

C Jewellery/shop/Beijing/2010

“C”, a new concept jewellery shop, located in the new exclusive shopping area “ShinKong Place” in Beijing.

“C” presents important precious creations mixing the shapes and language of the oriental tradition with a new contemporary and international fresh touch.

The almost alchemical project for the space shows the transformation of the materials (different steps of traditional lacquering) and combines the attention to the details with luxury through the use of many different materials (wood, marble, silk, glass...).

The space is divided in a main display area and a separate special room dedicated to the most demanding and exclusive clients, making the experience precious and unique guiding the client in a magic world made of pure, evocative beauty.

Technical description:

In the “C” jewellery shop are applied many different experiments of applications through the shapes and the materials directly linked to the Chinese tradition.

The vertical panels applied on the walls are made in wood with gradual layers of purple lacquer, in this way the lower part of the panels reveals the texture and color of the wood itself, fading on the higher part into solid color. In the panels different dimension's niches are carved to exhibit the jewels together with flat screens showing evocative images.

In the front window some crystal boxes are hung to the ceiling, the mechanism to adjust the height of these elements is hidden in accordion cover made in pleated silk inspired to the temple's lanterns.

In the VIP room the walls are covered with padded panels upholstered in raw silk and the product display located in vertical free standing elements.

All the floors in the shop are realized using soft carpet to absorb noise and to create a soft sensual mood.

The furniture elements (tables and chairs) are the result of a typological study of traditional decorative solutions in the Chinese craftsmanship and are made in a contemporary way using precious materials such as marble (cross base of the tables) and reptile skin for the top table surface. The lanterns hanging from the ceiling are made in sheepskin.

The whole project has a general dark atmosphere with dim lights and dark materials: intense use of purple and grey ceiling), in order to create an homogeneous background perfect for the separately lit jewels.