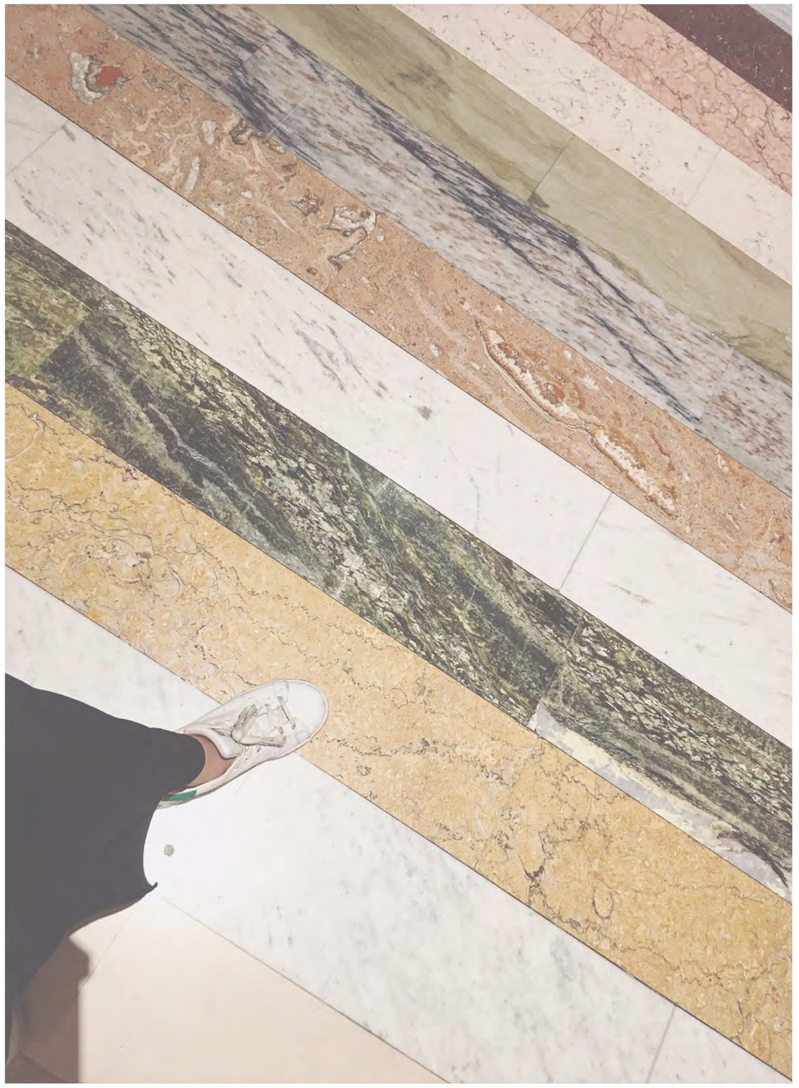
Yichen Ke

design portfolio



intro -

I have been practicing interior design for the last six years and have had the opportunity to design for retail, exhibition, hospitality and branding projects alike. I am well versed in concept design, design development, project management and presentation.

My road to Interior Design started with an education in Industrial Design, which I believe have given me an advantage in my ability to create custom fixtures which best compliment each space to create a cohesive environment. It also drives my growing obsession with materiality which has given me a new lens on seeing the world through colors and textures.

My current goal is to focus on restaurant and hospitality design - designing spaces for people to linger and remember. I am looking to gaining more experience in project management where I have shown strength in the past.

Restaurant - Café

PCP - DTLA

After much success with their first location in Los Angeles, the Sydney-born coffee brand decided to expand their footing with a second location at the sprawling ROW DTLA. This time the location is twice as large and twice as ambitious. With their appreciation for design and quality, we built a space that balanced the old architecture with a fresh breath of new colorful additions that is in keeping with the brand image.

The design of the space creates a gradient of zones transitioning from fast-paced activity at the coffee bar, to the bar seating - situated between the coffee station and the open kitchen, to the long stay general dining area and ending in a private cupping demonstration table for special events.

The scope of the design work included Architecture, Interior Design, custom fixtures and furnishing and branding (signage).

Client: Paramount Coffee Project

Agency: Otto Design Group

Timeline: 2016-2018

Location: Los Angeles, CA

Scale: 1290 ft^2

Concept Design

Design Development

Construction Docs.

Construction Admin.

Concept Elevation

Floor — — Plan

R Retail

H Event seating

G Floating seats

F Window seating

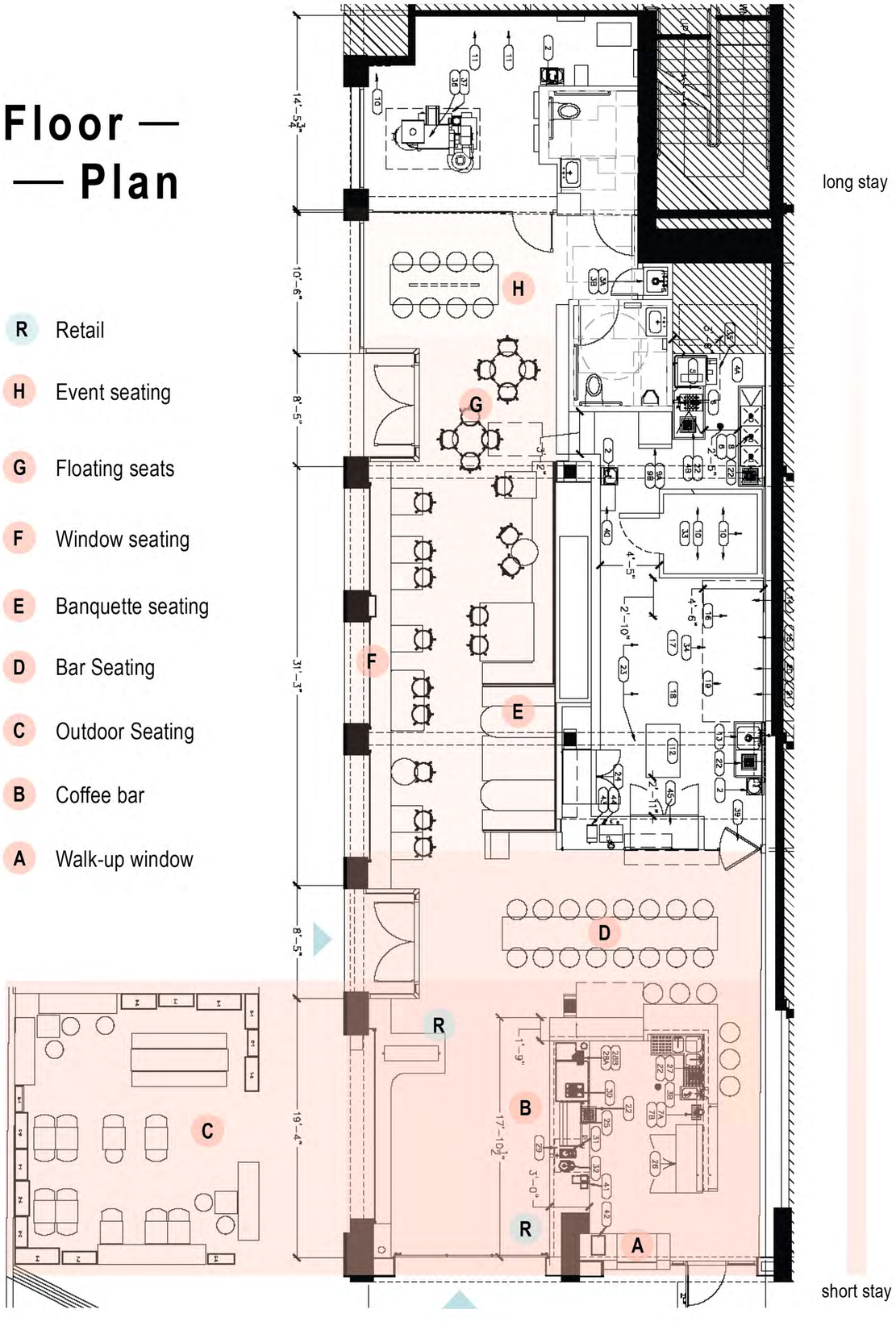
E Banquette seating

D Bar Seating

C Outdoor Seating

B Coffee bar

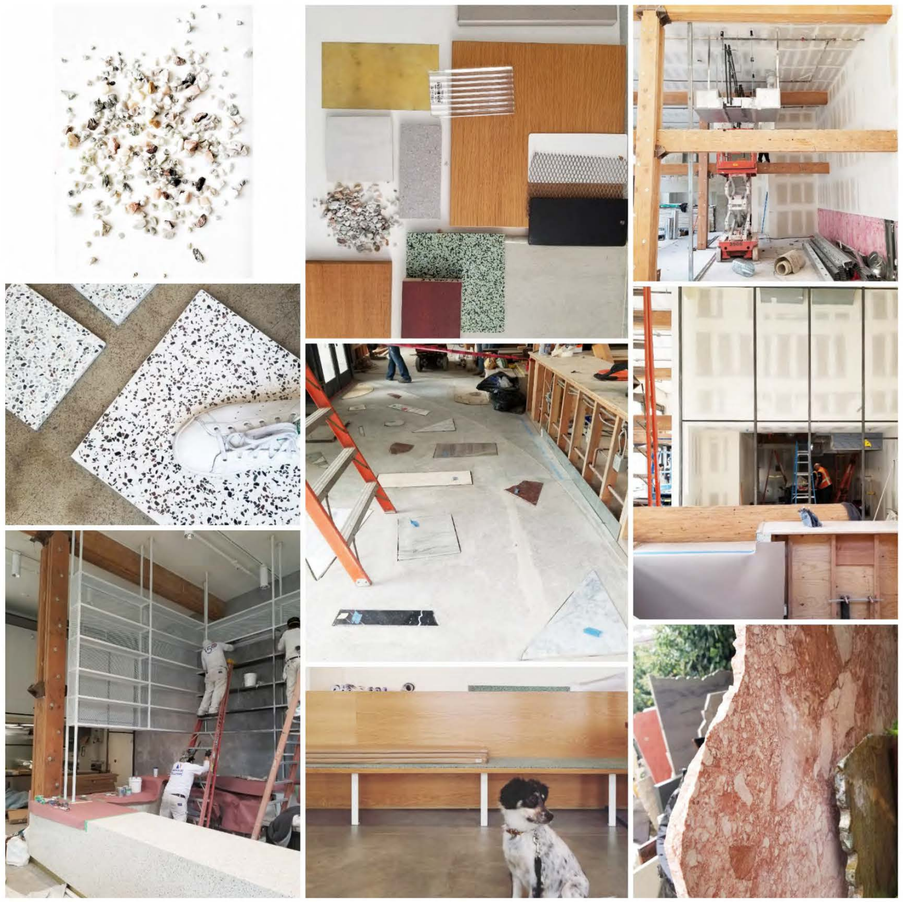
A Walk-up window



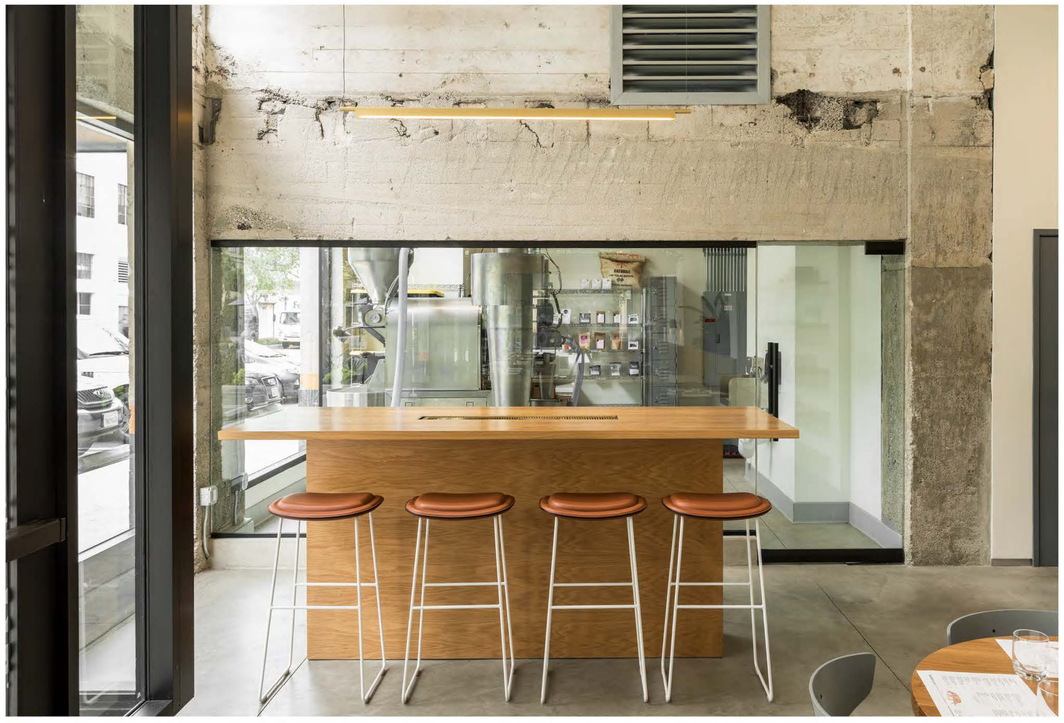
Design —— —— Process

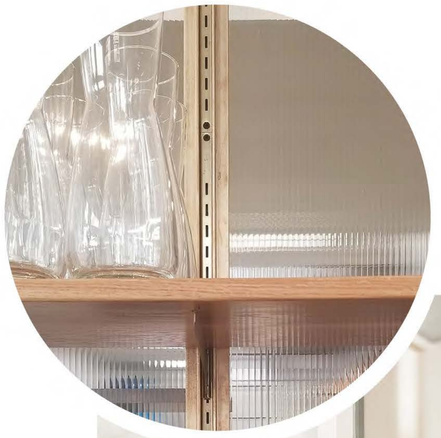
When it came to material and texture, our goal was to create a perfect balance by contrasting industrial materials that were in-line with the aesthetic of the building with more luxurious materials such as hand-cut Moroccan tiles, brass and fluted glass.

An important factor in creating the material palette was to focus on sustainability. Aside from using natural materials, when it came to the stone inlay in the terrazzo floor, we decided to take an organic approach by gathering available remnants. As for the indoor/outdoor bench seating and the banquettes, we decided to use recycled rubber flooring which come in a variety of colors and plays off of the terrazzo texture. The final effect is a harmonious balance of "made & found."



LA MARZOCCO
case
COLOR





The kitchen is enclosed with floor-to-ceiling fluted glass with brass standards and brackets in between. The textured glass shows just enough activity and movement - providing a glowy backdrop for the long custom bar table. Shelves can be added to the tracks as needed to provide ample service function.

KILN Club

Expanding beyond museums and exhibition spaces, Shanghai Glass museum adds member's club to expand its social offerings. The first floor houses a premium design shop featuring luxury glass products. The members club is located on the second level along with two live-in artist apartments.

Partnering with Venini, the space features a variety of hand-crafted lights that pop against a sleek interior. A clever play between old and new can be found in the custom graphics inspired by 19th century technical drawings of glass, as well as in the graphic take on a traditional chevron floor and all custom designed furniture within the space.

Client: Shanghai Museum of Glass

Agency: Coordination Asia

Timeline: 2013

Location: Shanghai, China

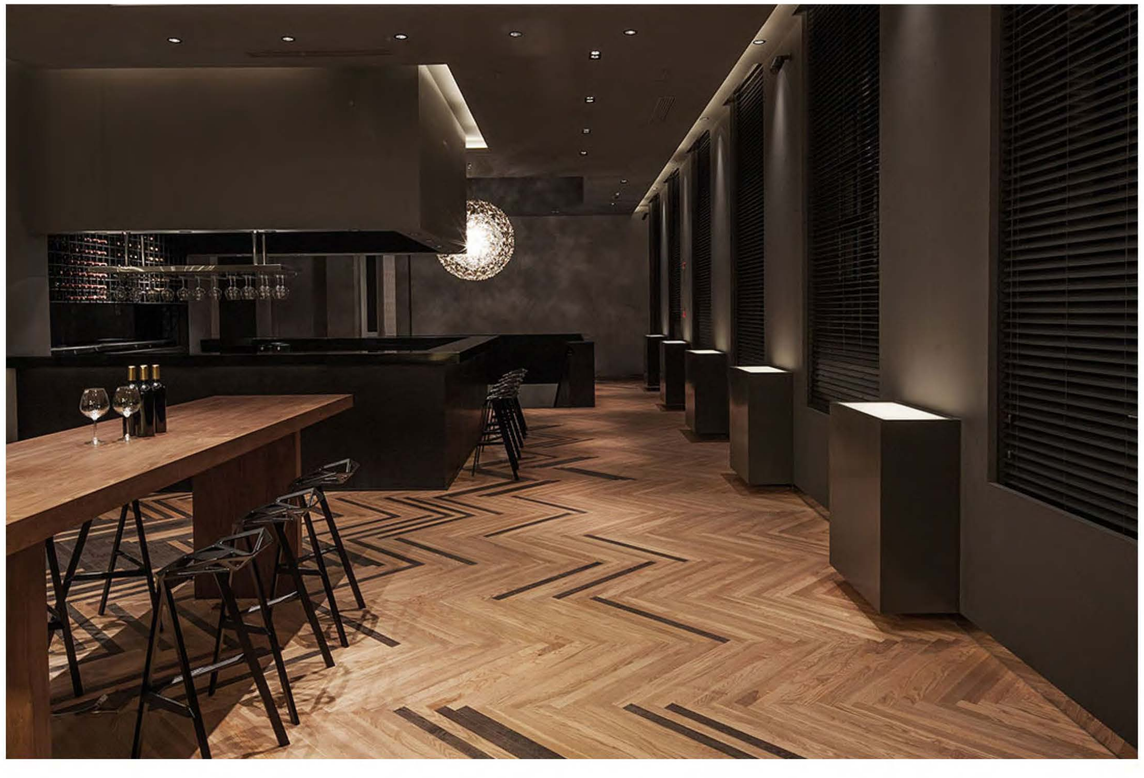
Scale: 620 m^2

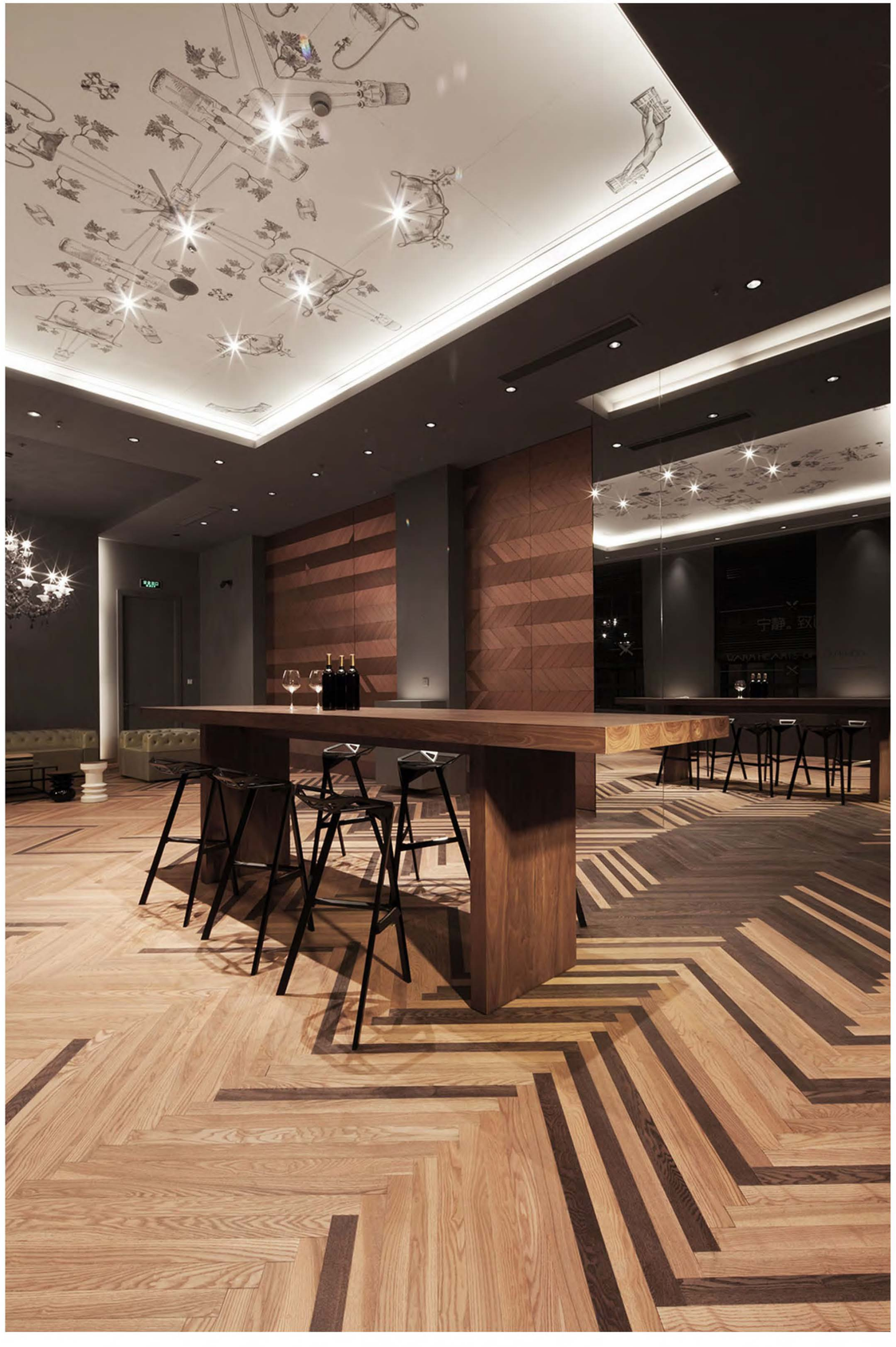
Concept Design

Design Development

Construction Docs.

Construction Admin.





GAGA Cafe
One

We were tasked with providing a new and improved space for this up-and-coming café chain based in Shenzhen, China. After reaching initial market success, Gaga needed a new look to strengthen its market position as well as establish a more cohesive brand image which could be applied to future nationwide rollout.

Beyond designing a new look, the challenge was to identify the important brand elements from existing stores and enhance them through new, imaginative solutions. The new design improves visual impact, functionality, merchandising strategy, and market positioning.

Client: Shenzhen GAGA Catering Management Co.Ltd

Agency: Coordination Asia

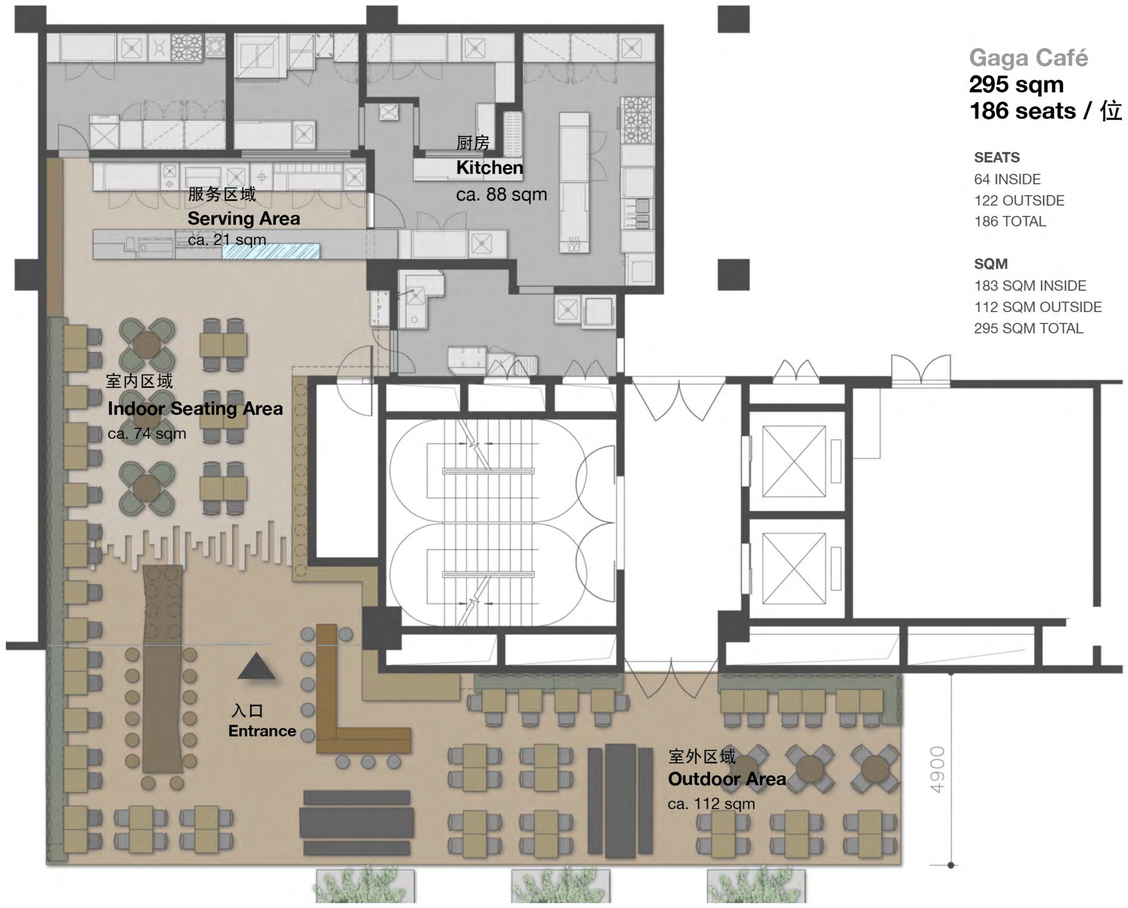
Type: F&B design

Timeline: Dec 2012 — Feb 2013

Location: Shenzhen, China

Scale: 295 m^2

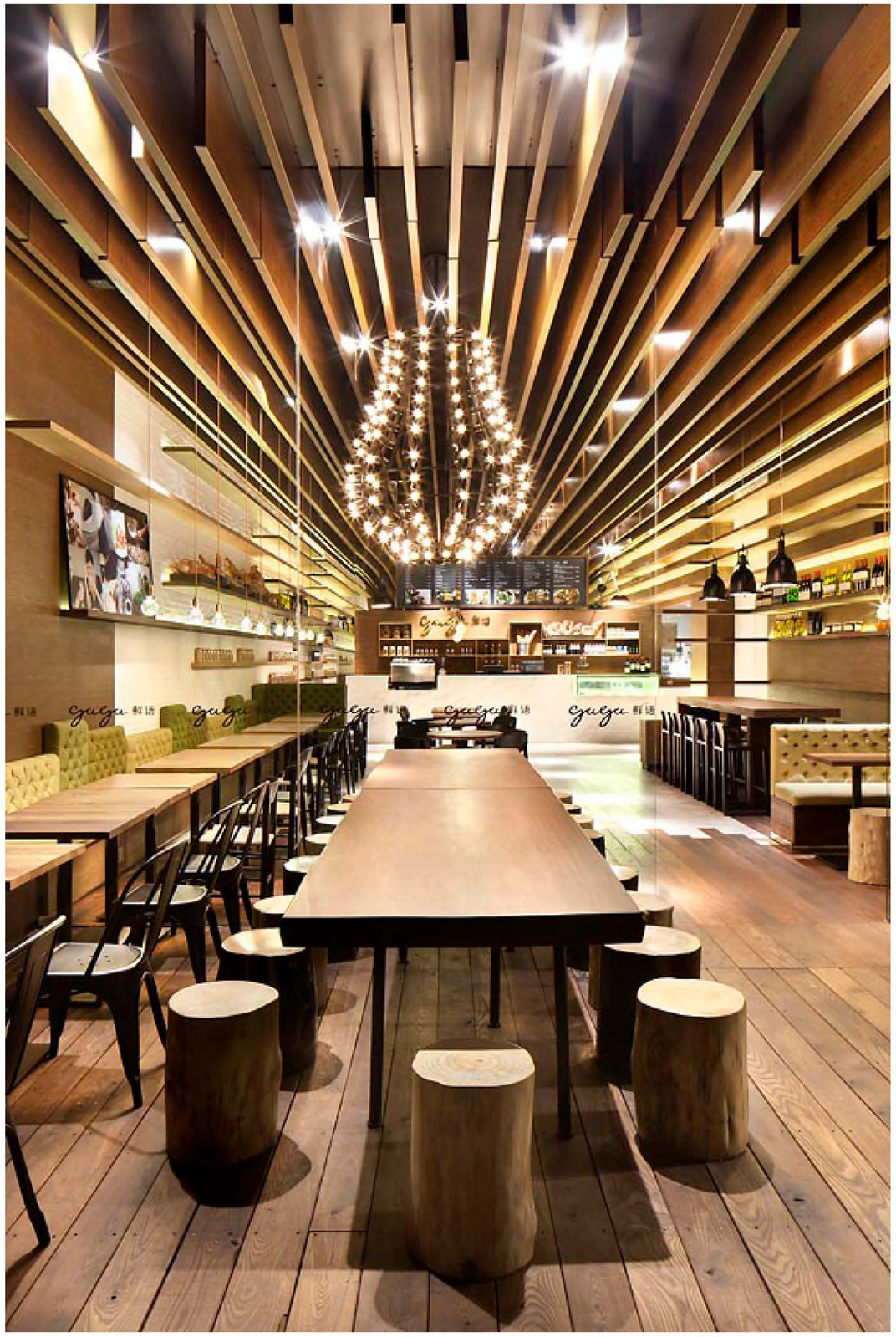
Concept Design
Design Development
Construction Docs.
Construction Admin.

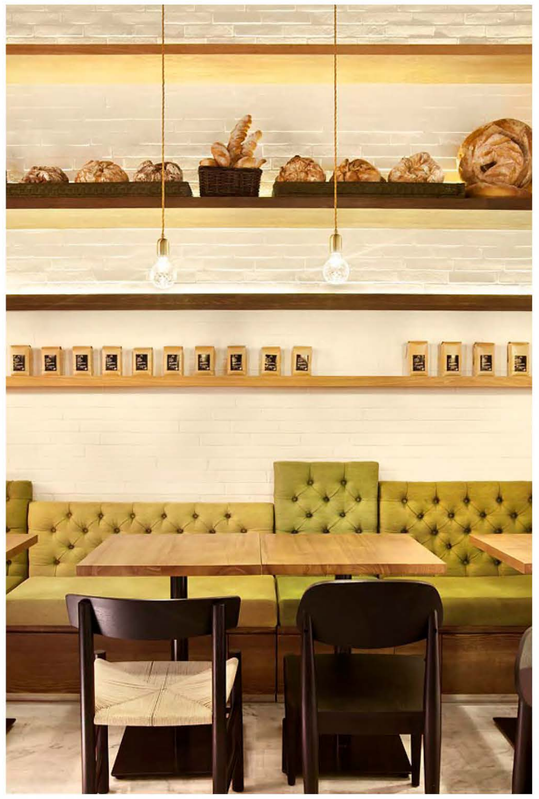


Gaga Café
295 sqm
186 seats / 位

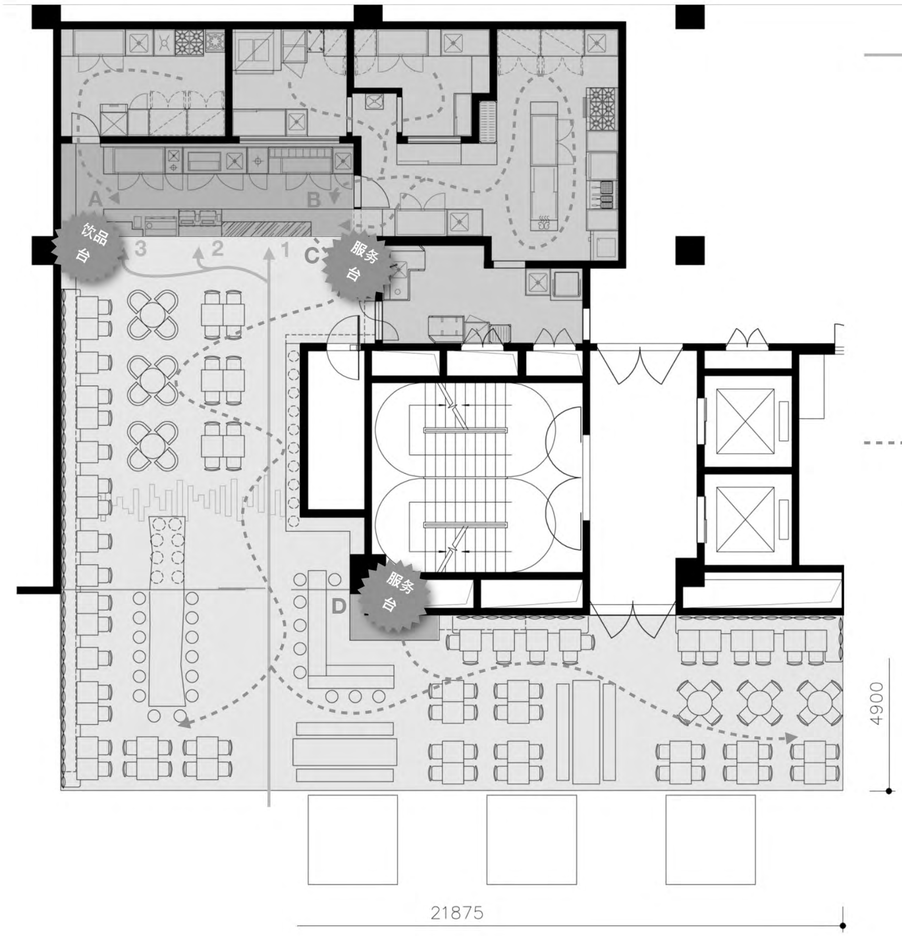
SEATS
64 INSIDE
122 OUTSIDE
186 TOTAL

SQM
183 SQM INSIDE
112 SQM OUTSIDE
295 SQM TOTAL





Design——
——Process



CUSTOMER ROUTE
顾客动线

1 The large food display instantly attracts the customers attention and help them decide their orders.

大的食品展柜不断吸引顾客的注意力，并帮助他们决定自己的餐点选择

2 Customers proceed to the cash register to pay for their order and for any merchandises they grabbed along the way into the store.

顾客行进到付款柜台前为所选餐点以及在餐厅内拿的商品进行付费

3 At the end of the counter, the clients can wait for their drinks while browsing through the merchandise shelf on the left hand side.

到吧台尾部，顾客在这里等待他们点的饮品，同时也可以浏览左边的商品货架

STAFF ROUTE
员工动线

A From the tea brewing area the hot drinks arrive directly on the main counter

从煮茶间直接送到柜台上的饮品领取处

B The food prepared in the kitchen arrive directly on the main counter from the door or the window next to the service station

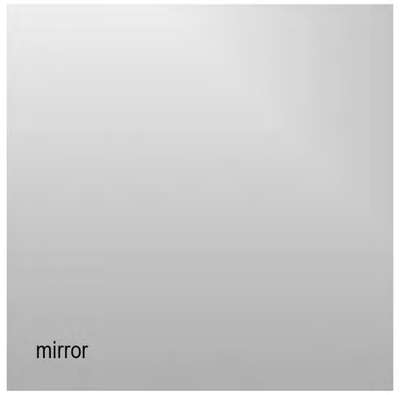
热食品加工后直接从厨房直接抵达服务台旁的主要的递送柜台和窗口。

C Waiters can pick up easily the food from the front counter without circling to the back of the counter and serve it all around the cafe

服务员可以在柜台前拿取需要递送的食物，而不用迂回到柜台后方的厨房中去，方便的在餐厅中进行服务。

D An additional service station outside ensures the staff can conveniently get what they need and better serve the customers

额外的服务站在室外确保服务员能方便的取得所需要的东西，从而更好的为客户服务。



GAGA Cafe — Two

After the success of the first design for Gaga Café, we were asked to build upon our original work and apply it to a new location. The goal was to use the same design concept in order to establish a strong brand image, while adding new elements to give this location a unique look. Replacing marble with concrete, along with enhancing the high ceiling by leaving it exposed, gives this space an industrial-luxe look while still following the spirit of the previous design.

Client: Shenzhen GAGA Catering Management Co.Ltd

Agency: Coordination Asia

Timeline: Sep 2014 — Dec 2014

Location: Shenzhen, China

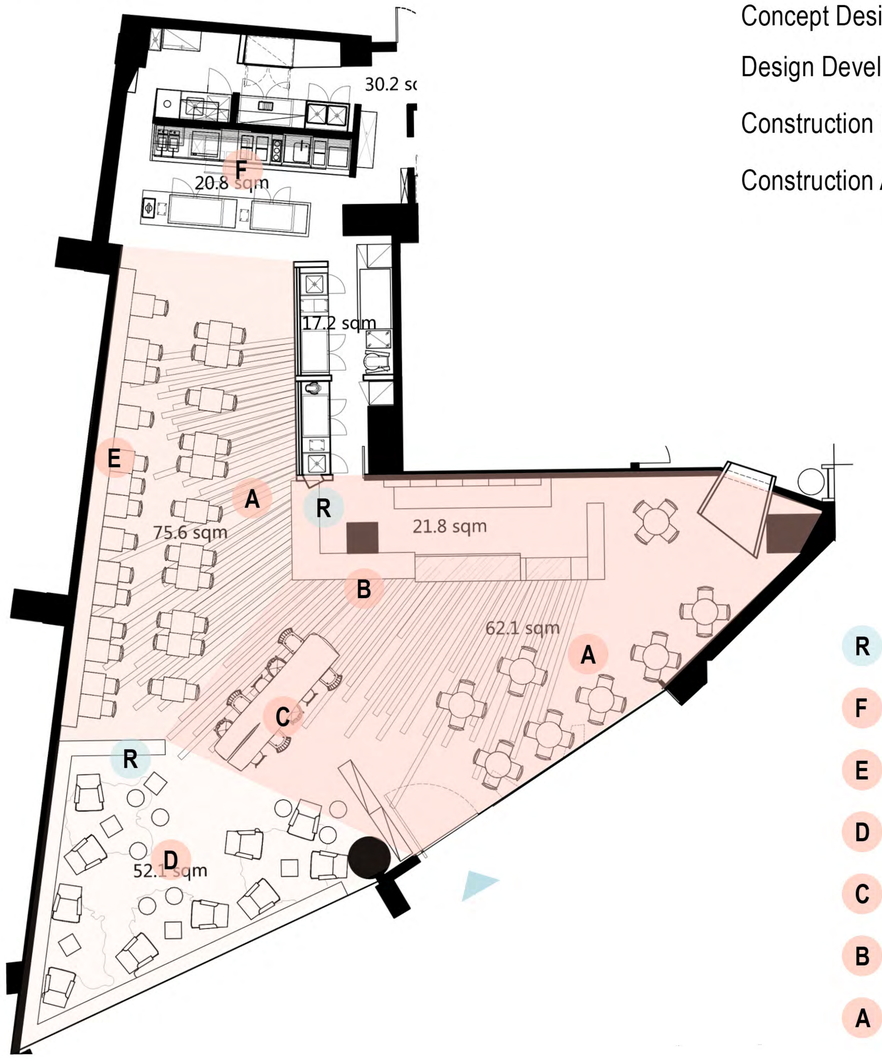
Scale: 320 m²

Concept Design

Design Development

Construction Docs.

Construction Admin.

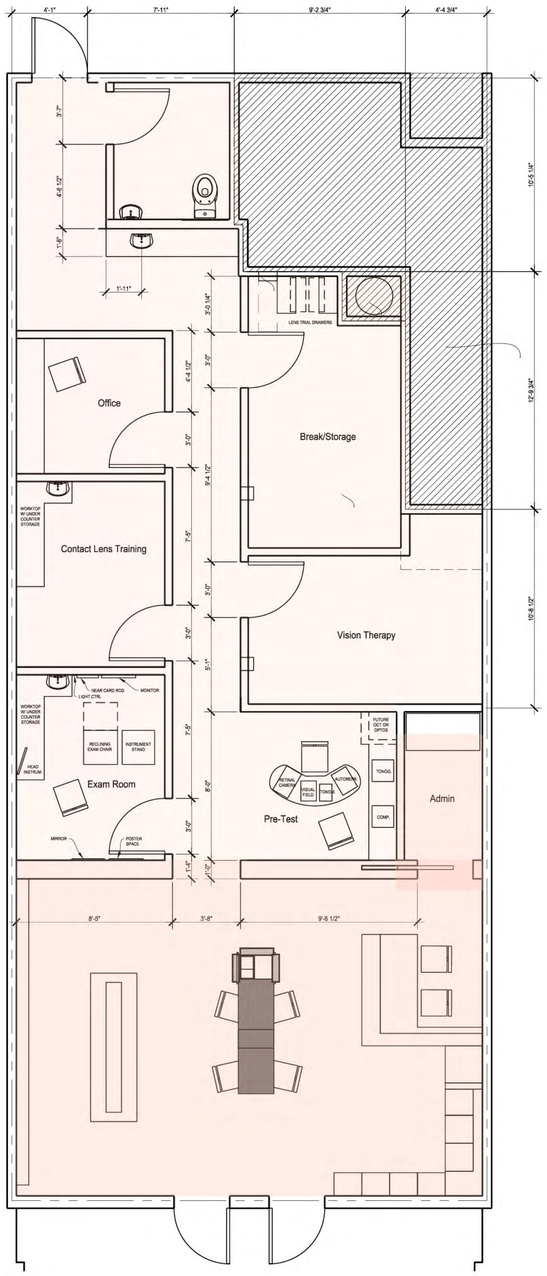


Floor — Plan

- R Retail
- F Open Kitchen
- E Banquette seating
- D Lounge
- C Communal table / event
- B Coffee bar
- A Floating seats

Retail —

Lumen Optometrics



Client: Eric & Michelle To

Agency: Otto Design Group

Timeline: 2016-2017

Location: Los Angeles, CA

Scale: 820 ft^2

Concept Design

Design Development

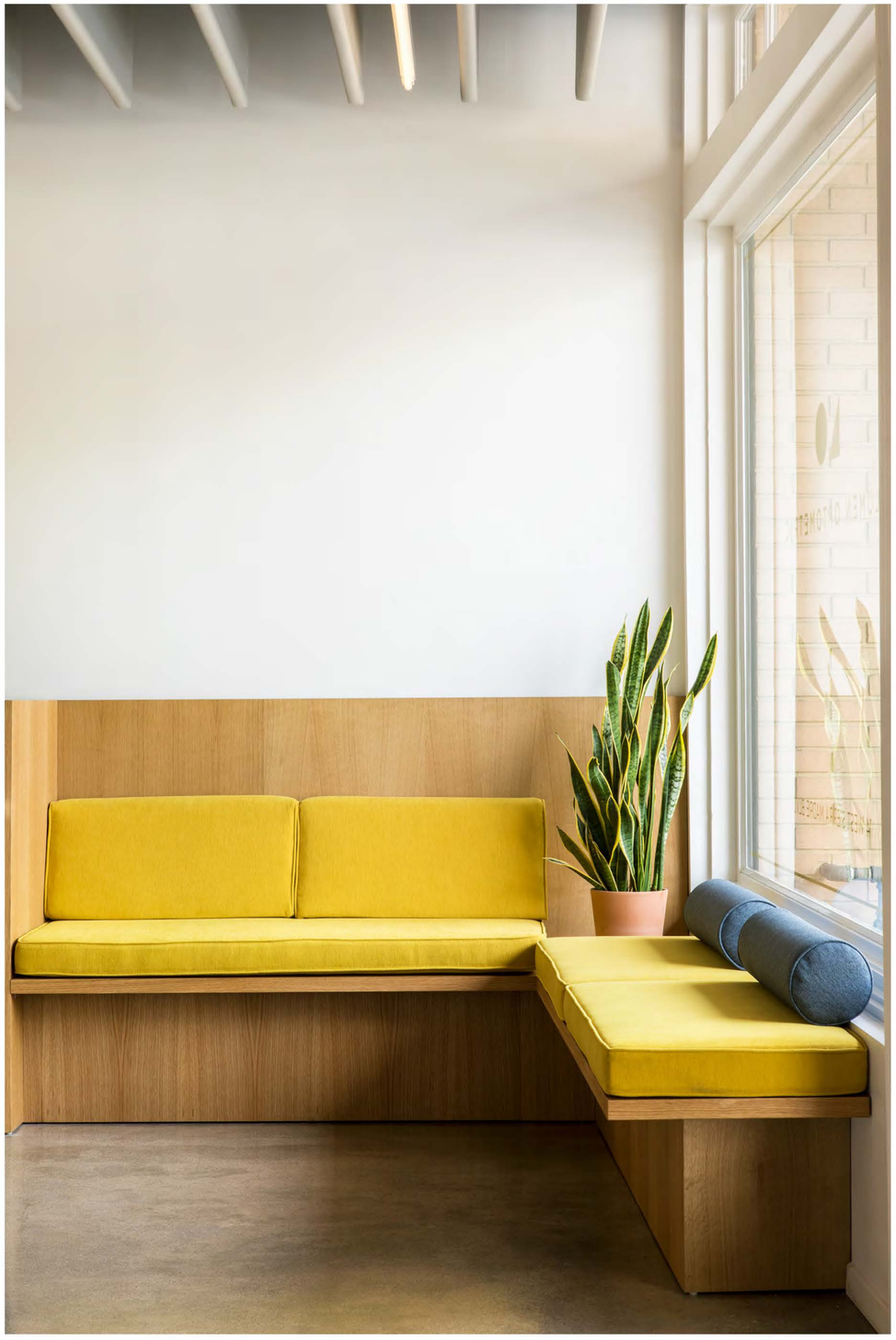
Construction Docs.

Construction Admin.

Material — Palette

Passionate about his first solo venture, Dr. To wanted to combine a high-end and minimal retail space together with a functional back-of-house for his optometrics practice and needs.

The design offered him a warm and neutral color palette in the retail space with a few pops of color in seating and accessories to create a elegant and inviting space. Custom wall displays emphasizes order and provides sleek storage solutions. A custom glass-top table display can be accessed from both sides and the glass top provides additional surface space. A custom fixture wraps around the column and takes advantage of its central position within the store - adding additional display shelves as well as mirrors for customers to circulate around.



BCBG — MAXAZRIA

Client: BCBG MAXAZRIA

Agency: Otto Design Group

Timeline: 2018

Location: Los Angeles, CA

Scale: N/A

Concept Design

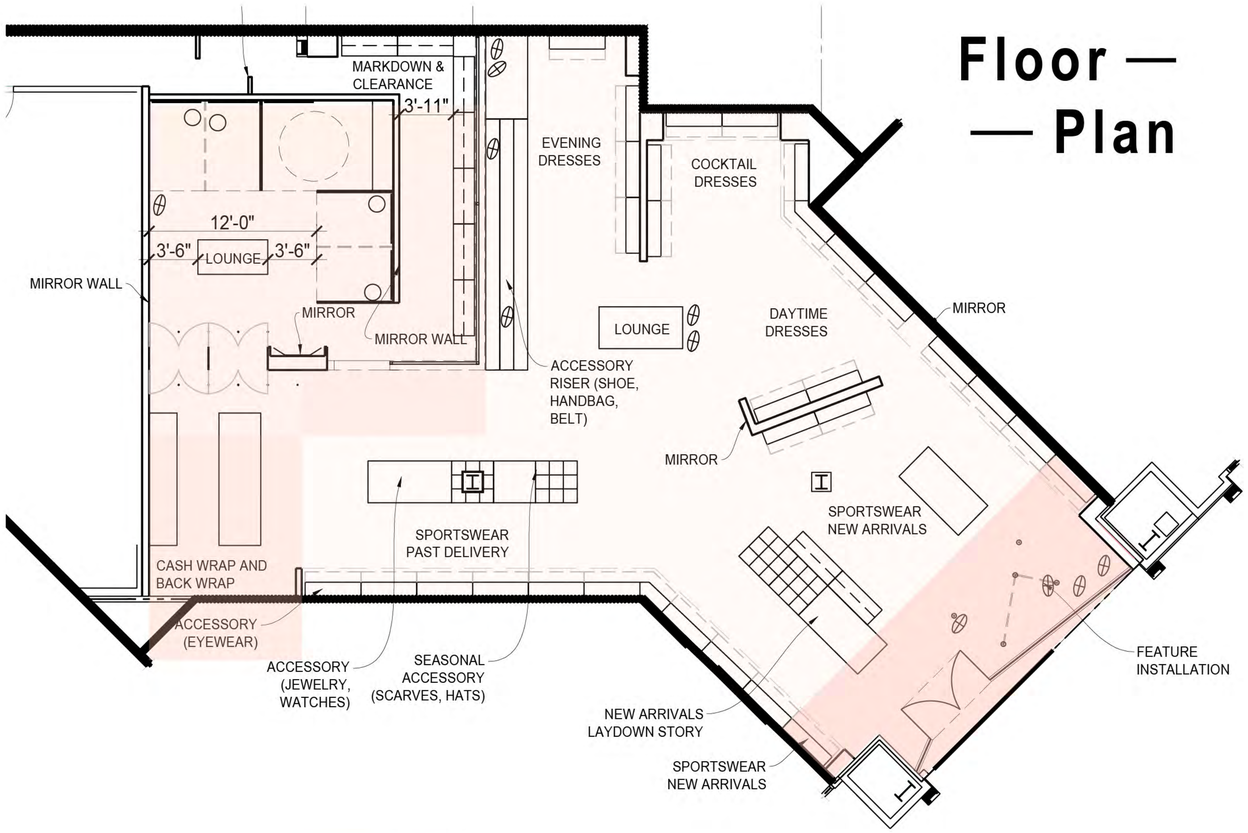
Design Development

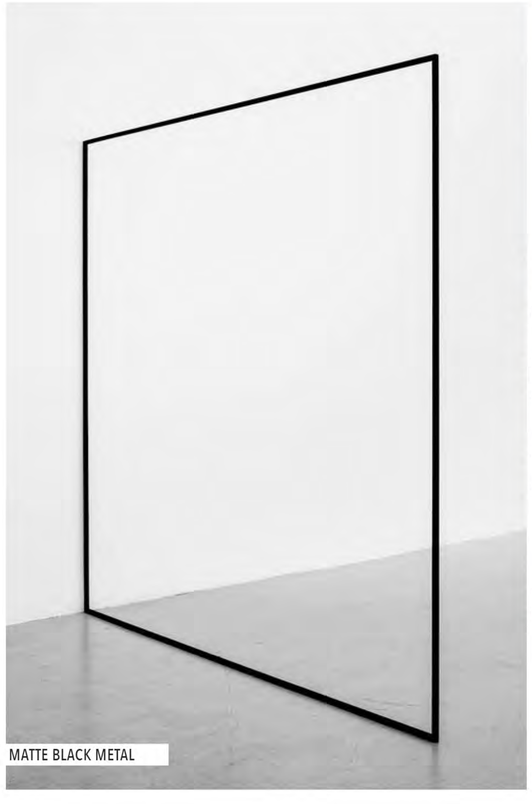
Construction Docs.

Construction Admin.

We were asked to create a new image for BCBG from the ground up - completely reconceptualizing their retail interior, fixture system and partner shop roll-out strategies.

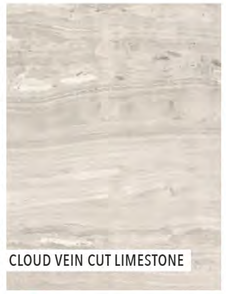
Floor — Plan




MATTE BLACK METAL

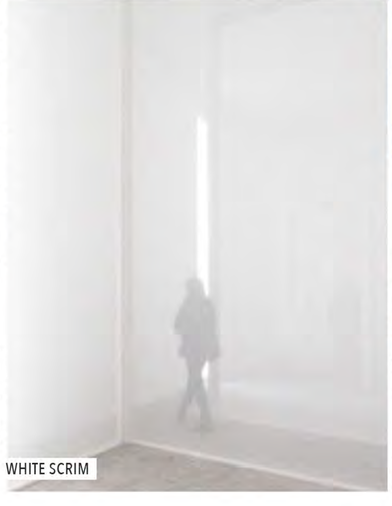
PORTOLA ROMAN CLAY

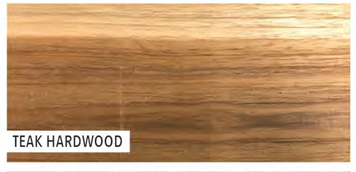
WARM WHITE CONCRETE


CLOUD VEIN CUT LIMESTONE

CURTAIN

MATTE BLACK METAL GRID


WHITE SCRIM


TEAK HARDWOOD

GREY PLASTER

PORTOROSE GRANITE (LEATHERED)

Material — Palette

The new material palette features neutral and warm colors with an emphasis on natural textures. The goal is to keep the environment more muted so the merchandise can pop in contrast, while providing a few luxe materials for high-touch areas such as display tops, cashwrap and fitting room curtains.

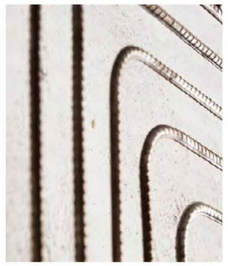
Starting from the exterior, we proposed a sleek new black metal storefront system with frameless floor to ceiling glass to allow maximum visibility into the interior space. At the entrance, a dropped ceiling creates a compressed portal where a window installation features the newest merchandise before releasing the guests into an open atrium.

Window Installation

organic color
(heat treatment)

Welded loops
for single display

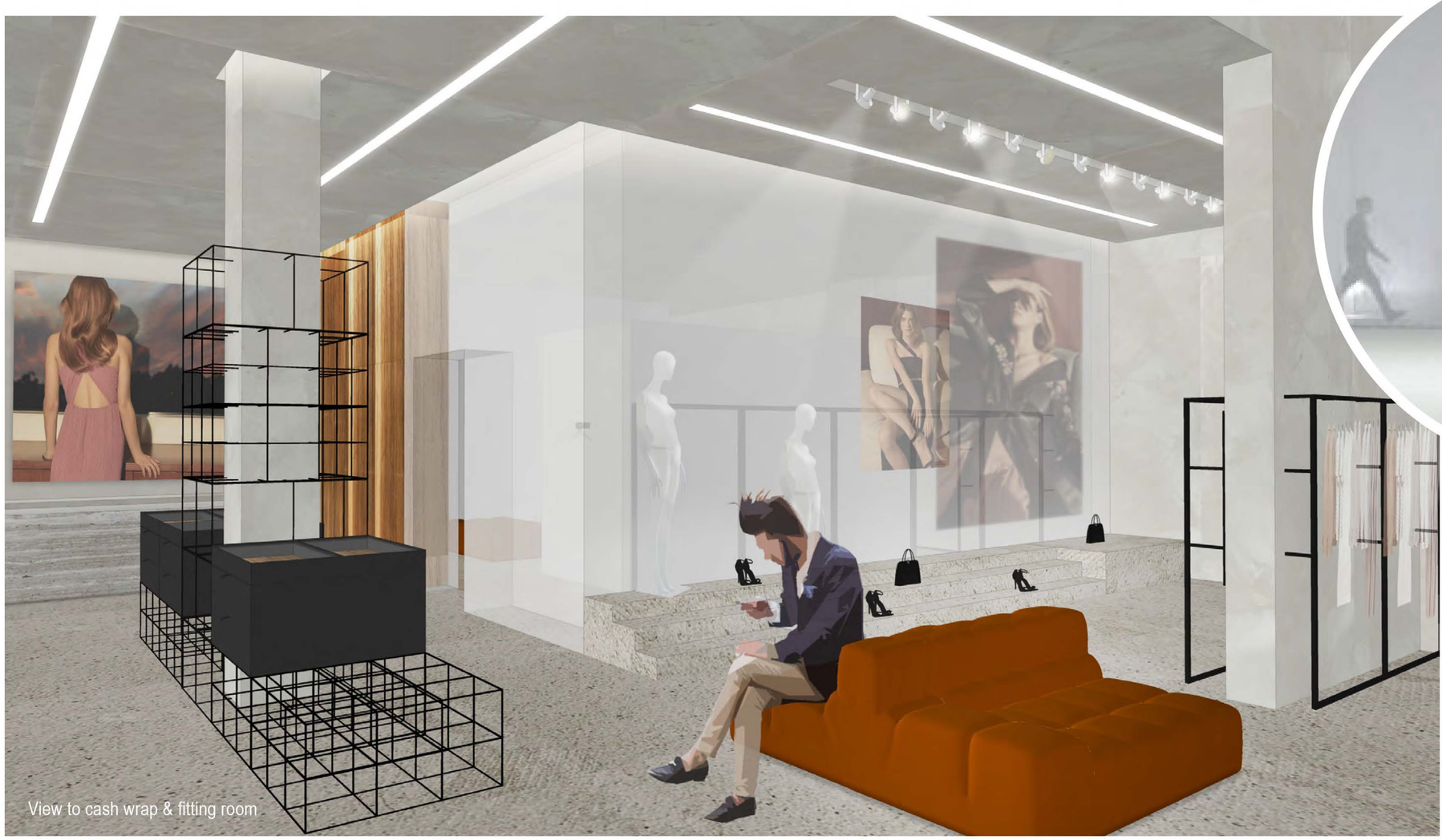
bent cross bar for multiple
display



window installation V.M. example

window installation

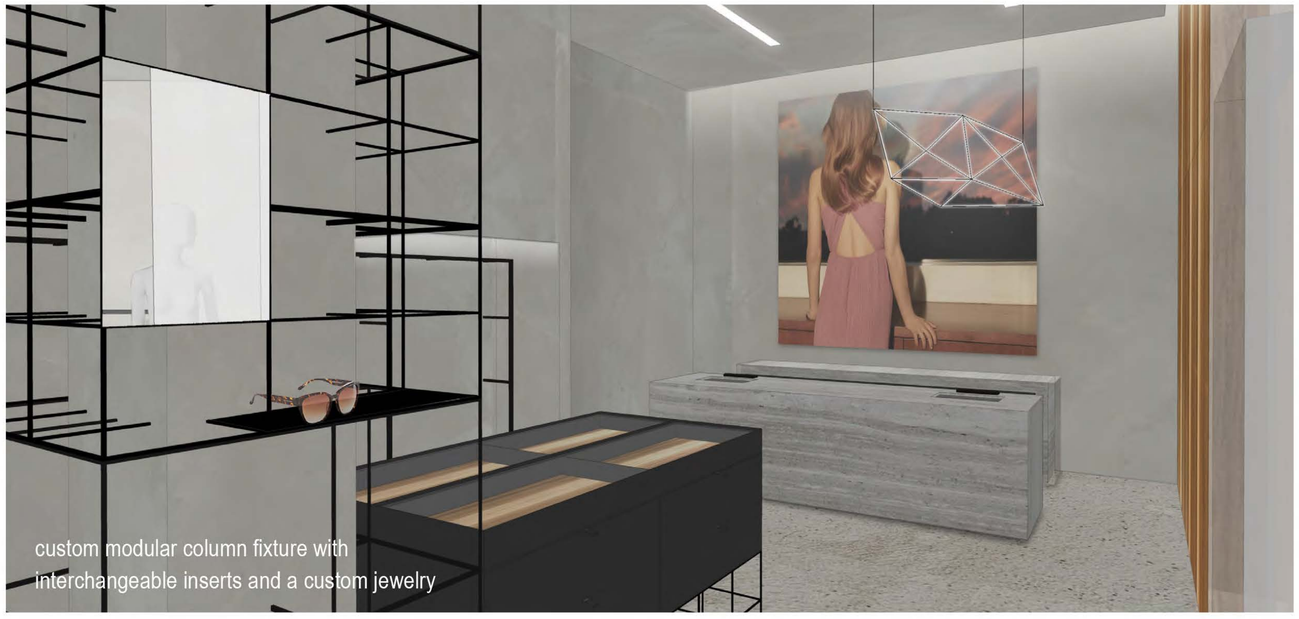
Custom layered Portola Roman Clay
Lensed linear ceiling lighting
Rotating Art installation w/ young artists from around the country
Wall soffit with recessed cove light evenly illuminates the wall merchandise
Modular display grid can be arranged in various configurations and paired with interchangeable tops
Warm white concrete floor
Warm white concrete floor



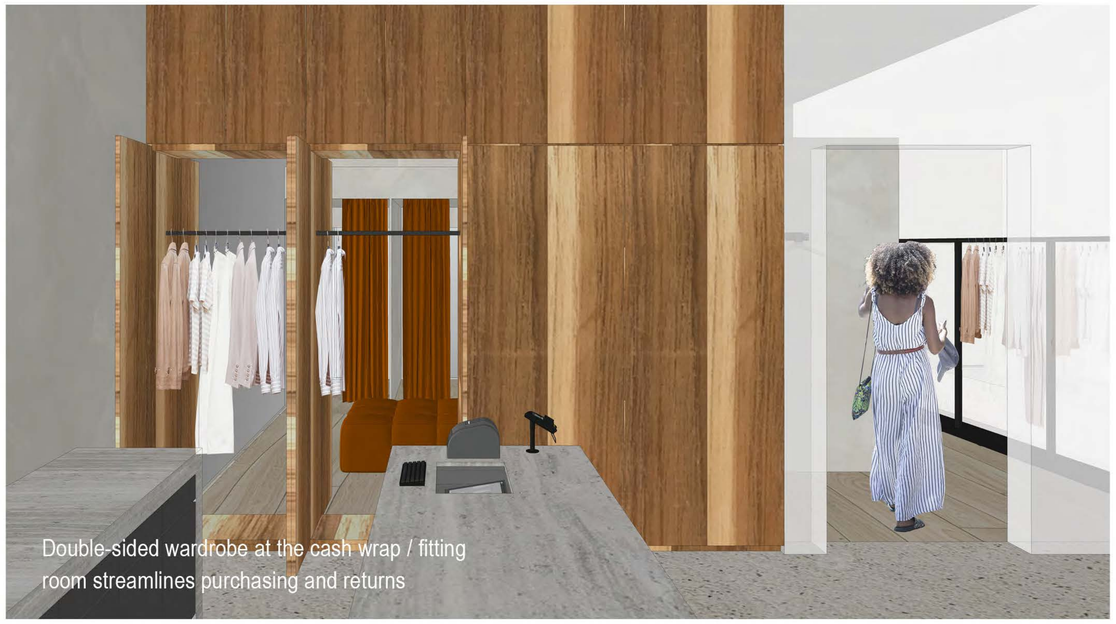
View to cash wrap & fitting room

Instead of fully enclosing the fitting room, we decided to use a double layered scrim wall which has enough transparency to create a sense of openness and also allow guests to see a glimpse of the activities in the fitting room.

Instead of stagnant printed marketing collateral, rotating campaign imagery and videos can be projected onto the scrim wall - creating new visual interest every time the guests return.

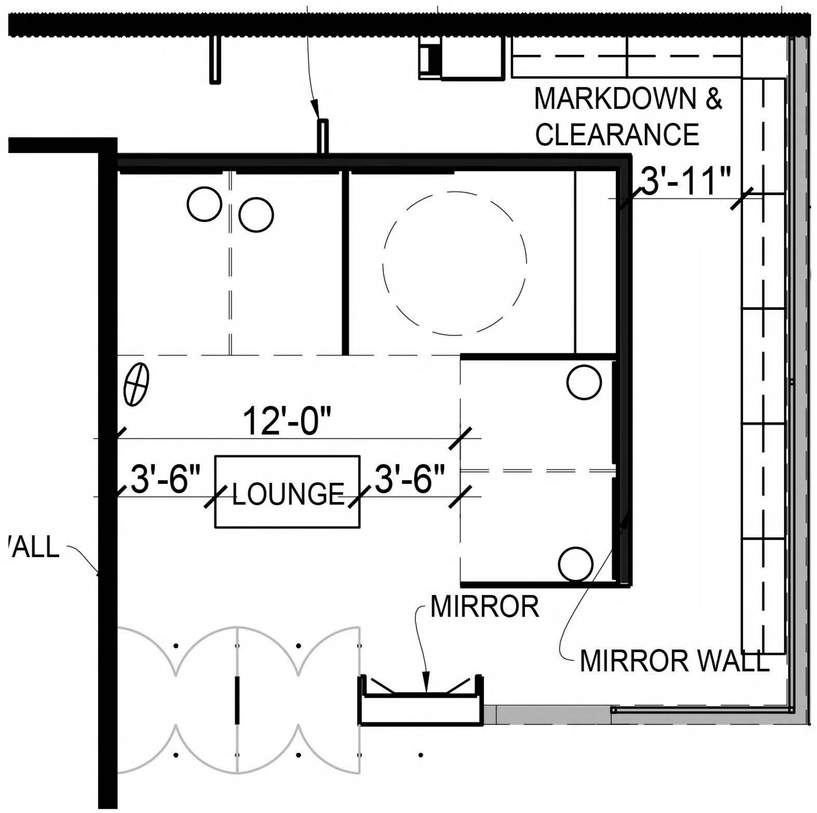


custom modular column fixture with interchangeable inserts and a custom jewelry



Double-sided wardrobe at the cash wrap / fitting room streamlines purchasing and returns

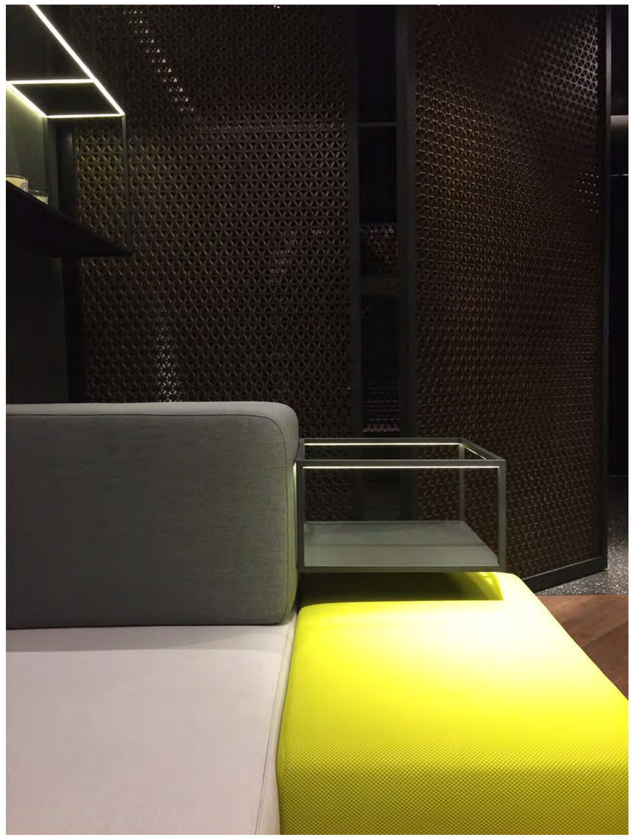
A feature product wall at the fitting room entrance



Fitting room interior: plaster wall, curved wood flooring, velvet curtains

fitting room overhead view

Room — 72



Client: Nike Entertainment Division

Agency: Coordination Asia

Timeline: 2013-2015

Location: Shanghai, China

Concept Design

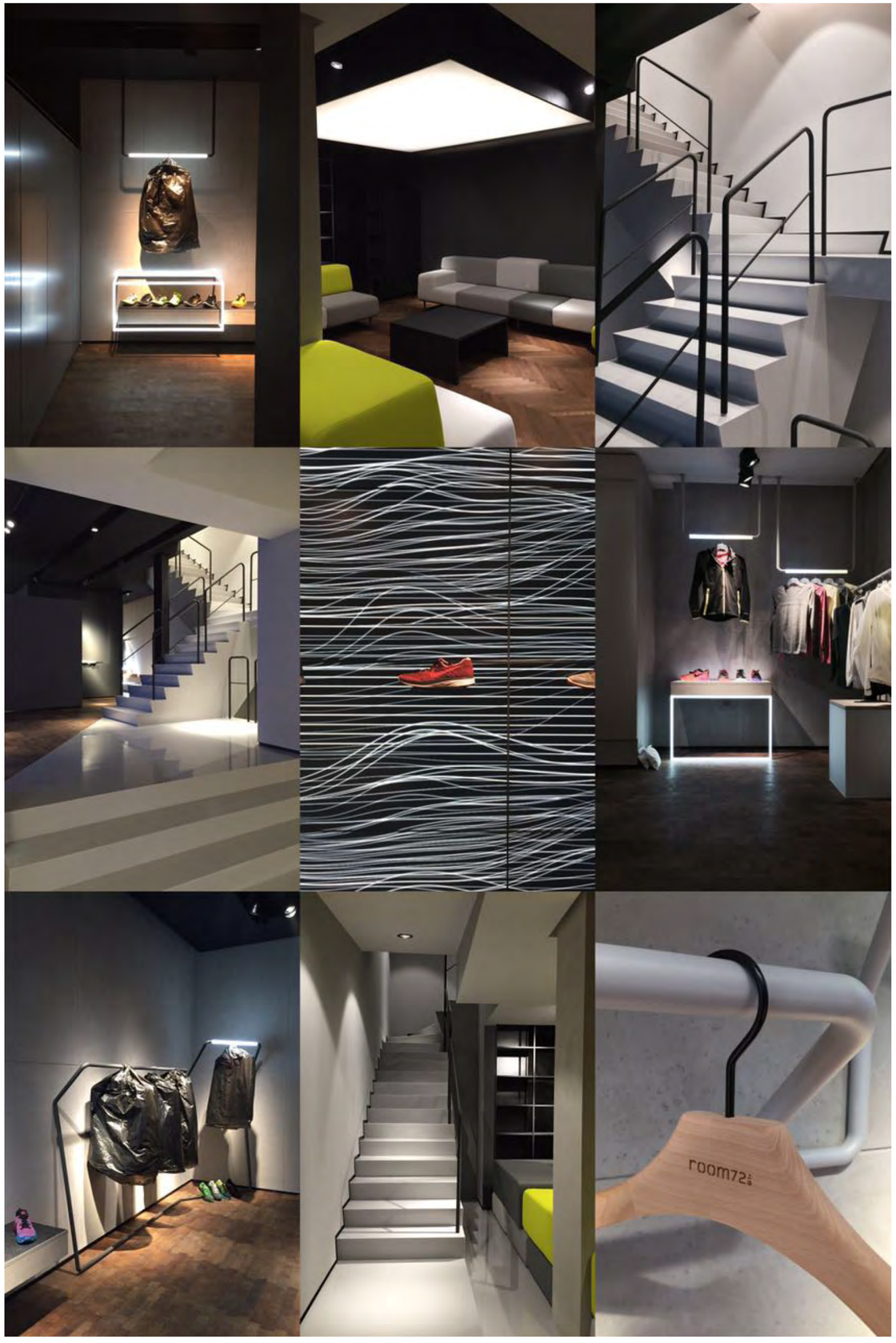
Design Development

Construction Docs.

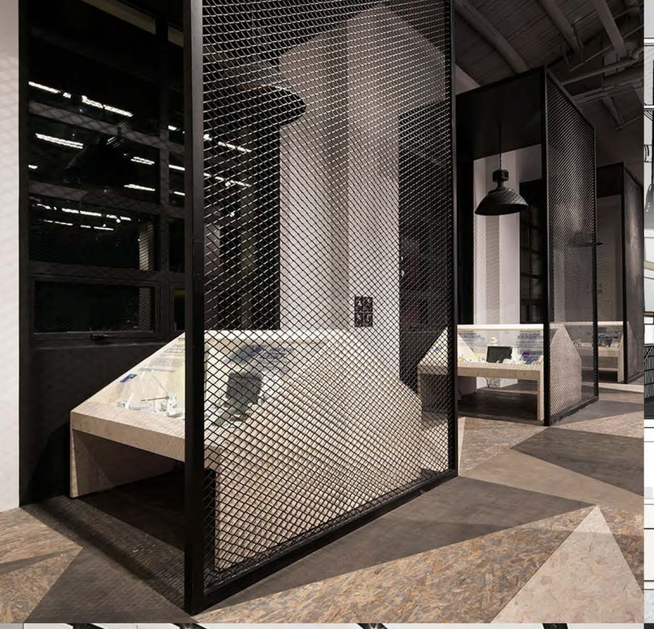
Construction Admin.

We were asked to create a design for a special project for Nike's Entertainment Market in Shanghai. The client needed a space that embodied the brand without using logos or obvious brand elements. Instead, the essence of the brand needed to live within every inch of detail throughout the entire space.

Our biggest obstacle was to provide design solutions which were innovative, such as the brand itself, and different from typical retail designs seen on the market. From concept to materials to construction, we created a premium space that reflected the innovation of the products displayed within.



More —



Press
PRESSED
for Juice

TANNER
GOODS

DRESS
IT
UP

LA PERLA

KINFOLK

LA PERLA

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