ARTICLE →
Λουτρά Πόζαρ-Έδεσσα: οι πόλεις των
VERÓV

February 16, 2015 - 12:13

AW²

AVRIL 2015

AW²

ARREDA NEGOZI – ITALIE - COUV



Rivista internazionale
di arredamento
e innovazione
del punto vendita

*The international
magazine
of shop furnishing
and innovation*

English Translation

Organo Ufficiale Assarredo / Federlegno-Arredo
Gruppo Produttori Arredamenti Commerciali

126 anno 22 Marzo / Aprile 2015



ARREDA NEGOZI – ITALIE – 1/5

TRENDSHOP

PATEK PHILIPPE flagship store
Londra

NEGLI ULTIMI 4 ANNI, LO STUDIO DI ARCHITETTURA E INTERIOR DESIGN **AW²** È STATO IMPEGNATO NELLA REALIZZAZIONE DEI PUNTI VENDITA PATEK PHILIPPE. AW2 SI ERA GIÀ OCCUPATO DEL NUOVO STORE DI PECHINO E, NEL 2013, HA INIZIATO IL PROGETTO DELLA SEDE DI LONDRA IN NEW BOND STREET, PER UN AMPLIAMENTO DA 80 MQ A 420 MQ.

AW² HAS BEEN INVOLVED WITH PATEK PHILIPPE FOR THE LAST 4 YEARS. IT WAS RESPONSIBLE FOR THE NEW MAISON IN BEIJING. IN 2013, AW2 WAS ASKED TO DESIGN THE NEW SALON PATEK PHILIPPE IN NEW BOND STREET, LONDON. THE PROJECT IMPLIED THAT THE BRAND WOULD EXTEND ITS PREMISES FROM THE ORIGINAL 80 SQM TO 420 SQM.

ARREDA NEGOZI – ITALIE – 2/5



ARREDA NEGOZI – ITALIE – 3/5



Dopo 18 mesi di lavori, la Boutique Patek Philippe di Londra ha aperto con uno stile architettonico di Art Deco interpretato in chiave moderna. Tutti i materiali sono stati attentamente selezionati per dare vita ad una delicata gamma di colori naturali, dal beige chiaro al bronzo scuro, che contribuiscono a creare un'atmosfera calda ed allo stesso tempo, piacevole, con un sottile richiamo ad un ambiente lussuoso caratteristico di Patek Philippe. Le lastre di pietra color crema e caffè utilizzate per la pavimentazione richiamano i lampadari in alabastro e bronzo del soffitto e le esclusive lampade sui banconi, progettate appositamente da **Reda Amalou**. Un immenso lampadario, formato da cubi in alabastro di diverse dimensioni sostenuti da una struttura in bronzo, è posizionata al centro dello store, sopra al bancone espositivo di forma quadrata.

Esso diffonde la luce attraverso l'alabastro traslucido per un'illuminazione soffusa, gradevole, mettendo in risalto il motivo delicato delle lastre in pietra. Dietro alla scala circolare, che conduce al centro assistenza, ritroviamo ancora l'alabastro utilizzato come elemento di unione dei pannelli con strutture in bronzo a creare un'imponente parete decorata (6 metri di altezza), formata da luci e pietre lisce; quest'ultima si trova di fronte all'ampia scala con il suo curvo corrimano in vetro con intarsi in tessuto, lo stesso vetro impiegato per la rampa delle scale. Per rafforzare ulteriormente il concept è stato studiato uno speciale rivestimento in pelle per le pareti intorno alle arcate del piano principale che si rifanno al punto vendita di Ginevra, in cui è stato utilizzato cuoio andaluso di Cordova. Il design è stato sviluppato sul modello di una

croce di **Calatrava** stilizzata che si intreccia a formare un elegante motivo. Per il rivestimento delle pareti sono state usati ornamenti in rilievo su pannelli in pelle bianca, ed introdotti diversi elementi grafici e decorativi, con dettagli contemporanei, come il quadro intagliato nel legno della zona VIP riservata alla vendita. Uno splendido bassorilievo in vetro è stato posizionato sul banco della reception. Lo Studio di design AW2 ha progettato anche una parete divisoria, autoportante in bronzo, scolpita ed arricchita con foglie d'oro. Tappeti persiani fatti a mano, tavoli in platano, pelle e ottone, vetrine espositive e specchi: rifiniture raffinate che sono state realizzate con estrema precisione per la Boutique Patek Philippe di Londra, destinata ad accogliere il più antico e prestigioso marchio dell'orologeria svizzera.

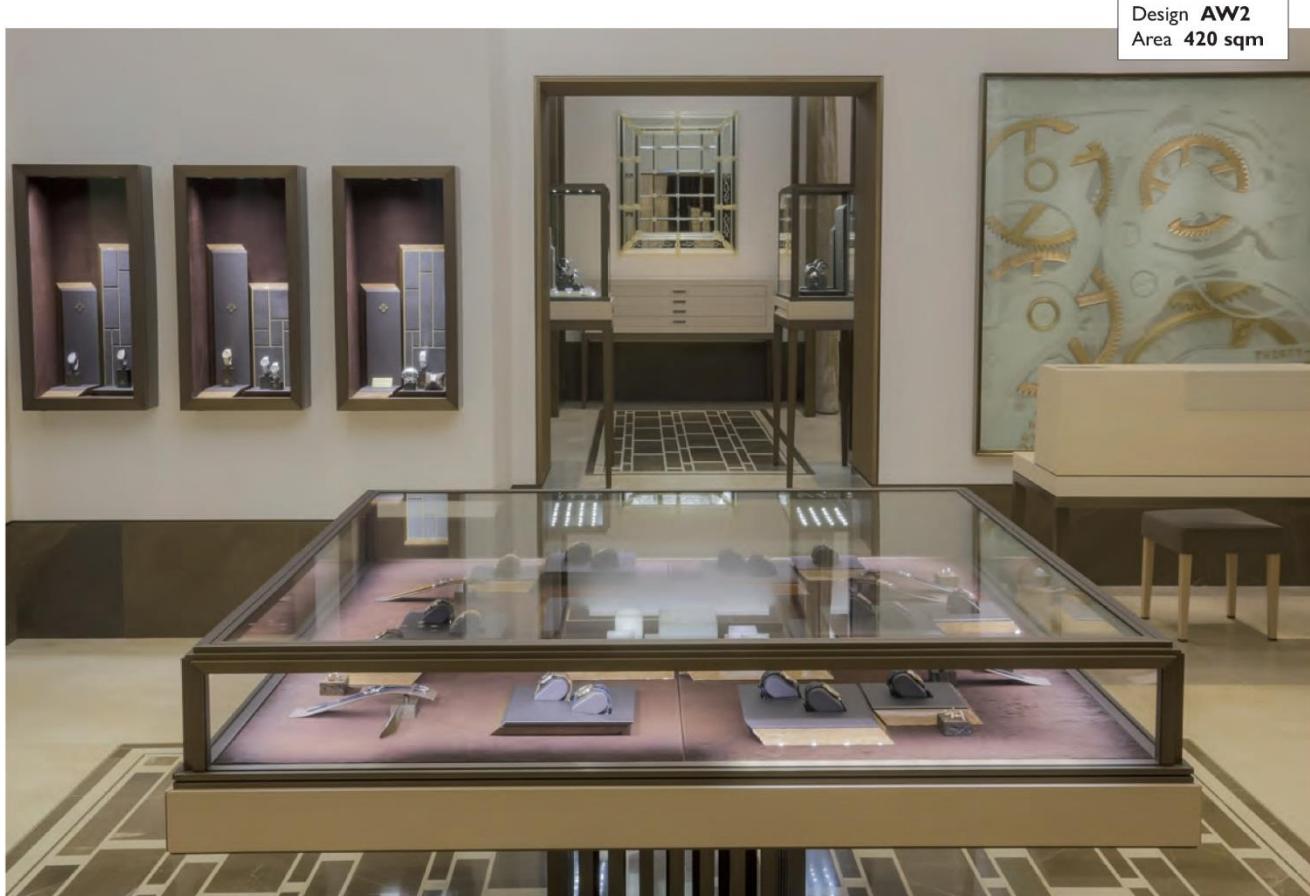
ARREDA NEGOZI – ITALIE – 4/5

PATEK PHILIPPE LONDON FLAGSHIP

It took just under 18 months to design and to complete the works, and the long awaited new shop has now just opened to the public. The architecture at the new Patek Philippe Salon in London was developed as a contemporary interpretation of Art Deco. Each element of the design is reinvents the codes of the original style into today's world. All materials were carefully chosen to form a subtle range of natural colours from light beige to dark bronze. They are used to create a warm, delicate feel with a subdued sense of luxury and to set off the furniture and all the decorative elements specially developed for Patek Philippe. The cream and coffee coloured stones used for the floor are echoed with the alabaster and bronze chandeliers on the ceilings, or the lamps on the sales tables. These lights were designed by **Reda Amalou** especially for Patek Philippe. The chandelier is a composition of alabaster

cubes in various sizes, suspended from a bronze frame. The main piece, a huge chandelier, sits at the centre of the salon, over the square display table. It diffuses light through the translucent alabaster, giving out a soft warm light and showing off the stone's delicate patterns. Behind the circular staircase that leads you to the service centre, the alabaster has been used again as a assembly of panels, with bronze frames forming a giant, 6m tall, patterned wall of soft stone and light. It sits in front of the sweeping staircase, with its curved glass handrails inlaid in fabric. The same glass is used around the stairwell. In order to reinforce again the idea of heritage and innovation, the Studio developed a special embossed leather wall covering, used around the arches of the main floor. The idea is taken directly from the Geneva Salon where walls are adorned with Andalusian cordoba leather.

The design has been developed on a stylised **Calatrava** cross which intertwines to form a subtle pattern. Moulds were then created to emboss the off white leather panels and create a unique wall covering. Great care in the choice of Artwork and decoration pieces, with contemporary pieces acquired, such as the wood carved painting in the VIP sales area. Above the reception desk a unique glass bas-relief was commissioned. The design practice is responsible for the freestanding screen in bronze and engraved, gold leaf, privacy screen. As well as the hand made Persian rugs, the Sycamore, leather and brass tables, the display cabinets, the mirrors. Every detail, at the Patek Philippe Salon London, has been carefully designed and every piece carefully chosen to form this bespoke environment. •



ARREDA NEGOZI – ITALIE – 5/5



AW2 è uno Studio internazionale di architettura e design d'interni gestito da Réda Amalou e Stephanie Ledoux. Entrambi hanno un ruolo attivo nella fase di progettazione e sono personalmente coinvolti in tutti i progetti realizzati dallo studio. AW2 opera in 25 paesi diversi e ogni anno è impegnato in nuove realizzazioni in tutto il mondo. La società ha acquistato una solida esperienza in progetti esclusivi; lo studio è altresì impegnato nel settore alberghiero e nel design d'interni. AW2 ha ottenuto il premio MIPIM per il migliore hotel ed è stato nominato due volte al Gran Premio AFEX d'Architettura francese (architetti francesi all'estero).

AW2 is an international architecture and interior design office run by Réda Amalou and Stephanie Ledoux. Both partners take active roles in the design process and are personally involved in all the projects that the firm produces. AW2 has worked in 25 different countries and develops new projects across the world every year. The company has developed a strong experience in high-end projects. Hotel projects and interiors are an important part of the work produced by the company. AW2 won the mipim award for best hotel and was nominated twice at the AFEX (French architects overseas) Grand Prix d'Architecture in France. •



AW²

MOIRE – MEXIQUE - COUV

MOIRE #06

PRIMAVERA 2015

MUJERES DE LEYENDA

LIZ TAYLOR
GRACE KELLY
MARÍA FÉLIX
MADONNA
JACKIE KENNEDY

BELLEZA

COLORES DE PRIMAVERA

MUSAS

KATE WINSLET
REBECCA DE ALBA
VICTOIRE DE CASTELLANE
BjÖRK

DE LA A LA AZ

TENDENCIAS
TODO LO QUE
QUERÍAS SABER DE
LA TEMPORADA

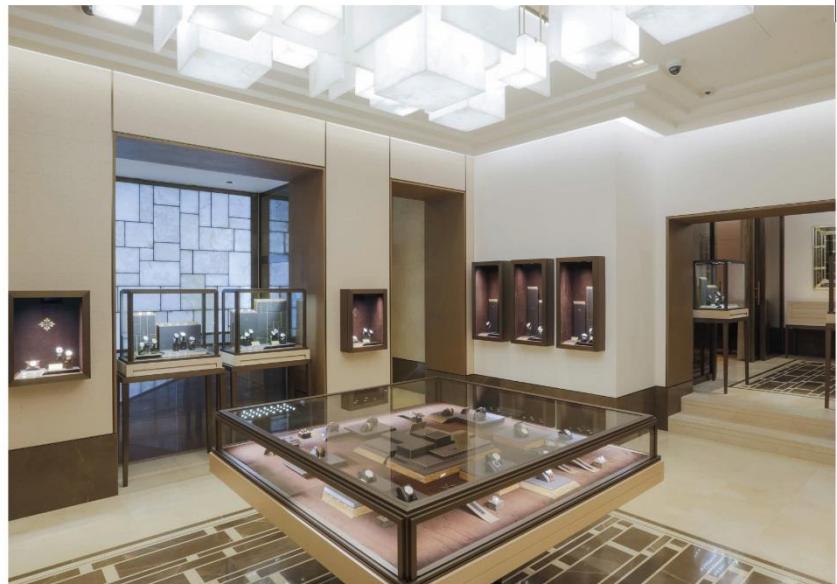
40 Joyas
INSPIRADAS
EN EL ARTE + 120
prendas clave
QUE DESEARÁS
TENER

MOIRE \$65.00

7 152435 82539 9

VENTA SOLO A MAYORES DE EDAD

MOIRE – MEXIQUE – 1/2



PATEK PHILIPPE

Mecanismos de pasión

LONDRES DA LA BIENVENIDA AL NUEVO ESPACIO PATEK PHILIPPE. 420 M² DE LUJO ELEGANTE Y ESTILO ART DECÓ CONTEMPORÁNEO FIRMADO POR EL ARQUITECTO REDA AMALOU DE AW²

POR YOLANDA RUIZ

Los nuevos mandamientos del lujo rinden culto a la experiencia. No se trata solo de tener, sino de sentir. Por eso, las boutiques son hoy templos de hedonismo que buscan una peregrinación de fieles leales y entregados. Ahora es Patek Philippe quien ha puesto todo su empeño en dar una vuelta de tuerca a su boutique de Londres en *Bond Street 16*. Su espacio de 1984 de 85 metros ha pasado a 420 metros cuadrados. Se convierte así en lo que la firma llama un Salón (solamente hay dos más, en París y Ginebra).

Reda Amalou es el arquitecto del despacho AW² encargado de darle al lugar la dosis exacta de util glamour que no desen-

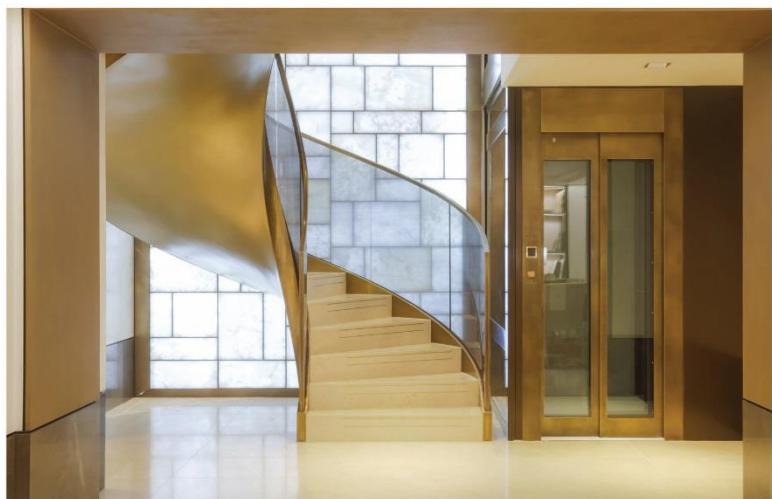
tone con las grandes casas de moda vecinas (Louis Vuitton, diseñada por Peter Marino está enfrente). Para conseguir esto, Amalou ha retomado motivos clásicos de estilo *Art Decó* que ha resultado en pálidas paredes de hormigón de oro, suelos de mármol crema y detalles de bronce martillado que dan un efecto de opulencia discreta. Para reforzar el ADN de la firma han recubierto algunas paredes de cuero repujado con un diseño propio basado en una cruz estilizada Calatrava. Materiales como alabastro, alfombras persas, madera de Sycamore y obras de arte hacen de esta boutique un destino de lujo ineludible. Como los otros dos salones, tiene todos los modelos de la firma, incluidas grandes complicaciones.



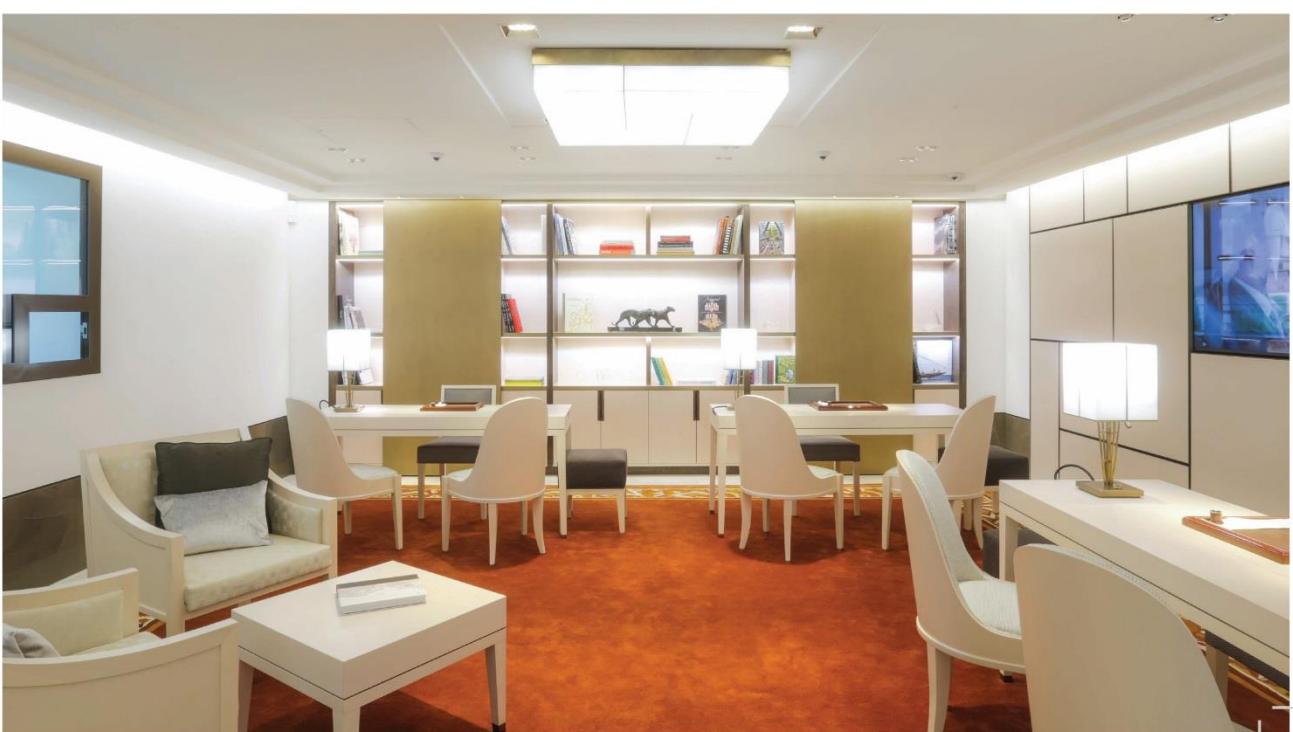
AW²

MOIRE – MEXIQUE – 2/2

El despacho AW2 ha tardado nueve meses en ampliar la boutique de 85 a 420 metros cuadrados.



El Salón cuenta con todos los modelos de relojes. Dos relojeros expertos trabajan en el taller de reparaciones de la planta baja.



POLO & LIFESTYLE – ESPAGNE - ONLINE

POLO & Lifestyle The London Magazine ~ POLO

& Lifestyle The London Magazine for International Polo News, Polo Clubs,

History, Portraits and Lifestyle info@poloandlifestylemagazine.com



10
Friday
Apr 2015

PATEK PHILIPPE LONDON BOUTIQUE BY AW2

POSTED BY POLOLIFESTYLEMAGAZINE IN POLO&LIFESTYLEMAGAZINE [~ LEAVE A COMMENT](#)



AW2 has been involved with Patek Philippe for the last 4 years. It was responsible for the new maison in Beijing. In 2013, AW2 was asked to design the new Salon Patek Philippe in New Bond Street, London. The project implied that the brand would extend its premises from the original 80 sqm to 420 sqm. It took just under 18 months to design and to complete the works, and the long awaited new shop has now just opened to the public. The architecture at the new Patek Philippe Salon in London was developed as a contemporary interpretation of Art Deco. Each element of the design is reinvents the codes of the original style into today's world. In this way, we have aimed to express in the new salon the original values of the brand from heritage to innovation.



All materials were carefully chosen to form a subtle range of natural colours from light beige to dark bronze. They are used to create a warm, delicate feel with a subdued sense of luxury and to set off the furniture and all the decorative elements specially developed for Patek Philippe. The cream and coffee coloured stones used for the floor are echoed with the alabaster and bronze chandeliers on the ceilings, or the lamps on the sales tables. These lights were designed by Reda Amalou especially for Patek Philippe. The chandelier is a composition of alabaster cubes in various sizes, suspended from a bronze frame. The main piece, a 2.6m square chandelier, sits at the centre of the salon, over the square display table. It diffuses light through the translucent alabaster, giving out a soft warm light and showing off the stone's delicate patterns.

POLO & LIFESTYLE – ESPAGNE - ONLINE

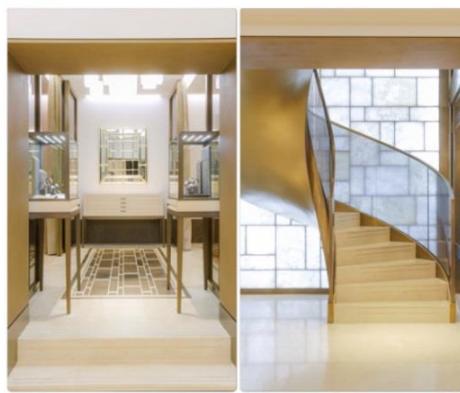
POLO & Lifestyle The London Magazine ~ POLO

*& Lifestyle The London Magazine for International Polo News, Polo Clubs,
History, Portraits and Lifestyle info@poloandlifestylemagazine.com*

Search...



Behind the circular staircase that leads you to the service centre, the alabaster has been used again as a assembly of panels, with bronze frames forming a giant, 6m tall, patterned wall of soft stone and light. It sits in front of the sweeping staircase, with its curved glass handrails inlaid in fabric. The same glass is used around the stairwell. In order to reinforce again the idea of heritage and innovation, we have developed a special embossed leather wall covering, used around the arches of the main floor. The idea is taken directly from the Geneva Salon where walls are adorned with Andalusian cordoba leather. But here, we have developed our own design based on a stylised Calatrava cross which intertwines to form a subtle pattern. Moulds were then created to emboss the off white leather panels and create a unique wall covering.



We have also taken great care in the choice of Artwork and decoration pieces, with contemporary pieces acquired, such as the wood carved painting in the VIP sales area. Above the reception desk a unique glass bas-relief was commissioned... Not only did we develop the above pieces, but also the freestanding screen in bronze and engraved, gold leaf, privacy screen. As well as the hand made Persian rugs, the Sycamore, leather and brass tables, the display cabinets, the mirrors... Every detail, at the Patek Philippe Salon London, has been carefully designed and every piece carefully chosen to form this bespoke environment.

<http://www.aw2.com>

<http://www.patek.com>

AW²

CASAVIVA – INDE – COUV

INDIAN EDITION

APRIL 2015, ₹125

VOL. 7 ISSUE 04

casaviva

ITALY'S LEADING INTERIORS AND DESIGN MAGAZINE

small space solution

[SMART LIGHTING CAN BRIGHTEN YOUR LIFE]

& BEFORE & AFTER
renovation revolution

DECOR SPECIAL
45 stunning new styles

KERALAN CRAFT
local skills get 2015 reboot
page no 81

POETRY & POTTERY
the italian way

DESIGNER ASHRAM
in the heart of new delhi

MARRAKECH LUXE
art of the villa

PROJECT



Arthouse luxury

AW² Architects transforms a hotel into a villa, keeping it open to the elements and showcasing works of art.

Photos courtesy www.aw2.net

When François Chapoutot, owner and director of the cubist-futuristic Dar Sabra in Marrakech, Morocco, decided to transform the hotel into a villa, he took the help of his friend and art critic Gerard Xuriguera to showcase sculptures from around the world. Together, they approached AW² Architects, who commissioned a series of 15 new sculptures, integrating the installations with knotty olive trees and trunks of palms. The project is designed as a single composition that contains a large pool, with eight suites. The soil was dug out to make courses and private outdoor spaces. Light is omnipresent and the interiors are illuminated by the courtyard façade as well as "sensors" or light-wells that create an indirect and soft lighting.



CASAVIVA – INDE – 2/3



Open to the outside

A play of light and shadows highlights volumes. The inner-outside boundary is deliberately suppressed and there is little or no actual façade, with roofs wide open to the garden. Visitors find themselves at the heart of the open space, in constant contact with the outside. Architecture is not the object, but catalyst, triggering an emotion, a feeling of belonging to the place. The suites are located in the main axis of the house, containing a high terrace, facing the pool, with an entrance leading to a private courtyard. The living space is arranged in a large sweep of 80 square metres, centred around a masonry element which forms the bed, office and ends up facing the fireplace. The courtyard façade is glazed, with a fireplace at the centre. On the side walls are placed two large panels of dark cloth, behind which lie the storage and mini-bar. There are several niches, which form the sinks, bath, shower and dressing room, coated in white tadelakt, giving a sense of natural softness.



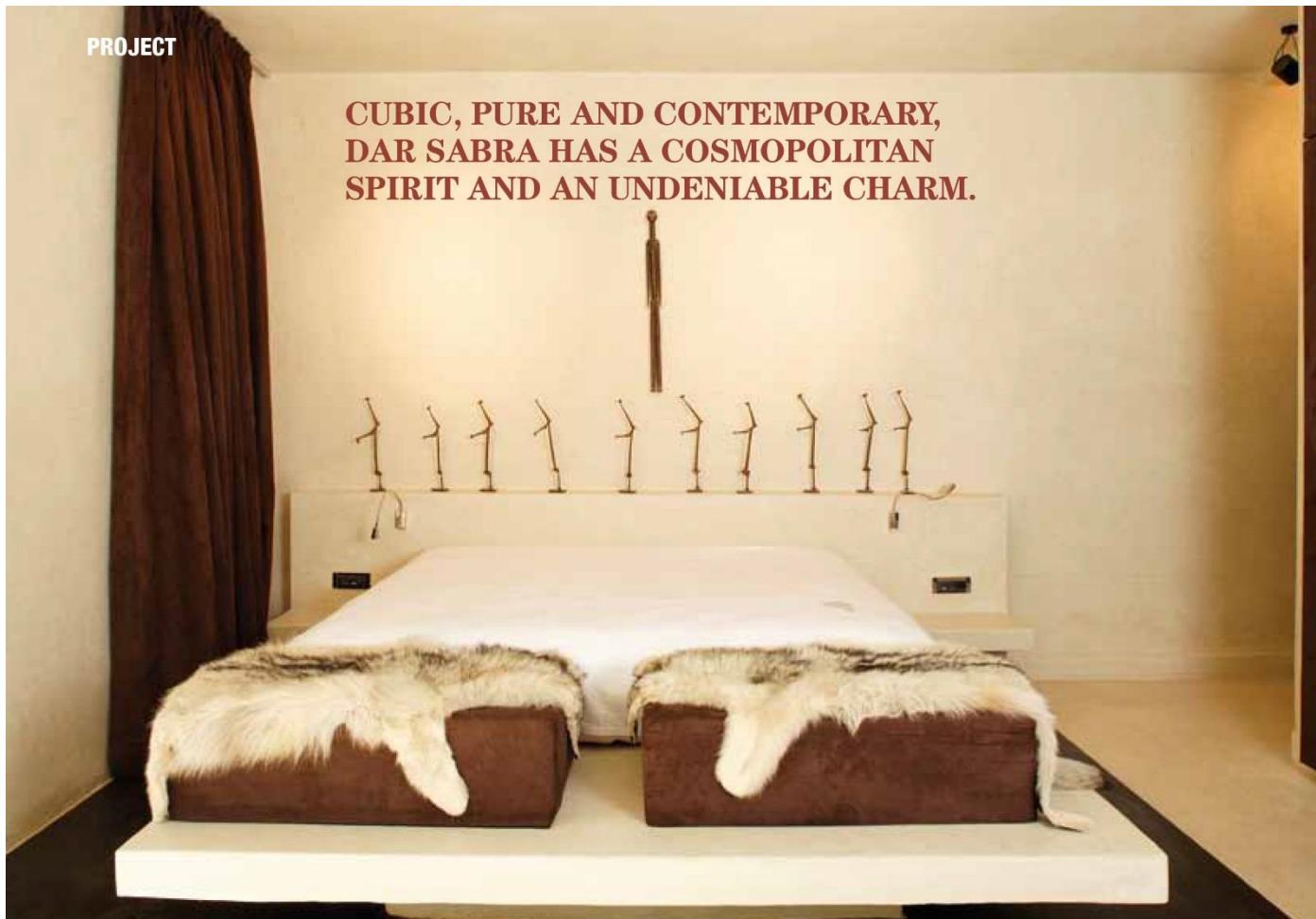
A visitor is in constant dialogue with the elements outside. The aim was to work with the artistic and aesthetic vision of the place, driven by owner François Chapoutot. The project had to complement his vision and give a new dimension to Dar Sabra.

THE DESIGN IS NOT EXTERNAL TO THE ENVIRONMENT, BUT EMANATES FROM THE REMODELLED TOPOGRAPHY.



CASAVIVA – INDE – 3/3**PROJECT**

**CUBIC, PURE AND CONTEMPORARY,
DAR SABRA HAS A COSMOPOLITAN
SPIRIT AND AN UNDENIABLE CHARM.**

**PRIVATE NICHES**

The pavilion, an independent two-room suite and living room, boasts a private garden with pool and is designed as an open space in continuity with its gardens on either side. It's bathed in external light. It's this constant contact with nature, which moves the project's visual limits beyond the constructed space.

The gym is located on the garden level, while the spa treatment rooms, indoor pool and Turkish baths are distributed on both sides of a double-height entrance, lit by overhead glazing. The bar is set next to the main pool. The floating roof keeps it from being a confined space, thanks to the absence of walls. The artwork involves the visitor and makes him a part of the surroundings.



The suites are designed as a single composition, which contain elements of the large pool and create a new perspective from the terraces of the existing house. Guests can enjoy Moroccan hospitality around the elegant patio, in the library or large lounges.

AW²

MAI 2015

ADELTO – UK – ONLINE

adelto

PROPERTY / TRAVEL / KITCHEN / PROFESSIONALS / FURNITURE

Love Interior Design & Exotic Travel? Follow us..

Enter your email address here to get free updates

Subscribe

[Submit](#) [Pin It](#) [Tweet](#) [8](#) [G+1](#) Recommend this on Google

PATEK PHILIPPE LONDON FLAGSHIP STORE BY AW2



Paris-based international architectural practice AW² has designed the Patek Philippe project. Completed in 2015, the new flagship store for master Swiss watchmaker Patek Philippe is located in New Bond Street, London, England.

In 2013, AW2 was asked to design the new store for Patek Philippe in London. The project implied that the brand would extend its premises from the original 80 sqm to 420 sqm. It took just under 18 months to design and to complete the works, and the long awaited new shop opened earlier this year to the public.



The design at the new Patek Philippe store was developed as a contemporary interpretation of the Art Deco style. Each element of the design reinvents codes of the original style into today's world.



The designers picked all materials carefully to form a subtle range of natural colours from light beige to dark bronze. The colours are used to create a warm, delicate feel with a subdued sense of luxury and to set off the furniture and all the decorative elements specially developed for Patek Philippe.

AW²

ADELTO – UK – ONLINE



The cream and coffee coloured stones used for the floor are echo with the alabaster and bronze chandeliers on the ceilings, or the lamps on the sales tables. These lights were designed by Redo Amatou especially for Patek Philippe. The chandelier is a composition of alabaster cubes in various sizes, suspended from a bronze frame. The main piece, a 2.6m square chandelier, sits at the centre of the salon, over the square display table. It diffuses light through the translucent alabaster, giving out a soft warm light and showing off the stone's delicate patterns.



Behind the circular staircase that leads you to the service centre, the alabaster has been used again as a assembly of panels, with bronze frames forming a giant, 6m tall, patterned wall of soft stone and light. It sits in front of the sweeping staircase, with its curved glass handrails inlaid in fabric. The same glass is used around the stairwell.



Great care was taken by the designers when selecting Artwork and decoration pieces, with contemporary pieces acquired, such as the wood carved painting in the VIP sales area. Hanging above the reception desk a unique glass bas-relief was commissioned.



ADELTO – UK – ONLINE



According to AW²: "Not only did we develop the above pieces, but also the freestanding screen in bronze and engraved, gold leaf, privacy screen. As well as the hand made Persian rugs, the Sycamore, leather and brass tables, the display cabinets, the mirrors... Every detail, at the Patek Philippe Salon London, has been carefully designed and every piece carefully chosen to form this bespoke environment."



Images courtesy of AW²

ARCHI-LIVING – CROATIE – ONLINE

Archi-living.com
Web portal by architects and designers

PRODUCTS & MATERIALS LIVING & DINING ROOM KITCHEN BEDROOM & KIDS ROOM BATHROOM & SPA CONTRACT FURNITURE GARDEN ARCHI-WORLD ECO DESIGN NEWS ARTICLES – PHOTO GALLERIES

'LES LODGES', WINNER OF THE 2015 PYRAMIDES D'ARGENT



AW² Press May 20, 2015 Eco Design

'Les Lodges' is a project conceived by AW² for Bouygues Immobilier in Chanteloup-en-Brie (Seine-et-Marne). It was the recipient of the 2015 Pyramide d'Argent award in the category of the Innovation Award by the Fédération des promoteurs immobiliers (FPI) of the Ile-de-France region, in the presence of the two presidents of the jury, Patrick Devedjian, President of the General Council of Hauts-de-Seine, and the architect Michel Macary.

The Local Planning and Development Authority for Marne-la-Vallée, Epamarne, the municipality of Chanteloup-en-Brie (Seine-et-Marne) and Bouygues Immobilier have mobilized in favor of sustainable construction and innovative design of the city and its lodgings. With the aim to contribute very concretely to the evolution of construction practices and research in this area, they decided to embark on a trial building program.

The Lodges are a response to a major challenge: to achieve sustainable homes, created with energy performance in mind, that are able to integrate seamlessly into the landscape of the town and be of their time, whilst also able to project themselves into the future.



The originality of the project is the architectural design of the houses which allows them to be scalable. The houses can be enlarged with the addition of wooden prefabricated modules: a house with 3 rooms and can expand to 4, 5 or 6 rooms. These houses have been marketed with the possibility for each buyer to retain the option of 3, 4, 5 or 6 rooms. All homes can theoretically become 6 rooms without changing the land surface. It takes three to four months of work to create additional rooms on the house.

Scalability is above all a way to settle perennally in a town, a neighborhood, a place that appropriates. It responds to not only the growth of a family, but also the modification of a family, sometimes blended. Beyond the interest that an evolutionary home may present to buyers, it's about creating density in an operation of individual houses.

Indeed, as opposed to townhouses that are more fuel efficient in terms of land use, individual houses generate low-density urban areas. Anticipating the possibility of increasing the density without modifying the tax base is a possible answer to the question of the mineralisation of the land.

Finally, scalability allows municipalities to better anticipate future needs for public facilities, and perpetuates a population under very favorable conditions.

ARCHI-LIVING – CROATIE – ONLINE

Archi-living.com
Web portal by architects and designers

PRODUCTS & MATERIALS LIVING & DINING ROOM KITCHEN BEDROOM & KIDS ROOM BATHROOM & SPA CONTRACT FURNITURE GARDEN ARCHI-WORLD ECO DESIGN NEWS ARTICLES – PHOTO GALLERIES



The air heating system participates in the simplicity of scalable housing; if the owner wishes to enlarge his house, he can do so without having to add an additional heating circuit in the ventilation system which will still provide heat to the added part.

To limit the environmental impact concerning the choice of materials, the house was designed using bio-source materials such as hemp wool as insulation in the timber frame and cover. The exterior woodwork and wood cladding (Douglas) are solid wood treated with a non-film glaze, and sport a European Ecolabel, which vouches for the sustainability of the facades.

The houses created are passive, that is to say, they were designed to be able to respond passively to their needs: natural light, warm in winter, cool in summer.

The operation endeavours to obtain the 'Passive Building / Passivhaus' energy performance label. Today, this label represents the highest level of economically feasible energy efficiency in Europe.

The winners of the Pyramides d'Argent will be candidates before the national jury of the Pyramides d'Or, to be awarded June 24, 2015, in Bordeaux, at the 45th Congress of the FPI de France.



ABOUT AW²

AW² is an international architecture and interior design office run by Réda Amalou and Stéphanie Ledoux. Both partners take active roles in the design process and are personally involved in all the projects that the firm produces. AW² has worked in 25 different countries and develops new projects across the world every year. The company has developed a strong experience in high-end projects. Hotel projects and interiors are an important part of the work produced by the company. AW² won the mipim award for best hotel and was nominated twice at the AFEX (French architects overseas) Grand Prix d'Architecture in France.

AW² KEY REFERENCES

- The Nam Hai, Hoi An, Vietnam, 24 000 sqm
- Dar Sabra, Marrakech, Morocco, 1 500 sqm
- Six Senses Con Dao, Vietnam, 26 000 sqm
- Phum Baitang, Siemreap, Cambodia, 9 000 sqm
- Ani Villas Sri Lanka, Dikwella, Sri Lanka, 1 200 sqm

Photo Gallery: 'LES LODGES', WINNER OF THE 2015 PYRAMIDES D'ARGENT



AW²

JUIN 2015

AW²

ELLE DECORATION – INDONESIE - COUV

INDONESIA

ELLE DECORATION®

HUNIAN
PENUH
GAYA

BANDUNG
SAN MATEO
MELBOURNE
SANTA FE

LIPUTAN
SALONE
DEL MOBILE
DI MILAN

19+
FLOOR
TO WALL
COVERAGES

TIMELESS
INTERPRETATION
OF DRAMATIC
PRODUCTS

TRAVEL
MUSIMINI
DARI VATICAN
KE PUENTO
DEL ESTE

*All Things
New*
Our Wishlist of The Season

TENAGA MEDIA
ISSN 2086-5120
9 772086 512029
NO.34 NEW THINGS 2015 | RP 48.000





HOTSPOT

ITALY

Norm Architects mengawinkan kekhasan aliran Scandina-vian dengan suasana pesisir Italia untuk interior restoran Italy. Dominasi kuning lembut dan warna biru *azure* berpadu harmonis pada rangkaian kursi dan meja kayu, menghasilkan atmosfer hangat dan intim. *Kopenhagen, Denmark.*



SHANGRI-LA HOTEL, QINHUANGDAO

Shangri-La mengekspansi sebuah kota mungil di pesisir pantai Cina sebagai rumah baru untuk properti mewahnya. Terletak di sebuah distrik bermilai historis tinggi, hotel ini ini mengapresiasi keindahan bunga *plum blossom* lewat dekorasinya. *Hebei, Cina.*



WHITNEY MUSEUM OF AMERICAN ART

Sebuah gedung baru yang diperuntukkan sebagai laboratorium bagi para seniman baru saja dibuka. Pemegang Piala Pulitzer Prize, Renzo Piano, memberikan karakter desain yang kuat lewat struktur bangunan asimetris. *New York, Amerika.*



PATEK PHILIPPE SALONS

Gaya *art deco* modern menjadi inspirasi utama dari penataan butik jam mewah Patek Philippe yang terbaru. Lewat tangan dingin tim AW, tatanan natural sekaligus mewah diwakili lewat kombinasi warna palet coklat. *London, Inggris.*

RIDE

Spot terkini di Jakarta ini adalah sebuah butik berkonsep *indoor cycling* pertama di Indonesia. Gita Sjahrir, sang pemilik, mengusung konsep destinasi memancing adrenalin dengan desain unik Santi Alayasis dan Hampshire Tedia dari Domusilium Studio. *Fairgrounds, SCBD, Jakarta, www.ridejkt.com.*



AW²

JUILLET 2015

BILLIONAIRE – SINGAPOUR - INSTAGRAM

Instagram Rechercher alexandrapublicrelations



PERSPECTIVE – HONG KONG – ONLINE

AW2 PRONOUNCED WINNER OF THE 2015 PYRAMIDES D'ARGENT

by Sophie Cullen on Jul 9, 2015 in [Architecture](#) 3 0 0



Paris-based architecture firm AW2 have recently won the prestigious Pyramides d'Argent for their project *Les Lodges*

Awarded in the category of Innovation by the Fédération des promoteurs immobiliers (FPI), *Les Lodges* was a response to creating sustainable homes for the region of Chanteloup-en-Brie (Seine-et-Marne). The Local Planning and Development Authority for Marne-la-Vallée, Epamarne, the municipality of Chanteloup-en-Brie, stated that they want construction in the area to reflect innovative design and to be energy conscious, in a bid to create homes that sit well within the natural surroundings of the region.



The lodges are completely scalable, meaning that the houses can be enlarged with the addition of wooden prefabricated modules. Growing families can effectively be catered for with growing houses, with additional work only taking a few months to complete. They were designed using bio-source materials such as hemp wool as insulation in the timber frame and covering, so as to limit environmental impact. The exterior wood cladding and woodwork are solid wood that is treated with a non-film glaze. The lodges endeavour to obtain the Passive Building energy label, representing the highest level of energy efficiency.

AW²

SZ FURNITURE DESIGN – CHINE – COUV

07 2015年第07期
7月5日出刊
总第141期
本期182版

私享Dior
色彩正能量
Glen Meikle的
“福禄寿喜财”
GioPagani:
设计的革新之路

ISSN 1996-5311
9 771996 531007
11

扫我
扫描二维码关注我们
深圳市家具行业协会传播中心

AW²

SZ FURNITURE DESIGN – CHINE – 1/4



家空间
HOME

AW²: 视界所向

编辑 / 陈静卉



SZ FURNITURE DESIGN – CHINE – 2/4

深圳家具·设计

WWW.SZFA.COM



HOME
家空间



少即是多。在世界狂热的发展状态下，富饶、复杂，从未有过的膨胀感致使出一种晕眩、渺茫。此时，正需要极致的“减法”装饰入注一股清泉醒爽。在强烈地抗衡下，这种极简的设计体系倾壮成长，宁静的美学文化形式不可挡地冲击力。法国室内建筑事务所AW²在摩洛哥南部马拉喀什设计的高端精品酒店应世而生，传递这种“极简”的温雅气息。

作为一间国际化室内建筑设计事务所，AW²有上百个设计项目遍布全球25个国家，并在越南胡志明驻有办事处。AW²的设计师Reda Amalou 和Stephanie Ledoux同是法国国籍，并修读建筑设计专业，两人一同合作超过15年。这次改建位于摩洛哥的豪华别墅型酒店，将7间套房改造成15间套房和一座独栋别墅。方正，纯粹，这种当代艺术的建筑形式，在当地文化的原生态审美影响下，组建出最美的空间艺术。现在，整体项目包括17间房，一间餐厅、休息室、酒吧、水疗室和运动室，3个游泳池以及一座优美的雕塑花园，打造成非同一般的奢华精品酒店。

SZ FURNITURE DESIGN – CHINE – 3/4



WWW.SZFA.COM

家空间
HOME

专访AW²创始人Reda Amalou 和Stephanie Ledoux

《深圳家具·设计》：酒店项目的设计构思来源哪里？

AW²: 在摩洛哥，地域特色丰富饱满，这次的项目设计响应着当代文化，穿插了当地的传统特色。与此同时，居住空间敞开宽广也注重客户隐私，开放与私密同时兼顾，并适应当地气温。房间有很高的天窗，住户可以轻易享受傍晚的夕阳，这些细节有助于客户体验最好的享受。在这个项目中，有个非常大型漂亮的花园，绿化与水池的设计也是一种非凡的享受。这种花园与套房的设计，形成传统与现代的对立性，别具一格，非常符合当下现代人审美需求。

《深圳家具·设计》：项目客户有什么要求？

AW²: 该酒店持有人是FRANCOIS CHAPOUTEAU，他非常喜欢建筑，并喜好当代艺术。在本次项目中，也采用了他的收藏。而在设计中，最重要的是为酒店的使用者留下强烈的享用体验，因此，设计不止是建筑本身，也要考虑使用者的习性。

《深圳家具·设计》：为什么采用极简的设计语言？

AW²: 我们将当代思潮与摩洛哥建筑相容一体，所有的材料与装饰反映着当地习俗，整体布局与空间却是当代形式，适合现代人的审美与习性。



SZ FURNITURE DESIGN – CHINE – 4/4

深圳家具·设计

WWW.SZFA.COM



家
空
间
H
O
M
E



《深圳家具·设计》：项目设计最大特色是什么？

AW²: 室内与建筑的设计都以Tadelakt作为主要材料，这是也是体量造型的表达方式。我认为建筑与空间可以只用一种材料去完成。同时，我们邀请了来自葡萄牙的EERO大型陶瓷艺术家为室外花园定制雕塑。大多数的雕塑都是为了本次项目专门定制的，而在酒店最后面的墙面上30m长的标签画室是现场完成的，由美国艺术视觉家创作，名为“SEEN”。而室内有不少是定制设计，比如套房和餐厅内的吊灯。

AW²近期奖项：

- Luxury Travel (Australia), fifth best overseas resort, 2014 Gold List Awards, The Nam Hai, Hoi An, Vietnam

- ADEME, ‘bâtiment exceptionnel d’Île-de-France’, Les Lodges: 35 innovative Passive houses

- Fimbacte festival 2014, Silver trophy for Les Lodges, innovative Passive houses Nominated at the AFEX (French Architects overseas) Grand Prix d’Architecture 2014: French School of Amman, Jordan

- National Geographic Travelers, June July 2013, World’s Best Ecolodge, Six Senses Con Dao, Vietnam

- MIPIM Awards 2012, ‘Best Hotel & Tourism Resort’, Six Senses Con Dao, Vietnam

AW²

AOUT 2015

DESCROLL – INDE – ONLINE



About & Contact Submit an Article Advertise with us

[Descroll](#) / [Arc1](#) / Les Lodges by AW²

Les Lodges by AW²

August 12, 2015



'Les Lodges' is a project conceived by AW² for Bouygues Immobilier in Chanteloup-en-Brie (Seine-et-Marne).

It was the recipient of the 2015 Pyramide d'Argent award in the category of the Innovation Award by the Fédération des promoteurs immobiliers (FPI) of the Ile-de-France region, in the presence of the two presidents of the jury, Patrick Devedjian, President of the General Council of Hauts-de-Seine, and the architect Michel Macary. The Local Planning and Development Authority for Marne-la-Vallée, Epamarne, the municipality of Chanteloup-en-Brie (Seine-et-Marne) and Bouygues Immobilier have mobilized in favor of sustainable construction and innovative design of the city and its lodgings. With the aim to contribute very concretely to the evolution of construction practices and research in this area, they decided to embark on a trial building program.



The Lodges are a response to a major challenge: to achieve sustainable homes, created with energy performance in mind, that are able to integrate seamlessly into the landscape of the town and be of their time, whilst also able to project themselves into the future. The originality of the project is the architectural design of the houses which allows them to be scalable. The houses can be enlarged with the addition of wooden prefabricated modules: a house with 3 rooms and can expand to 4, 5 or 6 rooms. These houses have been marketed with the possibility for each buyer to retain the option of 3, 4, 5 or 6 rooms. All homes can theoretically become 6 rooms without changing the land surface. It takes three to four months of work to create additional rooms on the house.



Scalability is above all a way to settle perennially in a town, a neighborhood, a place that appropriates. It responds to not only the growth of a family, but also the modification of a family, sometimes blended. Beyond the interest that an evolutionary home may present to buyers, it's about creating density in an operation of individual houses. Indeed, as opposed to townhouses that are more fuel efficient in terms of land use, individual houses generate low-density urban areas. Anticipating the possibility of increasing the density without modifying the tax base is a possible answer to the question of the mineralisation of the land. Finally, scalability allows municipalities to better anticipate future needs for public facilities, and perpetuates a population under very favorable conditions.



Label d'un modèle préfabriqué ou modulable
GO-HOMES DES THIOLLOGES

The air heating system participates in the simplicity of scalable housing: if the owner wishes to enlarge his house, he can do so without having to add an additional heating circuit in the ventilation system which will still provide heat to the added part. To limit the environmental impact concerning the choice of materials, the house was designed using bio-source materials such as hemp wool as insulation in the timber frame and cover. The exterior woodwork and wood cladding (Douglas) are solid wood treated with a non-film glaze, and sport a European Ecolabel, which vouches for the sustainability of the facades. The houses created are passive, that is to say, they were designed to be able to respond passively to their needs: natural light, warm in winter, cool in summer. The operation endeavours to obtain the 'Passive Building / Passivhaus' energy performance label. Today, this label represents the highest level of economically feasible energy efficiency in Europe. The winners of the Pyramides d'Argent will be candidates before the national jury of the Pyramides d'Or, to be awarded June 24, 2015, in Bordeaux, at the 45th Congress of the FPI de France.



AW²

RESIDENCES DECORATION – FRANCE - COUVERTURE

RESIDENCES DECORATION

LE MAGAZINE
déco design

ARCHITECTURE SPECTACLE

DES CRÉATIONS QUI DÉFIENT L'IMAGINATION

CHAMBRES HAUTE COUTURE

MALDIVES LA PARESSE GRAND LUXE

AUTOS LE DESIGN ROULE DES MÉCANIQUES

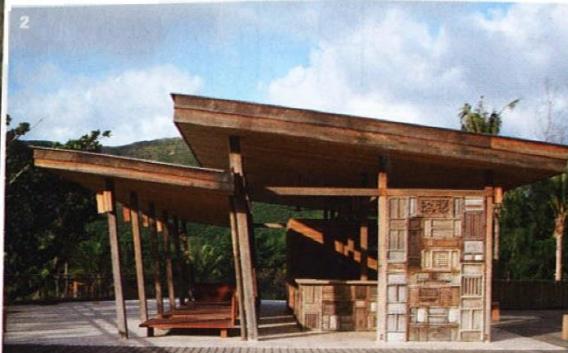


L 14827 - 125 - F. 5,00 € - RD



RESIDENCES DECORATION – FRANCE – 1/1

ARCHITECTURE



(1) Le projet trouve place sur une langue de sable, entre la mangrove et la beauté virginal de la plage.

(2) Les architectes ont fait le choix de modules en bois à assembler et livrés par barge pour diminuer l'impact du chantier sur le site. (3) Les toitures en bois émergent comme des écailles entre la canopée et la mer.

(4) Reda Amalou et Stéphanie Ledoux.

“Un projet unique hors du temps”

AW2

L'esprit éco-resort

Le projet ?

Le Six Senses Con Dao est hors normes (www.six-senses.com/ConDao). L'île de Con Dao au Vietnam est une réserve naturelle où la végétation luxuriante entre en contact avec la mer, le long d'une côte escarpée et jusque-là quasiment intouchée. Cette île n'est autre que l'île de Poulo Condor, rendue tristement célèbre par la présence d'un pénitencier destiné aux prisonniers politiques, à l'époque de la colonisation française. Ces deux aspects en font un lieu totalement exceptionnel, situé à seulement une heure de vol de la capitale Ho Chi Minh Ville. Sur l'île, un seul terrain a été identifié comme pouvant accueillir un projet hôtelier : il s'agissait d'une mince bande de sable de 20 hectares située sur la face sud-est de l'île. Le paysage foisonnant et la vue sur la baie nous ont immédiatement séduits et faits réfléchir sur la manière d'inter-

venir dans un lieu si fragile, sans en faire disparaître l'essence, la beauté naturelle.

Le challenge ?

Construire sur une île constitue un enjeu de taille. Le chantier du Six Senses Con Dao aura duré quatre ans... Après avoir subi la crise financière, il a ensuite été exposé à l'inflation et aux intempéries qui rendaient l'accès à l'île assez incertain. Enfin, en décembre 2010, l'hôtel a ouvert ses portes aux premiers visiteurs, curieux de découvrir cette île jusque-là peu connue des voyageurs. Il faut noter aussi que ce projet qui est le tout premier éco-resort d'Asie certifié « Greenglobe » en conception et construction, se distingue comme étant un exemple d'insertion dans un site fragile à préserver (www.aw2.com/fr/) !



OCTOBRE 2015



El lujo SERENO

El camboyano y recién estrenado hotel Phum Baitang es un cinco estrellas que ofrece un concepto diferente del lujo: materiales locales y naturales, y la tranquilidad de alojarse entre campos de arroz.

POR CAROLINA G. MIRANDA FOTOS ALEX TEUSCHER

19-10-2015 Tags: Hoteles, Interiorismo

Un nuevo cinco estrellas acaba de abrir sus puertas en Camboya. Pero no es un resort de pulserita. Ni quiere contribuir al turismo masivo (esa plaga de langostas que todo lo devora), sino a uno respetuoso. **Phum Baitang** quiere ofrecernos una experiencia auténticamente camboyana, y de hecho, lo primero que llama la atención al asomarnos a su terreno son las tierras y el verdor que lo rodean y la sensación de privacidad. De tranquilidad. Y de verdad. Son apenas una cuarentena de suites, ideadas para "desaparecer dentro de exuberantes jardines, que luego se abren en el centro de la localidad, y dan paso a un paisaje tradicional de campos de arroz", explica Reda Amalou, su arquitecto, de **AW2 architecture & Interiors**.



El alojamiento y las zonas comunes de Phum Baitang se organizan, como decimos, alrededor de esos bellísimos campos, que nos permiten ver en perspectiva, miremos donde miremos. **Phum Baitang** significa literalmente 'el pueblo' en jemer, y toda la arquitectura del lugar quiere honrar las construcciones y materiales originales. "El alojamiento se ha planteado del modo rural camboyano, con una estructura sobre pilotes. La arquitectura es una reminiscencia de las casas tradicionales que se encuentran comúnmente en el campo camboyano. Las habitaciones se organizan como un único espacio con techos en punta y grandes puertas que se abren y nos comunican con el paisaje", comenta Reda Amalou.



La piedra, la madera, la caña, son los materiales principales, y siempre en tonalidades de beige, grises y marrones, que quieren crear "una sensación interior de suavidad y descanso". Las típicas persianas móviles o el ritmo vertical u horizontal del revestimiento de madera exterior de las cabañas son otra de las referencias a la arquitectura local. "Así se le da al hotel un sentido de pertenencia y una forma de atemporalidad en el diseño", apunta Reda Amalou.



"También diseñamos elementos específicos para los interiores, como el escritorio o la cabecera de la cama, que se compone de antiguas puertas y persianas. Esto hace referencia directa a la cultura local, al tiempo que los objetos hablan de una nueva vida. Elementos más pequeños como los tiradores de las puertas y los armarios, en bronce sólido, fueron diseñados y fabricados específicamente para el proyecto", explica.

Las zonas comunes se hallan en ambos extremos del paisaje central de campos de arroz. Y uno de los secretos mejor guardados del lugar es su spa: escondido entre la maleza, es el único lugar donde la arquitectura de los templos de Angkor Wat se ha utilizado como referencia.

"En general, se ha tratado de conseguir un hotel de lujo discreto. Un lugar donde estés suavemente inmerso en la cultura local, pero que nunca resulte demasiado abrumador, en una nueva definición del lujo", explica el arquitecto.

AW²

PARADISE – AUTRICHE - COUV

paradise[®]

Die Welt mit anderen Augen sehen.

3/2015



a€ 4,90 d€ 5,30 sfr 8,50
4 190406 805302 03

PARADISE – AUTRICHE – 1/3



PARADISE – AUTRICHE – 2/3

Phum Baitang (KH)

LUXUS-RESORT MIT UNDERSTATEMENT

Die Tempelanlage von Angkor gehört zum UNESCO-Welterbe und ist der touristische Hotspot in Kambodscha. Was bisher dort fehlte, war eine dem faszinierenden Ort angemessene Unterkunft. Mit dem 5-Sterne-Resort Phum Baitang wurde dieser Mangel nun behoben.

Maison Zannier Fotos

Arnaud Zannier reiste auch in der Vergangenheit oft nach Kambodscha, denn die Stiftung seiner Familie finanziert in diesem Land zwei Waisenhäuser. Zannier bemerkte den schnell wachsenden Tourismus, aber auch das Fehlen eines High-End Resorts und entschloss sich, in Siem Reap ein entsprechendes Hotel zu eröffnen. „Mit diesem Resort wollen wir es schaffen, dass die Gäste eine Woche lang hier bleiben. Derzeit sehen die Touren der Veranstalter zwei bis drei Nächte in Siem Reap vor, was eine Schande ist, denn die Region und die Kultur in Kambodscha haben so viel mehr zu bieten“, sagt Arnaud Zannier zu seinen Zielen. Der Sohn von Roger Zannier (Groupe Zannier) ist die treibende Kraft hinter den Hotelprojekten des Unternehmens. 2011 wurde in Megève (Frankreich) das erste Hotel der Marke Zannier eröffnet.

Die traditionelle Stelzenarchitektur des ländlichen Kambodschas war Vorbild für die Villen des Phum Baitang (o.).

Stilvolles Badezimmer: kambodschanisches Holz, typischer Bambusfensterrahmen, frei stehende Badewanne im Design von Zannier (u.l.).

Nach Maß gefertigtes Kopfteil aus verschiedenen authentischen Fensterläden. Design: Zannier (u.r.).

Das neue Resort in Kambodscha ist das zweite Projekt und im Jahr 2017 soll das dritte Hotel im Golf von Saint-Tropez seinen Betrieb aufnehmen.

Das Motto „Einfachheit ist die höchste Stufe der Vollendung“, ein Satz von Leonardo da Vinci, fasst die Vision und Philosophie von Arnaud Zannier gut zusammen. Beim Resort Phum Baitang zeigt sich dieser Anspruch in der Architektur der 45 Villen, die auf einem acht Hektar großen Areal platziert wurden und die sich den traditionellen, ländlichen Baustil zum Vorbild nehmen. Zannier: „Wir wollten eine authentische, kambodschanische Atmosphäre kreieren. Alle Villen sind von traditionellen, kambodschanischen Häusern auf Stelzen und den mit Reisstroh gedeckten Dächern inspiriert. Die Cigar & Cocktail Lounge ist ein altes kambodschanisches Bauernhaus, die Villen sind von Reisfeldern umgeben, die MitarbeiterInnen tragen traditionelle Kleidung und fahren Tuk-Tuks.“ Für die professionelle Umsetzung des Projekts war während der gesamten

Bauzeit ein Teammitglied von Zannier vor Ort.

Die Zusammenarbeit mit Reda Amalou von AW², der in Bezug auf die Gestaltung von Luxushotels eine sehr lange Liste von außergewöhnlichen Referenzprojekten vorweisen kann, hat dem Phum Baitang sichtlich gut getan. „Die architektonischen Elemente, die wir verwendet haben, finden alle ihre Vorbilder in der lokalen Architektur. Die Fensterläden, der vertikale und horizontale Rhythmus der Holzverkleidung sind Referenzen auf die Khmerkultur. Durch diese Art von zeitlosem Design integriert sich das Hotel gut in die Umgebung“, meint Amalou. Zum Design der einzeln stehenden Pavillons sagt der Architekt: „Die Zimmer sind als Einzelräume mit hohen Decken gestaltet. Große Glastüren ermöglichen einen guten Blick auf die großzügigen Wohnterrassen oder Pools, was einen starken, direkten Kontakt zur Landschaft herstellt. Der Hauptraum öffnet sich hin zu einem großen Badezimmer mit Blick auf den Garten. Die verwendeten Materialien – Holz, Baumwolle oder Stein – werden sehr dezent eingesetzt, mit bevorzugt natürlichen Texturen und

PARADISE – AUTRICHE – 3/3



Villa mit Privatpool.

Farben. Beige, graue und braune Farbtöne sorgen für eine gedämpfte Atmosphäre im Interieur.“ Es wurden ganz spezifische, neue Elemente und Möbel für die Inneneinrichtung angefertigt. So etwa die Schreibtische oder die Kopfteile der Betten, für die alte Türen und Fenstergläden zu großen Platten neu kombiniert wurden. Traditionelle Elemente auf neue Art zu verwenden, haucht den Dingen neues Leben ein und vermittelt gleichzeitig die lokale Kultur. Kleinere Teile wie Türschnallen oder Schrankdrücker aus Bronze wurden eigens für dieses Projekt designet und hergestellt. Die öffentlichen Bereiche wurden an beiden Enden der zentralen Reisfeldlandschaft auf der ostwestlichen Richtungsachse angelegt. Die Rezeption, die Bar und das Hauptrestaurant sind alle an einer Seite angeordnet mit Blick auf die Felder. Die Barterrassen und privaten Speiseräumlichkeiten wenden sich dem Poolbereich zu. Der Pool selbst ist so gestaltet, dass er als Teil der abgestuften Landschaft

wahrgenommen wird. Auch hier werden nur natürliche Materialien verwendet wie etwa Dächer aus Palmzweigen und Holzschindeln, die durch ihre Farbe mit der umgebenden Landschaft verschmelzen. Die Pavillons sind offen, um den Kontakt zur Flora und die Nähe zu den Gärten zu intensivieren.

Im Phum Baitang („Das Dorf“ in Khmer-Sprache) gibt es zwei Restaurants, eines mit lokaler Küche, wobei der Reis direkt aus den umliegenden Feldern stammt, und eines mit internationaler Küche, dessen kulinarische Palette von frischen Meeresfrüchten bis zum feinen Steak reicht. Die Cocktailbar befindet sich in einem 100 Jahre alten, authentischen kambodschanischen Haus und im Wellnessbereich mit sieben Behandlungsräumen, Sauna, Dampfbad sowie Entspannungszone gibt es auch einen Yoga-Pavillon. Ein voll ausgestatteter Fitnessraum und ein großer 50-Meter-Outdoor-Pool runden das Angebot ab. Obwohl es in diesem Resort an nichts

fehlt, wie es für ein Hotel dieser Kategorie üblich ist, strebt Arnaud Zannier nach einer neuen Form von hochqualitativer Unterbringung, die sich deutlich von üblichen Luxushotels unterscheiden soll. „Die meisten Hoteliers versuchen, ihre Gäste von der ersten Minute an, wenn sie das Hotel betreten, zu beeindrucken, und zwar mit einem großartig gestalteten Eingangsbereich. Sie wollen die Leute glauben machen, dass ihr F & B-Angebot das beste der Welt ist, weil sie einem mit 18 Michelin-Sternen ausgezeichneten Küchenchef haben. Oder, dass sich Luxus in einem 100-Quadratmeter-Badezimmer zeigt ... Zannier Hotels sind anders. Ich versuche unsere Gäste mit einer alternativen Art von Luxus zu beeindrucken, mit Emotionen. Unsere Hotels und Resorts sollen einzigartig sein, indem sie die örtliche Kultur, Geschichte und Geografie im Design und in der Arbeitsweise reflektieren“, sagt Zannier.

www.phumbaitang.com

p

AW²

STYLE UP YOUR LIFE – AUTRICHE – COUV

HERBST/WINTER 2015/16

SCHÖNER WOHNEN
ALLE INTERIOR TRENDS FÜR 2016

STYLE UP YOUR LIFE!

IM EXKLUSIV-INTERVIEW
KARIM RASHID • GIULIO CAPPELLINI

PLUS:
DESIGN-PFAD WIEN

WWW.STYLEUPYOURLIFE.AT

AW²

STYLE UP YOUR LIFE – AUTRICHE – 1/2



STYLE UP YOUR LIFE – AUTRICHE – 2/2

OASE

SAND, SONNE & STYLE. Der Unternehmer François Chapoutot hat sich mit Dar Sabra einen Traum inmitten der marokkanischen Wüste erfüllt.



Liebhaber zeitgenössischer Kunst und zeitgenössischen Designs werden sich in der Luxusvilla Dar Sabra zu Hause fühlen. Inmitten eines Palmenhains, umringt von Skulpturen des Eigentümers und Kunstsammlers François Chapoutot, liegt das mexikanisch angehauchte Haus des Architektenbüros AW². Bei der Gestaltung wurde besonderer Wert auf die traditionellen Grundsätze der marokkanischen Architektur gelegt. Das in diesem Projekt verwendete Hauptmaterial ist roter Zementputz, der auf der Außenseite des Gebäudes aufgetragen wurde. Auch der Innenbereich der Villa wurde so gestaltet, dass Ruheoasen und mehrere Ausgänge in den Park zum Verweilen oder Flucht vor der Mittagshitze einladen. Die Zimmer – alle in typisch marokkanischem Stil eingerichtet – verfügen über Oberlichter, die die Abendsonne einfangen. Eine ausgeklügelte Lichtinstallation setzt das luxuriöse Riad in den Nachtstunden in eine ganz besondere Szenerie: Wie eine grüne Spiegelfläche präsentiert sich dann der riesige Outdoorpool, der der Villa vorgelagert ist. www.aw2.com

Tipp: Mit FlyNiki direkt nach Marrakesch.

STYLE UP YOUR LIFE – AUTRICHE – ONLINE

STYLE UP YOUR LIFE!
DAS FASHION MAGAZIN



Gefällt mir 3680

Newsletter | We ❤ Casting | Elnett Styling Academy | VIP-Partycard

f i

MODE | BEAUTY | SHOPPING | LIVING | LOOKBOOK | MEN | PARTY PICS

Share

1001 NACHT: VILLA „DAR SABRA“ IN MAROKKO

6. OKTOBER 2015 ♥ LIKE

> <

OASE SAND, SONNE & STYLE. Der Unternehmer François Chapoutot hat sich mit „Dar Sabra“ einen Traum inmitten der Wüste von Marokko erfüllt.

Liebhaber zeitgenössischer Kunst und zeitgenössischen Designs werden sich in der Luxusvilla Dar Sabra zu Hause fühlen. Inmitten eines Palmenhains, umringt von Skulpturen des Eigentümers und Kunstsammlers François Chapoutot, liegt das mexikanisch angehauchte Haus des Architektenbüros AW². Bei der Gestaltung wurde besonderer Wert auf die traditionellen Grundsätze der marokkanischen Architektur gelegt.

Marokko-Design:

Das in diesem Projekt verwendete Hauptmaterial ist roter Zementputz, der auf der Außenseite des Gebäudes aufgetragen wurde. Auch der Innenbereich der Villa wurde so gestaltet, dass Ruheoasen und mehrere Ausgänge in den Park zum Verweilen oder Flucht vor der Mittagshitze in Marokko einladen. Die Zimmer – alle in typisch marokkanischem Stil eingerichtet – verfügen über Oberlichter, die die Abendsonne einfangen. Eine ausgeklügelte Lichtinstallation setzt das luxuriöse Riad in den Nachtstunden in eine ganz besondere Szenerie: Wie eine grüne Spiegelfläche präsentiert sich dann der riesige Outdoorpool, der der Villa vorgelagert ist.



Die Villa Dar Sabra in der Wüste von Marokko. Fotos: www.aw2.com, Daniel Moulinet



NOVEMBRE 2015

AW²

SLEEPER –UK – COUV

SLEEPER
GLOBAL HOTEL DESIGN

NOVEMBER | DECEMBER 2015



Soho Farmhouse

Soho House founder Nick Jones on the group's rural Oxfordshire resort

Phum Baitang

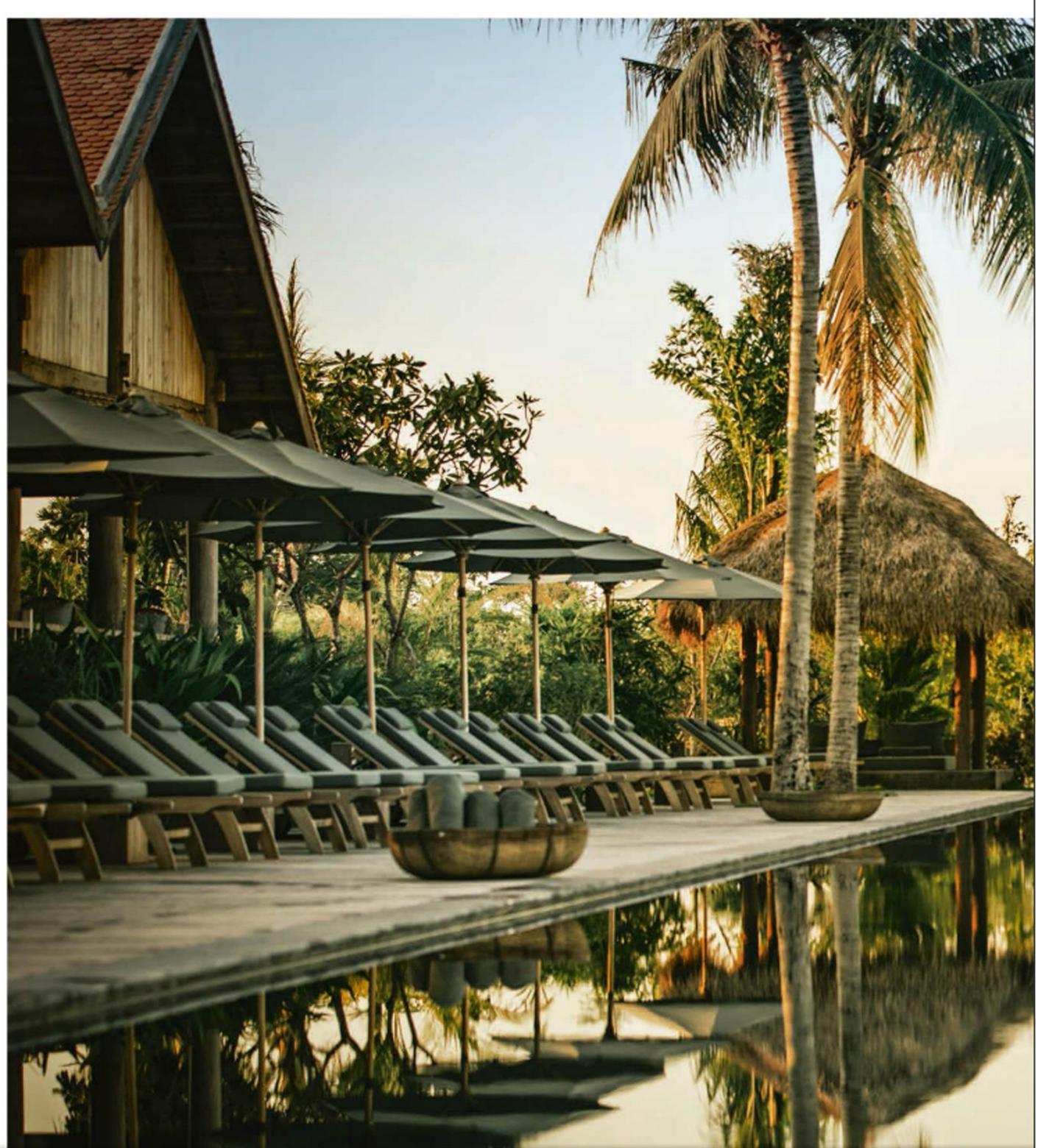
Zannier Hotels enters Cambodia with an authentic Khmer village in Siem Reap

The Old Clare

Unlisted Collection brings lifestyle hospitality and globally-renowned chefs to Sydney

AW²

SLEEPER –UK – 1/6



AW²

SLEEPER –UK – 2/6

HOTEL REVIEW

—

Phum Baitang

SIEM REAP

To evoke the atmosphere of a Cambodian village, AW2 has collaborated with Zannier Hotels, embedding a retreat into the natural landscape while interweaving interiors with artisanal finds.

Words: Neena Dhillon | Photography: Courtesy of Zannier Hotels

SLEEPER –UK – 3/6

HOTEL REVIEW



Dragonflies dance over an expansive vista of paddy fields and lemongrass terraces, providing a verdant backdrop to clusters of stilted homes and wooden pavilions. Such is the authenticity of the first luxury rural retreat to open in Siem Reap that it is easy to think Phum Baitang is the real thing – a Khmer village.

This guiding principle of authenticity is at the core of Arnaud Zannier's belief that 'simplicity is the ultimate sophistication'. Phum Baitang is the second property to open as part of his Zannier Hotels collection – the first, an intimate 12-suite hideaway in the French Alps began operations in 2011. Still, hospitality is a relatively new business activity for the Zannier family, whose entrepreneurial roots are embedded in textiles and fashion, with viticulture another growing concern. So why would a French national residing in Belgium choose Cambodia for his second hotel project? "My father and I have been coming to south-east Asia for years and we support two Cambodian orphanages through our foundation," explains Zannier. "Having acquired land here, we recognised the potential of Siem Reap as a fast-growing tourist destination. While there's so much history and culture within the temple complex of Angkor, we felt we could potentially introduce another dimension to the visitor experience by developing a resort where guests can absorb a genuine sense of the country, of the Cambodian lifestyle."

Sensitive to its rural surroundings on the outskirts of Siem

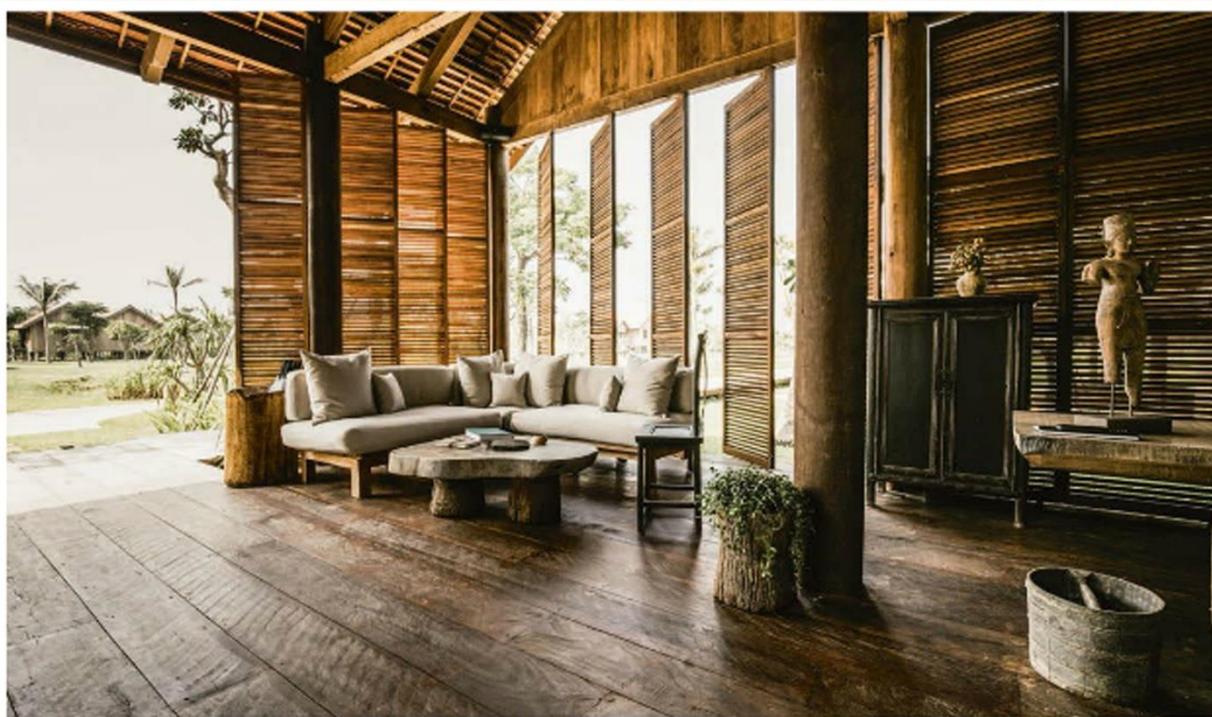
Reap, away from the town's hustle and bustle where other upscale properties are grouped, Phum Baitang is distinctive not least for the eight hectares of land it occupies. As part of his desire that the resort should be conducive to longer stays – typically, travellers drop into Siem Reap for two to three nights as part of a multi-location itinerary – Zannier knew he had to create a destination that would encourage cultural immersion while providing five-star comfort. He turned to Réda Amalou, partner and founder of Paris-based architecture and interior design practice AW2, to realise his concept of a green village set in the Cambodian countryside.

"Arnaud was looking for a firm with relevant experience, and we know Cambodia and the Indochina region well," Amalou says. "So, for us, it wasn't a case of discovering Khmer culture but more about defining what we wanted to use as a reference. Deep awareness of local traditions makes it easier to understand how the way of life and considerations such as climate have a strong influence on construction techniques."

This knowledge of the architectural vernacular informs the retreat's design from the masterplan to interiors. Arrival onto site through a landscaped tunnel of greenery gives little away until guests emerge from the lobby pavilion out to the central rice fields, punctuated with raised wooden pathways and illuminated by torchlight. Trees, planting and south-east Asian vegetation species have been largely

SLEEPER –UK – 4/6

HOTEL REVIEW



SLEEPER –UK – 5/6

HOTEL REVIEW



Above: The 45 villas, arranged as single-space houses and oriented to maximise both views and privacy, maintain references to Khmer culture with wooden shutters and criss-cross window panels. Inside, organic materials continue the natural aesthetic.

introduced as a textured garden layer springing up from the land. Organised at both ends of this organic landscape on a sunrise-sunset axis are the public areas. Designed as a series of pavilions notable for its sequence of pitched roofs, Bay Phsar restaurant and the Pool Bar spill out onto a 50-metre infinity pool – its ‘invisible’ wall allowing the water’s edge to merge with the stepped landscape beyond. On the other, the lobby pavilion is joined by Hang Bay restaurant and an atmospheric Cigar & Cocktail Lounge, housed in a century-old Cambodian farmhouse painstakingly moved and re-erected onsite – representing the only structure not custom-built for the resort.

Stilt construction and sloped roofs covered in thatch palm or timber shingles – common local features designed to cope with the high waters of the rainy season – characterise Phum Baitang’s public buildings. Accommodation clusters, arranged as single-space houses and oriented to maximise both views and privacy, maintain references to Khmer culture with wooden shutters and criss-cross window panels adding architectural interest. Yet AW2 has not been a slave to traditional techniques, especially when they have hindered environmentally sound practices. The design has also been balanced to avoid a pastiche. “We haven’t created copies of local ‘style’, rather reinterpreted elements into our own language and integrated them into a luxury resort environment,” Amalou points out. “References such as wooden cladding – incorporating doum chen timber for its

beautiful grey colour – give authenticity and meaning but they never try to be what they are not.”

A particularly successful aspect is the outdoor living space provided with each of the 45 spacious villas. Private pools lined in honed and tumbled granite characterise 20 of the villas while the others feature generous terraces as a connection to the external landscape. Generating space in all are the high-pitched ceilings under which substantial and organic materials have been simply treated to continue the natural aesthetic. There’s a hardwood known as koki used for the floors and selected handmade furniture; walls in places are covered with a tadelakt-type render; the weighty freestanding bathtub is crafted from natural stone with a cement finish; and even the basins are carved as units from local stone. Hues of ‘Zannier green’, earth red and beige retain the understatement of the accommodation, with most sofas and chairs custom-made, complemented by uniquely shaped petrified wood sidetables sourced from Indonesia. Bathroom lamps, meanwhile, nod to local fishermen’s nets. Adding the quirkiest touches, however, are the artefacts that have been accumulated by Zannier’s in-house team to elevate the interior design.

“We spent three years travelling around south-east Asia, including expeditions into villages, to collect three large containers of antiques, furniture, fittings and artisan-made accessories,” reveals Zannier. “In fact, we ended up sourcing from antique markets and shops around

SLEEPER –UK – 6/6

HOTEL REVIEW



Above: A hardwood known as kohi is used for the floors and selected handmade furniture while the freestanding bathtub is crafted from natural stone with a cement finish and basins are carved from local stone

the world, provided items were of the region. I led on this aspect of the interiors, at times seeking pieces to fit certain spaces, at others buying things on impulse I thought we could find a place for." In the villas, examples of his finds include old abacus as wall decorations and individual antiqued wood cabinetry. Bedheads, meanwhile, have been formed from discarded shutters, doors and panels. Elsewhere, in the resort's Cocktail Lounge, stunning calligraphy brushes adorn the walls, glassware and stone deities enliven a display cabinet, while black and white photography evokes modern Cambodia through the decades. There's a colonial vibe to the rattan wingback chairs and Oriental rugs here, alluding gently to a bygone era.

Around the resort, the secluded Spa Temple is the only place where a new architectural rhythm is added. "Angkor Wat, where stone buildings have merged with the landscape in a fantastic way, is what Siem Reap is famed for," explains Amalou of the UNESCO World Heritage site. "Early on, we decided we didn't want to use temple architecture as the leading concept for Phum Baitang because it was too obvious. But when it came to the spa – a temple for body

and mind – we felt it was right to call on local stone-carving artists to detail windows, doors and ceilings. Only as a touch, if you like, a single statement." Home to a monumental wooden trunk centrepiece on which natural ingredients are showcased, the main spa building is defined by intricate carvings, a bas-relief ceiling and found pieces such as antique stone bells. Leading to a complex of spa pavilions, landscaped with dense vegetation, it is a fitting tribute to Angkor and the role it has played in drawing visitors to Siem Reap.

Having positioned Phum Baitang as a culture-rich destination – and earned Design Hotels accreditation – the Zannier family is planning a third hotel, this time in the Phú Yên province of Vietnam. "We have a pristine stretch of beach on non-commercialised coastline and will again be attempting to deliver an authentic experience through design," says Zannier. "We know that travellers to Asia like to pair culture with beach relaxation so we'll be able to cater to both niches. But our ambitions aren't limited to Asia or the leisure sector. We're looking in Europe next and applying the Zannier philosophy to a city location."

EXPRESS CHECKOUT: 45 villas | 2 restaurants | 2 bars | Spa | www.phumbaitang.com
Owner: Arnaud Zannier | **Operator:** Zannier Hotels | **Architecture:** AW2 | **Concept Development & Interior Design:** AW2 in collaboration with Zannier Hotels
Landscape Architecture: Bill Grant

AW²

HOME DESIGN – TAIWAN – COUV

HOME DESIGN 設計玩家

www.imhome-design.com 一個玩設計·品生活的多媒體 NOV-DEC2015 No.6

Charming Paris

巴黎 藝術 · 時尚 · 設計之都
× 風格飯店 · 餐廳 · 店家

Cover Story

藝術時尚 La Tour Eiffel · Centre Georges-Pompidou · Dior · Louis Vuitton · Cartier
設計之都 Maison&Objet巴黎家飾展 · Floating Flower Garden · Mariage Frères by AW² ·
Tom Dixon · Dorothee Meilichzon · Ibride · SELETTI · normann · fatboy · Pols Potten
台灣設計 Fresh Taiwan台灣文創前進巴黎Cheng-Tsung Feng · Studio KANARI · Danzo Studio ·
ystudio · TreAsia · even · Eye Candle · Zishi · Kozy for Living · Singular Concept · HNH LIVING
風格飯店 The Chess Hotel · Hotel du Ministère · Idol Hotel Paris · Hotel La Demeure
特色餐廳 Brasserie Auteuil · Margherita · La Gare
個性店家 Merci · FLEUX' · Patrick Roger · Art Homes · Pouenat · Galerie Negropontes

NTS 728 RMB 560

ISBN 978-616-61515-0-1

HOME DESIGN – TAIWAN – 1/1

Focus 2

Mariage Frères by AW²



撰文Text | Celeste 攝影Photo | Edwina 圖片提供 Photo | AW²

此次在M&O巴黎家飾展7號展覽館內，可以看到一間以純白色系、空間簡約卻極吸引人目光的餐廳—“Mariage Frères Restaurant”，這是由法國建築設計事務所AW²以Precious的概念設計而成，藉以呼應大會主題。AW²主要將『寧靜』的空間氣氛做定調，天花板上有許多白色紙條暗喻著來自Mariage Frères的茶葉，以一種蘊含詩意的方式呈現，讓與會的人們能將自己的夢想記錄其上，象徵著美夢得以在天空上翱翔。自然是珍貴的，Mariage Frères的茶葉是珍貴的，夢想是珍貴的，設計師創造出一個現代化、極簡與平靜的宇宙空間，希望這樣的寧靜祥和能與大自然完成一次美好的互動與溝通，這樣的經驗，同樣，也是珍貴的。

AW²建築設計事務所是由Reda Amalou與Stephanie Ledoux兩位法國建築師所組成，Reda Amalou於1990年畢業於University of East London，在倫敦不同的建築事務所工作幾年之後，1997年在巴黎創立了AW²，以『創意設計』為領導，作為設計公司致力發展的方向。另一位建築師Stephanie Ledoux，在法國的Ecole Speciale d' Architecture與美國University of Wisconsin 完成學業之後，回到巴黎累積工作經驗，於2002年加入AW²，增添更多元的設計力量。AW²的設計哲學是採開放性設計過程，並非限制在制式的框架裡，對AW²來說，知道『如何蓋』比『蓋什麼』重要得多，因而發展出獨有的設計方法：先了解所要設計作品的本質並分析其現存的環境條件、定義策略與建立專案，如此一來，設計方向不僅清楚明瞭，更能發展出其特色。這也是AW²能接手許多國際專案之因，在15年中，所設計的作品遍及25個國家。



DESCROLL– INDE – ONLINE



[About & Contact](#) [Submit an Article](#) [Advertise with us](#)

[Descroll](#) > [Arci](#) > Phum Baitang by AW2 architecture & Interiors

Phum Baitang by AW2 architecture & Interiors

November 6, 2015

Phum Baitang - The first thing that strikes you when entering Phum Baitang, are the vast gardens and feeling of privacy and seclusion. The site was planned to accommodate 40 suites to disappear within lushly landscaped gardens, which then 'open up' at the heart of the resort, giving way to a traditional landscape of rice fields.

The accommodation and public areas are organised around the fields, opening vast perspectives from all sides. The meaning of 'Phum Baitang' (literally 'the village' in Khmer) takes its full dimension, with the rice fields, the pavilions set in the landscape around which create a world of vernacular away from the hustling city of Siem Reap.

The accommodation is designed as stand alone pavilions on stilts. The architecture is reminiscent of the traditional houses commonly found in the Cambodian countryside. The rooms are organised as a single space with high-pitched ceilings.

The large glass doors open up the view towards the generous living terraces or pools, creating a direct, strong contact with the landscape. The main space opens onto a large bathroom with freestanding bathtub facing the garden. The materials used –timber, cottons, stone, renders... – are voluntarily understated, with natural textures and colours being preferred.

Hues of beige, grey and browns make for a subdued interior feel. The architectural elements we have used are also all taken from the local vernacular architecture. The shutters (brought into the room, the criss-cross windows panels, the vertical or horizontal rhythm of the timber cladding create touches of Khmer references everywhere. It gives the hotel a sense of belonging and a form of timelessness to the design.

We also designed specific elements for the interiors such as the desk or the bed head, which is composed of old doors and shutters that are assembled to form a large panel. It both makes a direct reference to the local culture, while giving the objects a new life. Smaller elements like the door and cupboard handles, in solid bronze, were designed and manufactured specifically for the project.

The public areas are organised at both ends of the central rice field landscape. They are on a sunrisesunset axis. The reception, bar and main restaurant all sit at one end, opening up onto the fields. The bar terraces and restaurants private dining salas are facing the view towards the pool area across. The pool area, with its restaurant and bar, is designed as a series of pavilions, with its sequence of roofs facing the stepped fields. The pool is designed to be part of the stepped landscape, as one of the retaining walls becomes the water edge.

Again here, all materials used are natural, with thatch palm and timber roof shingles in all these buildings that mixes in the colour of the landscape surrounding the buildings. These are all open pavilions, in direct contact with the outdoors in order to enhance the experience of the gardens and flora.

The Spa is set apart, a tucked away series of buildings, secluded and serene. It is the only place where the architecture of the temples of Angkor Wat has been used as a reference. The reception building, with its stone façade and sculpted columns, opens onto a private lush garden, with its alignment of treatment rooms. Each room is raised and stepped up, and sits among the garden. There are also open pavilions that serve as yoga or relaxation areas.

Overall, we have tried to achieve an understated luxury hotel. This is a place you're gently immersed into the local culture. Never too overwhelming, the touches of Cambodia are ever present, while enjoying at the same time the privacy and serenity of Phum Baitang in a new definition of luxury.





DECEMBRE 2015

R.N.I.No.MAHENG/2007/20097

Regd No.MH/MR/K'devi-58/2013-15

PAGES 72

VOL. 9 ISSUE 11 DECEMBER 2015 ₹100

AU

UPDATE

Architecture

Explore the World of Commercial Architecture & Design

INTERVIEW**Saurabh Mittal**

MD & CEO

Greenlam Industries Ltd

FACILITY VISIT

Classic Marble Company

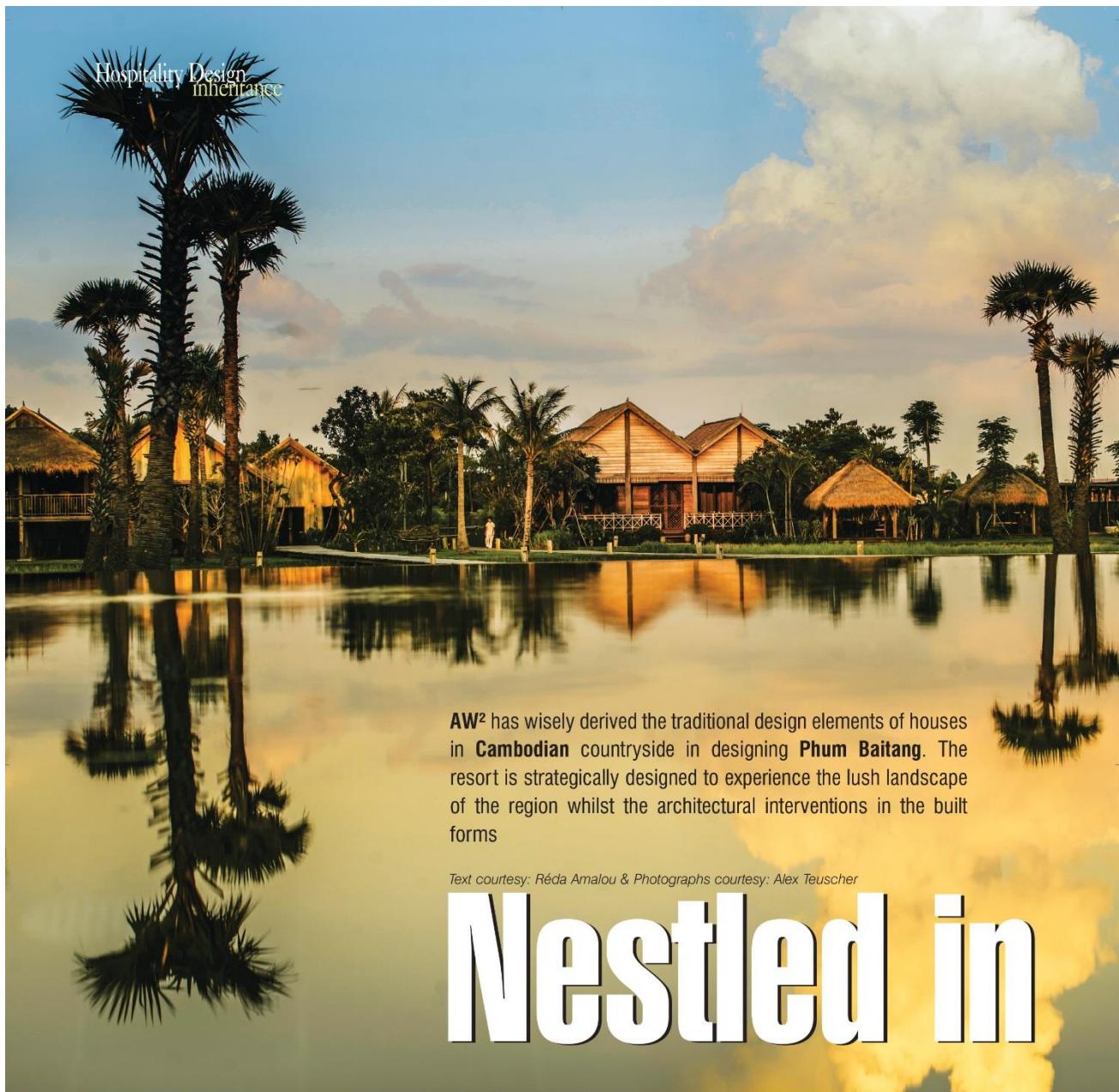


Time, Space & Culture

Constructing one's perception!

Acetech Special : Product showcase by hindware

ARCHITECTURE UPDATE – INDE – 1/4



AW² is an international architecture and interior design office run by **Réda Amalou** and **Stephanie Ledoux**. The company strives to achieve innovative and creative designs and its work has won acclaim worldwide with many awards and recognitions. **AW²**'s ability to work in different countries and cultures and at different scales – from building to furniture – gives them a

unique insight to produce award-winning projects. In 2012 and 2014, **AW²** won the mipim award for best hotel and was nominated twice at the AFEX (French architects overseas) Grand Prix d'Architecture in France. The strong presence at the international level has led to establishing a partnership with an architectural office in Ho Chi Minh City in Vietnam.

the first thing that strikes when entering Phum Baitang is the vast gardens and feeling of privacy and seclusion. The site was planned to accommodate 40 suites to disappear within lushly landscaped gardens, which then 'open up' at the heart of the resort, giving way to a traditional landscape of rice fields. The accommodation and public areas are organised around the fields, opening vast perspectives from all sides. The meaning of 'Phum Baitang' (literally 'the village' in Khmer) takes its full dimension, with the rice fields, the pavilions set in the landscape around which create a world of vernacular away from the hustling city of Siem Reap.

The accommodation is designed as standalone pavilion on stilts. The architecture is reminiscent of the traditional houses commonly found in the Cambodian countryside. The rooms are organised as a single space with high-pitched ceilings. The large glass doors open up the view

ARCHITECTUE UPDATE – INDE – 2/4



Nature

Phum Baitang, Siem Reap, Cambodia AW²

towards the generous living terraces or pools, creating a direct, strong contact with the landscape. The main space opens onto a large bathroom with freestanding bathtub facing the garden. The materials used – timber, cottons, stone, renders – are voluntarily understated with natural textures and colours being preferred. Hues of beige, grey and browns make for a subdued interior feel.

The architectural elements are derived from the local vernacular architecture. The shutters brought into the room, the criss-cross windows panels, the vertical or horizontal rhythm of the timber cladding create touches of Khmer references everywhere. It gives the hotel a sense of belonging and a form of timelessness to the design.

Specific elements designed for the interiors such as the desk or the bed head, which is composed of old doors and shutters that are assembled



ARCHITECTUE UPDATE – INDE – 3/4



a cluster of sleek furnitures



furnitures are set up overlooking the pool



to form a large panel. They both make a direct reference to the local culture, while giving the objects a new life. Smaller elements like the door and cupboard handles, in solid bronze, were designed and manufactured specifically for the project.

The public areas are organised at both ends of the central rice field landscape. They are on a sunrise-sunset axis. The reception, bar and main restaurant all sit at one end, opening up onto the fields. The bar terraces and restaurants, private dining salas are facing the view towards the pool area across. The pool area, with its restaurant and bar, is designed as a series of pavilions, with its sequence of roofs facing the stepped fields. The pool is designed to be part of the stepped landscape, as one of the retaining walls becomes the water edge.

Again here, all materials used are natural – with thatch palm and timber roof shingles in all these buildings that mixes in the colour of the landscape surrounding the buildings. These are all open pavilions in

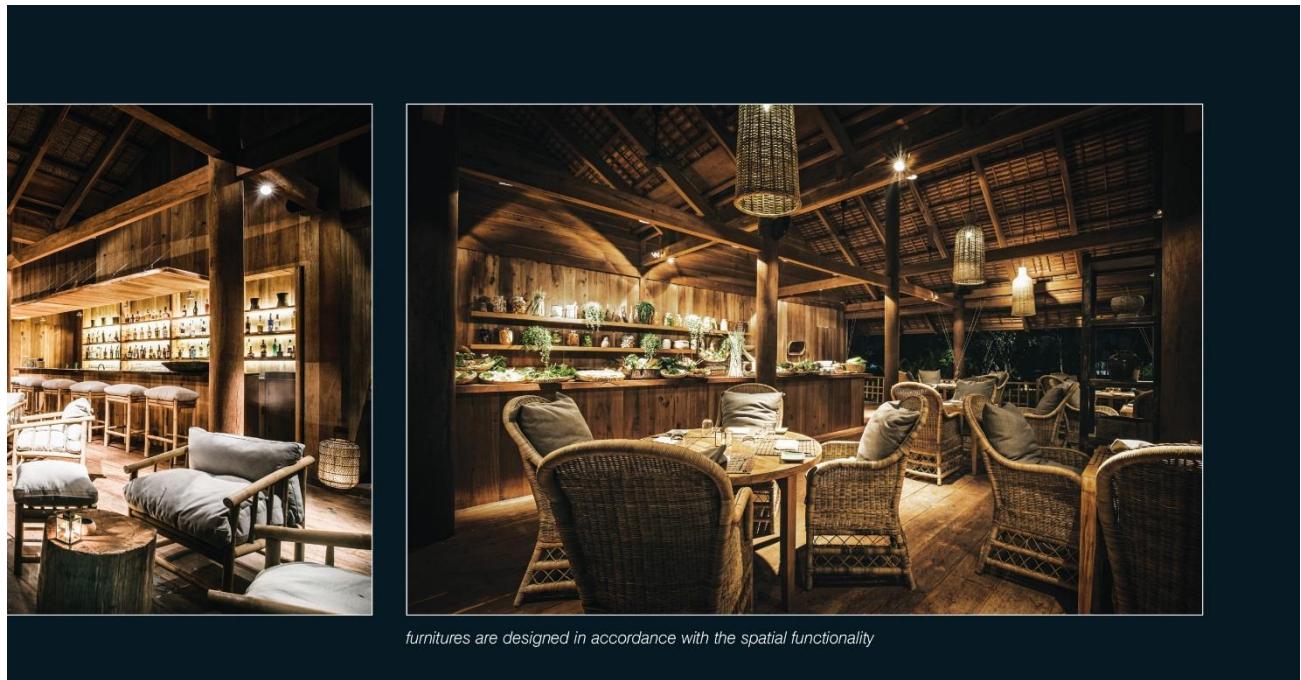


an outdoor rejuvenation space



a spa for couples

ARCHITECTUE UPDATE – INDE – 4/4



direct contact with the outdoors in order to enhance the experience of the gardens and flora.

The Spa is set apart, a tucked away series of buildings, secluded and serene. It is the only place where the architecture of the temples of Angkor Wat has been used as a reference. The reception building, with its stone façade and sculpted columns, opens onto a private lush garden with its alignment of treatment rooms. Each room is raised and stepped up and sits among the garden. There are also open pavilions that serve as yoga or relaxation areas.

Overall, it is designed to achieve an understated luxury hotel for one to gently get immersed into the local

fact file:

project name	:	Phum Baitang
location	:	Siem Reap, Cambodia
client	:	Zannier Hotels
design team	:	AW ²
commencement date	:	2011
completion date	:	Sept. 2015
built up area	:	8 ha
photographer	:	Alex Teuscher

culture. Never too overwhelming, the touches of Cambodia are ever present, while enjoying at the same time the privacy and serenity of Phum Baitang in a new definition of luxury.

