

PRESS
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Designed by NOMURA' s Aoyama Nomura Design (A.N.D.), **W Guangzhou FEI was the Overall Winner-Best Bar in the Restaurant & Bar Design Awards 2014, marking the Awards' first ever Japanese winner**

Now in its sixth year, The Restaurant & Bar Design Awards 2014 held its awards ceremony on 25 September, 2014 at the Old Truman Brewery in London.

These internationally prestigious awards specializing on the food and drink space focus on design, one of the most critical elements for ensuring success in the hospitality business. Winning entries reflect the "current state of international creativity". Categories are established according to region and property environment, and a panel of judges comprising socially influential personalities in hospitality, design, and lifestyle selects just one overall winner for "Best Bar" and "Best Restaurant".

This year' s Awards received 860 entries from more than 60 countries around the world. Marking the Awards' first ever Japanese winner, W Guangzhou FEI, designed by A.N.D. placed first in the Asia Bar category while also picking up the overall winner title of "Best Bar". Praise from the judging panel included,

"Magic! Often attempted, rarely achieved",
"Nicely treated spaces,
spectacular moments and beautiful detail".



Restaurant & Bar Design Awards
<http://www.restaurantandbardesignawards.com>
<https://www.youtube.com/watch?v=ICjabb0HWnE>

[Winning top honors in the Bar/Club/Lounge category at The International Hotel & Property Awards - a first ever for a Japanese design]

The International Hotel & Property Awards were held in Venice on 20 June, 2014. Hosted by *design et al*, a UK-based interior design magazine, the Awards are an internationally prestigious celebration of exceptional design.

From a design perspective, especially splendid properties that stimulate the five senses are selected from among entries representing hotels, bars and restaurants. Judging is not limited to experts alone. Industry professionals, *design et al* readers - primarily in the 34 to 51 age bracket, clients and customers are also involved in the voting.

W Guangzhou FEI, won top honors in the Bar/Club/Lounge category. This is the first time for a Japanese designer to win in this category. Two other A.N.D., The Prince Sakura Tower Tokyo and Club House, were also shortlisted in their respective categories for International Hotel and Property Awards.



[Winner of Four Internationally Prestigious Awards]

In 2014 including the Restaurant & Bar Design Awards and The International Hotel & Property Awards 2014, W Guangzhou FEI has picked up a total of three prizes at two different international interior design award competitions in the U.K.

Along with the Silver Award at the Design for Asia Awards 2013 and the Bronze Award at the Asia Pacific Interior Design Awards 2013, this A.N.D. -designed property has won a total of four internationally prestigious awards.

Being highly praised both in and outside Japan, W Guangzhou FEI also won the Gold Award at the JCD Design Awards 2014, a domestic event organized by the Japan Commercial Environmental Design Association.

The International Hotel & Property Awards 2014
<http://thedesignawards.co.uk/hotelandproperty/index.html>

Design For Asia Award 2013
<http://www.dfaaward.com/2014/page/en/winners/2013.php>

Asia Pacific Interior Design Awards 2013
<http://apida.hk/2014/page/en/winners/past/2013/>

■ The concept behind W Guangzhou FEI

“Countless Fibers of Light Envelop Guests”

With glass walls 18 meters in length on three of its sides, our first foray into mainland China, W Guangzhou, is a large, cubic, cocktail lounge that seems to float in the middle of the building’s façade.

Two techniques were used in designing the lounge.

The first was to cover the enormous, yet cold and lifeless outer glass walls with a film of warm, tender light; something that had yet to be done anywhere else in the world. The film covering the glass is comprised of countless glass fibers, allowing the color and flicker rate of the light to be controlled, meaning guests are enveloped in a constantly changing curtain of sparkling light. Additionally, when viewed from the outside, the film creates a glittering façade that mesmerizes passersby and draws them into the property. A carefully devised technique in which synthetic fiber threads are placed at regular intervals around manually scratched glass fibers that have been bundled together is used in order to reflect and amplify the light. In doing so, a feeling of uniform depth is achieved for the entire wall surface with a minimum amount of light source. The film also serves as a translucent screen that softens the effect of sunlight streaming in through the walls during the day.

The second technique was to insert horizontal floors and vertical walls into this light-enveloped space. In doing so, individually-segmented “spaces” of differing density and taste were created. This offers guests a variety of settings and allows them to choose a space according to their mood, just as they do with fashion.

Existing things are quickly used up in Guangzhou, China, which is evolving and developing on a daily basis. As such, we aimed to create a space that was not only impactful, but had completely new permanent value as well. Guests who visit can disengage from the rigors of day-to-day life at this cube of light which provides a unique, never-before-experienced encounter with time and space.



DATA

Opened: October, 2013 **Location:** Guangzhou, China
Client: KWG Property Holding Limited
Creative Director: Ryu Kosaka (A.N.D.)
Scope of Service: Design, Schematic Design, Working Drawings, Drawings Management

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