



Double  $\times$  Interiors



Design Firm based in Tokyo, Seoul and New York City. By inhabiting global metropolis, the practice is exposed to the areas of experimentation that the global cities provide. We are interested in the unique, and we believe in innovation and experimentation. Our goal is to always ensure the highest standard of service for our clients, by providing professional and custom services for each project, through rigorous analysis of our clients' needs. We offer Interior Design services including Hospitality, Residential, Retail, Food & Beverage, Offices, Exhibitions and Institutional Projects.

Our work expands all around the world and our members are graduates from prestigious Universities. Our focus relies on innovation and efficiency, by proposing novel solutions, avoiding traditional approaches. For such a purpose, we embrace the latest computer technologies in our work process, including 3D and communication technologies. Please contact us for a FREE quote or for further information regarding our services and fees, we do not charge for basic consultation services and fee proposals.

Due to the global nature of our practice the firm do not follow a typical traditional company structure, we work in different global locations in constant communication. We follow an always connected global nomad workstyle flexible structure, assembling specific teams for specific projects, ensuring the we always meet our client's needs.

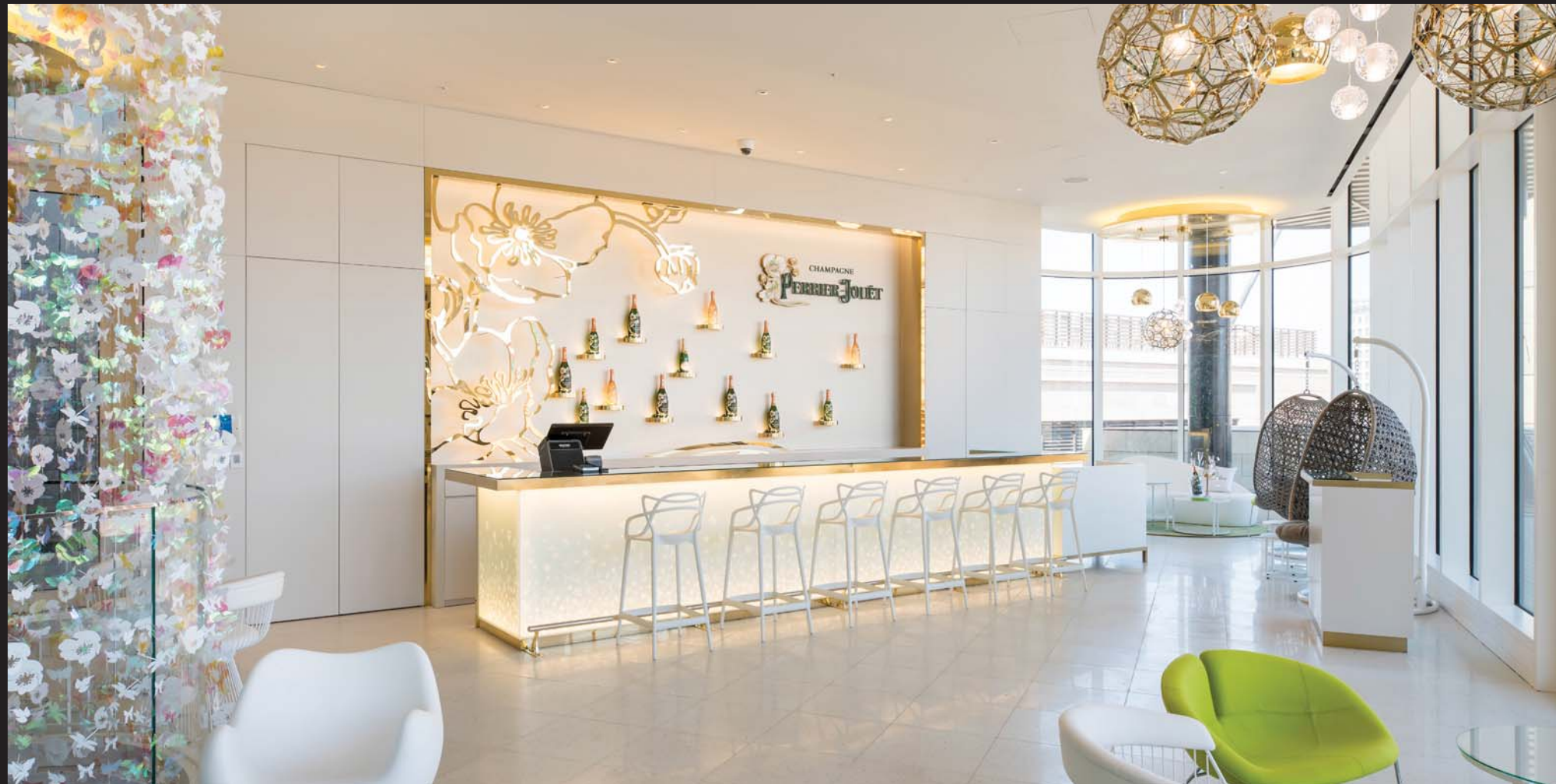
food & beverage



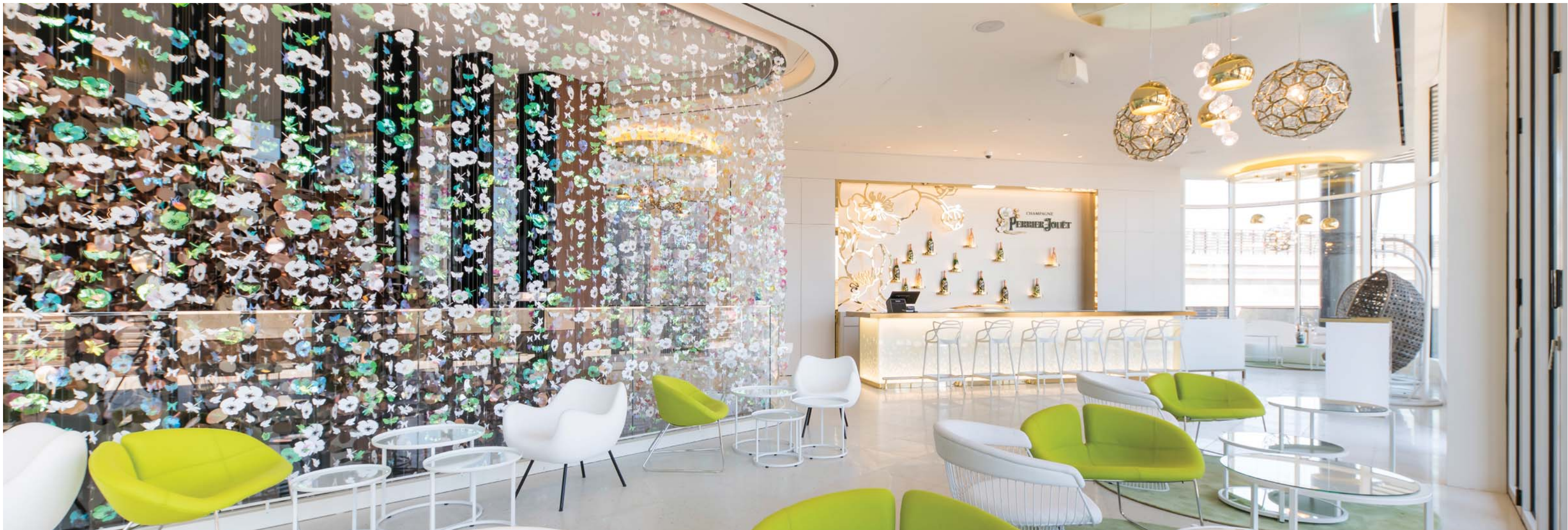
# *PERRIER JOUET* LOUNGE SEOUL

**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-JOUËT  
시크릿가든



























# XO CLUB & LOUNGE

Itaewon, Seoul, South Korea. Ivan Pazos PLLC

The Firm was responsible for the new hottest venue in Itaewon, the; XO Club. Located in the epicenter of Itaewon, where the trendy people has move for nightlife indulgency. XO Club, caters a trendy, crazy and sophisticated crowd of partygoers. The Club features a colosseo-like amphiteater, that serves as a stage and dance floor. Statues of contemporary Venuses, the Roman Godess of love adorn the pillars, creating and experience inspired in Kubrick's Maste-roiece "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.



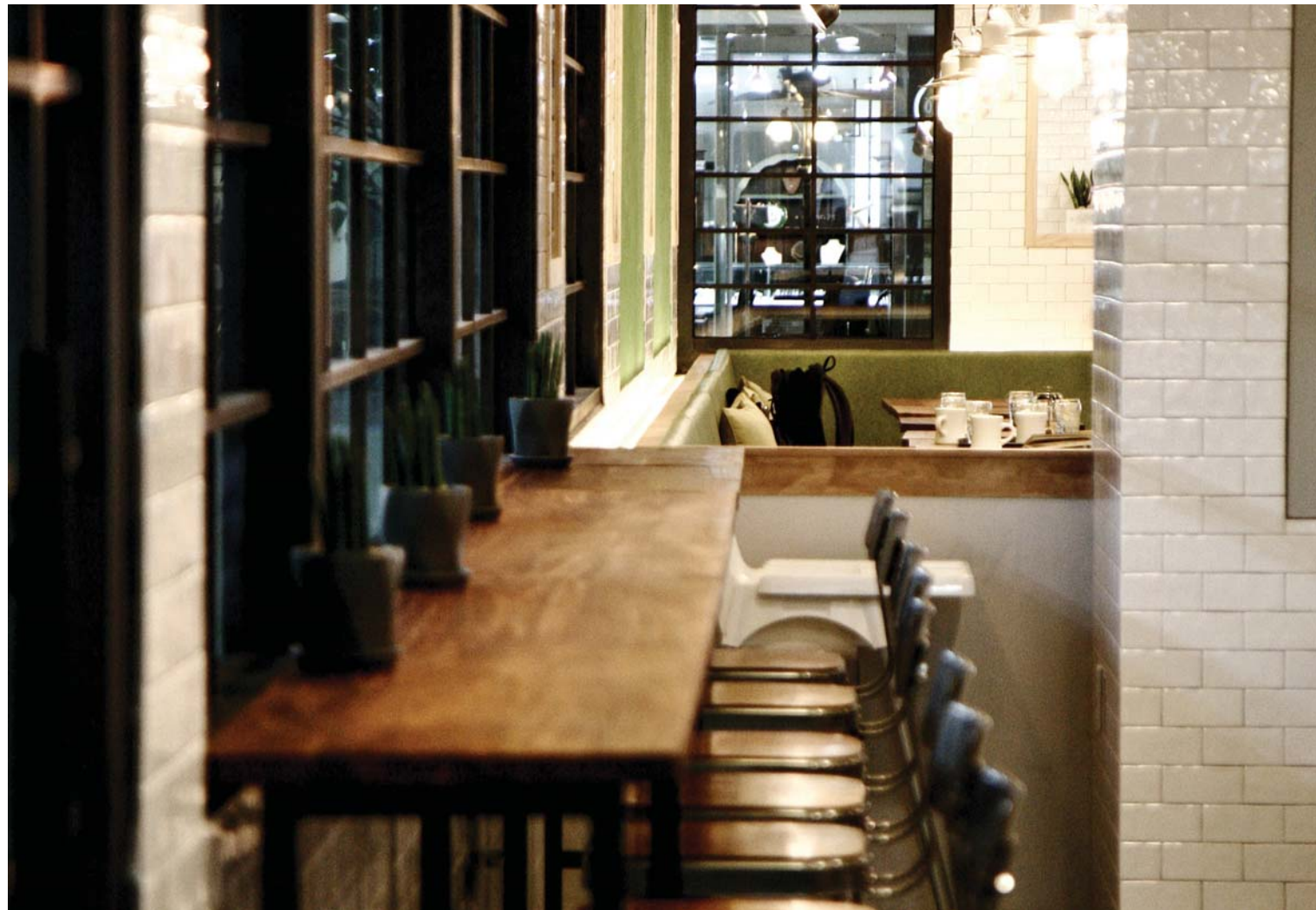


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# COWY'S F&B RETAIL

Seoul, South Korea. Ivan Pazos Architect

Cowys is a proposal new Honeu comb ice cream Franchise in Seoul. The client asked for a retro european chick look, with traditional materials used in a very modern way. Clean, simple and elegant.









# BAR DE PINTXOS F&B

Azabu Juban, Tokyo, Japan, 2015. Ivan Pazos Architect

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 & CHAMPAGNE LONDON

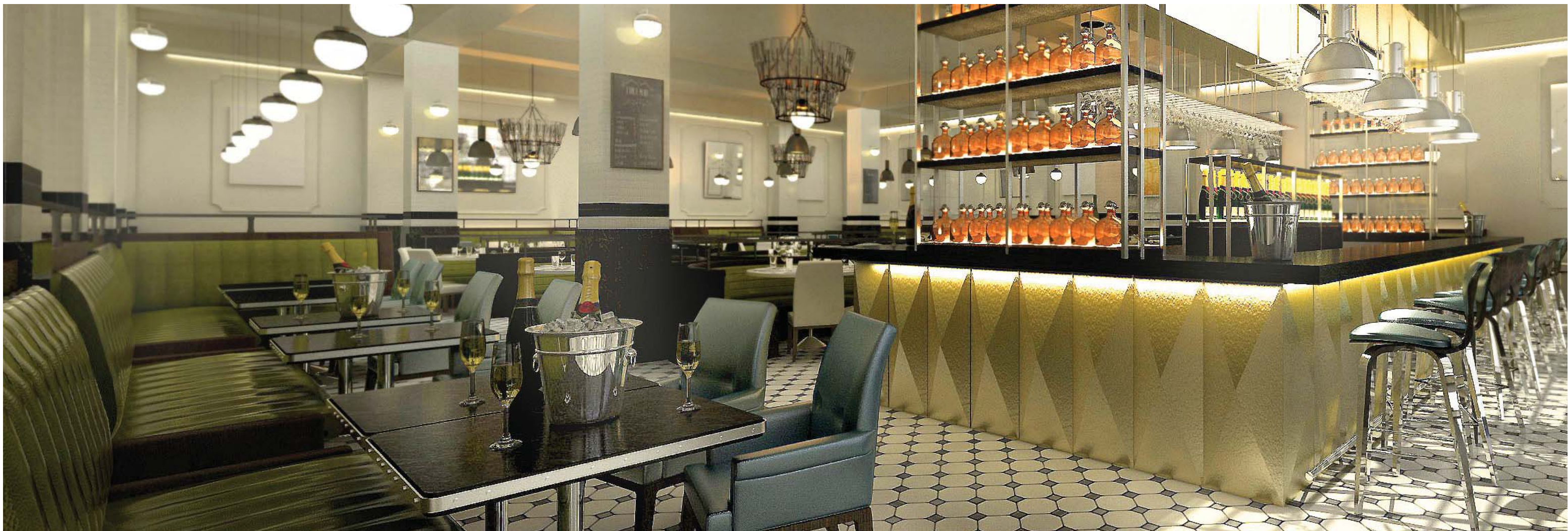
London, UK. Ivan Pazos Architect.

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

A safe heaven for the dangerously trendy.







hospitality



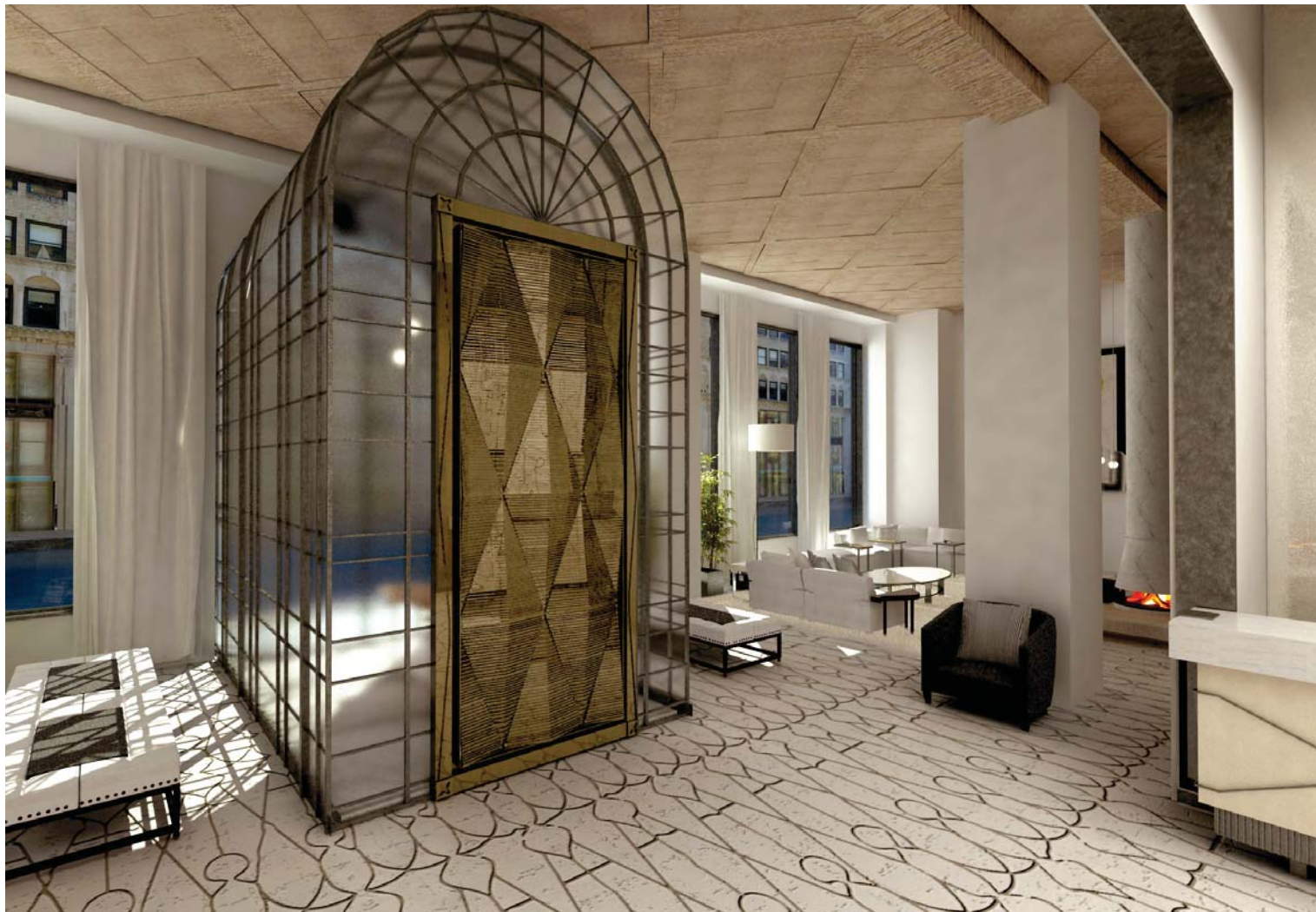
# MARMARA PARK AVENUE HOTEL

*Manhattan, Newyork, USA. 2013*

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 Golal 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.









## hd awards issue

wave of the future 2016

HDexpo  
hospitality design

upscale/luxury guestrooms or suites

hospitality design awards finalist

## marmara park avenue

New York

Photography courtesy of the MARMARA PARK AVENUE and JOE GINSBERG

1. Custom artwork and wallpaper inspired by Manhattan's Third Avenue Bridge adorns a guestroom.

2+3. An urban aesthetic meets with a nature-inspired view in a three-bedroom duplex penthouse's bedroom and blue-tiled bathroom.

4. The living area in a two-bedroom loft at the Marmara Park Avenue boasts original photography, dark wood floors, and lofty ceilings.



Owner and Management Company  
**The Marmara Group**  
Architecture Firm  
**Kevin Byrne Architects, New York**  
Architecture Project Team  
**Kevin Byrne and Carolina Espinal**  
Interior Design and Purchasing Firm  
**Joe Ginsberg, New York**  
Interior Design Project Team  
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upscale/luxury hotel

## marmara park avenue

New York

Photography courtesy of the MARMARA PARK AVENUE and JOE GINSBERG



1. A hand-forged steel and glass atrium and a polished bronze diamond-patterned door greet guests at the Marmara Park Avenue.  
2. A lobby seating area features a custom sculpted seamless limestone and Carrera wall that stretches above a fireplace.  
3. Access from the lobby bar sits a striking hammered mirror stainless steel fireplace.

4. Guest-room accents complement a neutral palette in a one-bedroom suite that is also adorned with custom artwork by the designer.  
5. A view of the lobby, with its soaring oak ceilings, sculptural reception desks, and brass-inlaid terrazzo flooring.

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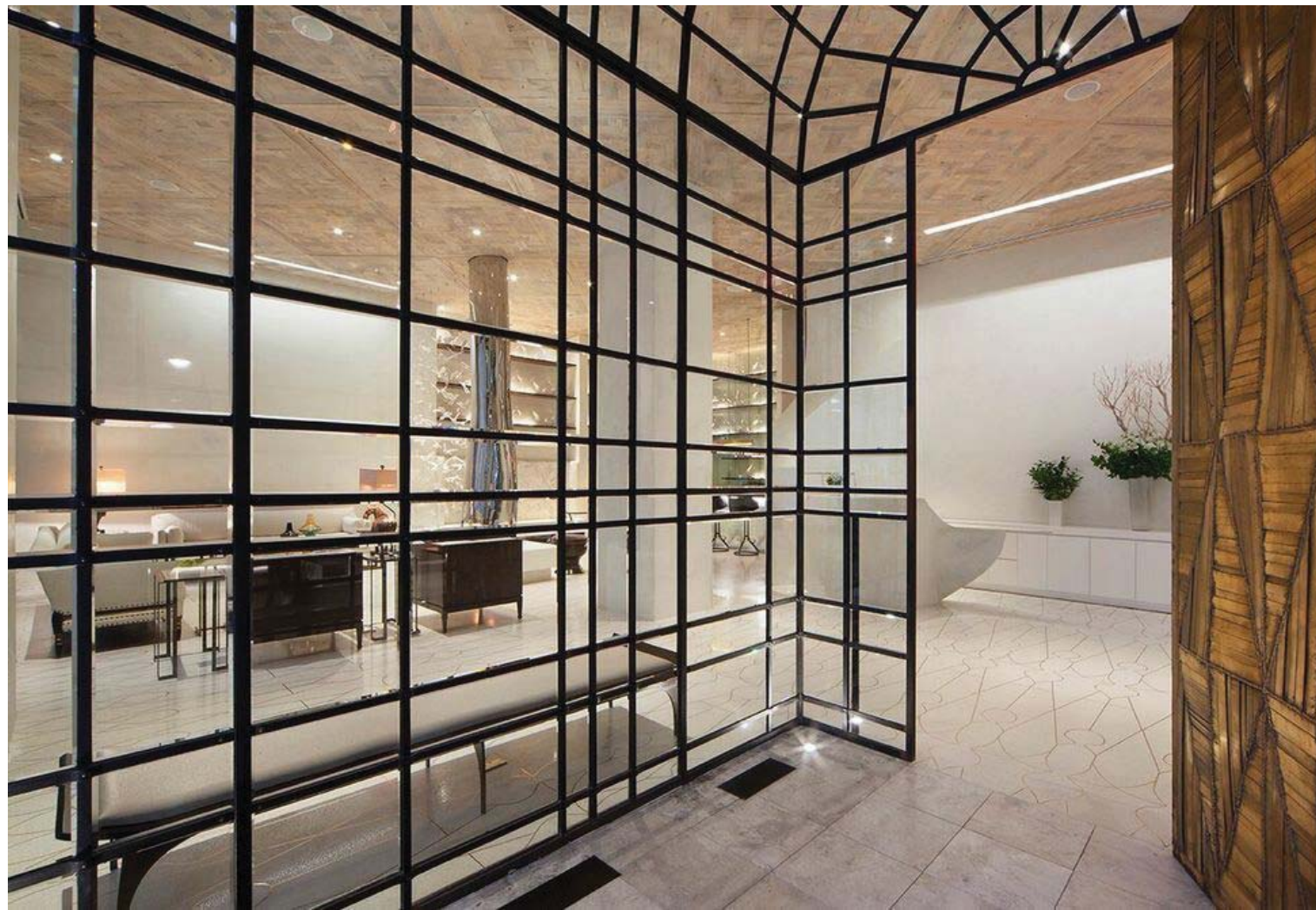
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# MARMARA GUESTROOMS

*Manhattan, Newyork, USA. 2013*

The Guestrooms are designed for business travellers, that want to feel like at home. They are clasic, 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 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.





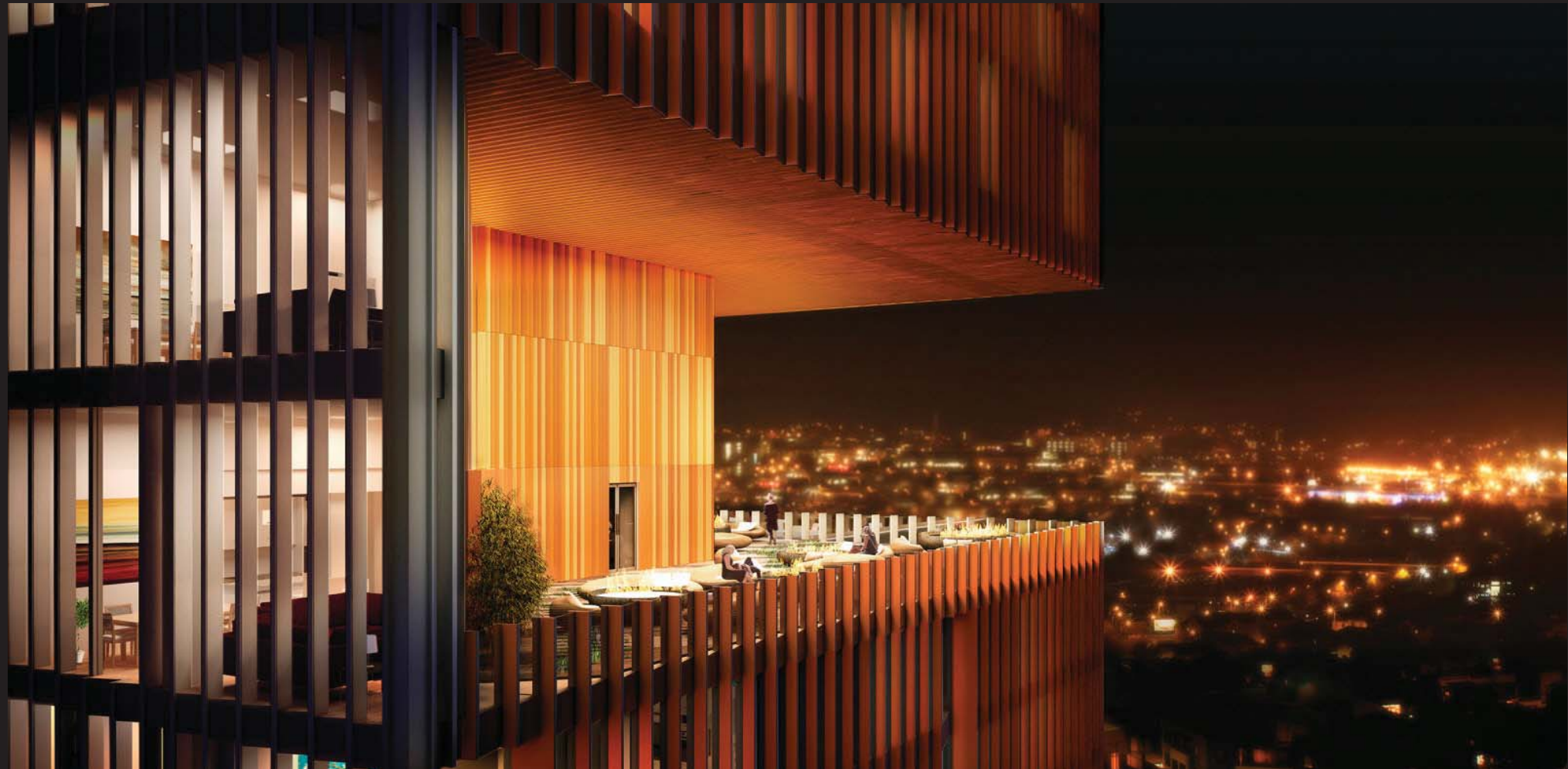




# MANHATTAN LOFT GARDENS HOTEL

*LONDON, United Kingdom, 2013-2016*

New trendy Hotel and residences in London.









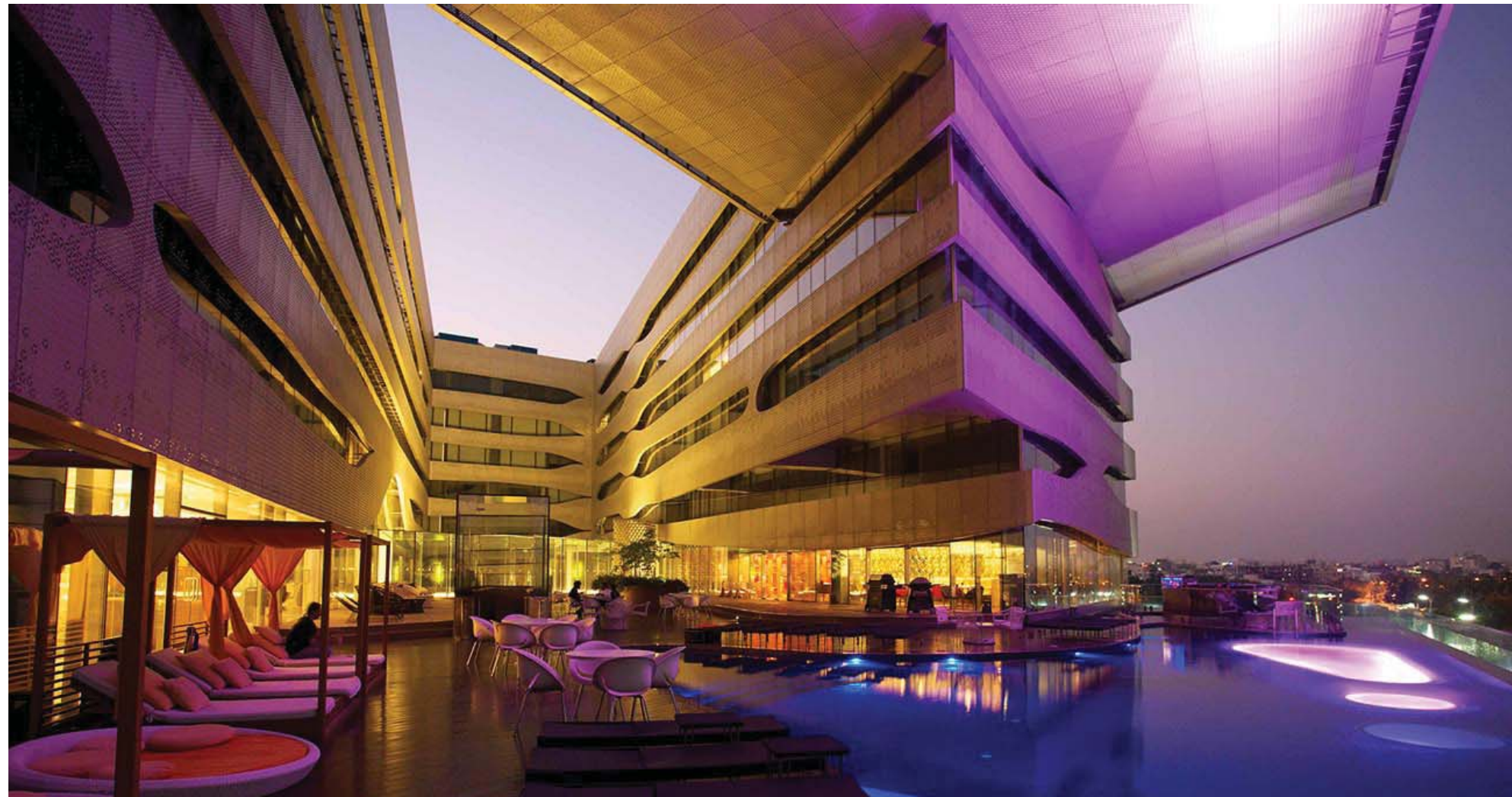
# PARK HOTEL HYDERABAD

Hyderabad, India. 2008-2010. Skidmore, Owings and Merrill LLP

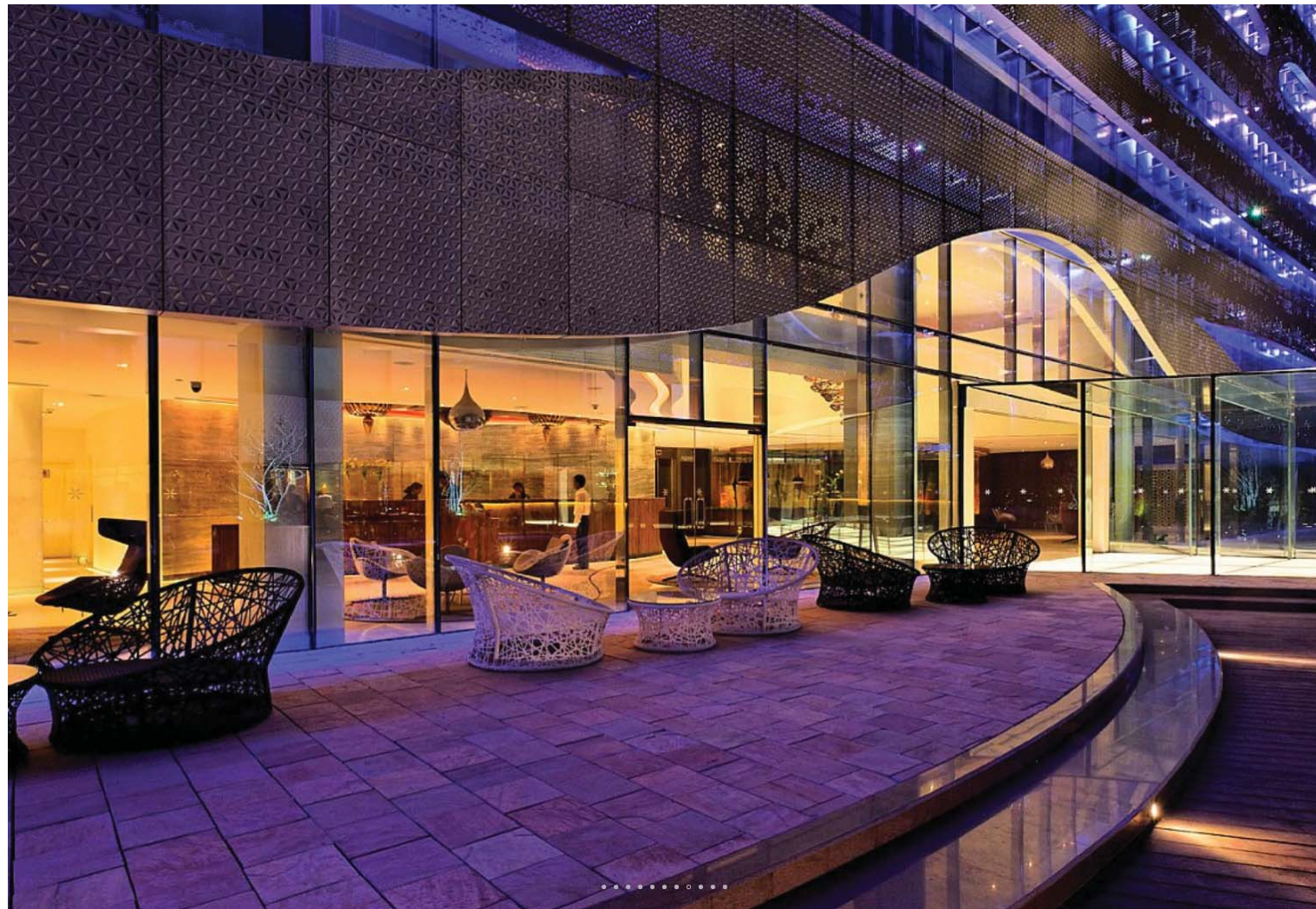
its Nizams. The fabulous, wealthy rulers were famous collectors of jewelry themselves, and governed for some 250 years until India gained its independence from Great Britain in 1947.

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.













residential



# BABY V.O.X. LEADER RESIDENCE

*Seoul, Korea, 2014. Ivan Pazos Architect & Bosssdesign*

New family residence of Kim I-Jin former leader of Korean Pop band Baby-V.O.X. in Seoul. Modern warm and simple.





# LEE BO YOUNG & JISUNG RESIDENCE

Gangnam district, Seoul, South Korea, 2013, Ivan Pazos PLLC & Bosssdesign

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.











## Arquitectos ampliando su profesión 2: de Seúl a Nueva York

Por: Anatsky | 25 de junio de 2015



Casa en Seúl para los actores Lee Bo Young y Ji Sung de Iván Pazos

Iván Pazos (Pontevedra, 1973) vive en Nueva York, pero trabaja en medio mundo. Es un arquitecto de su tiempo. Lo ha probado casi todo: trabajar para una firma grande como Skidmore Owings y Merrill (SOM) y formar parte de un estudio de los denominados creativos, como el de Peter Eisenman. Da clase y construye. Tiene estudio propio y se ha especializado en interiorismo.

¿Qué le llevo a trabajar fuera? Al terminar arquitectura y tras trabajar brevemente en España, me fui a Nueva York a estudiar un máster. Al terminarlo encontré trabajo allí y permanecí 10 años. En 2010 me ofrecieron dar clases de arquitectura en Seúl y me fui a Asia. Hoy en día compagino mis actividades entre Seúl, Tokio y Nueva York.

¿Qué tipo de trabajo hace? He trabajado en oficinas grandes de arquitectura, dando clases en la universidad y en mi propia práctica profesional. En Nueva York trabajé para Peter Eisenman y Skidmore, Owings and Merrill (SOM) como jefe de equipo. He sido profesor asociado de proyectos y representación arquitectónica en Corea del Sur y, en mi práctica independiente profesional, hago mayoritariamente proyectos de interiorismo en Seúl y Tokio.

¿Es más difícil conseguir clientes en un país que no es el suyo? Es complicado, mucho más en otro país. Al principio fui capaz de conseguir algún trabajo pequeño a través de contactos personales, pero posteriormente decidí especializar mi práctica en interiorismo comercial y hacer marketing activo a través de internet, intentando contactar con gente que pudiera ser cliente potencial. Incluso participé en programas de televisión y poco a poco fueron saliendo cosas. Con todo, aún me veo obligado a compaginar mis propios proyectos con trabajos de colaboración con otros arquitectos.

¿Por qué cree que lo eligieron a usted? En principio por las cualificaciones y relaciones profesionales que he ido desarrollando a lo largo de mi carrera. Haber estudiado un máster en Columbia University y el hecho de que tengo licencia de arquitecto Nueva York me han abierto muchas puertas tanto en los EEUU como en Asia.

## DEL TIRADOR a la ciudad

Del tirador a la ciudad. Ese era para Mes van der Rohe el ámbito de su oficio. La arquitectura, como la sandía o la educación, nos afecta a todos. Puede también fascinarnos. Como todo informador, me valdré de lo que oigo saber. Trataré de no enmascarar lo que ignoro.

### SOBRE EL AUTOR



La periodista e historiadora Anatsky Zabaltzassco escribe sobre todas las escalas de la arquitectura y el diseño en El País y en libros como The New Spanish Architecture. Las casas del siglo. Minimalismo o Vidas construidas. Biografías de arquitectos.

### Gracias por tu opinión Desahacer

Utilizaremos tu opinión para revisar los anuncios de este sitio.

Actualiza tu configuración de anuncios para que podamos mostrarte mejores anuncios.

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### ARCHIVO

junio 2015	jun	may	jun	vie	sáb	dom
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29	30					

- junio 2015
- mayo 2015
- abril 2015
- marzo 2015
- febrero 2015
- enero 2015
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- noviembre 2014
- octubre 2014
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- enero 2014
- diciembre 2013
- noviembre 2013
- octubre 2013





retail &

Exhibitions



# ADEAM GINZA TOKYO

Ginza, Tokyo, Japan. HaCo & Ivan Pazos Architect

New flagship store in Tokyo for ADEAM, following the steps of the Midtown location this time the Design was created by Ha Co, OCA & Ivan Pazos on the 3D work. The design is simple, elegant, with references to Japanese traditions.





# ADEAM













ADEAM





# 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 & Bosssdesign in collaboration. Designed and built on a tight schedule following the brand identity of Agatha Paris retail.









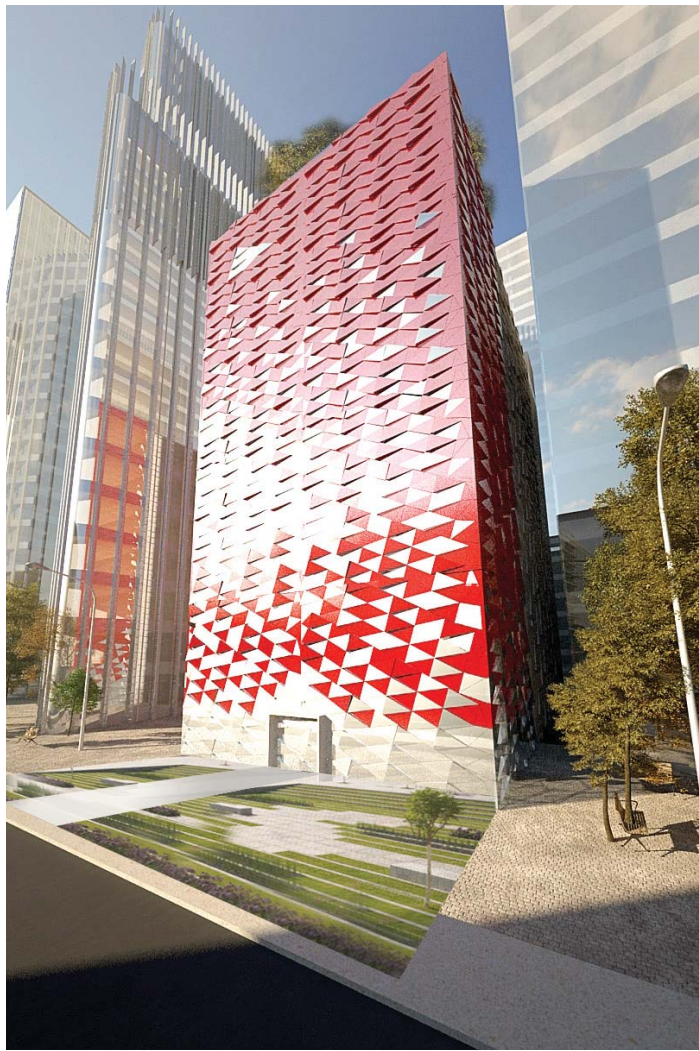
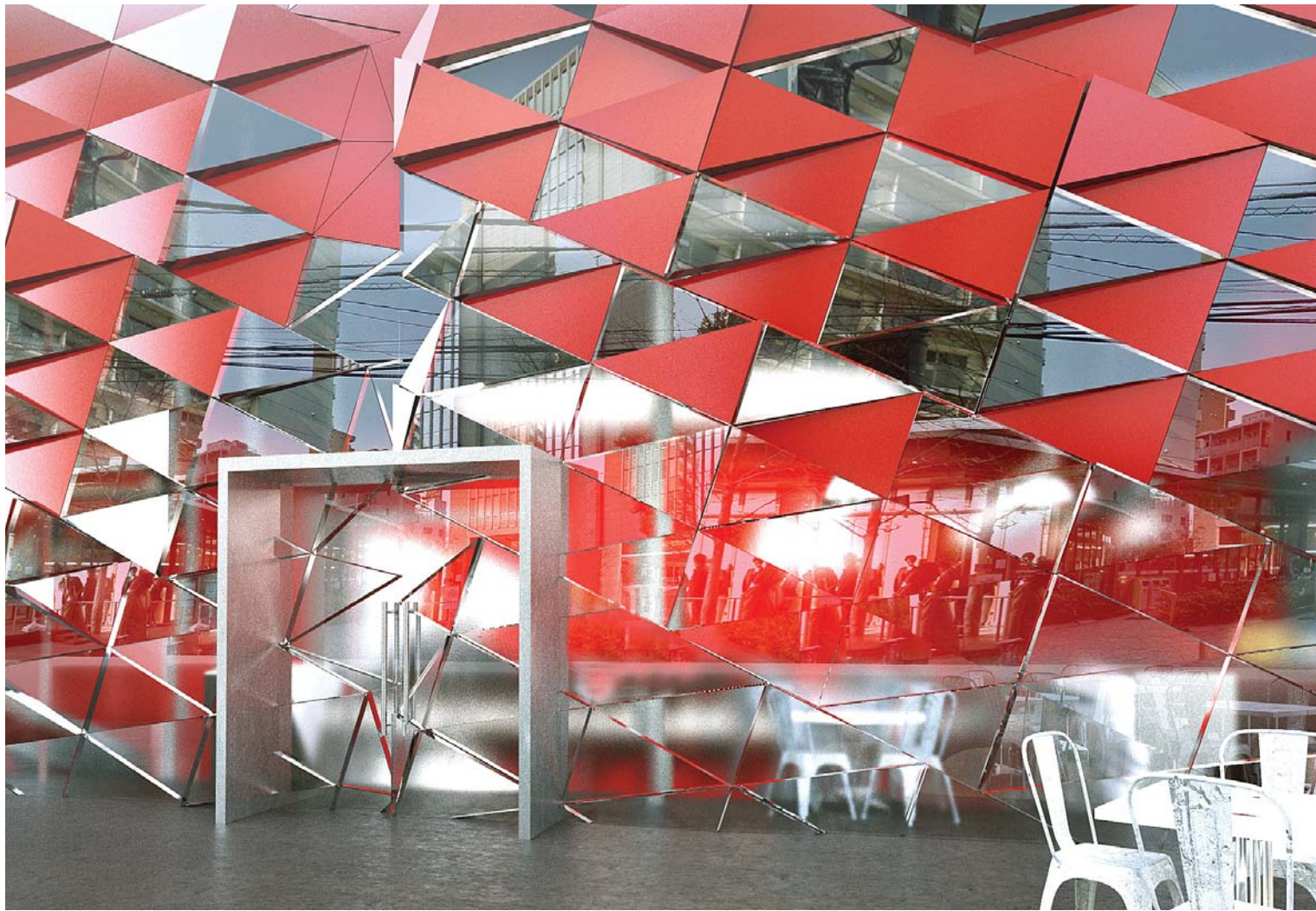
# *GLOBAL IT* COMPANY

Tokyo, Japan. Ivan Pazos Architect

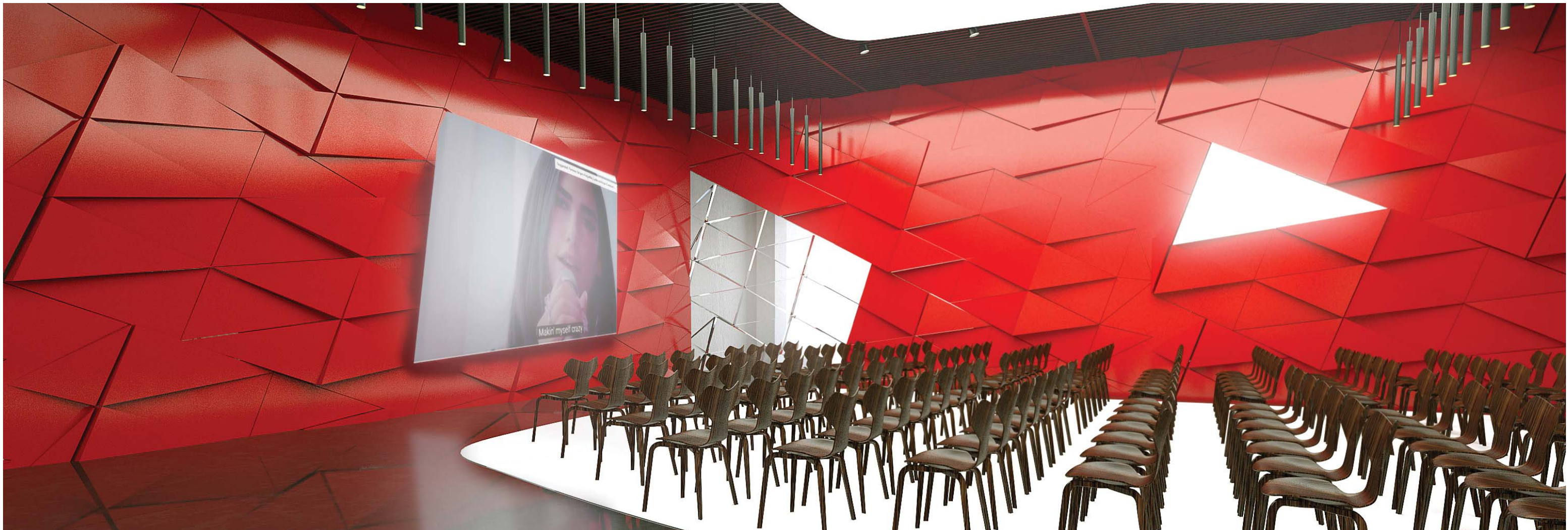
Confidential project proposal for a Global IT firm in Tokyo.













# *DENNIS GOLF*

Seoul, South Korea. Ivan Pazos Architect

Dennis Golf new retail identity Flagship Store in Seoul.





# GAP RETAIL

**Hongdae district, Seoul, South Korea. Ivan Pazos PLLC**

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.









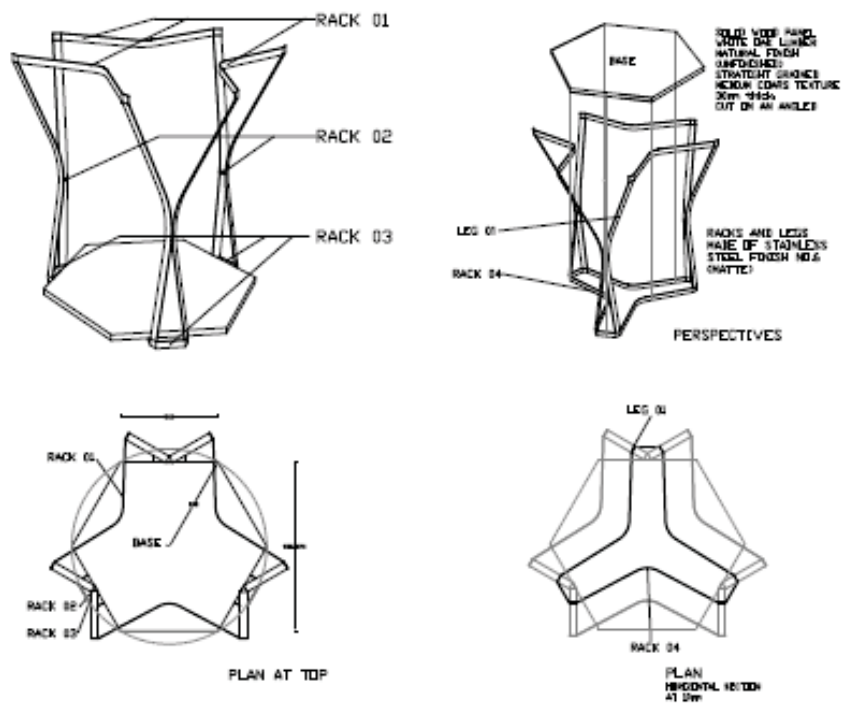
# BEE HOUSE RETAIL

**Hongdae district, Seoul, South Korea. Ivan Pazos PLLC**

Hongkik 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.









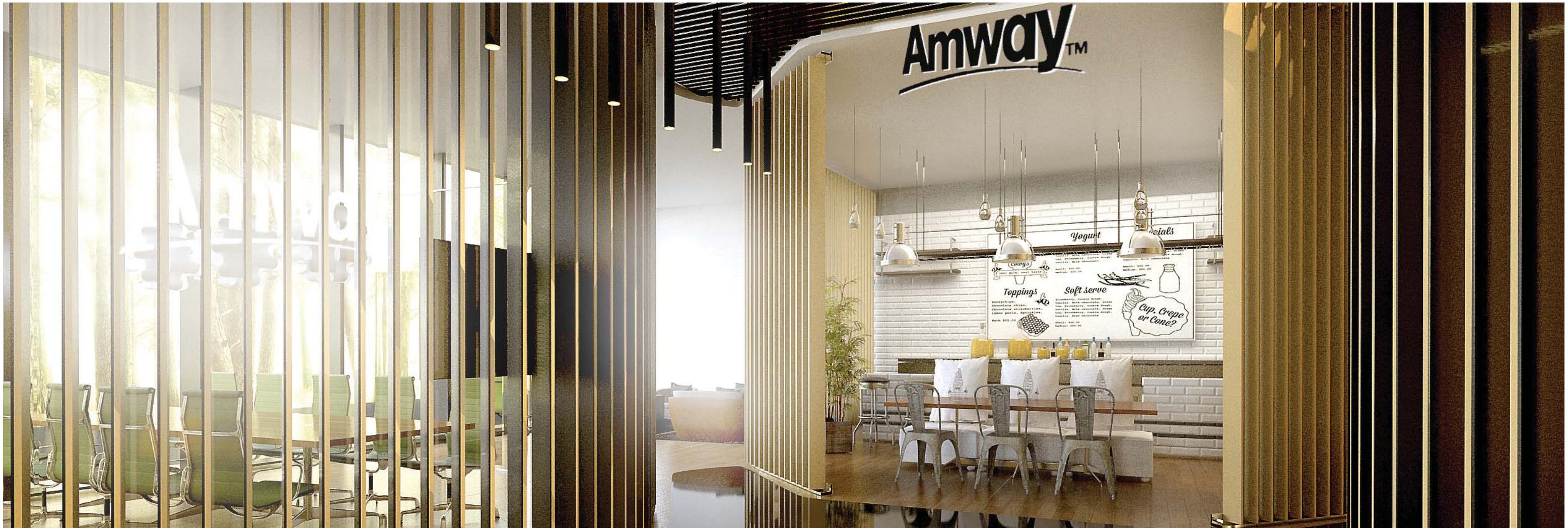
# AMWAY APAC RETAIL

Seoul, South Korea. Ivan Pazos PLLC

Concept proposal for AMWAYS's APAC operations.









# TALLEY BECK GALLERY

**Lower East Side, Manhattan, NY, USA. Ivan Pazos PLLC**

Talley Beck is located in Manhattan's Lower East Side. Once 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 CGBG 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.









# *ART FAIR TOKYO 2017 EXHIBITION*

LOWER MANHATTAN, NEW YORK CITY, USA. SKIDMORE, OWINGS AND MERRILL LLP

Sokyo's Gallery Booth for the Tokyo International Art Fair.









# 7 WTC EXHIBITION

LOWER MANHATTAN, NEW YORK CITY, USA. SKIDMORE, OWINGS AND MERRILL LLP

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 Hale Berry's feature film "Perfect Stranger"





# INTERIOR DESIGN

NUMBER 11

New York  
Flying High



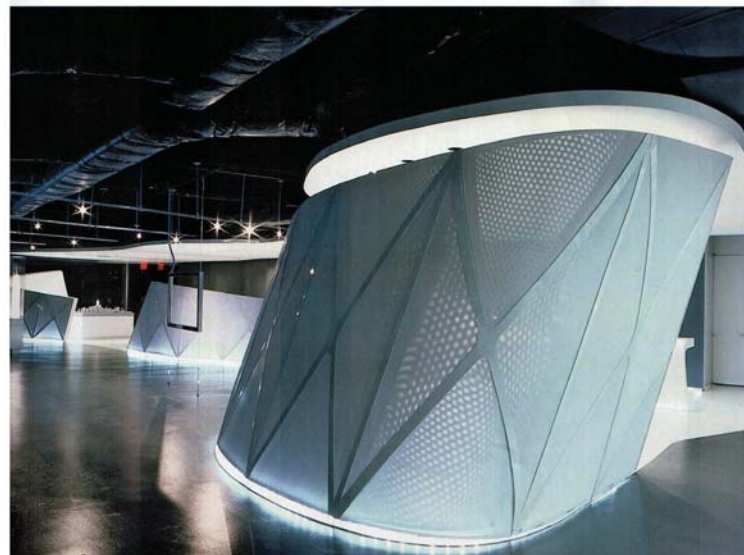
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## SOM @ WTC

With the World Trade Center



**Top:** Used for promotional and charity events, the bar is paired with stools in chrome and molded walnut veneer. **Bottom:** An exposed ceiling and a painted concrete floor bear witness to the center's modest budget.



The surrounding presentation gallery is pleasingly raw, an effect that conjures the excitement of a building site. For the first few months, in fact, prospective tenants had to wear hard hats and enter via the construction elevator. Ap-king heightened the overall industrial feel by contrasting it with refined accents. Set against the exposed ceiling, white stretched-fabric canopies echo the arcs of the perforated walls below. Where the walls meet the painted floor, a mirror-finished recessed base is lit by LEDs.

But this brave new world doesn't exist for itself alone. Its raison d'être is to offer an introduction to real estate for lease. Flanking the presentation

gallery are prototype legal and trading offices where future tenants can try out Euro-styled workstations and meeting areas with modernist furnishings and aluminum-plank ceilings. "We worked with SOM to both show off 7 World Trade Center and give a sense of what the Freedom Tower will look like," Silverstein Properties communications director Dara McQuillan says.

The building's first "tenants" were Halle Berry and Bruce Willis, stars of an upcoming movie about a powerful ad agency. The marketing center has also hosted awards ceremonies for the AIA and the Municipal Art Society of New York. "We're the community center of Lower Manhattan," McQuil-



**Optimism drives real estate.** Without confidence in a brighter future, why build at all? The colossal bullishness at the World Trade Center site proves the rule.

There, building schemes are drafted in an emotional microcosm. There, construction precedes customary prerequisites such as letters of credit and anchor tenants. There, not only does a developer commission two giant towers from Skidmore, Owings & Merrill, essentially on spec, but he goes on to audaciously unveil high-rise concepts by Foster and Partners, Maki and Associates, and the Richard Rogers Partnership.

While feuds over financing, control, and design continue to rage down on the ground, the atmosphere is decidedly differ-

ent 25 stories up in SOM partner David Childs's shimmering 7 World Trade Center. Here, SOM interior-design partner Stephen Apking's job was to convey developer Larry Silverstein's upbeat message via a

**Previous spread, left:** At the entry to the Silverstein Properties marketing office that Skidmore, Owings & Merrill designed for the World Trade Center, a canopy of powder-coated perforated aluminum appears to furl into walls with strings of LED glowing along the base.

**Previous spread, right:** The 25th-floor office has views of the Freedom Tower's building site and, beyond the World Financial Center by Cet Pelli & Associates.

**Top:** The perforated aluminum al wraps the reception desk. **Bottom:** table and chairs by Charles and J. Eames inhabit a model meeting space with an aluminum-plank ceiling and a carpet tile made of recycled nylon.



# 7 WTC EXHIBITION

**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.





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