On the North West of Spain, in the Celtic land of Galicia, lays the holy tomb of Saint James, which has been since the middle ages the endpoint of the historical pilgrimage to Santiago. Peter Eisenman’s Masterpiece lays just a few kilometers away from the one thousand year old Cathedral. The City of the Culture of Galicia is inspired by the old middle age town of Santiago and a scallop’s shell, which is the symbol of the ancient pilgrimage. Narrow streets and stone buildings resembling a hill, bring the visitors back into time.

The cultural complex includes two Libraries, two Museums, an Opera House and an Office building. Ivan Pazos was Senior designer for the Library and Opera House working directly under the direction of world famous Architect Peter Eisenman.
As South Korea continues its economic growth new planned cities are being developed in several locations. Gyeongsang Buk Do province is one of these new Urban Developments. We partnered with DA group for the competition for the new local Government complex. A fluid design that blends with the landscape.
Brussels, Belgium. 2006-Present. Skidmore, Owings and Merrill LLP

NATO HEADQUARTERS

New NATO HQ Building in Brussels
In the Persian Gulf, Qatar, and in particular its capital Doha, is going through a profound transformation, and quickly becoming a world first-class city. As a part of this effort, SOM was commissioned to design the new state-of-the-art headquarters for the country’s GDP making company, Qatar Petroleum. The site, on the desert, adjacent to the city, overlooks the Gulf. The buildings design is inspired on the shape of the Dunes, emulating sand sculpted by the winds.

The interiors are designed as fluid spaces as well. Ivan Pazos was the Senior designer for the Interior architecture for all the buildings of the gigantic complex.
As Vietnam is embracing Chinese style economic models, local developers and investors are attempting to bring the country back on track to join the developed economies. As a part of this effort, HADO Group envisions modern Headquar- ters in the capital Hanoi.
MUSEUM PROPOSAL

Galicia, Spain, Ivan Pazos PLLC

Competition Proposal for a Museum in the North-west of Spain.
New flagship store in Tokyo for ADEAM, following the steps of the Midtown location this time the Design was created by HaCo, OCA & Ivan Pazos on the 3D work. The design is simple, elegant, with references to Japanese traditions.
AGATHA PARIS SEOUL

Gangnam, Seoul, South Korea. Ivan Pazos Architect

Agatha Paris Store in fashionable Gangnam, next to all the big brands. Design and construction was done by Ivan Pazos & Bossdesign in collaboration. Designed and built on a tight schedule following the brand identity of Agatha Paris retail.
DENNIS GOLF

Seoul, South Korea. Ivan Pazos Architect

Dennis Golf new retail identity Flagship Store in Seoul.
Hongdae district, Seoul, South Korea. Ivan Pazos PLLC

Hongik University district, also known as Hongdae, is the hip party area for Seoul’s youngsters. Bee House is a relatively new fashion brand that targets hip and rebel school kids. The choice of Hongdae for their first Flagship store seemed ideal. We were commissioned to design a casual retail space by using unfinished materials in order to create an almost transitory place. The result is a warehouse looking space filled with hexagonal furniture elements, which are based on Bee House’s Logo and brand identity. The curves and angles add sophistication to the design, acting as an attractor. A new Urban Bazaar for Seoul’s youngsters.
AMWAY APAC RETAIL

Seoul, South Korea. Ivan Pazos PLLC

Concept proposal for AMWAY’s APAC operations.
Originally Designed as the Flagship Store of Bee House, the space was recon-verted into a GAP store, however instead of following the GAP design guideli-nes, most of the original Bee House flagship store design features were left in place, with new furniture and branding items. A fresh look for GAP in Seoul.
As leader of the design for the SOM team, we proposed complex curved walls, in order to guide the visitors through the space. The design was generated by 3D software techniques, and fabricated using CNC technology. Every single piece of the design is unique and different to the others.

The project was awarded by Interior Design Magazine as the Best of the year in 2006, and featured in Bruce Willis and Halle Berry’s feature film “Perfect Stranger.”
Lower Manhattan, New York City, USA. Skidmore, Owings and Merrill LLP

The rebuilding effort of Ground Zero has been decelerated and charged with symbolic meaning. The first completed building was the slick 7WTC, commissioned by Larry Silverstein to SOM and finished in 2006. Today 7WTC stands as a symbol for Lower Manhattan, and is waiting alone for its brothers, and in particular for Tower One, also known as the Freedom Tower.

As a part of the titanic effort, on the 25th floor of 7WTC an exhibition space was opened to the public, to showcase the future of the new World Trade Center.
Sokyo’s Gallery Booth for the Tokyo International Art Fair.
Lower Manhattan, New York City, USA. Skidmore, Owings and Merrill LLP

Sokyo's Gallery Booth for the Tokyo International Art Fair
Talley Beck is located in Manhattan’s Lower East Side. Once a neighborhood of Outlaws and epicenter of illegal bars during the prohibition era, today it is one of the most unique and diverse places in the City. In recent years, the LES has also become the Center of the up-coming New York art scene, experimenting a profound transformation, and becoming “the place to be”. Rock bars have made some room for trendy dining, hip lounges, exclusive hotels and fashion stores. The transformation has been particularly drastic in the Bowery. Luxury has taken over after the mythic CBGB has departed forever.

As a part of this transformation, the Galleries are moving in as well, deserting the once exclusive Chelsea. Talley Beck, a Asian owned venue was part of this effort. The Gallery caters the young, in particular Asian and American artists, keeping the nearby East Village flavor alive. The super long space has been divided into three chambers, making the experience of walking through the Art Gallery a journey full of discoveries.
Fashion meets design in Manhattan at DBD, for an annual fundraising event organized by DIFFA for AIDS. New York’s most renowned designers collaborate to create incredible dining experiences for this event. Elegant, exuberant and innovative spaces are accompanied by music, cheese and wine; this sophisticated perfection never fails to attract a trendy crowd. Profits from the dinners, cocktail parties and exhibits are donated to the fight against AIDS. We have participated for 3 years designing dining environments for SOM, and even proposed a 4th one. Using thin surfaces and complex geometry that wraps and frames the dining space, we present an experience itself.
The firm has an expertise in entertainment and nightlife venues. We are responsible for the Design of the soon to open new nightlife spot in Seoul, the XO Club, including a Coliseum-like dance floor and a bar for mingling and fitting. As a part of this effort, an Italian inspired restaurant, the hottest Tratoria of Seoul. Ivan Pazos has also collaborated with ICrave, one of the world top designers for nightlife spots for the Blue Velvet Club, and Scores Club in Atlantic City, N.J.
The Blue Velvet Club is the product of a collaboration between Ivan Pazos Architect PLLC and award-winning Design firm iCrave, known for their interiors for clubs and restaurants in Manhattan and other trendy locations.
The Firm was responsible for the new hottest venue in Itaewon, the XO Club. Located in the epicenter of Itaewon, where the trendy people have moved for nightlife indulgence, XO Club caters to trendy, crazy and sophisticated crowd of partygoers. The Club features a colosseum-like amphitheater that serves as a stage and dance floor. Statues of contemporary Venus, the Roman Goddess of love adorn the pillars, creating and experience inspired in Kubrick’s Masterpiece “Eyes Wide Shut”.
Pastaccio restaurant
Ilsan, Seoul Metro, Korea, 2013. Ivan Pazos Architect

Italian fine eatery in Ilsan, within the Seoul Metropolitan area. The venue has sophisticated interiors and is run by an Italian Chef. Designed by Ivan Pazos in close collaboration with manager Giuseppe Mucci, the restaurant distinguishes itself from others as a truly European.
Pastaccio, Ilsan, Seoul Metro, Korea, 2013. Ivan Pazos Architect

Italian fine eatery in Ilsan, within the Seoul Metropolitan area. The venue has sophisticated interiors and is run by an Italian Chef. Designed by Ivan Pazos in close collaboration with manager Giuseppe Mucci, the restaurant distinguishes itself from others as a truly European establishment.
Spain style Bar de Copas, for casual evening wine and pintxos, and late night indulging. Spain drinking and eating culture gets transplanted to Tokyo in a very contemporary way, avoiding traditional stereotypes of Spanish culture. This a contemporary modern and simply designed venue that aims to reshape Tokyo’s nightlife.
Seoul, South Korea. Ivan Pazos Architect

Cowys is a proposal new K-10neu comb ice cream Franchise in Seoul. The client asked for a retro european chic look, with traditional materials used in a very modern way. Clean, simple and elegant.
The second venue of the BAR DE franchise in Tokyo. In this case the venue is more coffee and wine oriented, with Pintxos as well. The mood is more set for daytime, very modern and contemporary but incorporating some traditional elements that will enhance the traditions and history of the foods and drinks served.

Tomahawk rib steaks and Champagne blend on this exclusive venue in the center of London.

A safe haven for the dangerously trendy.
The second property of Marmara Hotels in New York City is scheduled to open soon in Park Avenue South, just a few blocks from south of Grand Central Station in Manhattan. The Hotel is aimed to a sophisticated crowd of Global Nomads with High expectations. The design is a collaboration between New York born artist Joe Ginsberg and Ivan Pazos. By combining custom inspirational art and interior architectural spaces, materials and applications we have created an unique space, with its own character and personality, by rejecting easy trends.
marmara park avenue
New York

Photography courtesy of MARMARA PARK AVENUE and OX LUNDING
The Guestrooms are designed for business travellers that want to feel like at home. They are classic, yet modern, with a subtle non pretentious luxury.
W HOTEL AT HUNTINGTON BEACH

Orange County, CA, USA. 2008-Present. Skidmore, Owings and Merrill LLP

Huntington beach is a Surfing spot in the LA Area. World famous for its PRO Surfing Contest, it is one of the original beaches where the California Surf culture started, a true iconic piece of shore. W hotels, the New York brand, and the hip side of Starwood is expanding into California. And a part of this effort is targeting Los Angeles, the second largest metropolis of the US.

The Whatever, Whenever brand is well known for its service and their bar like lobbies, catering to a young crowd and offering Urban retreats. This is definitely not a family destination.

Our proposal for the Southland W venue really takes it to the extreme. Purples, reds and oranges are mixed together with wave like wood structures. A safe heaven for the dangerously trendy.
MANHATTAN LOFT GARDENS HOTEL

LONDON, United Kingdom, 2013-2016

New trendy hotel and residences in London.
Hanoi, Vietnam. 2010-2011. DA GROUP
The lakes and trees of Ha Noi, and the traditional and charming Vietnamese attires and hats have been the main inspirational motive for the design of the new Mercure property in the City. The peach flowers also bring a pinch of color into the mix.
Hyderabad, India. 2008-2010. Skidmore, Owings and Merrill LLP

its Nizams. The fabulous, wealthy rulers were famous collectors of jewelry themselves, and governed for some 250 years until India gained its independence from Great Britain in 1947.

The city’s long jewelry tradition is the inspiration for the décor of the new Park Hyderabad, a hotel boutique that opened in April of 2010.

The result is an elegant mix of traditional Indian heritage, with an overall modern look to it. Cutting edge design meets local traditions.
After Korean celebrity actors Lee Bo Young and Jisung got married they decided to renovate their new apartment in Gangnam, into a modern and clean luminous space. The result is a very contrasted minimalist interior.
Paradise City Casino and Hotel, Seoul, Korea. Ivan Pazos Architect.

Trendy venue at Incheon’s Airport Paradise City Casino. High end Bar managed by top world class Champagne brand Perrier-Jouet, catering a feminine and sophisticated clientele.

PERRIER JOUET LOUNGE SEOUL