



design worldwide partnership

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dwp | design worldwide partnership creates saleable artistic premium urban living penthouse design for Quattro by Sansiri

dwp | design worldwide partnership were responsible for creating the artistic designer environment for the fast-selling 3-bedroom penthouse in the luxury residential development Quattro by Sansiri.

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World-class architecture and interior design firm **dwp** | design worldwide partnership created the interiors for all areas of the 3-bedroom show unit of the new luxury urban residential development, Quattro by Sansiri, which was quickly sold upon completion



With exacting fidelity to the client’s brief, **dwp** drew inspiration for the design, as a starting point, from the artistry and aesthetics of the late, great fashion designer Alexander McQueen. Intended to appeal to their targeted bold and chic clientele, the design had to match the innovative style of this brand new premium urban living concept, in a prime central Bangkok location, and result in something previously “Unseen before in Bangkok”.



Quattro, two residential towers, is where contemporary luxury meets with an entirely fresh, modern interpretation. The design concept for the 3-bedroom show unit, as the ultimate expression of the enticing lifestyle for potential buyers, had to match with the overall aspirations for the development, namely harmonising dynamics, rhythm and transition, in all of its fluid aesthetics. Therefore, the concept and creation of the interiors came from the very essence of bespoke design, with a high degree of original customisation and attention to detail. **dwp** were inspired, to infuse originality and artistry into every aspect of the design, right down to the styling. The juxtaposition between elements of edgy glamour and natural romanticism, much in the way McQueen was himself, paved the way for the look and feel of the entire unit, under the theme 'The New Romantic'.

To achieve the desired luxe effect of an innovative and alluringly sensual design, masculinity and tailoring needed to be balanced by the sensuality and imagination of nature, offset by clean modern lines. Slick, gloss, glam and edgy awe met with soft, sensual, captivating and romantic overtures, to echo a bespoke and defiantly refined ambience. The wall coverings and drapery (the encasing shell) was conceived to represent the sophistication of distinguished men's tailoring. The fabrics and finishes were selected to convey masculinity, modernity and

disciplined precision. Custom graphics, artwork and objects that secretively expressed an intriguing story, with references to nature, provided a poised equilibrium. **dwp** wanted to provoke a sense of curiosity, and beg the questions “Where is this from?”, “How was this made?”. Objects and accessories were hand selected to also invoke intrigue and convey a certain sensuality throughout all elements of the design.



One of the unique eye-catching features within the unit is a large 6m-custom-designed, hand-tufted wool carpet, accompanied by custom-designed graphic mirroring, as well as custom-designed lighting and artwork. Hand-selected objects and accessories added to the air of originality and innovation. The designers wanted to ensure custom artwork for the carpet design was translated in a natural way. They wished to accurately convey the movement and colour gradation proposed in their original artwork. Working closely together with the manufacturer, **dwp** personally saw to the hand-dyeing of the yarns, the mixing of colours and to the hand-tufting in an innovative way, to capture the artwork perfectly. Neither the designers nor the manufacturer had ever executed this technically before, and the results speak for themselves with a successfully created, beautiful outcome.

Rising to the challenge of designing a small urban space, **dwp** designers maximised the function of each room, by injecting clean lines and minimal joinery, simultaneously providing a feeling of luxury living in the space. **dwp** actively achieved an improvement in the quality and functionality of the space, by combining living/dining and kitchen design, to open up the areas and allow for consistent flow. Building in joinery with minimal elements, the function of spaces was maximised, to augment the spatial living quality and add value for the client. Balancing the functional, minimal design with luxury materials and custom details also permitted a good degree of cost-effectiveness within the concept. Opting for nominal construction, enduring quality and a discernible timelessness to the design, together with high quality materials, low

VOC, local manufacturing, natural fibres and renewable materials ensured that **dwp**'s concerns for sustainable design were also brought to the forefront.



dwp took great pride in their custom designs, graphics and artwork for this project, fully immersing themselves into the entire experience and quest for all of the perfect finishing accessories, to set the scene and complete the story. This allowed the designers to fall completely in love with the project, while stimulating their own connection to the inspirational work of Alexander McQueen.

All of the elements of the design conspire to provide a perfectly harmonized balance between masculinity and femininity, the sleek and the sensual, contemporary and classicism, edgy and romantic, minimalist and lush, appeal and intrigue, and the functional with the luxurious. The client, Sansiri, requested a design, where inspiration for creativity came from the use of original and unique artwork. **dwp** began the concept based on the inspiration of an artist (Alexander McQueen), and ultimately themselves became the artists, creating for Sansiri an incredibly stylish design that is imaginative, sophisticated and memorable, exceeding expectations.

About dwp | architecture + interior design:

From small, voracious, entrepreneurial beginnings, since 1994, dwp has flourished into an award-winning, one-stop integrated design service, with global reach. Even in the most challenging of locations, over 450 multi-cultural professionals work together to deliver architecture, interior design, planning consultancy and project management, across borders, to the highest international standards. With currently 12 offices in 10 different countries, **dwp** presents its finest iconic designs time and again.

About Sansiri:

Sansiri Public Company Limited (Sansiri) was founded in 1984, in Thailand, by the Chutrakul family, initially as a holding company for managing the family's assets and has since transformed into one of the leading Thailand-based development firms, engaged in the real estate business. The Company is principally engaged in property development with its properties consisting of land and housing projects, residential condominium projects, serviced apartments for rent, and office buildings for rent. Other activities include the provision of building management service and real estate brokerage, and provision of other services, such as hotels, medical spas and the education business.

For more information from **dwp** on this release and hi-res images, contact Group Communications Consultant, Ms Nikki Busuttil, nikki.b@dwp.com or call the **dwp Thailand** local office:

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