



**POLITECNICO
DI MILANO**

neri&hu

FACOLTA DI DESIGN BV
DESIGN DELL'ARREDO (FURNITURE DESIGN) CO
Relatore: DESERTI ALESSANDRO
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LI ZHI

Introduzione

NERI&HU è uno studio di design a shanghai in Cina. neri&hu include 3 parte, brand neri&hu, neri&hu design and research office, e design republic.

Nella parte 1 della tesi che presenta l'informazione di neri&hu, come lo sfondo di neri&hu, founder, la filosofia di design, la struttura dello studio. anche qualche progetto dell'architettura, product design, e grafica design. Design republic è un retail, showroom che vende prodotti mondiali, anche offre ogni tipi dei servizi di design.

Nella parte 2 che fa le cose per migliorare il brand neri&hu. prima è naming, per conoscere ogni nome di neri&hu piu' chiaro e giusto. seconda parte è il web, perche ogni stile dello sito di neri&hu è vicino. terza parte per migliorare il brand neri&hu (N&H), migliorare il catalogo, e segue la filosofia di neri&hu per fare dei prodotti per questo brand.

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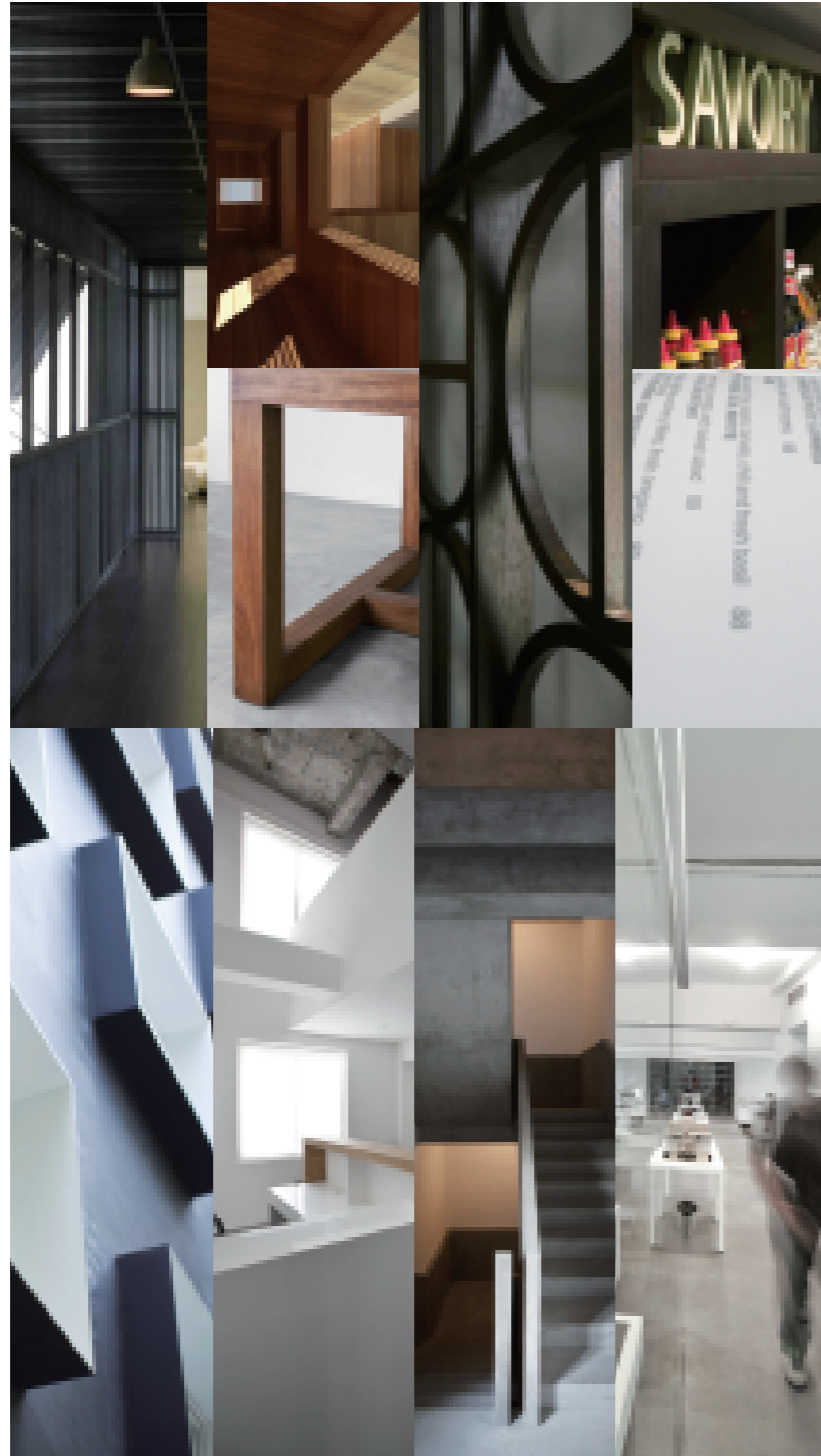
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“WE DON'T ASK TO BE ETERNAL BEINGS,
WE ONLY ASK THAT THINGS DO NOT LOSE
ALL THEIR MEANING.”

– ANTOINE DE SAINT EXUPÉRY

1.COMPANY

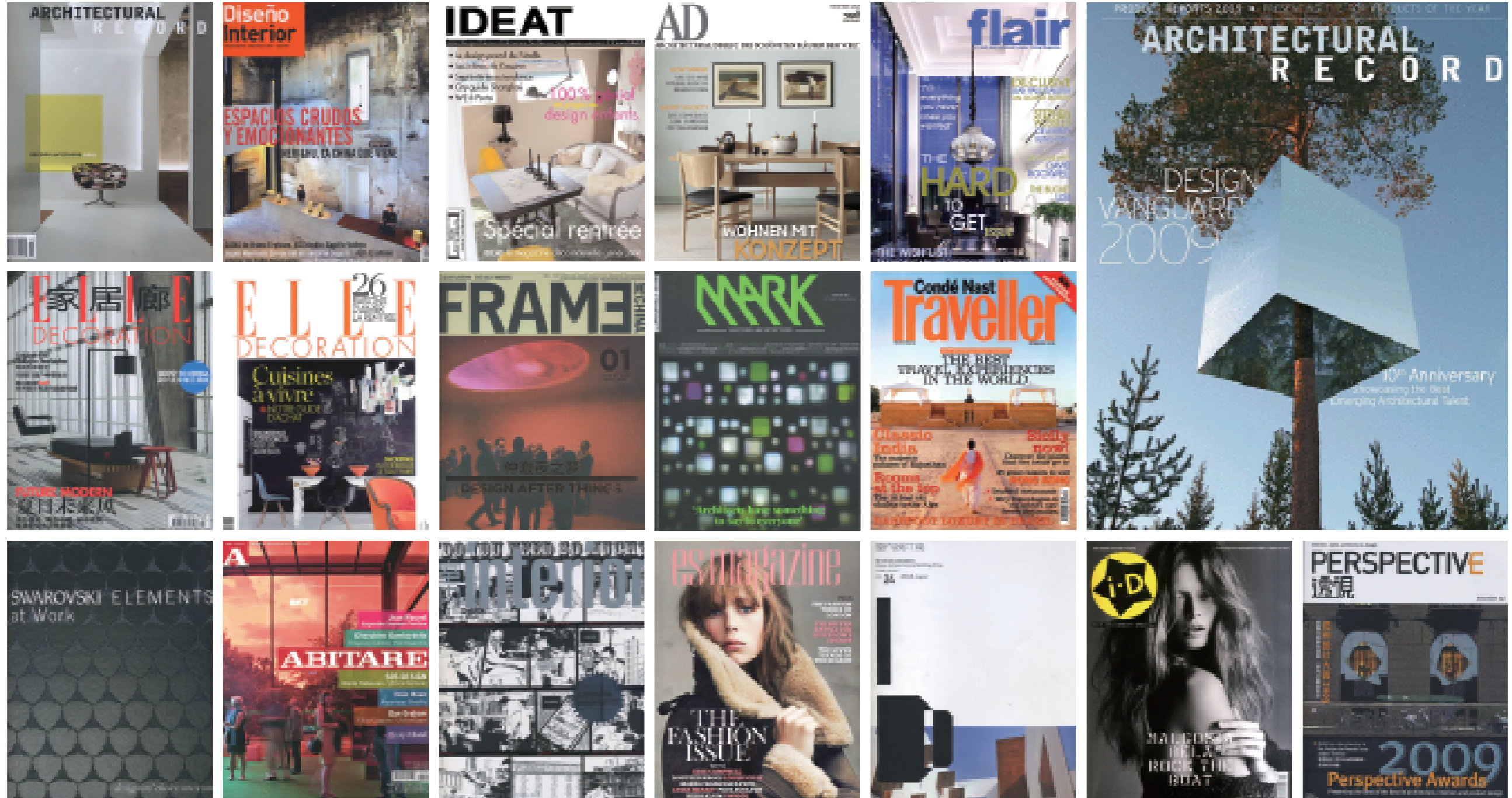


Founded in 2004 by partners Lyndon Neri and Rossana Hu, nhdro (neri&hu design and research office) is a multi-disciplinary architectural design practice based in Shanghai, China. nhdro works internationally providing architecture, interior, master planning, graphic, and product design services. Currently working on projects in eight countries, nhdro is composed of multi-cultural staffs who speak over 20 different languages. The diversity of the team reinforces a core vision for the practice: to respond to a global worldview incorporating overlapping design disciplines for a new paradigm in architecture.

nhdro's location is purposeful. With Shanghai considered a new global frontier, nhdro is in the center of this contemporary chaos. The city's cultural, urban, and historic contexts function as a point of departure for the architectural explorations involved in every project. Because new sets of contemporary problems relating to buildings now extend beyond traditional architecture, the practice challenges traditional boundaries of architecture to include other complementary disciplines. nhdro believes strongly in research as a design tool, as each project bears its unique set of contextual issues. A critical probing into the specificities of program, site, function, and history is essential to the creation of rigorous design work. Based on research, nhdro desires to anchor its work on the dynamic interaction of experience, detail, material, form, and light rather than conforming to a formulaic style. The ultimate significance behind each project comes from how the built forms create meaning through their physical representations.

In January 2009, nhdro was honored to receive two good design awards from the Chicago Athenaeum Museum of Architecture and Design: zisha tea project won under 'product design' category and design republic corporate identity program won under 'graphic/identity/packaging' category. The y+ yoga and wellness center project received interior design magazine's best of year awards under 'beauty & spa' category. The same project also lately won silver in the 2008 Asia Pacific Interior Design Award 'club & entertainment space' category, and was given the jury special selection award for commerce in the 2008 Asia Pacific Interior Design Biennial Award. nhdro was also the winner of the 'best interior design' in time out Beijing magazine's eating out 2008 Awards, this time for the Beijing Whampoa Club project. In 2008, the project has previously earned gold in 'best restaurant interiors' category of 2008 Asia Pacific Interior Design Biennial Awards, and silver in Design for Asia (DFA) Award 2008 and an honorable mention award in 2008 Asia Pacific Interior Design Awards.

AWARDS



AWARDS



2.FOUNDING PARTNER

Lyndon Neri is a Founding Partner of nhdro (neri&hu design and research office), a multi-disciplinary international architectural design practice based in Shanghai, China, which was selected as one of the ten firms for Design Vanguard 2009 by Architectural Record, USA. Mr. Neri received a Master of Architecture at Harvard University and a Bachelor of Architecture at the University of California at Berkeley. Prior to starting his own practice with partner Rossana Hu, he was the Director for Projects in Asia and an Associate for Michael Graves & Associates in Princeton for over 10 years, and also worked in New York City for various architectural firms.

Other than an architectural professional, Mr. Neri has been actively involved in teaching and research. He served as an active visiting critic for design schools in the U.S. such as Princeton University, Harvard Graduate School of Design, University of California at Berkeley, and Syracuse University. In 2006, he was selected by I.D. Magazine as one of the 40 designers globally who deserve more attention in the "I.D. 40"

Lyndon Neri is also a founder of Design Republic, a retail concept store based in Shanghai that offers a unique collection of products created by the world's best design talents, many of which have never before been made available to consumers in China. The flagship store design, created by NHDRO, recently earned the DFA (Design For Asia) Best Design of Greater China 2007.

Aside from Architecture and Interiors, Mr. Neri is actively working on a number of industrial design products for various brands in Europe and developing their own product line under the monicker brand 'neri&hu', which was recently honored to receive the Red Dot 2008 Award by Red Dot Design Museum under 'Product Design' category and earned Design Distinction in I.D. magazine's Annual Design Review 2009. They also published and edited a book called 'Persistence of Vision'. The book is a beginning of a series of exploration on architecture and urban issues in major cities in China.



FOUNDING PARTNER

Rossana Hu is a Founding Partner of nhdro (neri&hu design and research office), a multi-disciplinary international architectural design practice based in Shanghai, China, which was selected as one of the ten firms for Design Vanguard 2009 by Architectural Record, USA. Ms. Hu received a Master of Architecture and Urban Planning from Princeton University, and a Bachelor of Arts in Architecture and Music from the University of California at Berkeley. Before establishing NHDRO with her partner Lyndon Neri, Ms. Hu worked for Michael Graves & Associates, Ralph Lerner Architect in Princeton, Skidmore, Owings and Merrill in New York City, and The Architects Collaborative (TAC) in San Francisco.

Rossana Hu received the Perspective Award as one of the '40 under 40' prominent designers shaping Hong Kong and Greater China. Ms. Hu is also a Founding Partner and Creative Executive for Design Republic, a Founding Panel Member of 100% Design Shanghai, and the Regional Advisor for The Atlas of 21st Century Architecture, to be published by Phaidon Press.

Ms. Hu has served on prestigious professional committees such as the Princeton University President's Advisory Committee on Architecture, where she advised the President on architectural design and campus planning issues. She has won numerous traveling fellowship awards and has been a guest design critic at Princeton University, UC Berkeley, and Syracuse University.

Aside from Architecture and Interiors, Ms. Hu is actively working on a number of industrial design products for various brands in Europe and developing their own product line under the monicker brand 'neri&hu', which was recently honored to receive the Red Dot 2008 Award by Red Dot Design Museum under 'Product Design' category and earned Design Distinction in I.D. magazine's Annual Design Review 2009. They also published and edited a book called 'Persistence of Vision'. The book is a beginning of a series of exploration on architecture and urban issues in major cities in China.

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FOUNDING PARTNER

Mr. Jerry Del Fierro, RA, managing director. Jerry del fierro, ra is the managing director of nhdro (neri&hu design and research office), a multi-disciplinary international architectural design practice based in shanghai, china.

Mr. Del Fierro boasts a diverse professional background and broad knowledge of the design and building process. Mr. Del Fierro's design credentials include working for the award winning architectural firms of Cesar Pelli & Associates, Perkins & Will, and Michael Graves & Associates in Princeton where he initially met and managed projects for Lyndon Neri. In addition, Mr. Del Fierro has been a manager at Turner Construction, one of largest construction companies in the U.S., managing all building trades and their installation of work. Prior to joining nhdro, Mr. Del Fierro was Director of the Architectural Department at an award winning Real Estate Development Company in the New York Metropolitan Area managing architects, engineers, and other building professionals on large scale complex projects.

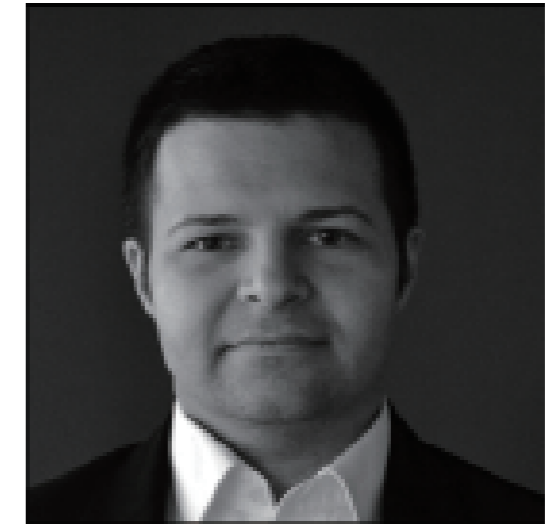
Mr. Del Fierro's responsibilities include guiding the staff at nhdro in providing the highest level of service to our clients by focusing on client needs, proper execution, and project delivery. Given his diverse background in design, construction, and development he brings a disciplined and holistic view of the design and building process to achieve a high level of professionalism for the benefit of our clients.

Mr. Del Fierro is a licensed and registered architect in the United States and is a graduate of Rice University in Houston, Texas where he received degrees in architecture, art, and art history.



SENIOR ASSOCIATES & ASSOCIATES

Mr. Andrew Roman, Senior Associate. Andrew Roman received his bachelor of architecture from Auburn University in 1998. Prior to joining nhdro, Mr. Roman started his own architectural, interiors and furniture design firm in Florida, which specialized in private residences, cultural venues, restaurants, and hotels. Before starting his own practice, Mr. Roman worked for Jung & Brannen in Boston, Massachusetts on the Omni Parker House Hotel in downtown Boston, on the spa at Pinehurst and on the venerable and historic Williamsburg Inn in Virginia. While working for Michael Graves & Associates in Princeton, New Jersey, Mr. Roman worked on the designs of various cultural institutions and museums, on high-rise residential projects in New York City and on the Three-On-The-Bund project in Shanghai, China. Mr. Roman has been with nhdro since 2004 specializing in managing hotel projects including The Westin in Xi'an, The Le Meridien in Zhengzhou, and The Opposite House in Beijing.



Mr. Dirk Weiblen, Senior Associate. Dirk Weiblen graduated in Architecture at the Faculty of the Applied Sciences in Muenster, Germany and received his Master of Architecture in Architecture and Urbanism from the Berlage Institute in Amsterdam, the Netherlands. After graduation, Mr. Weiblen started his own company smartnet in Amsterdam, as well as his own architectural office Smartarch in Duesseldorf, Germany working on projects from master planning for housing to private villas to retail boutiques. In 2004 after arriving in China, Mr. Weiblen had gained additional experience in larger scale master planning and design for a hospital in Nanjing, a college in Xiamen, adaptive re-use in Nanzhan, various landscape and urban design projects, city planning for 30 square kilometers of Hefei and the design of a service apartment and hotel tower in Nanjing. As the Senior Architect with nhdro, Mr. Weiblen is currently working on the architecture of a four-story urban dwelling in the French concession in Shanghai, the interior architecture for a 100 square meter house in Pudong, Shanghai and a 2,800 square meter, 3 villa family compound in Singapore.



Ms. Erika Lanselle, Associate. Erika Lanselle received her Bachelor of Arts in Architecture at the University of California, Berkeley. Prior to nhdro, Ms. Lanselle worked at Kajer Architects for three years in Los Angeles where she worked on a number of high-end residential projects. She also worked at PBWS Architects where she focused on restaurant and retail design. Erika has resided in the US, France, Italy and Japan. She has just recently completed Beijing Whampoa Courtyard Restaurant in Beijing and the Slice Boutique Grocery, the China House at the Oriental Hotel Bangkok, the Design Republic Flagship Store and the f&b complex at b1 level in the Opposite House, Beijing.



ASSOCIATES

Ms. Mariarosa Doardo, Associate, a licensed architect from Italy, studied architecture at “Istituto Universitario di Architettura di Venezia” and the “Ecole d’Architecture Marseille-Luminy”; France. It is notable that Ms. Doardo’s thesis project has been published in a book called “Manovre di fantasia controllata” highlighting the redevelopment of the industrial area outside of Venice. Prior to joining the office Ms. Doardo practiced architecture in Italy and England; she has been with nhdro since 2006, having worked on some of nhdro’s significant hospitality projects, including The Opposite House and The Xian Westin Hotel.



Mr. Brian Lo, Associate of Product Design. Brian Lo received his Bachelor of Fine Art from Parsons School of Design, NYC in 2001. Prior to joining nhdro, Mr. Lo worked for international renowned industrial design consultancies in New York including Karim Rashid, Deskey and Smart Designs. He has worked on projects with multi-national clientele such as Hewlett Packard, Colgate, Oxo International, Pepsi Co, Lexar Media, Kodak, Microsoft and Blue Sky Studio (Fox Films Entertainment). In addition to working as an industrial designer, Mr. Lo is the 5th generation to be active in his family’s fine chinese antique business. Mr. Lo joined nhdro in 2004 and has been responsible in designing a series of tableware, tabletop accessories and custom furniture for the Beijing Whampoa Courtyard Chinese Restaurant as well as a series of furniture line for the design republic brand.



Ms. Christine Neri, Associate of Graphic Design. Christine neri initially started her design education in Graphic Design at the University Of California, Los Angeles and completed her Bachelor of Fine Art degree at the California College Of Arts & Crafts in 1998. She supplemented her art with a diverse array of work including graphic design and photography. She studied under photographer Larry Sultan, whose underlying themes of glorifying the ordinary and the mundane mirrored the subject that Christine often explored. The theme of rootlessness in her study of migrant workers in the California borders called to her own uprootedness as a diasporic Chinese and a desire to return to Asia.

Ms. Neri is the Associate in Charge of Graphic Design at nhdro. Projects completed including: the Chocolate Room and Slice Boutique Grocery new graphic package for Jean-Georges Shanghai. She is currently working on the packaging for Bayankala, a new beauty wellbeing product from China, the entire visual identity for the Muse Club and the entire visual identity for Design Republic, a high-end furniture concept retail store in China.



3.ARCHITECTURAL & INTERIOR DESIGN

THE BLUR LEGATION QUARTER

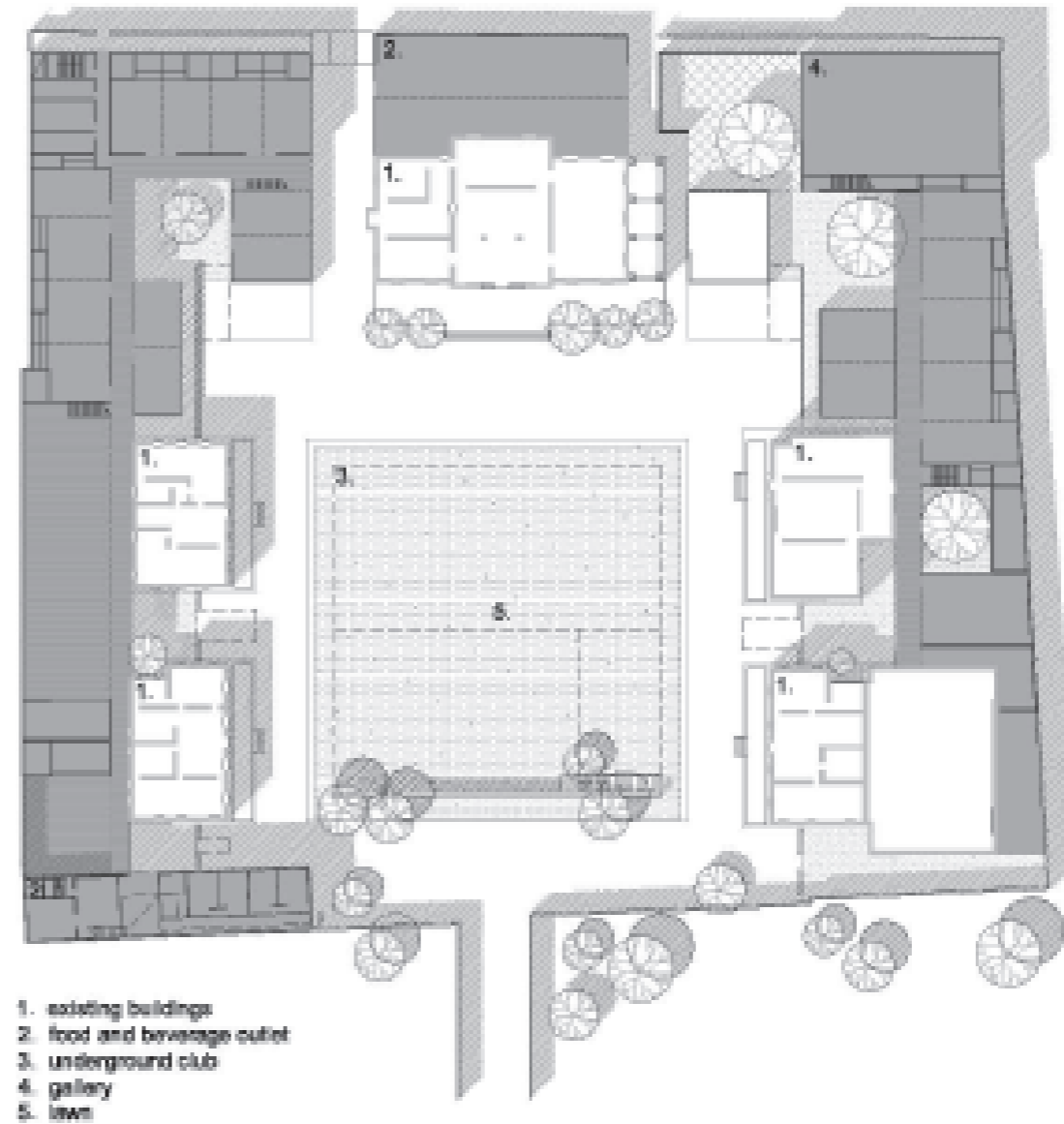
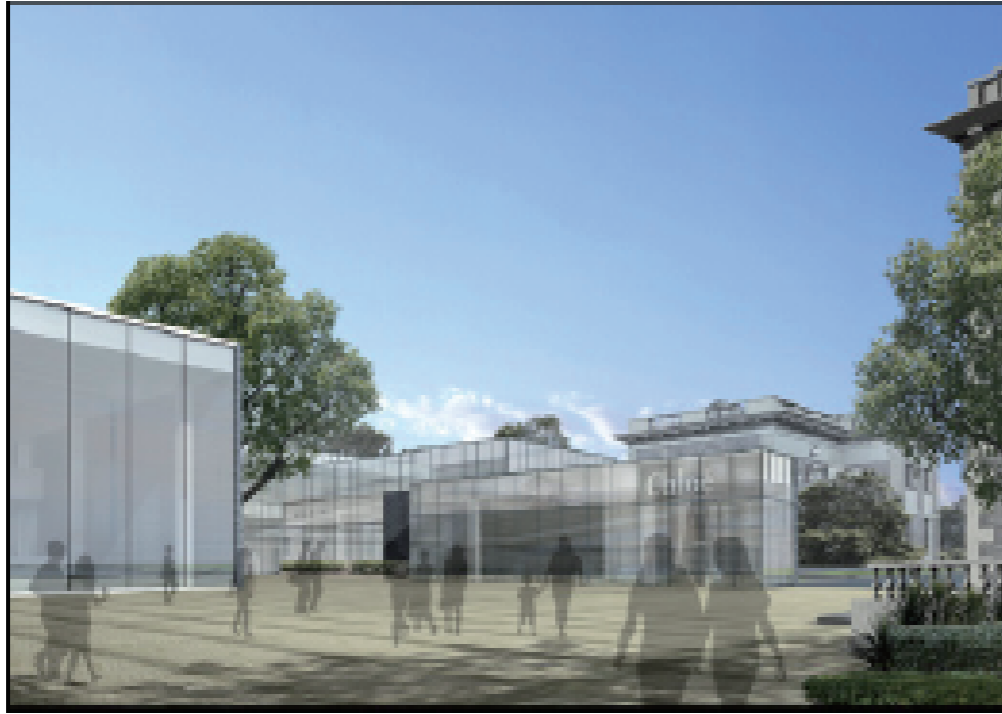
beijing , china



location beijing, china

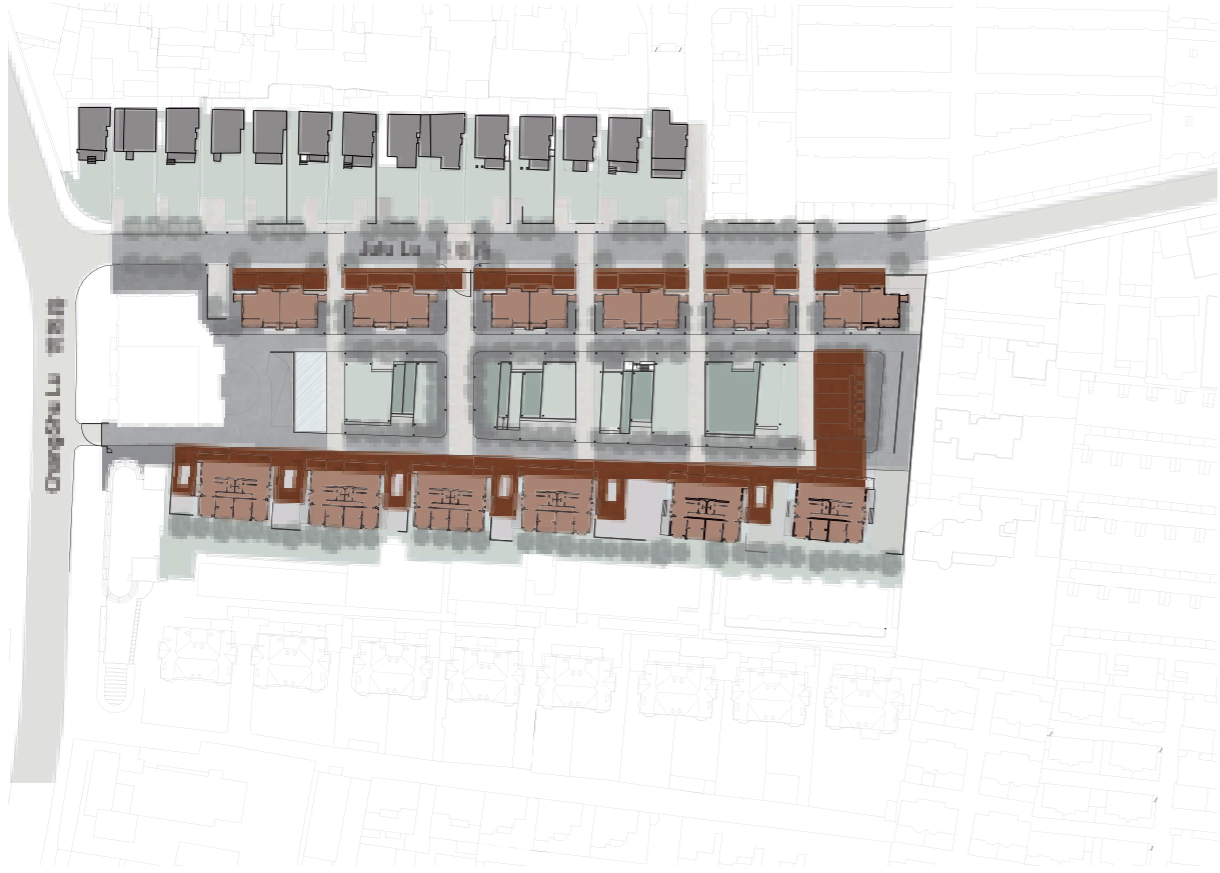
area 7,164 square meters

Legation quarter is planned for the site of the former U.S. Embassy block east of tiananmen square in beijing. The combination of historic buildings (2,164 m²) and new buildings (5,000 m²) will house a fine dining restaurant, bookstore, art gallery, repertory theater, music and tea house, and a series of boutiques and luxury brand stores. The relationship between the historic and contemporary is not oppositional, but rather referential and coherent. Existing facades and structures will be preserved, and composition of elevations and materials will reflect the existing buildings. Interstitial areas become new public outdoor spaces in the form of open and enclosed courtyards.



THE URBAN GALLERY JULU LU MASTER PLAN

shanghai , china



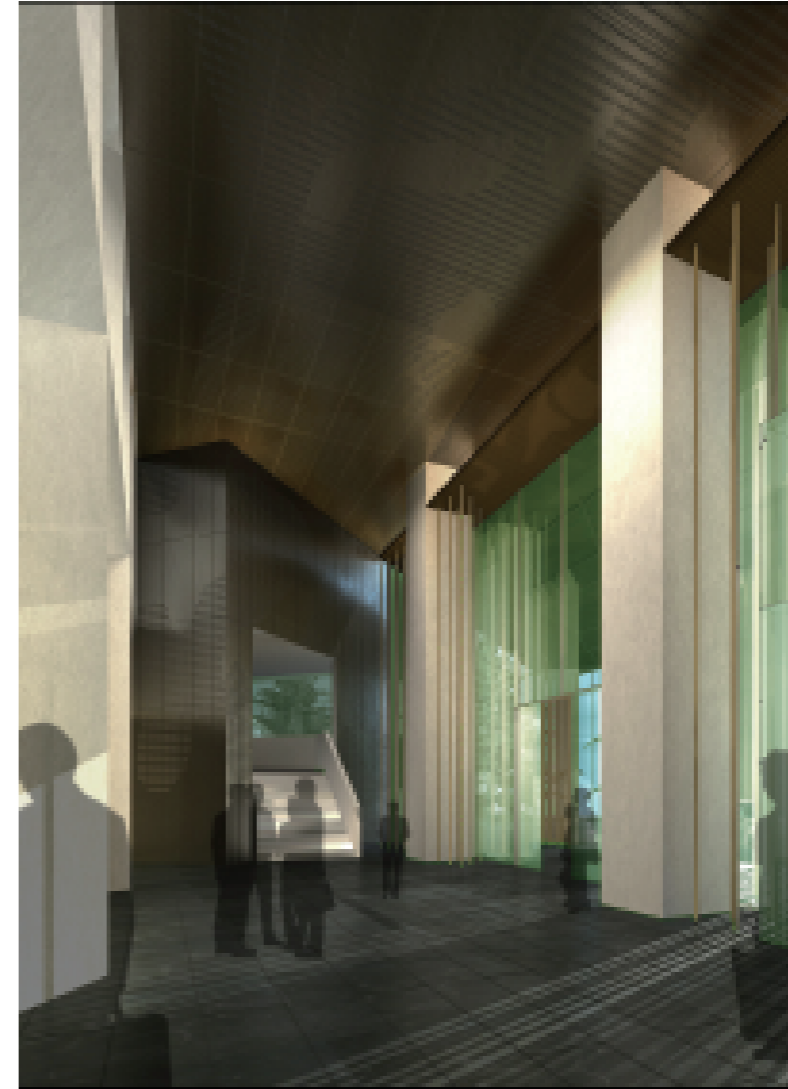
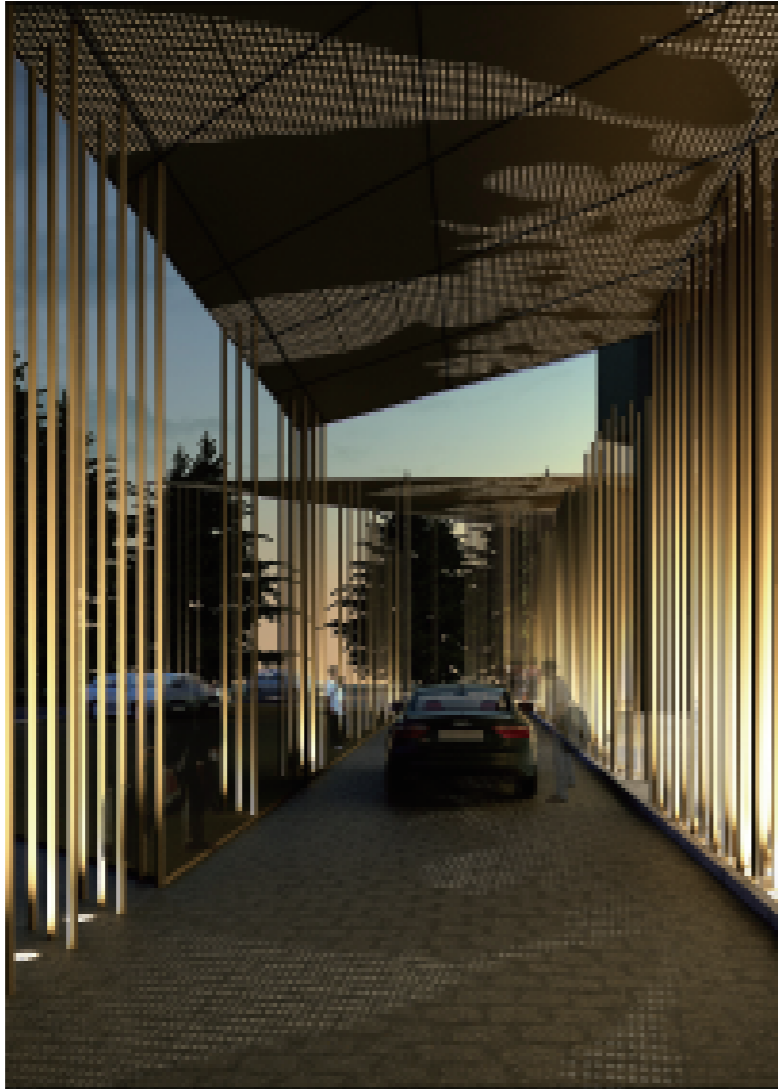


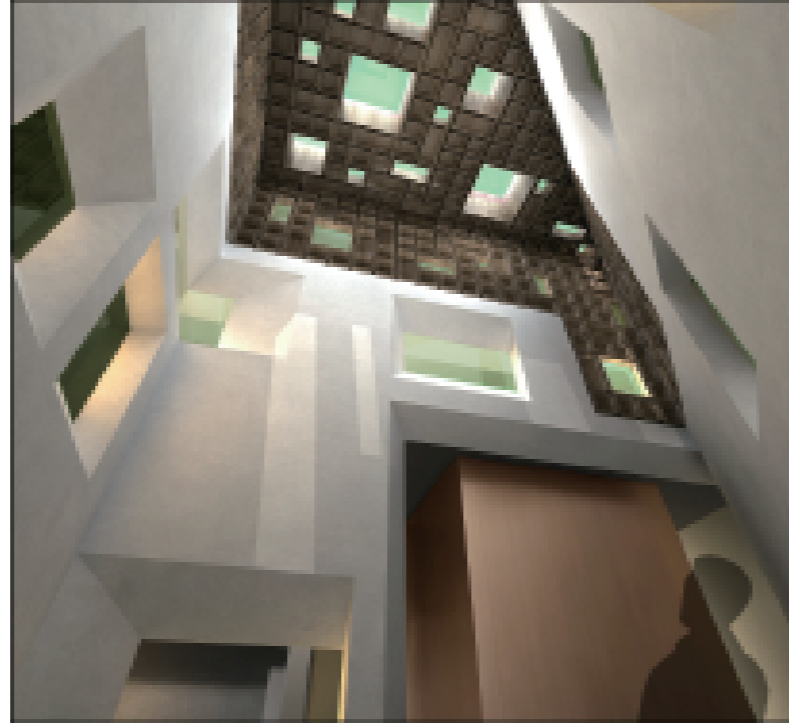


THE ASSEMBLAGE LE MERIDIEN HOTEL zhengzhou , china



location zhengzhou, china
area 43,000 square meters





THE WATERHOUSE BOUTIQUE HOTEL AT SOUTH BUND

shanghai , china



location shanghai, china

area 3,000 square meters

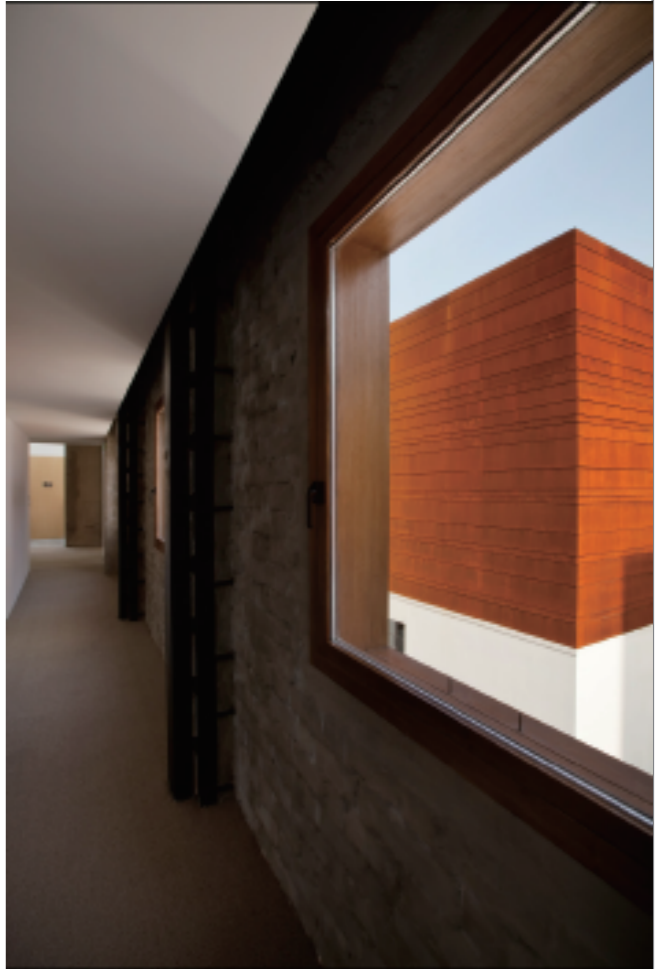
Located by the new cool docks development on the south bund district of shanghai, the water house is a four-story, 19-room boutique hotel built into an old three-story japanese army headquarters built in the 1930's, and fronts the huangpu river and looks across at the gleaming pudong skyline.

The architectural concept behind nhdro's renovation rests on a clearly articulated idea of what is old and new. The original concrete building has been restored while new additions, which have been built over the existing structure, have been built out of cor-ten steel, reflecting the industrial past of this working dock by the huangpu river. Nhdro's structural addition, on the fourth floor, resonates with the industrial nature of the ships which pass through the river, providing an analogous contextual link to both history and local culture.



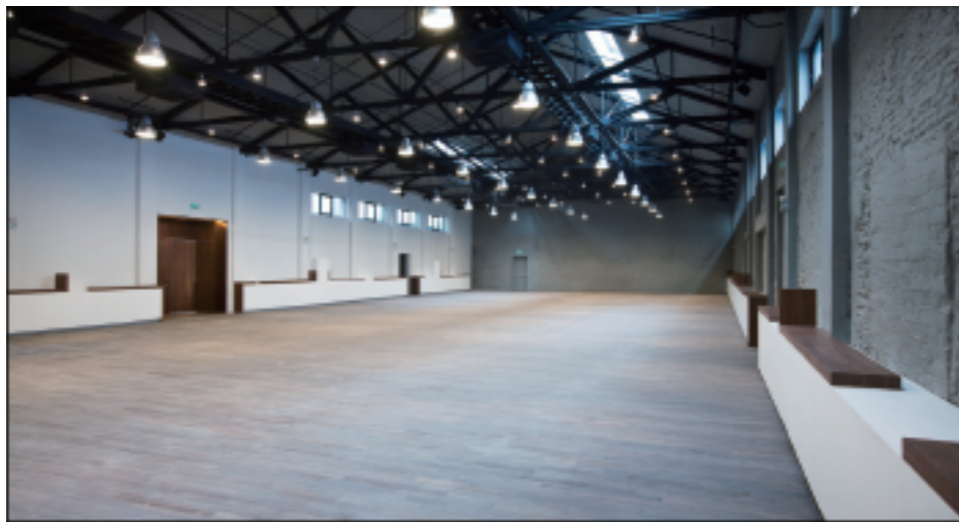












THE MARKET WHAMPOA CLUB BEIJING COURTYARD RESTAURANT

beijing , china



location beijing, china

area 2,080 square meters

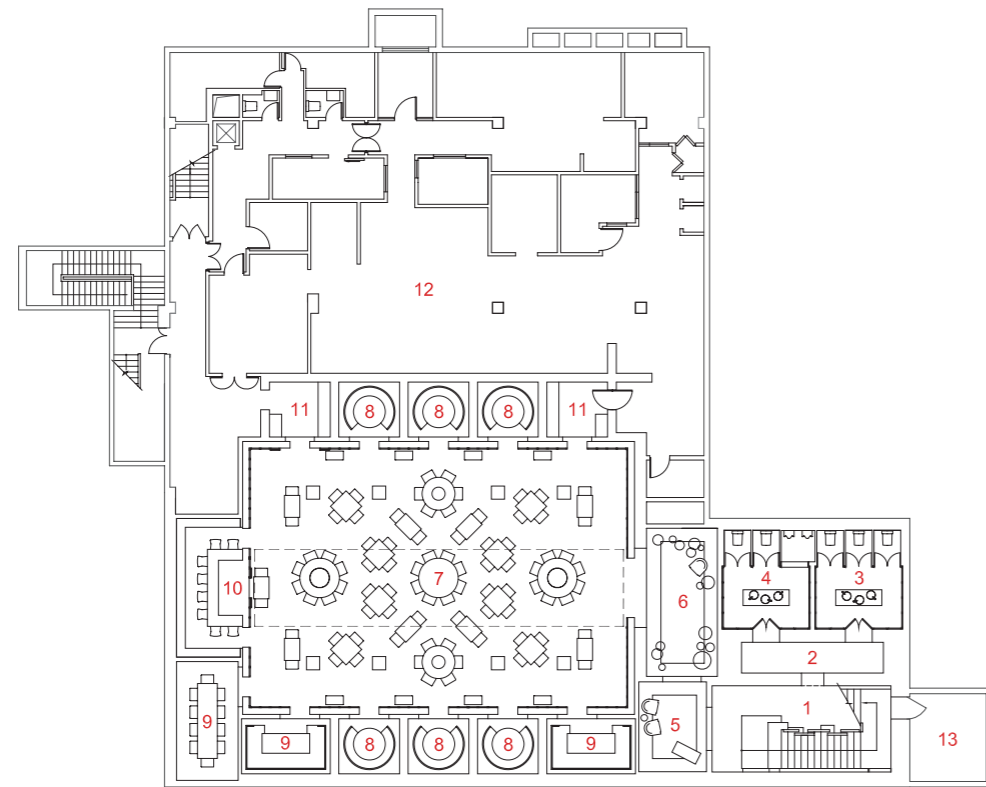
Beijing Whampoa Club is situated in a reconfigured traditional Chinese courtyard house on Beijing's financial street. The design intrigue lay in how to "properly" engage the traditional Chinese courtyard typology with a modern dining experience. nhdro's design exemplifies the contrast through architectural experience by providing a constant juxtaposition of new/old, fresh/stale, light/dark, open/enclosed. Containing a main dining room, separate bar, private dining rooms, entry corridors, the project site is actually a courtyard house re-built where one used to stand. The first courtyard was hollowed out and lined with glass to create a reflection pool, a peaceful setting in memory of courtyard houses long gone.





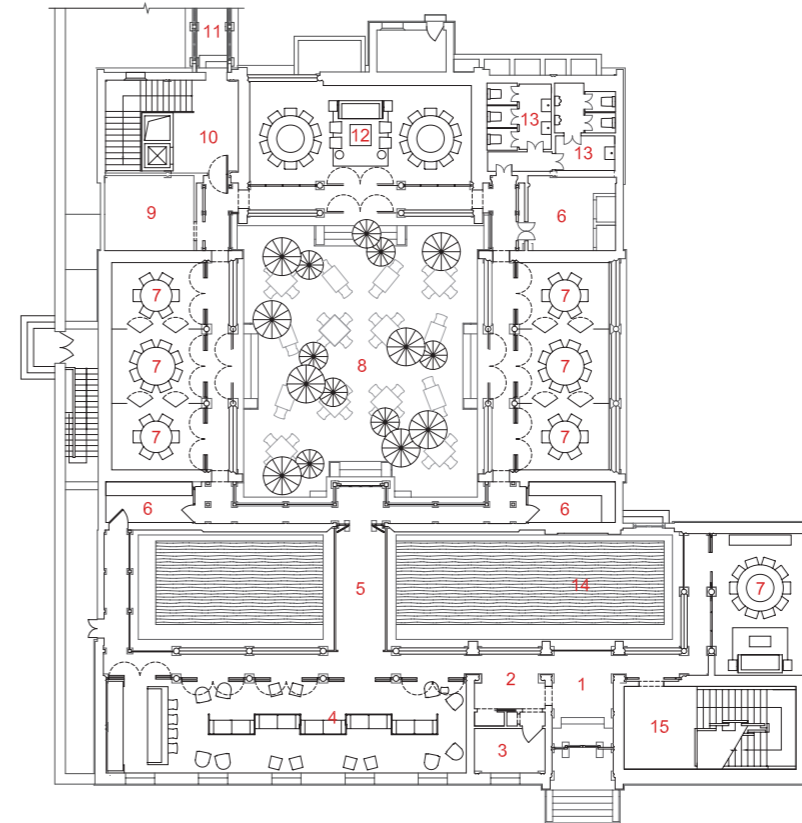


BASEMENT



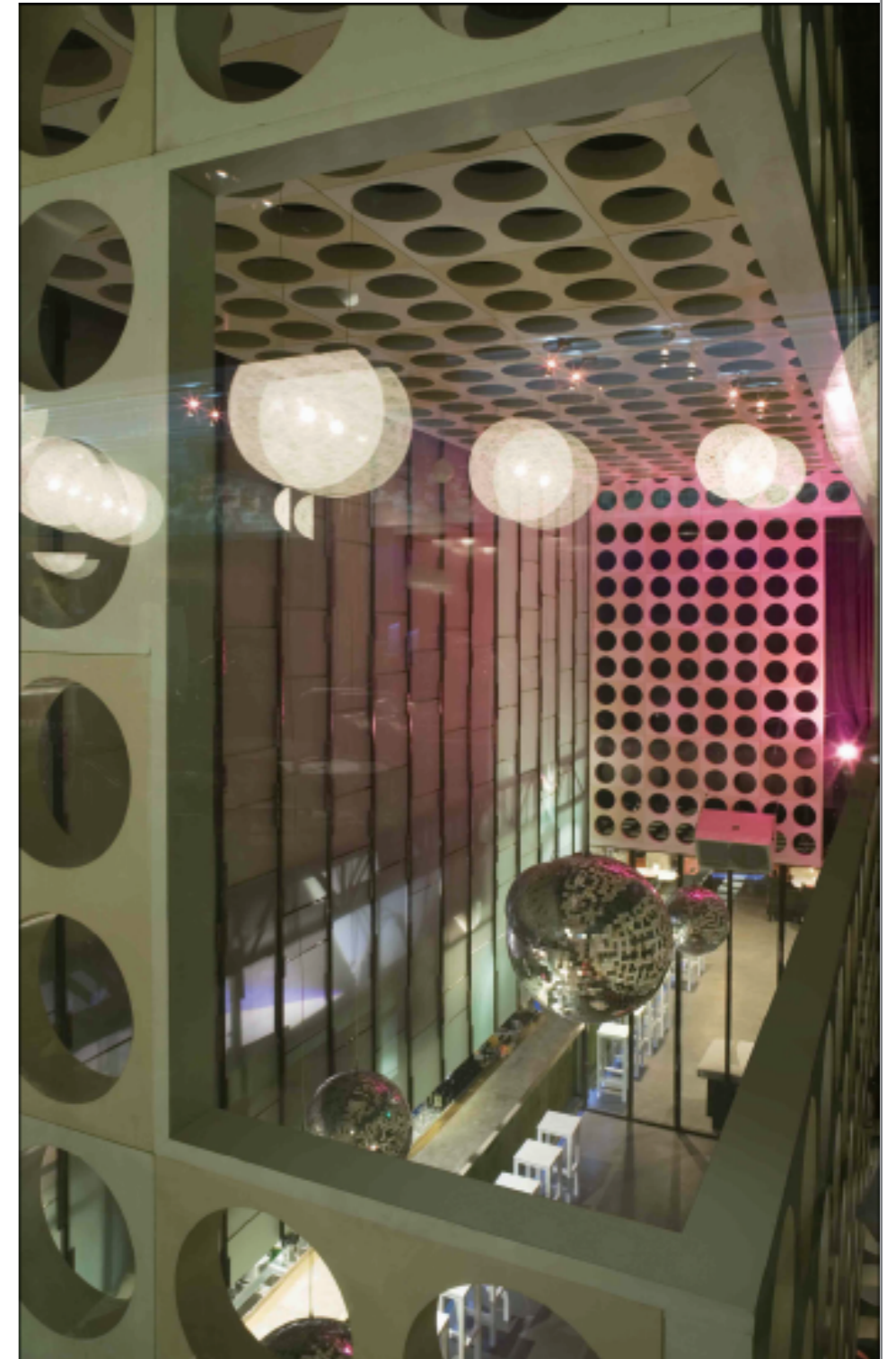
- 1 grand stair
- 2 vestibule
- 3 ladies restroom
- 4 mens restroom
- 5 maitre d / reception
- 6 birdcage anteroom
- 7 main dining room
- 8 private dining banquettes
- 9 private dining room
- 10 tea apothecary
- 11 service station / vestibule
- 12 kitchen / back-of-house
- 13 storage

1ST FLOOR



- 1 entry foyer
- 2 maitre d / reception
- 3 coat room
- 4 black bar
- 5 bridge
- 6 service
- 7 private dining room
- 8 main courtyard
- 9 mechanical room
- 10 service stair
- 11 connection to multi-purpose building
- 12 north private dining room
- 13 restroom
- 14 reflecting pool / outer courtyard
- 15 grand stair

THE LACQUERED COCOON MUSE CLUB MUSE
shanghai , china



THE VOYEURISTIC WALL Y+ YOGA AND WELLNESS CENTRE

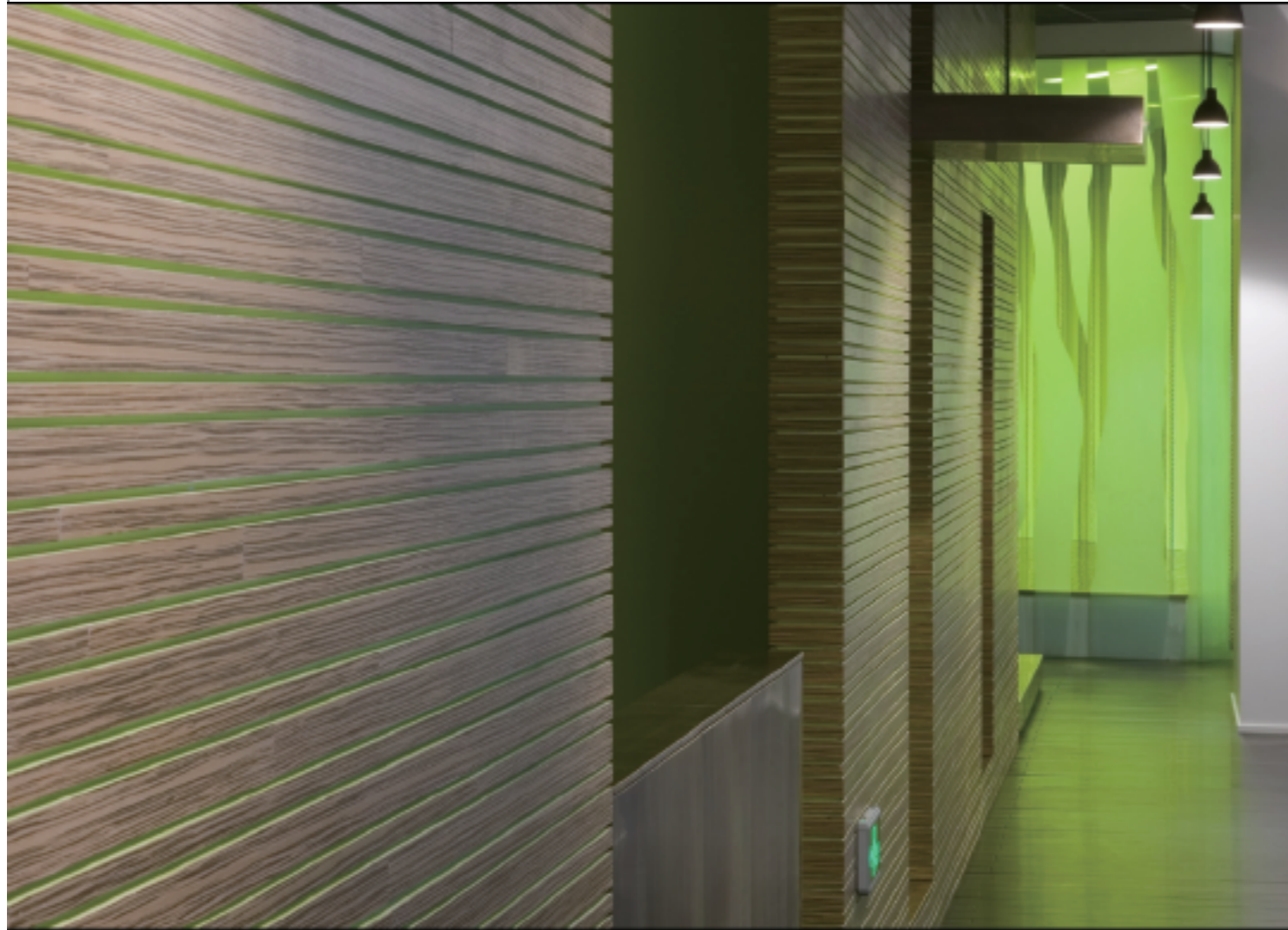
shanghai , china



location shanghai, china
area 1,200 square meters

Y+ yoga and wellness center is a 1200 m² extension of the original y+ yoga studio concept. It contains three yoga rooms, massage rooms, meditation rooms, social gathering spaces, a small café, and a retail area.

nhdro's design explores the abstract concept of tranquility by creating intimate spaces that allow for selfreflection and communal spaces for human encounters. These include rooms to cool down, read, chat, and for meeting new people. The main yoga room is a slightly elevated half-circular room in an abstracted forest, represented by vertically hung ropes. Bronze gaze holes, placed strategically throughout the studio, function as focal points during yoga practice.







THE SHANGHAI STUDY CENTER OF THE UNIVERSITY OF HONG KONG

shanghai , china



location shanghai, china
area 1,500 square meters

The Shanghai study center of the University of Hong Kong is located in the historical post office ensemble at the edge of Suzhou creek. This study center holds an architecture gallery on the ground floor while classrooms, design studios, and faculty offices are located on the second and third floor above. This is the first time that a Hong Kong University is establishing a presence in China in the form of a study center, and it potentially sets a foundation for future collaborations between China and Hong Kong educational forums, particularly in the realm of architecture and design.



4.PRODUCT DESIGN

BRAND INTRODUCTION

Founded in shanghai, neri&hu represents a new modern chinese aesthetic. founded by designers whose intent is to spark the potential in 'chinese design,' neri&hu seeks to evoke change. seeking top-quality materials and craftsmanship, most neri&hu products are hand made, a reflection of a place whose masters of trade can still be found waiting for patrons in the lanes of shanghai.

neri&hu is the reinterpretation of the beauty in revealing raw material where clad is traditional, or exposing an object's frame where normally hidden, in examining history and its path, or in capturing an ordinary scene in a snapshot.

neri&hu

imprint of heritage, modern reinterpretation

BOLI DOUBLE WALL GLASS



The Boli Double Wall Glass captures a figurative doubling of traditional and modern – a conventional tea glass form is visible within the confines of the modern glass shape. The double wall design enables an excellent thermal quality for hot and cold beverages.

ZISHA TEA PROJECT



The Zisha Tea Project came out of an exploration of different materials for tea vessels. The significance of the Zisha cup is the purity of the material, which is preserved through its subdued and simple form – an abstraction of the traditional teacup. The collection is offered in 8 different natural colors of Zisha, deliberately mixed together to offer a visual palette which directs the user to appreciate the material of purple clay as tea connoisseurs appreciate different types of teas – through an appreciation of color, texture, taste, and body.

Zisha (literally, “purple sand”), was discovered around Lake Tai, in the Jiangsu province of China. Aside from the beauty of the natural material, Zisha is renowned for its capacity to retain heat and prevent oxidation, therefore preserving the flavor of the tea for a longer period. It is also known for its ability to absorb the delicate flavors of the tea – allowing the teapot to become more seasoned with each use. It is said that after years of use, one can brew tea by simply pouring boiling water into an empty teapot.





ZISHA NECKLACE



Using the material in a way that it has never been used before, the purity of the zisha material is preserved once again in the creation of the zisha necklace. The thermal quality of the material keeps and retains the body's temperature when touched to the skin. The zisha beads not only accent the visual palette with richness of color and texture, but remains beautifully simple and elegant when accompanied with a cotton tie.

ALLOY CHAMPAGNE BUCKET



Alloy juxtaposes tradition with modernity; in taking the shape of a classic Chinese vase and presenting it in polished silver, the ordinary vessel is transformed into a seductive and versatile object that is both functional and playful. Alloy addresses the utilitarian question of “what to do with a wine bucket when it is not in use?” The visual form is suggestive of this “other” function, therefore playing on the notion of “form follows function.”



SHANSHUI

Inspired by a traditional calligraphy brush rest, Shanshui presents double imagery when in use: a lighted cigarette resting in the tray recalls a typical Chinese painting of a mountain surrounded in clouds.



PEOPLE SERIES

This set of five vases began as a study of shape, an exploration of the human form and how to represent the various stages and types, then abstract the representations into a series of vessels.



EXTEND MIRROR

Extend Mirrors were inspired by the bamboo ladders commonly found assuming multiple functions around the Chinese household.



STRUCTURE TABLE

Probably the most solidly-built furniture one can find in today's market, the Structure series fits into a wide range of modern and traditional interiors. The wood's natural beauty is accentuated by a matte waxed finish.



FLANK EXECUTIVE TABLE

A modern interpretation of a found 1930s Shanghai art deco desk, this handsome oversized executive desk features prominent side drawers – a file drawer on one side, and two smaller drawers on the other – that flank both sides of the table.



SOLO CHAIRS

An inspired design from the roaring 1920s of Old Shanghai, the Solo Chair series possesses a nostalgic elegance with an air of masculinity which truly stands on its own.



SOLO TABLES

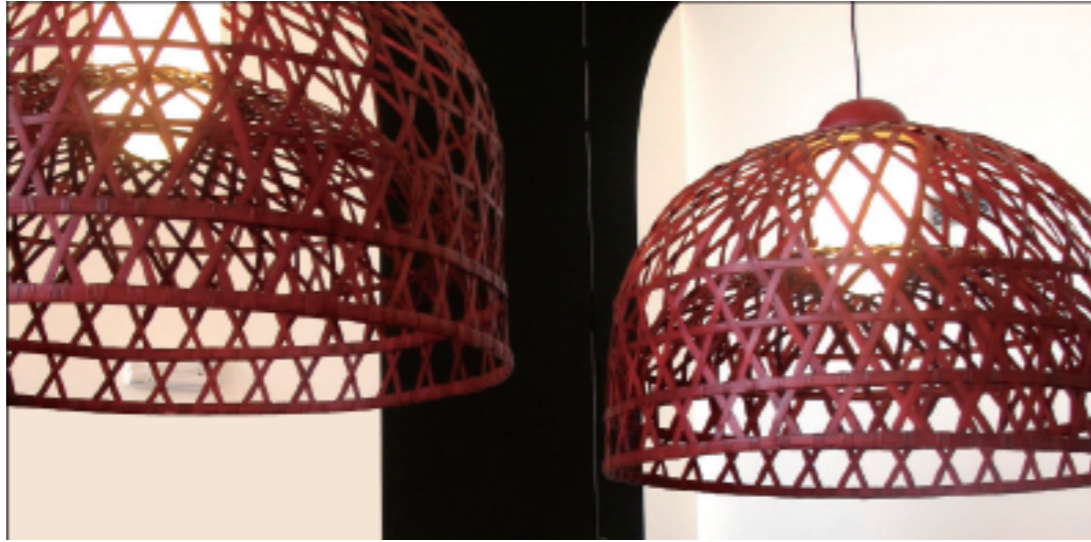
The Solo Table shares the distinct look of the wooden legs of the Solo Chair, but cleverly misses one essential leg, rendering it useless if “solo”. The table joins two of the solo legs together to reflect the importance of “pairing” for the family unit in Chinese dining culture.



THE EMPEROR



This oversized light was inspired by a made-believe folklore story of an Asian emperor & a beautiful nightingale...Once upon a time an Asian emperor was given a nightingale as a gift. The bird was so beautiful and sang in such a bewitching way that the emperor fell immediately in love with it and decided to keep it forever by his side. So the nightingale was put in a beautiful, majestic cage in the imperial chambers & became the delight of the emperor's days...Neri & Hu took on a modern translation of this story and produced a collection of pendant/floor/desk lamps in stained woven bamboo. The poetics of an emperor's life, a life no longer relevant in today's world, can be abstracted in the form of an object such as the light. The use of hand-crafted bamboo weaving in an industrial product creates an elegant yet uncanny design statement. A lamp so particular & majestic that it could become your personal nightingale...forever by your side to brighten up your days.



THE NARCISSIST

“SWAROVSKI ELEMENTS AT WORK” PROJECT WITH BD BARCELONA



The NARCISSIST is a collection of objects for the use of dressing and personal grooming. The collection includes the following pieces of furniture objects:

Tocador and stool set

Dowry jewelry box

Wall mirror



5.GRAPHIC DESIGN

NERI&HU COMPLETE BRANDING & VI

neri&hu is a collection of home furnishings brand that reflects a collective vision of modernity balanced by heritage. The neri&hu packaging is simplistic and chic, allowing the natural qualities of the inside product to shine. The graphics have been kept at a minimum, with only a considerate care manual and product booklet to introduce neri&hu fans to their neri&hu object.





NERI&HU STATIONERY MAP POSTCARD



DESIGN REPUBLIC COMPLETE BRANDING & VI







DESIGN REPUBLIC CATALOG & STORE BROCHURE



DESIGN REPUBLIC MANIFESTO QUARTERLY MAGAZINE

design republic's quarterly design news magazine. nhdro created the name "manifesto" for design republic's quarterly which looks into the republic's design paradigm. nhdro designs and directs the magazine suggesting theme and content.

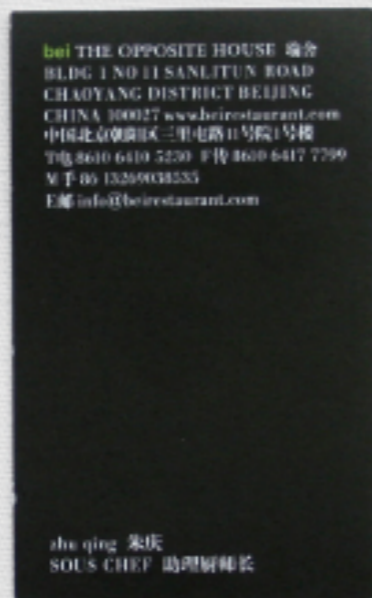


BEI ASIAN RESTAURANT AT THE OPPOSITE HOUSE

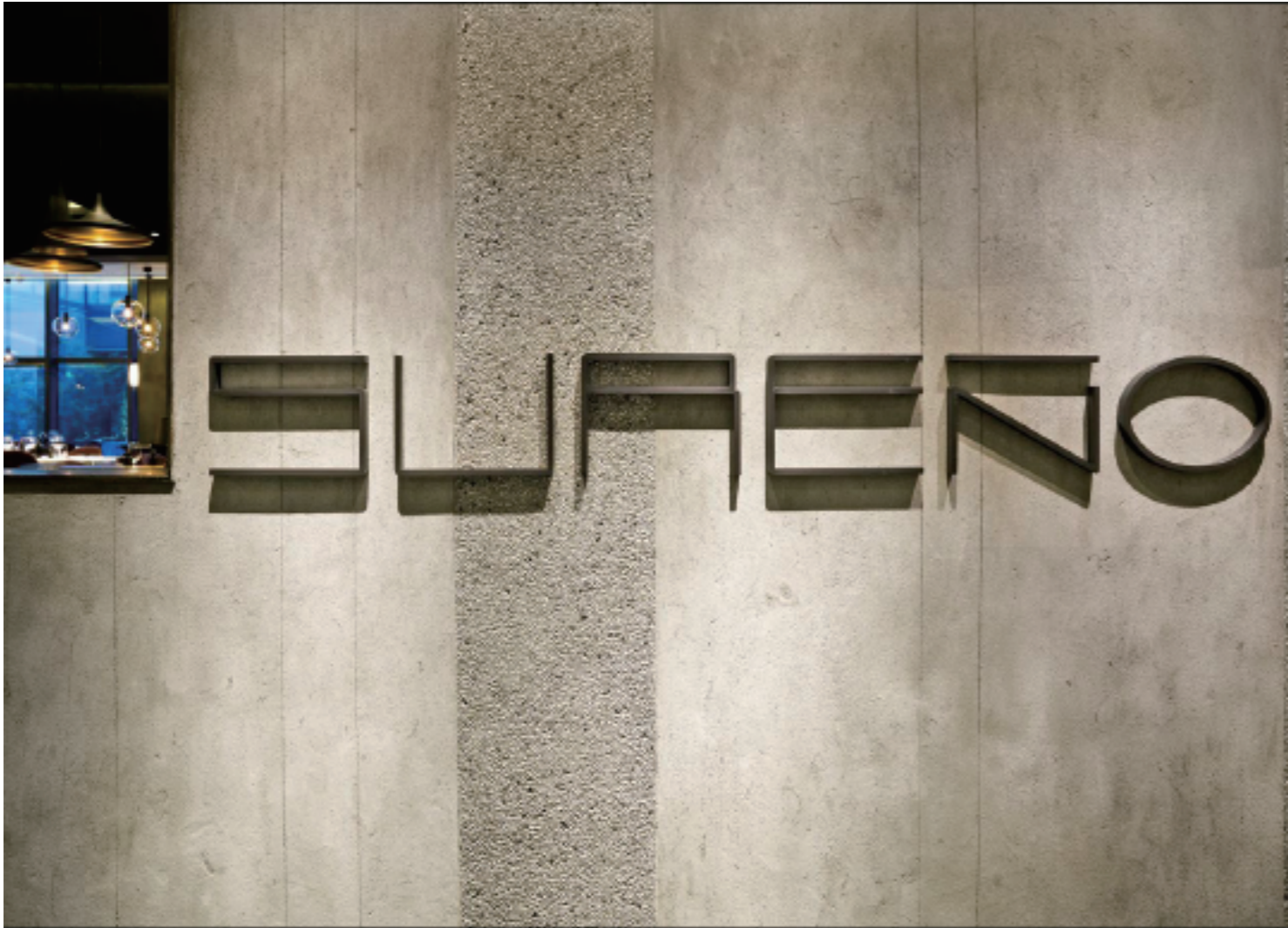
Bei's visual identity was created to reflect the interior architecture's concept of verticality and its use of raw untreated wood. Materiality and verticality was a focus on the design of the asian restaurant's logo and collateral. The logo is in the form of a screen using the chinese character of bei (meaning north) forming the screen divisions. Bei's collateral design pays homage to traditional patterns found on asian pottery and fabric but with a modern twist.







SUREÑO MEDITERRANEAN RESTAURANT AT THE OPPOSITE HOUSE



The identity of the mediterranean restaurant sureño (“southerner” in spanish) explores the horizontality of the restaurant’s interior space which is based on the horizon and land surrounding the mediterranean sea. The logo design was inspired by the spanish artist eduardo chillida’s work, appropriately expressive of the negative/positive spaces and flat landscapes of southern spain.

The collaterals focus on the materiality and the “figure/ground” quality of the interior architecture, where mdf boards in a wash of gray paint mirrors the concrete spaces finished with a lasercut logo in the same color. A deep blue is used as a secondary color echoing the pockets of blue walls and ceilings interspersed within the raw concrete interior—all used to convey the palette of the land and sea.





6.DESIGN REPUBLIC

DESIGN REPUBLIC



Design Republic stands for a new birth of life and style. At its foundation, it is a republic of life - life that creates meaning and understanding through its relationship to objects of habitation. We seek to explore the relationship between people and the simple objects they use in life - a plate, a teacup, a chair; it is here where we discover the beauty of everyday life.

Design Republic is also a republic of style - style that creates new ideologies in design, retail, and merchandising concepts embodying a distinctive aesthetic for contemporary China. We cross traditional boundaries to merge old and new, traditional and modern, opulent and austere, to ultimately create a dynamic platform of design.

Established by founders Lyndon Neri and Rossana Hu, Design Republic will offer a unique collection of products created by the world's best design talents, many of which have never been made available to consumers in China. Design Republic will also collaborate with many designers both foreign and local to create products that will explore a new modern Chinese aesthetic.







7.SITO

SITO DI NERI&HU

neri&hu

THINGS
THOUGHT
SHOPS
CONTACT
NEWS
PRESS



neri&hu

THINGS

FUNCTION
STAIRS
TABLES
SEATS
DECORATION
TABLEWARE

SHOPS

THOUGHT
SHOPS
CONTACT
NEWS
PRESS



STRUCTURE

coffee table

solid wood, red, wenge,胡桃木
finish

120 x 120 x 35 cm
80 x 80 x 35 cm

black wenge, zobara natural or
shonzed, white oak natural or shonzed



neri&hu

THINGS
THOUGHT
FOUNDERS
SHOPS
CONTACT
NEWS
PRESS

2008: founded in shanghai, neri&hu represents a new modern chinese aesthetic, founded by designers whose intent is to spark the potential in 'chinese design,' neri&hu looks to evolve change, seeking top-quality materials and craftsmanship, most neri&hu products are hand made, a reflection of a place whose masters of trade can still be found waiting for patrons in the lanes of shanghai.

neri&hu is the reinterpretation of the beauty in revealing raw material where it is found, or exposing an object's form where normally hidden, in examining history and its path, or in capturing an ordinary scene in a snapshot.

neri&hu

imprint of heritage, modern reinterpretation

neri&hu

THINGS
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NEWS
2013
2014
2017
2018
PRESS

LATEST NEWS




SITO DI NERI&HU DESIGN AND RESEARCH OFFICE

profile
projects
media
contact

neri&hu design and research office 如恩设计研究室

profile
projects
media
contact



neri&hu design and research office 如恩设计研究室

profile
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media
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philosophy
founders
words

PHILOSOPHY
"we don't ask to be eternal beings,
we only ask that things do not lose all their meaning"

interview de saint exupéry

Founded in 2004 by partners livdon neri and roseasa hu, neri&hu design and research office is a multi-disciplinary architectural design practice based in shanghai, china. neri&hu works internationally providing architecture, interior, master planning, graphic, and product design services. currently working on projects in seven countries, neri&hu is composed of multi-cultural staff who speak over 20 different languages. the diversity of the team reinforces a core reason for the practice: to respond to a global worldview incorporating overlapping design disciplines for a new paradigm in architecture.

neri&hu's location is purposeful. with shanghai considered a new global frontier, neri&hu is in the center of this contemporary chaos. the city's cultural, urban, and historic context function as a point of departure for the architectural explorations involved in every project. because new sets of contemporary problems relating to buildings now extend beyond traditional architecture, the practice challenges traditional boundaries of architecture to include other complementary disciplines.

neri&hu design and research office 如恩设计研究室

profile
projects
media
contact

architecture / interiors
products
branding / graphics
installations
publications

13 4 8 0 7 0



NERI&HU
Founded in Shanghai, neri&hu represents a new modern Chinese aesthetic. Founded by designers whose intent is to open the potential in 'chinese design,' neri&hu seeks to evolve change. Seeking top-quality materials and craftsmanship, most neri&hu products are hand made, a reflection of a place whose masters of trade can still be found waiting for patrons in the lanes of Shanghai.

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neri&hu
imprint of heritage, modern reinterpretation
www.neriandhu.com

neri&hu design and research office 如恩设计研究室

SITO DI DESIGN REPUBLIC



ABOUT
COLLECTIONS
DESIGN SOCIETY
D.R. HOME
PRESS
INFO
GALLERY

LOG IN REGISTER
SEARCH



ABOUT
COLLECTIONS
DESIGN SOCIETY
D.R. HOME
PRESS
INFO
GALLERY

BY BRAND
BY DESIGNER
BY FUNCTION

LOG IN REGISTER
SEARCH

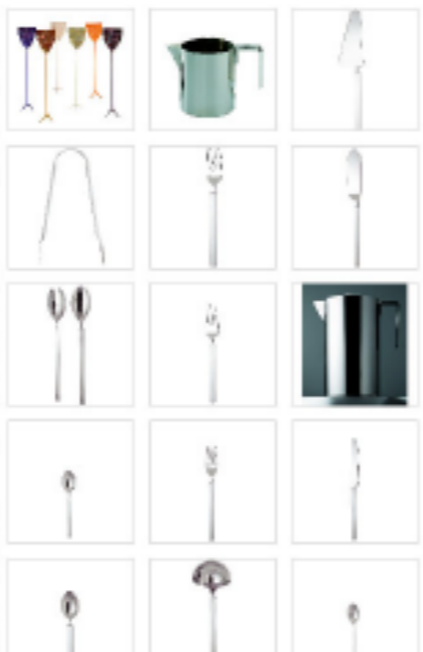
A.A. H.H. D.T. M.Z.
ALESSI
ALESSI (MILANO) (IT)
ARCHITECT SPAE (DE)
ARTISTEN (DE)
B&B (NO)
B&B BARCELONA DESIGN (DE)
CML, HANSEN & SCHOK (DE)
DREIBERGER (NO)
EUBOS (CON) (DE)
FRIGOD (DE)
K19 (DE)
KUBICO (DE)
KWC, GERRESHEIMER (DE)
TUTTOKANZON (DE)

ALESSI

Founded in 1921, ALESSI was highly innovative right from the very start, always ready to experiment, to take over a more radical view of the world, though I was very much rooted on traditional production methods. In the space of a few decades, the Alessi company developed from a "Workshop with tinsmith specializing in working brass and nickel silver" into one of the "Factories of Modern Design".

Metals and stainless steel in particular still remain their mainstay, but in recent years many new materials have begun to be introduced, offering their designers new expressive possibilities, and allowing the customer some surprising new forms and some wonderful little discoveries. A true "Dream Factory", inspired by poetic expression and a willingness to enrich people's culture through their living environment, Alessi presents nowadays a wealth of items unmatched in the history of this business.

During the 1980s the Alessi company emerged at the forefront of the design activity when Alberto Alessi launched it into the design decade through his unique collaboration with designers and architects such as Ettore Sottsass, Richard Sapper, Achille Castiglioni, Michael Greiner, Philippe Starck, and many others. Today Alessi is considered the most important industry in the



ABOUT
COLLECTIONS
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COMPANY PROFILE
FOUNDERS
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ABOUT
COLLECTIONS
DESIGN SOCIETY
D.R. HOME
PRESS
INFO
GALLERY

DATE
C-MANIFESTO
9-NEWS
CUSTOM SERVICES
CATALOG
JOB

LOG IN REGISTER
SEARCH



Design Republic stands for a new way of life and style. At its foundation, it is a republic of the... the true creation, meaning and understanding through its relationship to aspects of reality. The aim is to explore the relationship between people and the objects they use in life - a plate, a glass, a chair, it is here where we discover the beauty of everyday life.

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REPRODUCTION OF THE REPUBLIC
PERIODIC NO. 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.



shanghai

neri & hu

1.chi e' neri&hu?

sfondo e DNA del
neri&hu

2.cosa fanno?

struttura del
neri&hu

3.cosa si fa per

neri&hu?

naming
web
brand neri&hu

4.migliorare per brand neri&hu

palora chiave
mappa dello stile
portafoglio ideale

5.design per brand

neri&hu

design
disegni

1. CHI E' NERI&HU?

Lyndon Neri
Rossana Hu



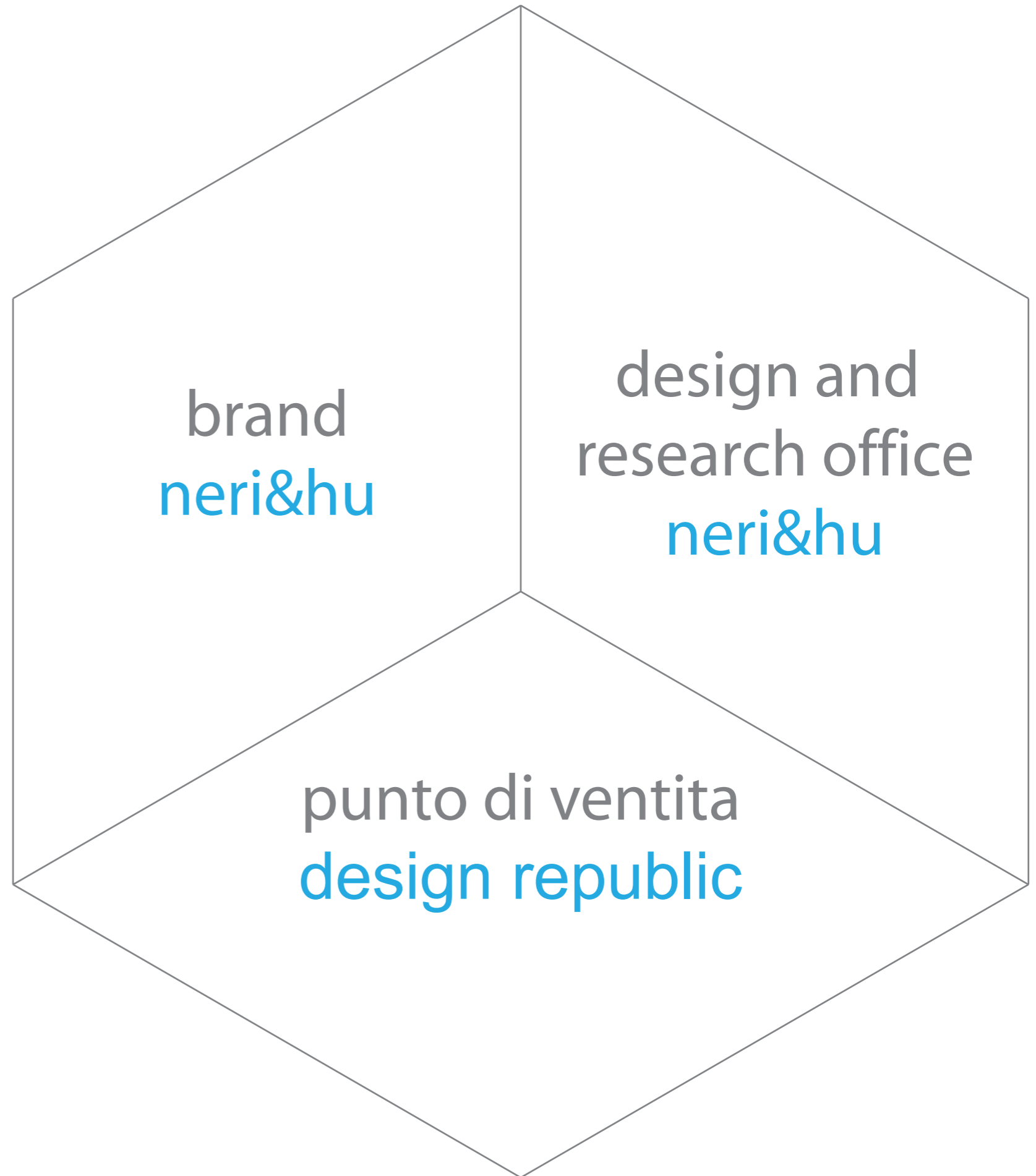
“we don't ask to be eternal beings,
we only ask that things
do not lose all their meaning.”
_____antoine de saint exupéry

DNA
DEL
NERI&HU



2. COSA FANNO?

STRUTTURA DEL NERI&HU



design and research office

NERI&HU

architettura

prodotto

graphic



brand
NERI&HU

imprint of heritage
modern reinterpretation



marketing
sale

DESIGN REPUBLIC



MARKETING
SALE
SHOWROOM

neri&hu

altri brand mondiali

3. COSA SI FA PER NERI&HU?

naming

web

brand
neri&hu

NAMING

neri&hu

design and research office

neri&hu

design republic

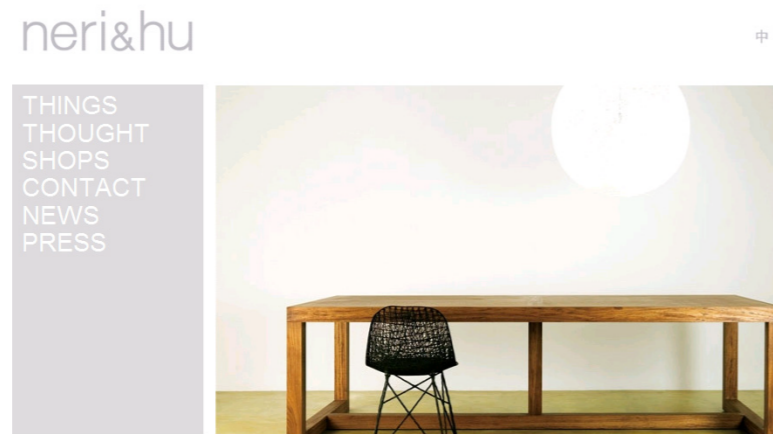
N&H
by neri&hu

design and research office

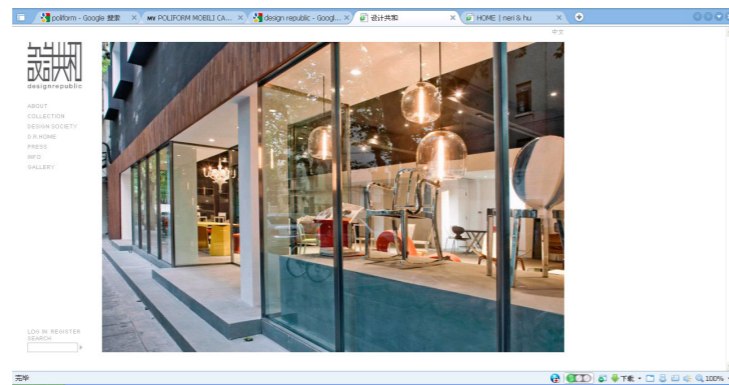
neri&hu

design republic
by neri&hu

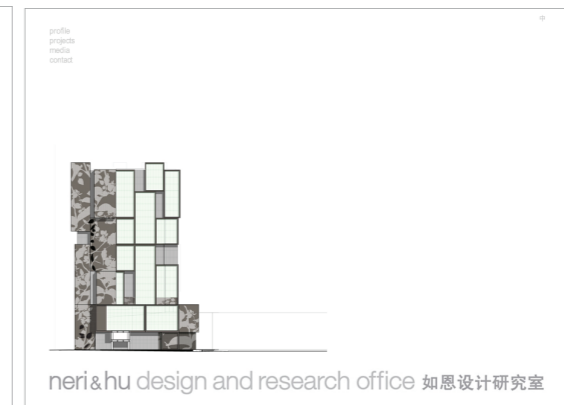
WEB



N&H
by neri&hu



design republic
by neri&hu



design and research office
neri&hu

things thought shops contact news press

N&H
by neri&hu

en 中文

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profile
projects
media
contact

en 中文



neri&hu
design and research office

design and research office
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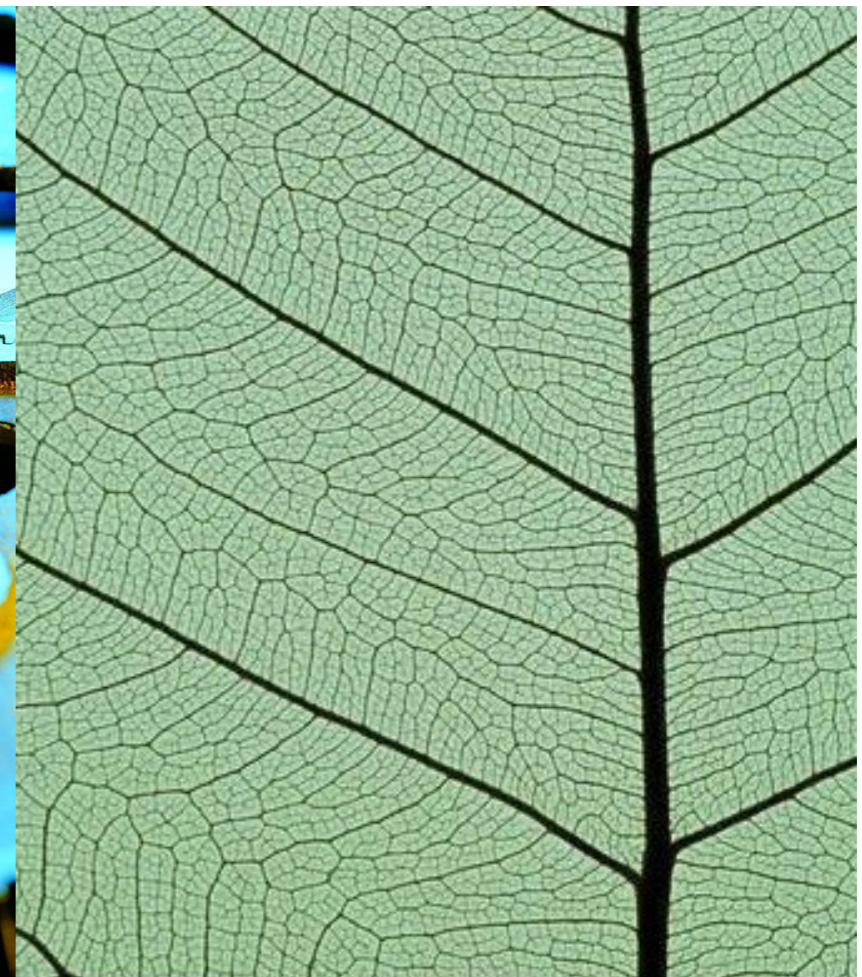
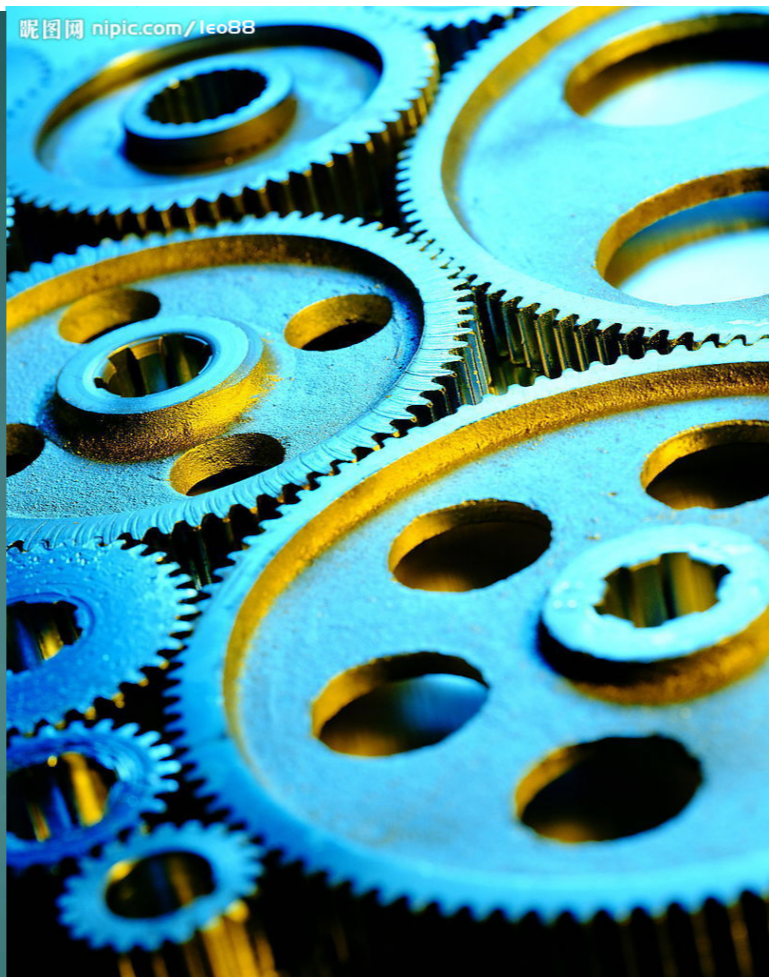
BRAND NERI&HU

4.MIGLIORARE

PER BRAND

NERI&HU

PALORA CHIAVE



razionale



timeless



tradizionale





artigianale

MAPPA DELLO STILE

high -tec
(materiale)

B&B

kartell

moooi

moroso

muji

established&sons

edra

 neri&hu

vivace
(colori)

101 elementare



internazionale

B&B

muji

established&sons

moroso

edra

timeless

kartell

trendy

moooi

X neri&hu

locale

PORTAFOGLIO IDEALE

work on

neri&hu(oggi)

nuovi

futuro

sedie

tavoli

lampade

complements
&objects

sofas

cabinets

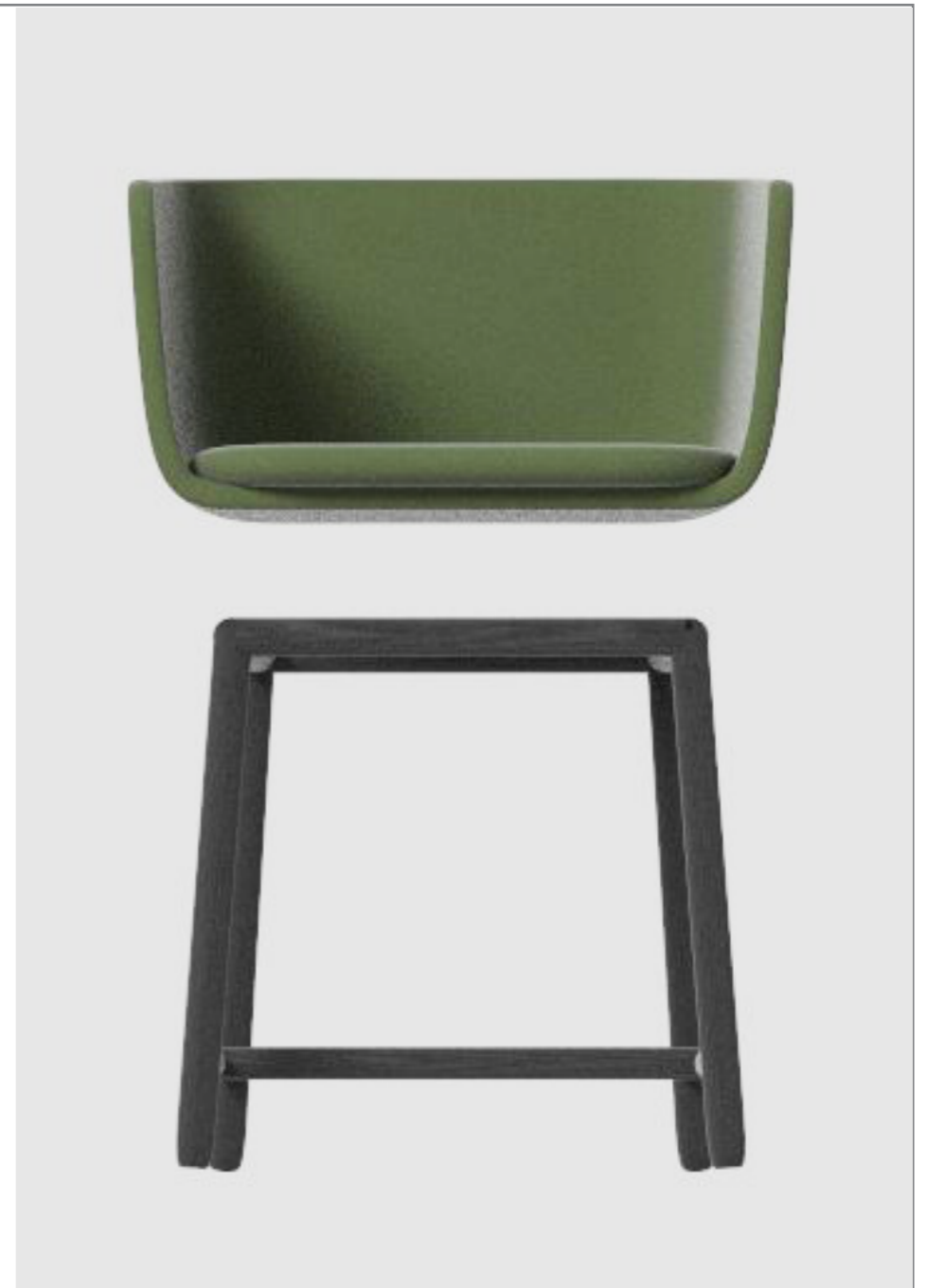
beds

dining

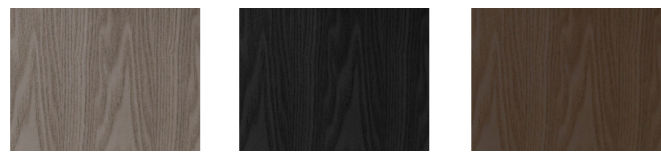
free standing

5.DESIGN

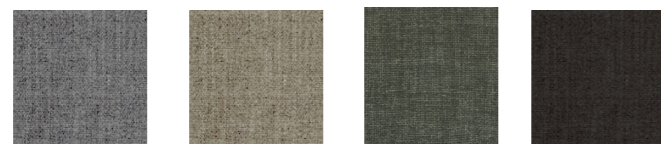




Walnut



Tessuto

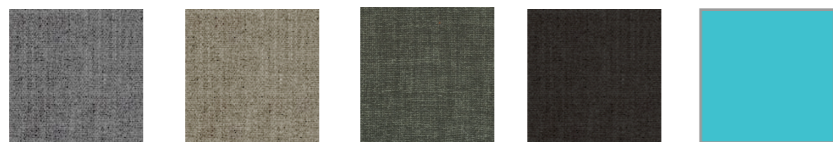


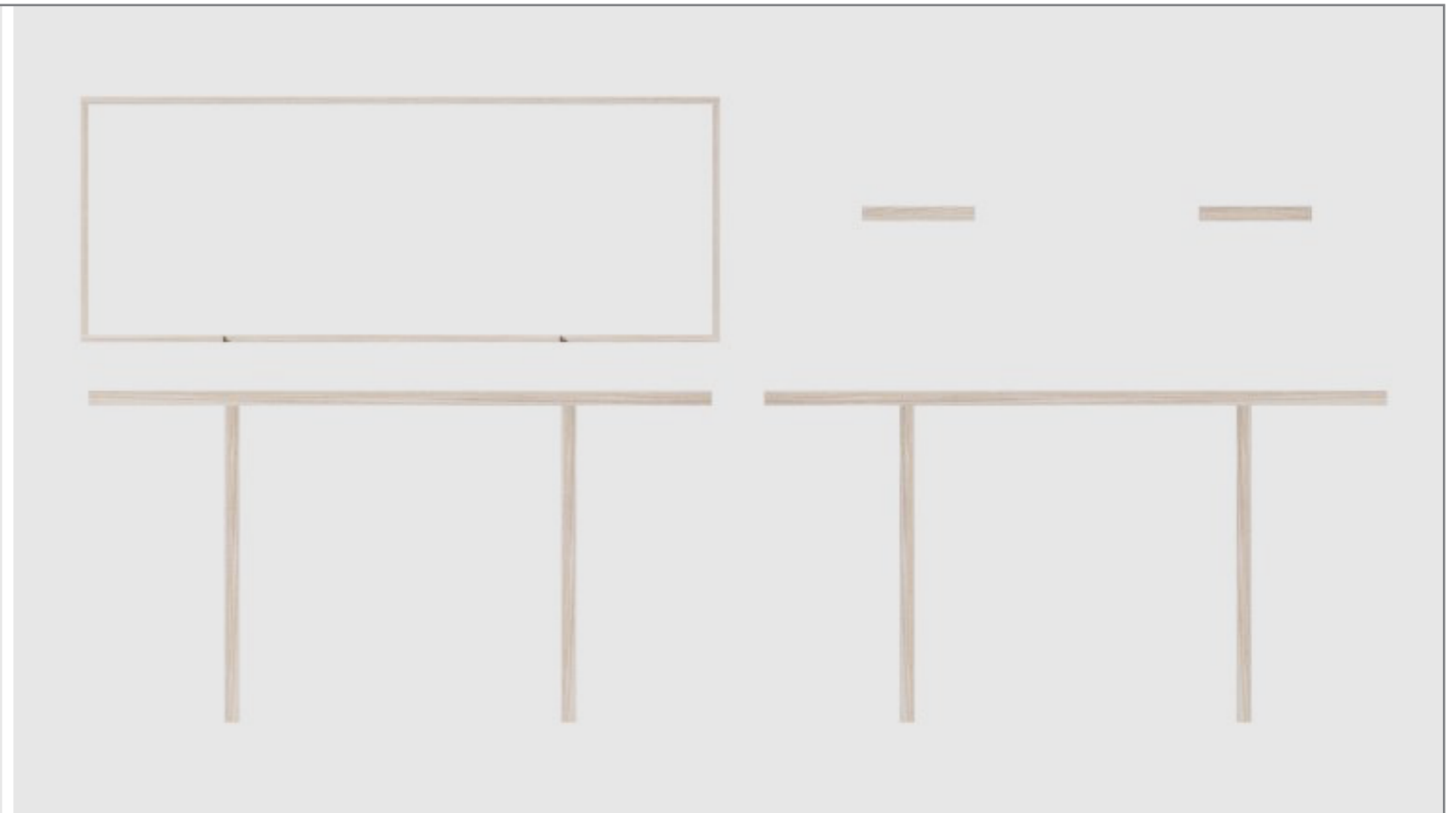


Walnut

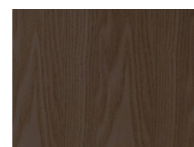
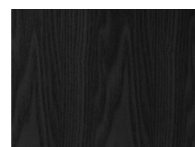
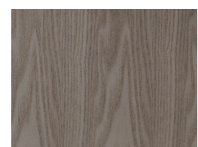


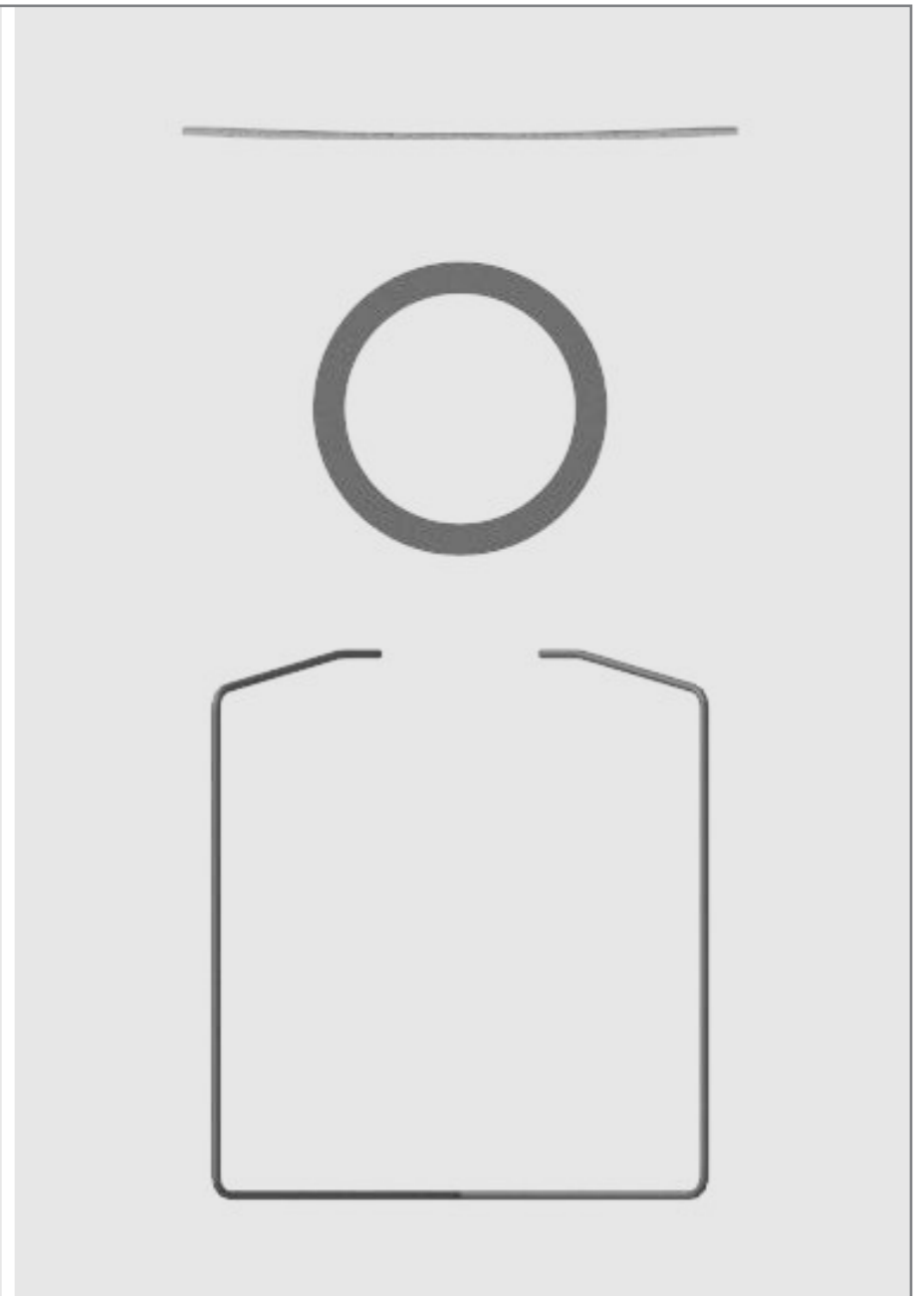
Tessuto



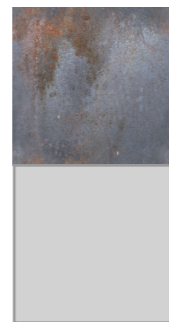


Walnut

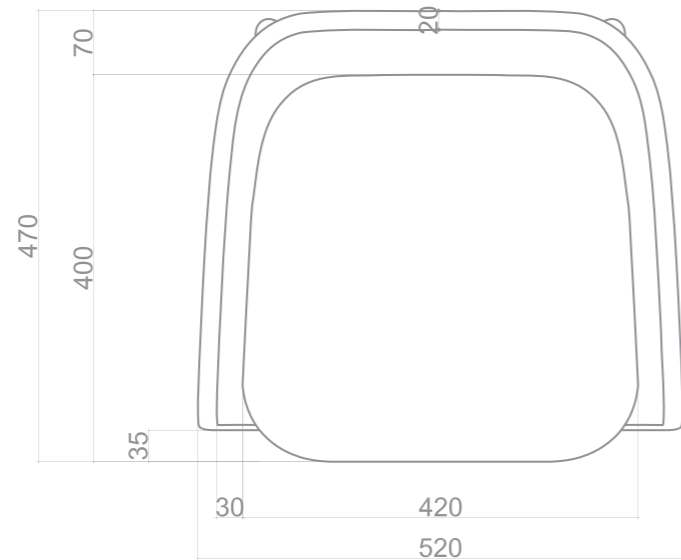




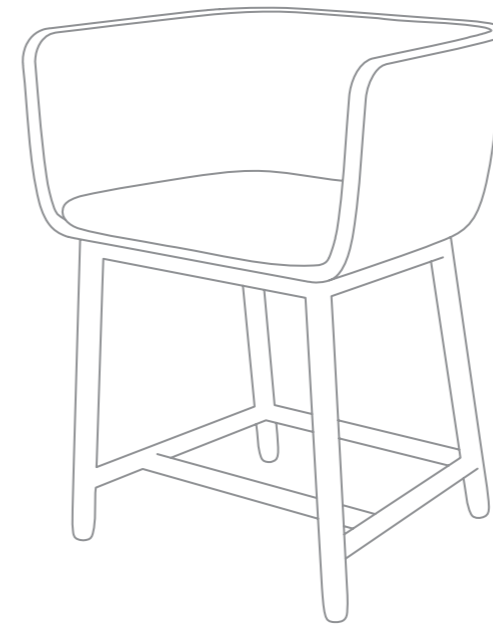
Finitura



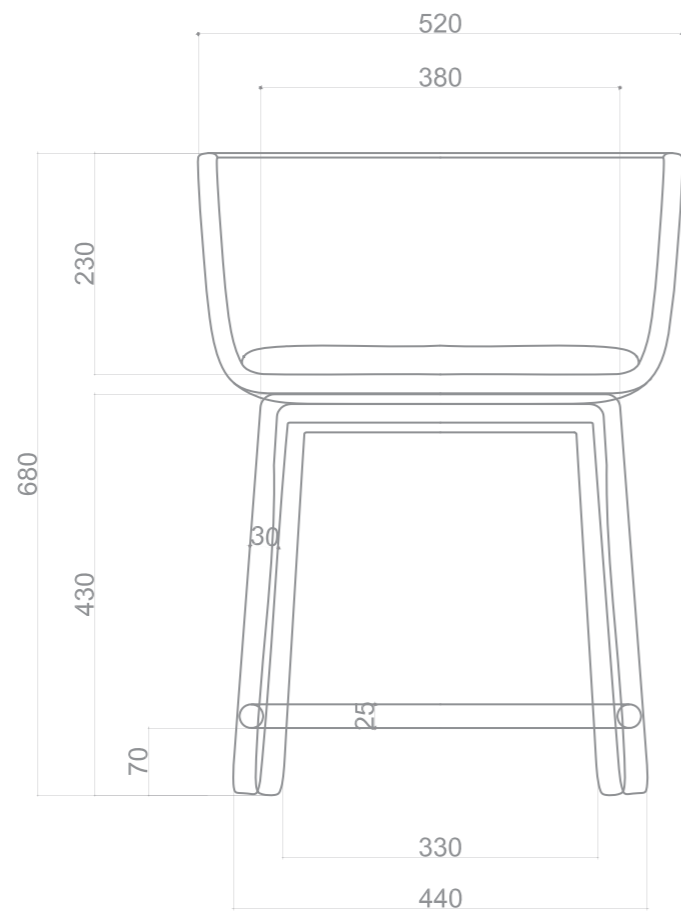
DISEGNI



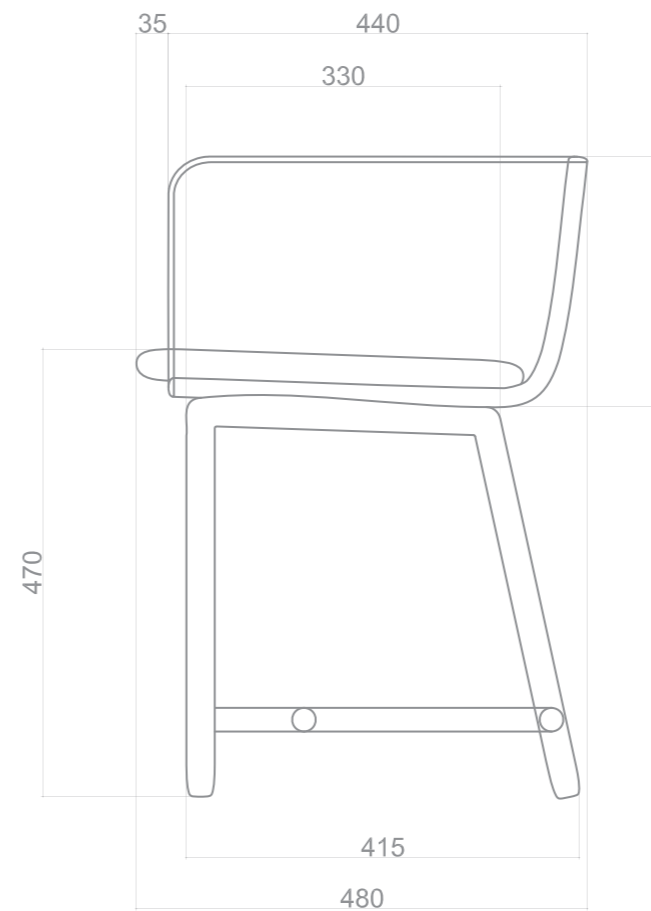
TOP VIEW



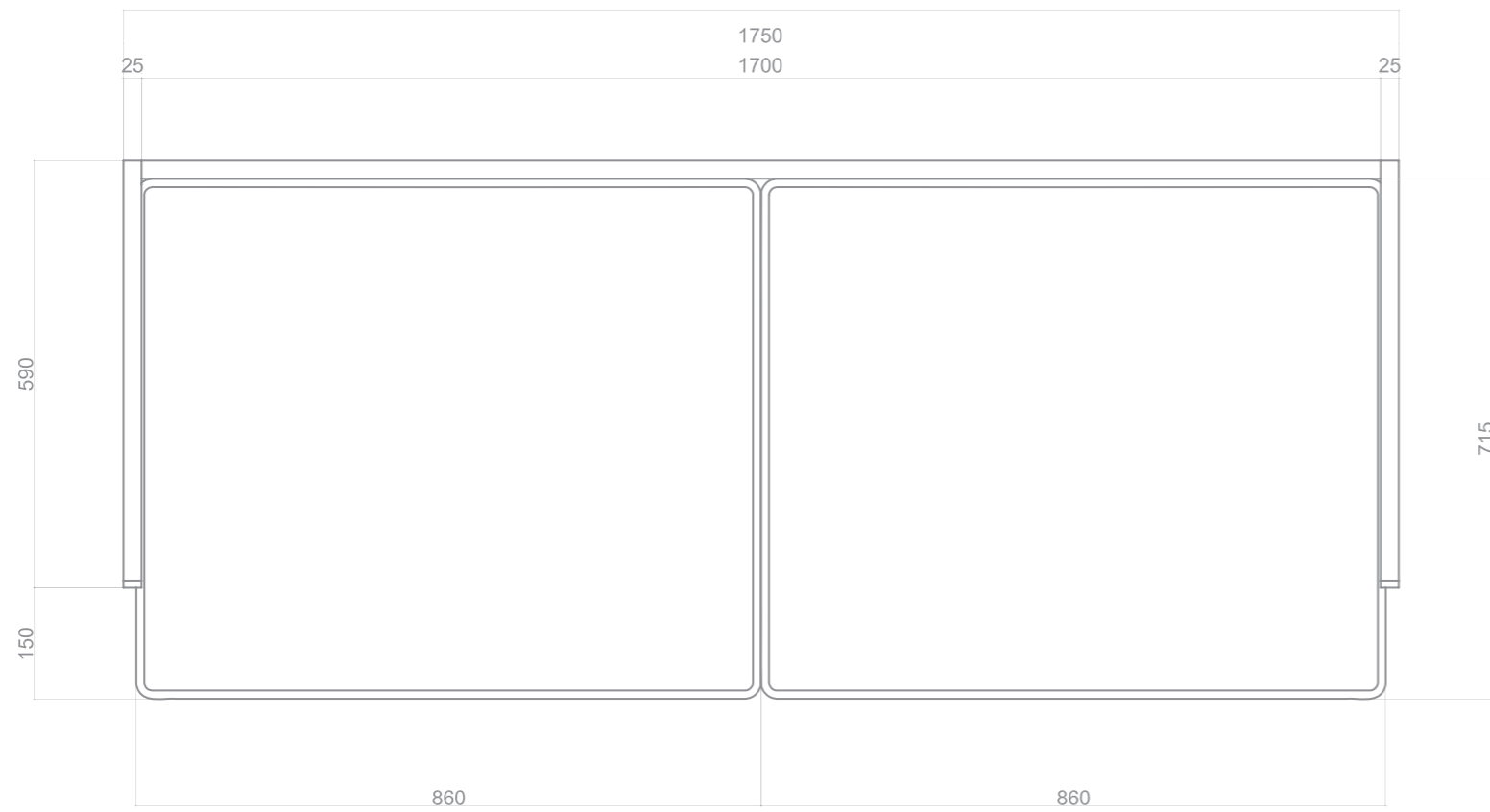
PERSPECTIVE VIEW



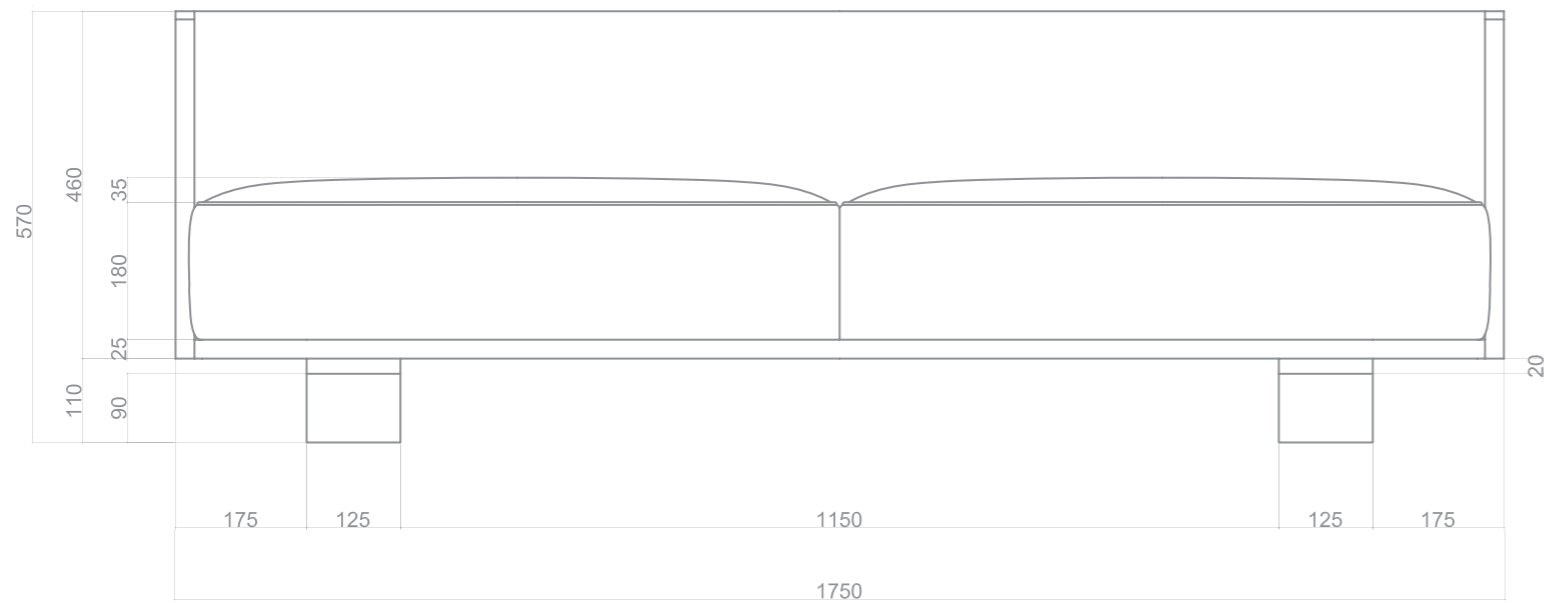
FRONT VIEW



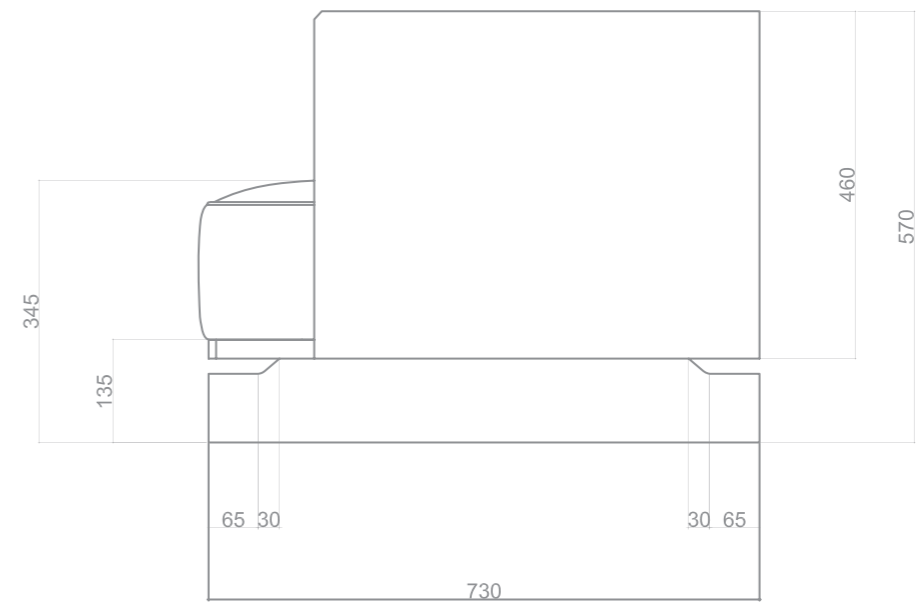
LEFT VIEW
scala 1:8



TOP VIEW



FRONT VIEW



LEFT VIEW
scala 1:10



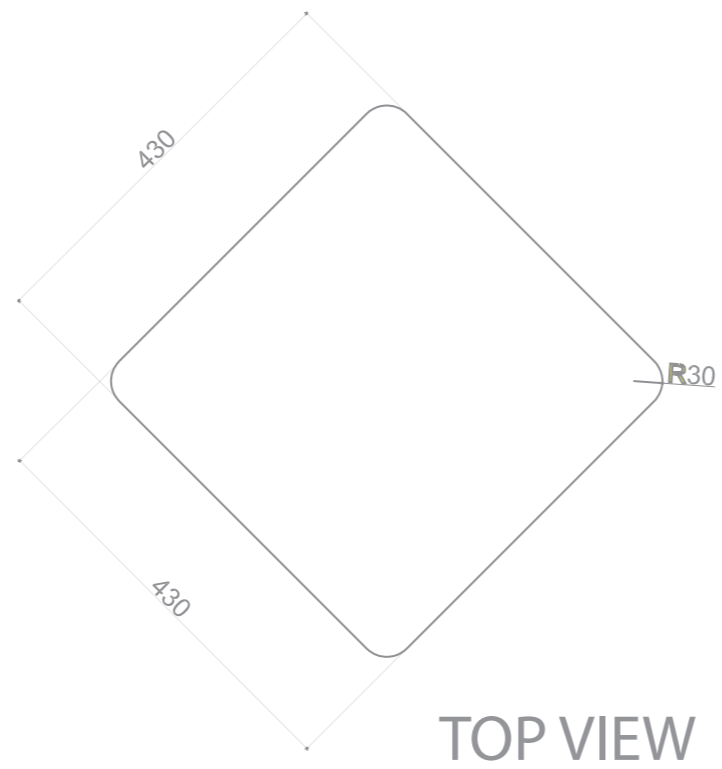
TOP VIEW



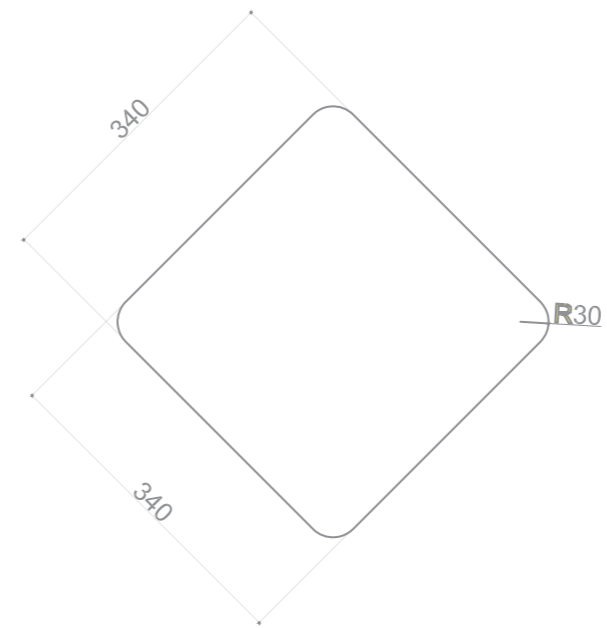
FRONT VIEW



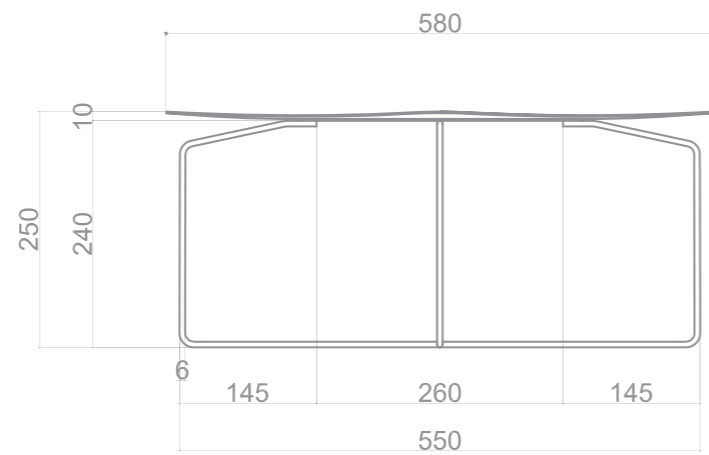
LEFT VIEW
scala 1:10



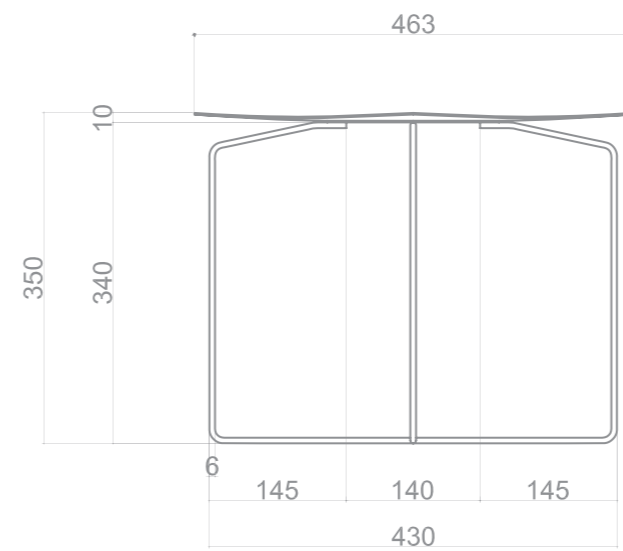
TOP VIEW



TOP VIEW



FRONT VIEW



FRONT VIEW
scala 1:10