

PEIWEN LI
INTERIOR DESIGN
PORTFOLIO





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*Design is the blooming of inspiration, nurtured
by experience and refined by time.*

"URBAN RETREAT"



1 CLUBHOUSE
and
RESTAURANT

"BEAUTY SPECTRUM"



2 BEAUTY
COMMUNITY
CENTER

"SET SAIL"



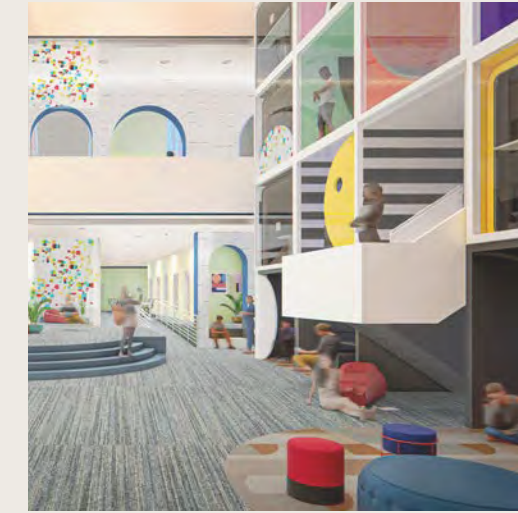
3 OUTDOOR
POP-UP
STORE

"CLEAN"



4 PUBLIC
BATH
CENTER

"INSPIRING NEST"



5 ART
COLLEGE
BUILDING



01 URBAN RETREAT

PROFESSIONAL (YUHO)

Project type: Commercial
Time Period: June 2023 - September 2023
 A luxury clubhouse concept designed to offer serene, sophisticated dining and social experiences in the heart of a bustling city.

COMMERCIAL CLUBHOUSE & RESTAURANT

RESEARCH & ANALYSIS

PROJECT OVERVIEW

Location: 20 Tea mountain East Road, Changsha, China

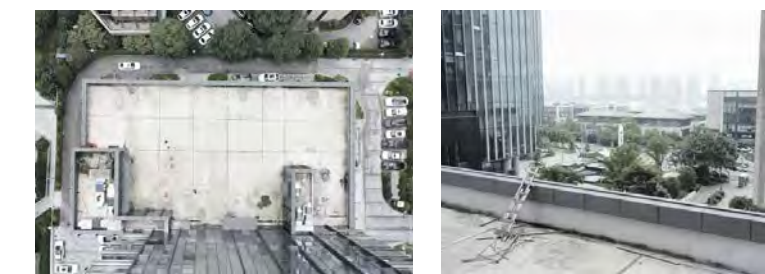
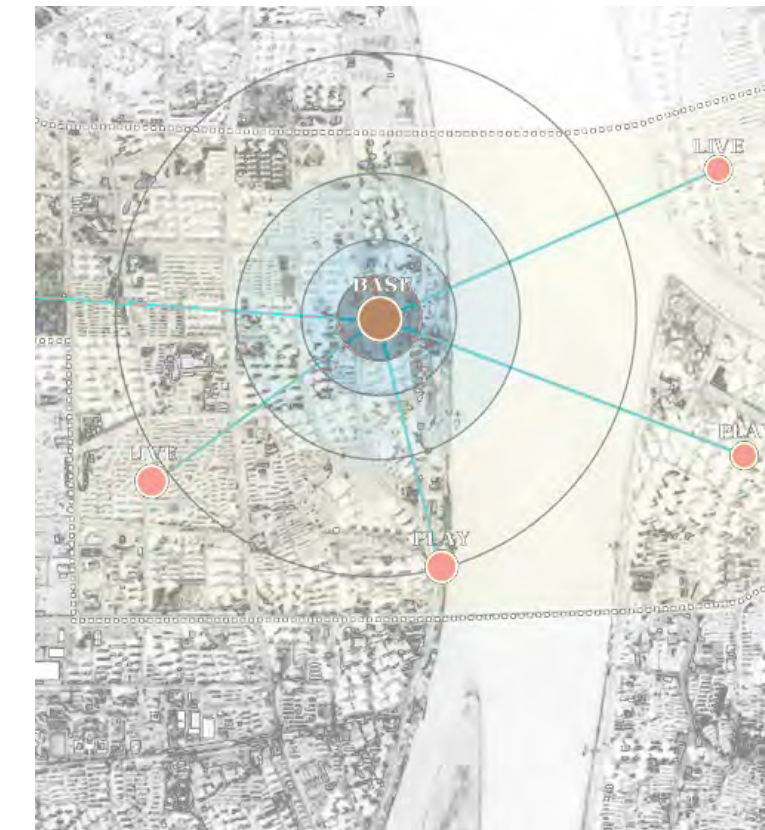
Type: Clubhouse & Restaurant

Area: 17,00 sq.ft

Target Group: Professionals and Entrepreneurs / Urban Elites

Market Distinction: Offers unique experiences beyond traditional dining, such as signature drinks, live music, or private event spaces.

Strategic Business Plan: Establish partnerships with local suppliers, artists, and businesses to enhance customer experience and visibility. Host private events, art exhibitions, and cultural activities to diversify income streams and enrich brand image.



Site info:

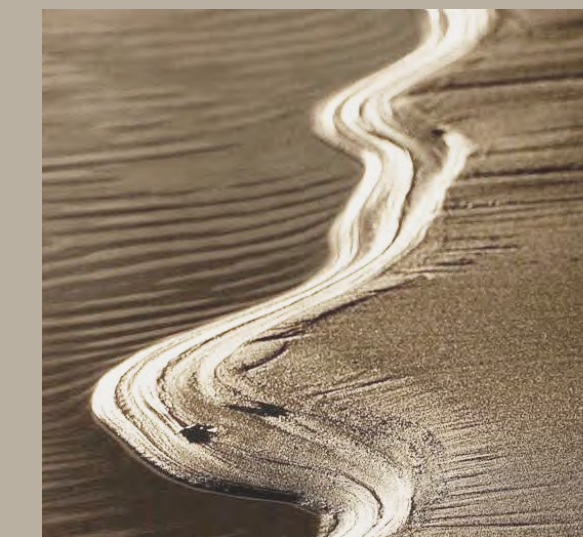
The project is approximately 100 meters from Changsha Metro Line 4 Chazi Mountain Station, conveniently located between the Yinpenling Bridge and Fuyuan Road Bridge. Additionally, it benefits from the beautiful Xiangjiang River, offering a unique natural landscape.

URBAN RETREAT

CONCEPT

Purpose:

To create a serene and luxurious urban sanctuary that offers a unique dining and social experience, blending modern design with natural elements to provide an escape from the city's hustle and bustle.



Problem Solving:

Offers an alternative to the typical urban dining experience, focusing on creating a peaceful atmosphere that counters the often hectic city life

Uplifting Solution:

Urban Retreat transforms the concept of urban dining and socializing by infusing it with tranquility and sophistication, making it not just about food and drink, but about rejuvenating the urban spirit.



OPENING SEATING



CENTRAL BAR

Club Area

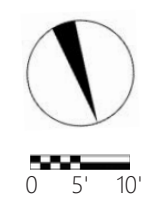
- 1 Food Preparation
- 2 Dining Room
- 3 Living Room
- 4 Leisure Area
- 5 Lobby
- 6 Hall
- 7 Front Lobby
- 8 Restroom
- 9 Equipment Room

Commercial Area

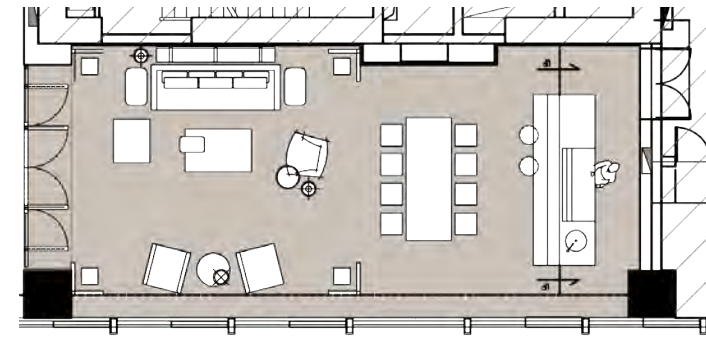
- 10 Booth A
- 11 Booth B
- 12 Open Seating
- 13 Private Room
- 14 Food Preparation
- 15 Central Bar
- 16 Booth C
- 17 Outdoor Open Seating

Outdoor Area

- 18 Commercial Garden
- 19 VIP Garden Area
- 20 VIP Lounge Area



FRONT LOBBY



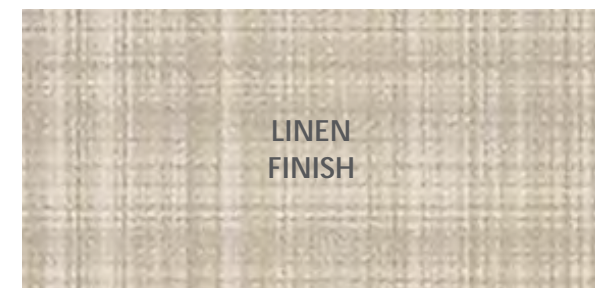
FINISH SELECTIONS

Rich green marble wall forms a stunning focal point, harmonizing with brushed brass and warm woods to craft a luxurious yet serene meeting space.

The design transitions from a subdued, modern Chinese-influenced dining area on the left, marked by its composed elegance, to a progressively more opulent interior, guiding guests towards a crescendo of lavish ambiance as they move inward.



WOOD VENEER WALL PANELS



LINEN FINISH



MARBLE FLOORING



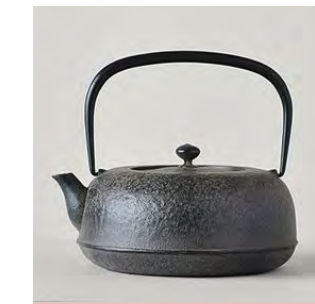
LUXURY MARBLE FLOOR TILE



METAL COATINGS

FURNITURE & FIXTURE SELECTIONS

In this selection, I've aimed to harmonize the serene simplicity of the Hira-Kyusu teapot with the clean lines of modern furnishings like the slate dining table, aspiring to create an understated yet luxurious urban haven.



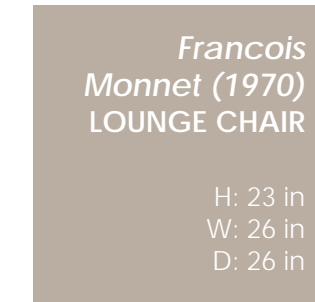
Hira-Kyusu TEAPOT

H: 5 in
W: 5 in
D: 5 in



Marlies Huybs PLATES

H: 2 in
W: 7 in; 8 in
D: 7 in; 8 in

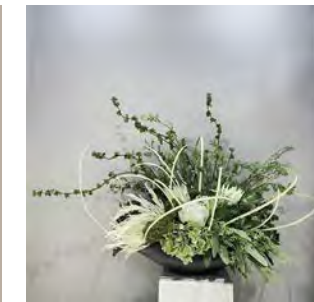


Francois Monnet (1970) LOUNGE CHAIR

H: 23 in
W: 26 in
D: 26 in



Yuh Creation New Chinese FLOWER BASKET



Salto De Gazela DINING CHAIR

H: 27 in
W: 31 in
D: 30 in



Max Ingrand (1908-1969) FLOOR LAMP

H: 63 in
W: 14.5 in
D: 11 in



New Chinese LOUNGE CHAIR

H: 23 in
W: 26 in
D: 28 in



Customize Slate DINING TABLE

H: 29 in
W: 32 in
D: 90 in



LEISURE AREA



02 BEAUTY SPECTRUM

ACEDMIC (SCAD)

Project type: Community Center
Time Period: September 2023 - November 2023
A beauty and fashion community advocating multidimensional beauty for women and cancer women.



BEAUTY COMMUNITY CENTER

RESEARCH & ANALYSIS

PROJECT OVERVIEW

OWNER / FOUNDERS



XiaoHongShu
(Little Red Book)



Look Good Feel
Better (LGFB).



Location: 233 Huaihai Middle Road, Shanghai, China

Type: Community Center

Area: 12,000 sq.ft

Target Group: Trendy People/ Students/ Makeup Lovers

Market Distinction: A real-life extension of online beauty and fashion trends fostering a community of shared experiences.

Strategic Business Plan: Drive profit by leveraging the space as a marketing platform for beauty and fashion brands, simultaneously attracting consumer traffic for increased sales and promotional opportunities.

USER PORTRAIT

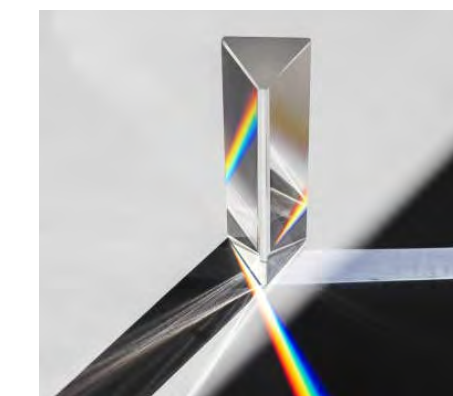
Trendy People: No age limit; closely follow current popular trends, with more interest in outfits, beauty makeup, and celebrity entertainment news.

Students: 6-25 years old; besides focusing on learning and science knowledge, also follow trends and have certain interests in fashion, skincare, and entertainment.

CONCEPT

Purpose:

To craft an environment that showcases the boundless range of beauty, emphasizing that there is no singular definition but an expansive spectrum that varies for every individual, resonating with the ethos of inclusivity.



BEAUTY SPECTRUM

Problem Solving:

Challenging the monolithic beauty standards by celebrating the vast array of beauty manifestations. It aims to redefine beauty as a spectrum where everyone finds a place, breaking away from the confines of a singular norm.

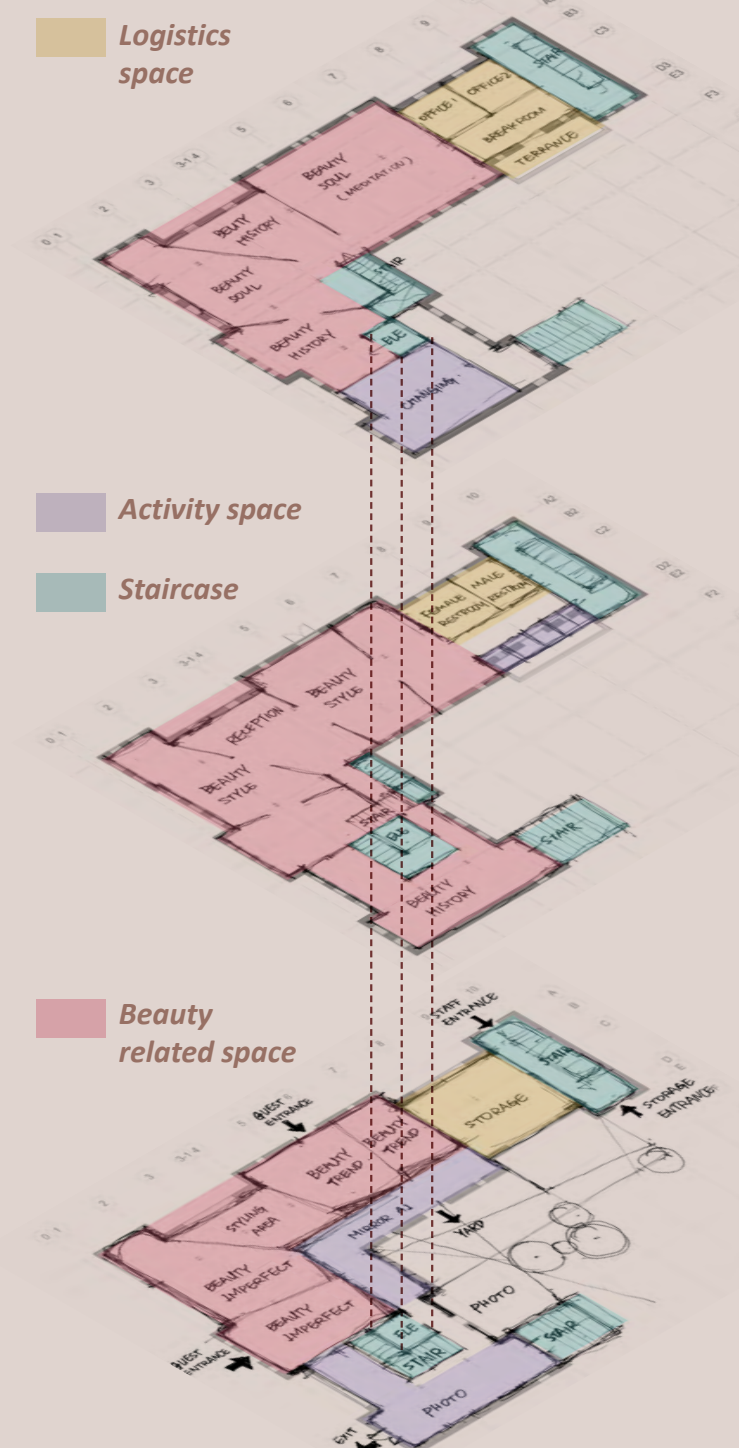
Uplifting Solutions:

Envisioned zones that celebrate every shade of beauty, from heritage to contemporary, from subtle to profound. Through embracing and showcasing the diversity in beauty, Beauty Spectrum aspires to build self-esteem, foster acceptance, and bring about a renewed sense of self-worth.

Makeup Lovers: 18-30 years old; love beauty and life, not only focusing on delicate makeup and cosmetics but also interested in outfits, hairstyles, photography, and other things that showcase their beauty.

BEAUTY SPECTRUM

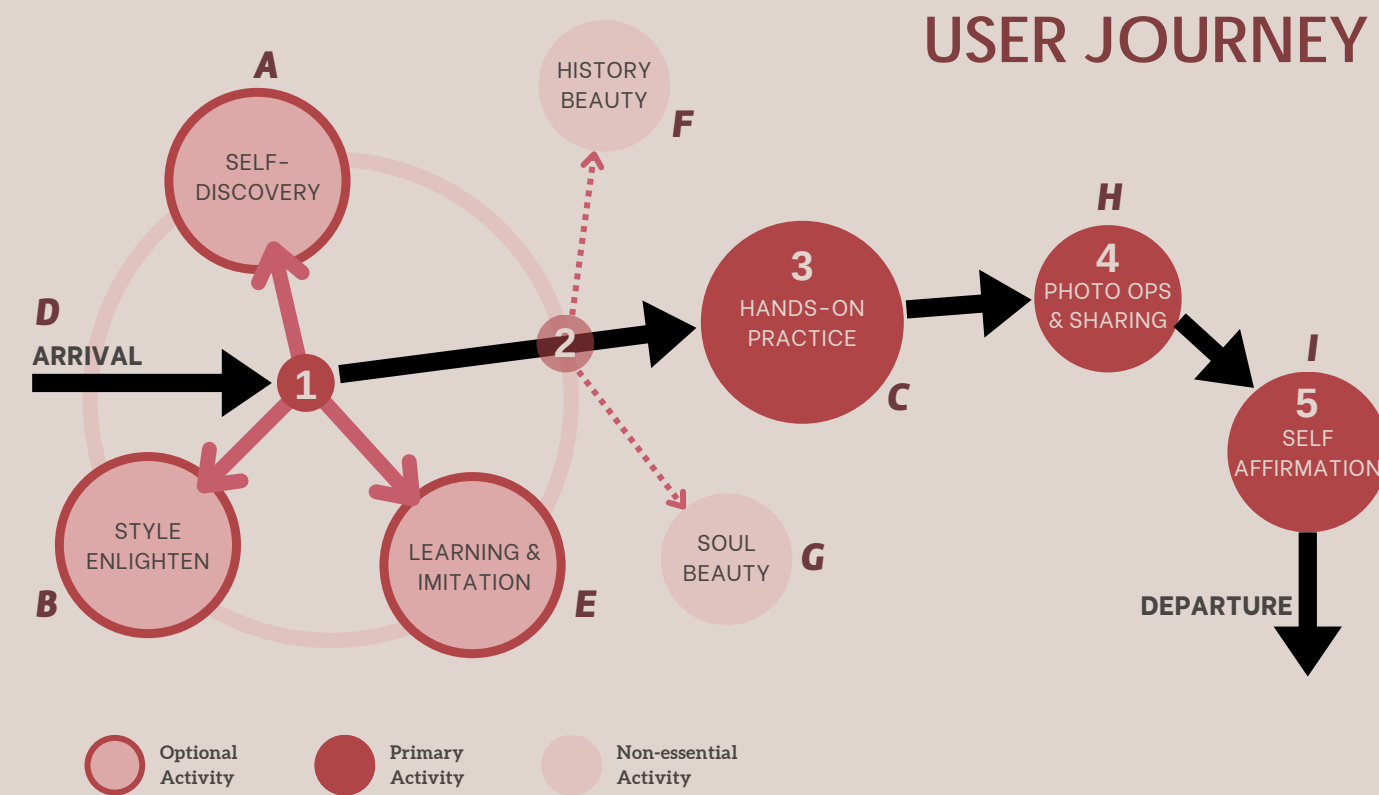
SPACE ORGANIZATION



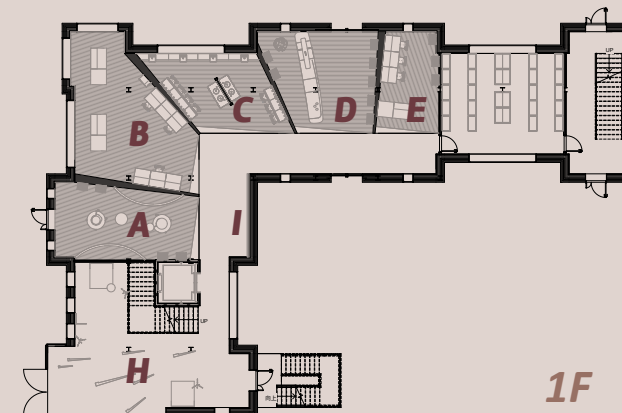


EXPERIENCE ANALYSIS

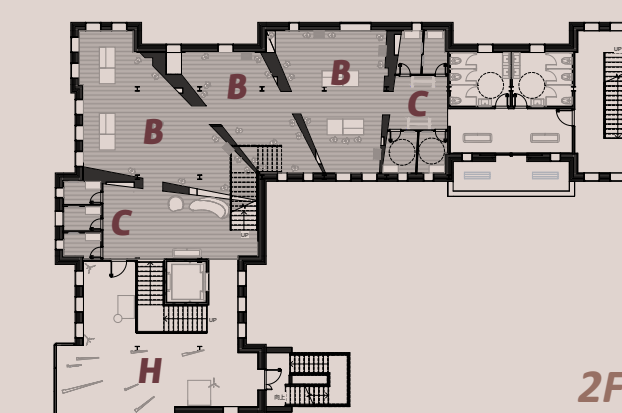
USER JOURNEY



BEAUTY SPECTRUM



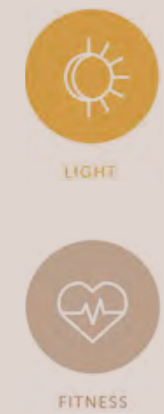
Self-illuminating panels are spread throughout the entire building, notably surrounding the elevator shaft along the stairwell. Their radiant glow illuminates the photo area, creating a prominent photo spot.



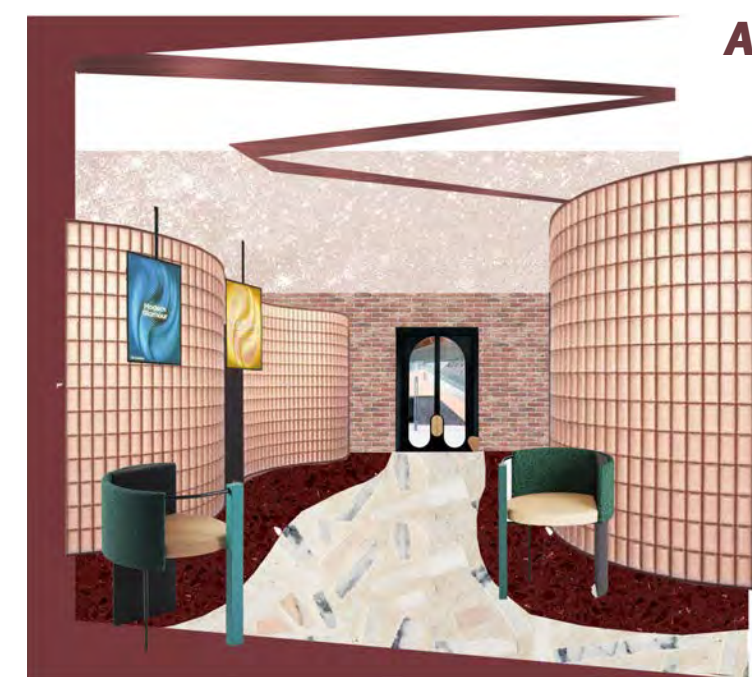
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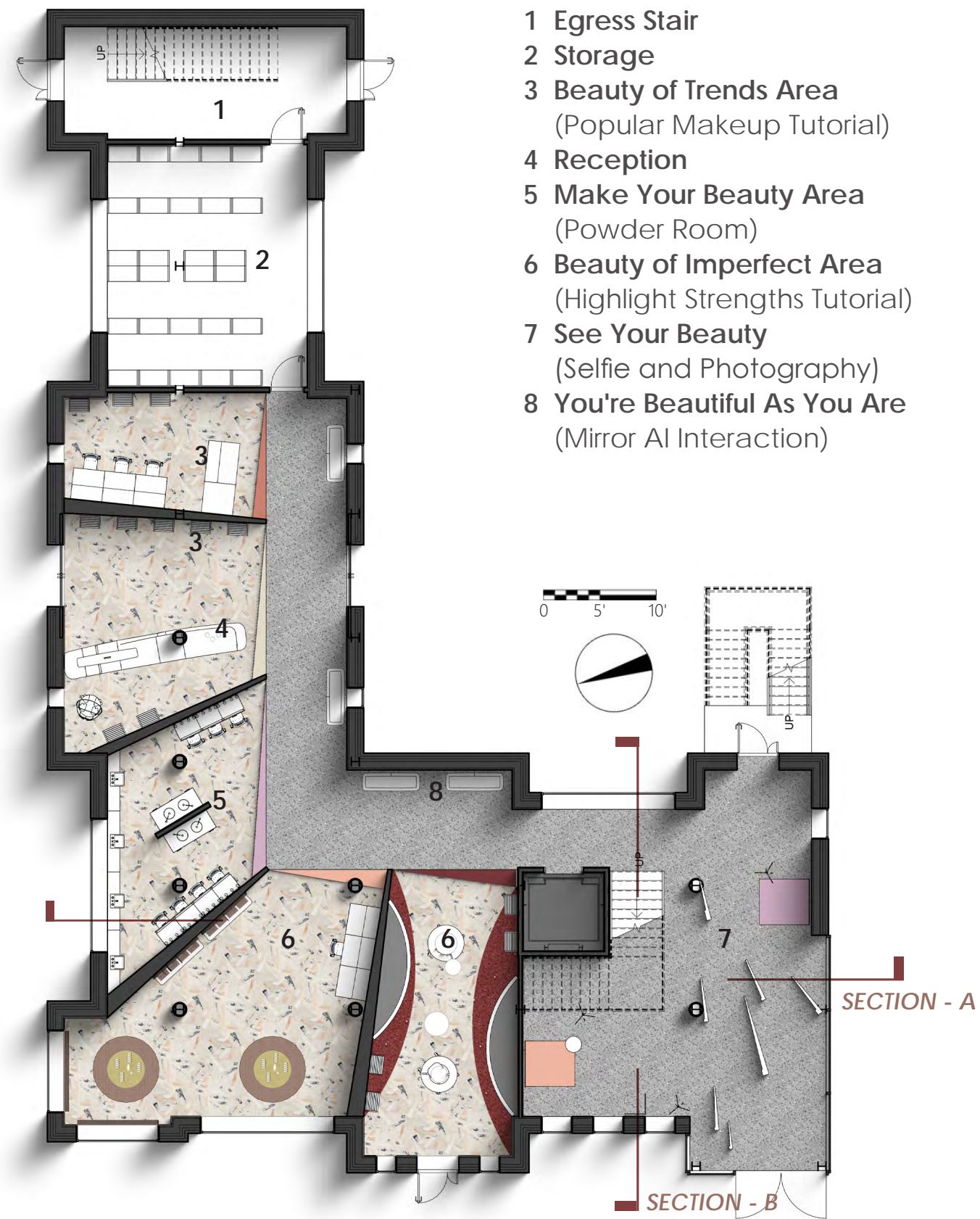
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Self-illuminating panels are spread throughout the entire building, notably surrounding the elevator shaft along the stairwell. Their radiant glow illuminates the photo area, creating a prominent photo spot. Additionally, various panels such as pillars and walls can freely project themed spectral images or animations, complementing the "beauty spectrum" theme.

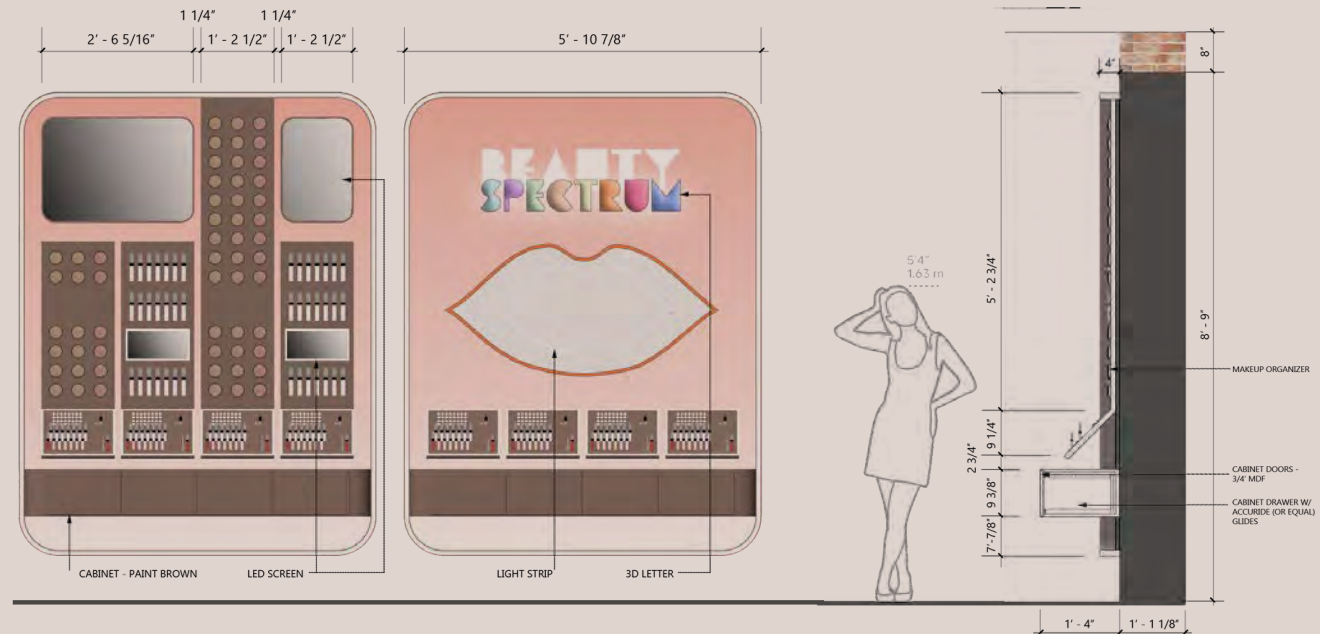


FLOOR PLAN - 1F



- 1 Egress Stair
- 2 Storage
- 3 Beauty of Trends Area
(Popular Makeup Tutorial)
- 4 Reception
- 5 Make Your Beauty Area
(Powder Room)
- 6 Beauty of Imperfect Area
(Highlight Strengths Tutorial)
- 7 See Your Beauty
(Selfie and Photography)
- 8 You're Beautiful As You Are
(Mirror AI Interaction)

CUSTOM DETAIL

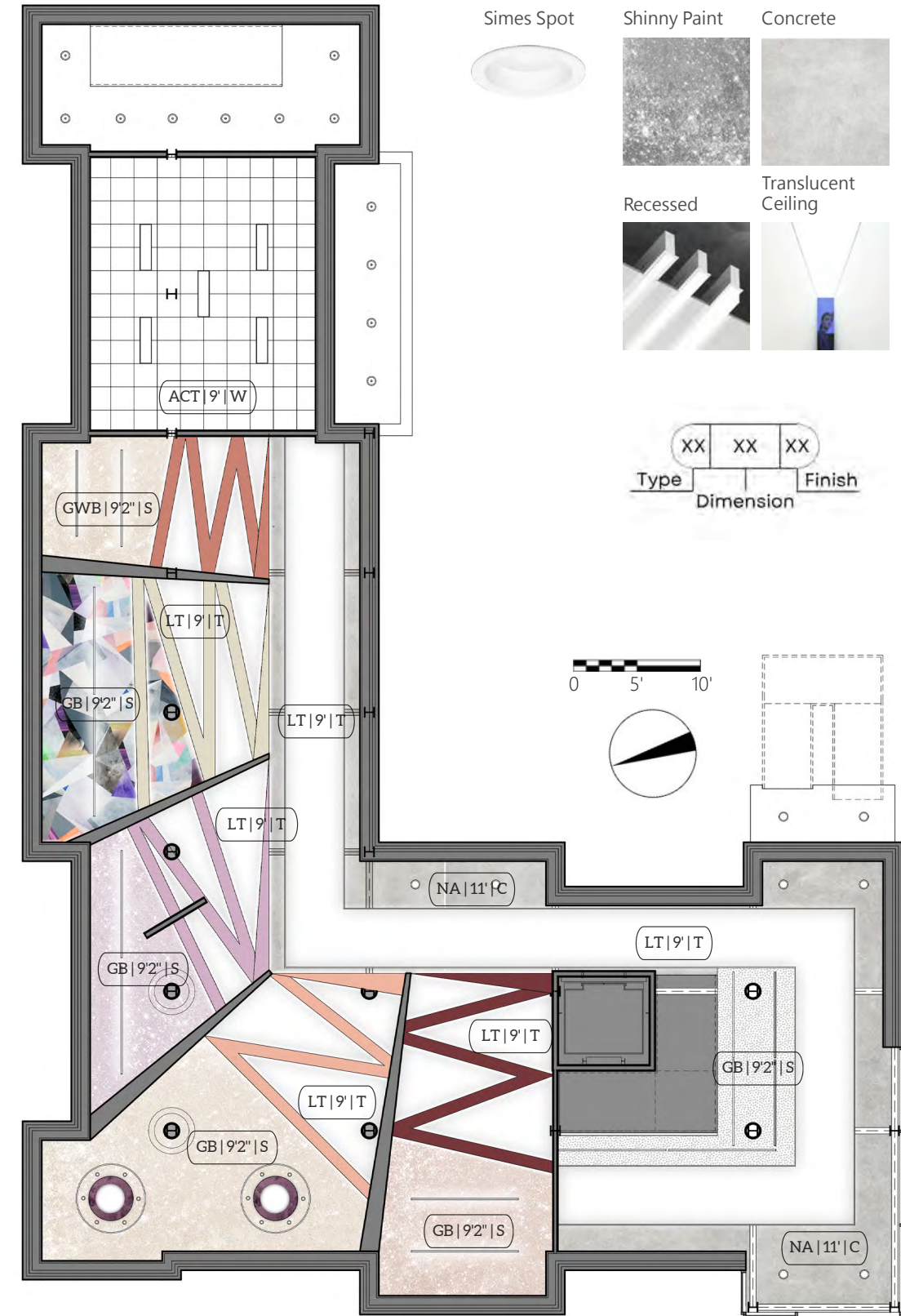


SECTION - A



Beauty of Imperfection

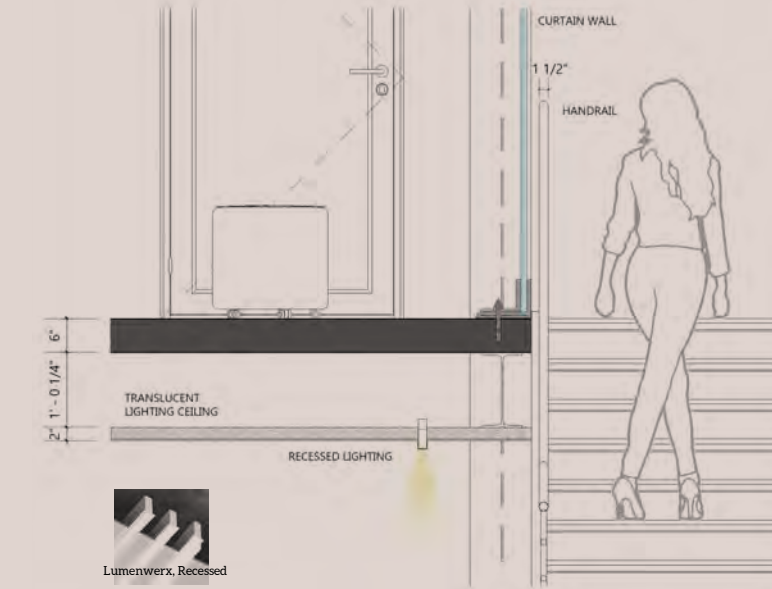
REFLECTED CEILING PLAN - 1F



FINISH



LEVEL TO CEILING DETAIL

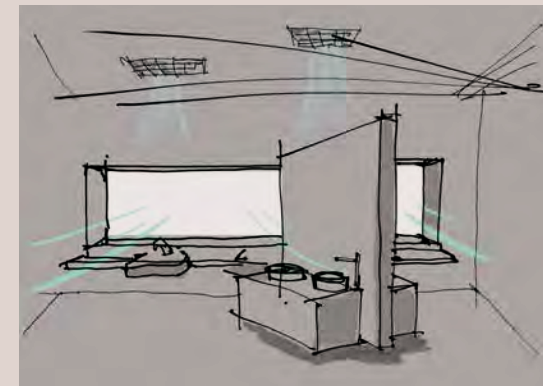


SECTION - B



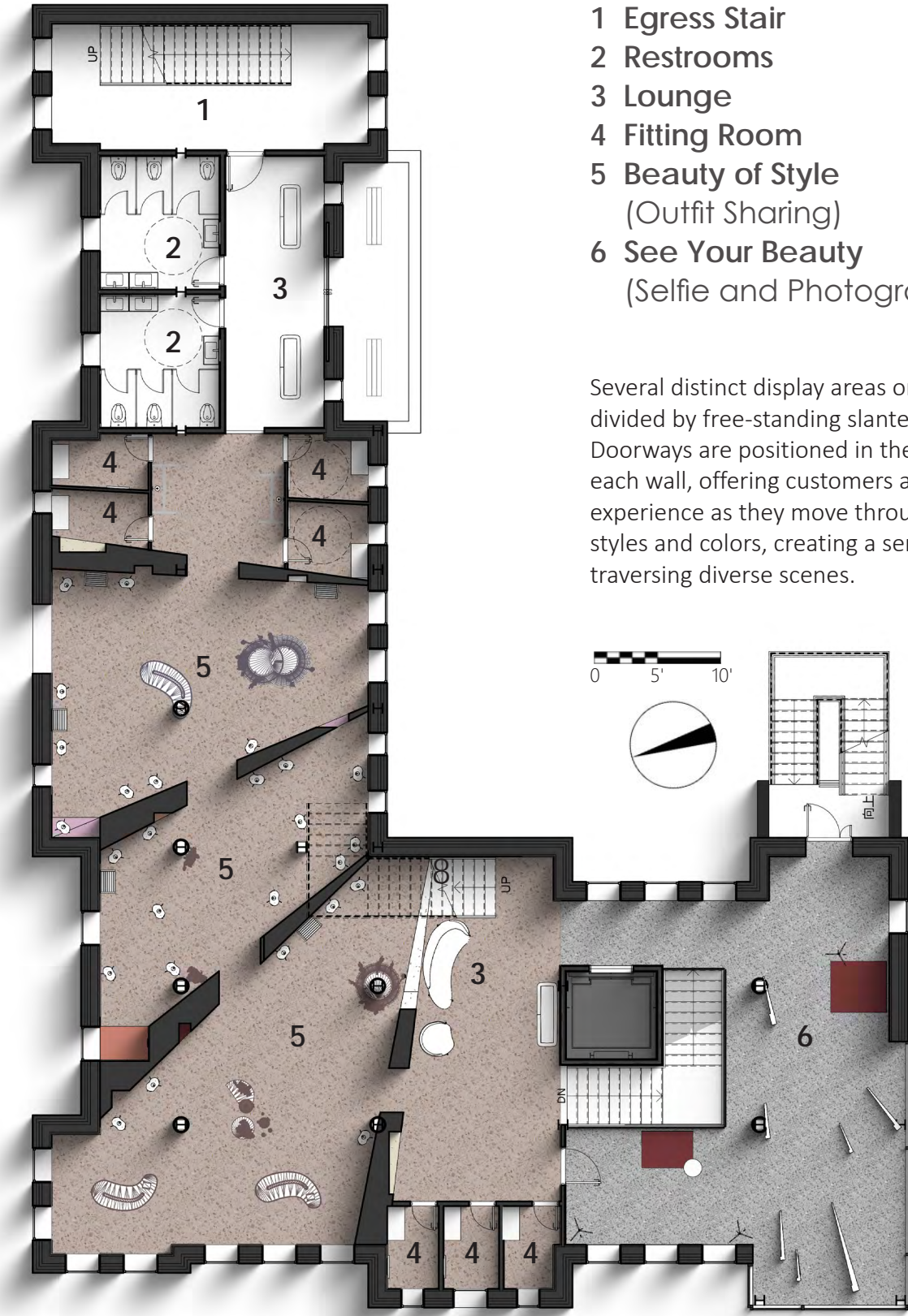
AIR

Prioritize indoor air quality in makeup areas with advanced purification systems and regular monitoring, ensuring a healthy environment amidst various beauty products.



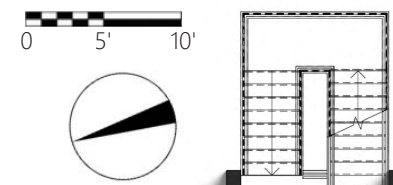
Make Your Beauty

FLOOR PLAN - 2F



- 1 Egress Stair
- 2 Restrooms
- 3 Lounge
- 4 Fitting Room
- 5 Beauty of Style (Outfit Sharing)
- 6 See Your Beauty (Selfie and Photography)

Several distinct display areas on the 2F are divided by free-standing slanted walls. Doorways are positioned in the middle of each wall, offering customers an immersive experience as they move through different styles and colors, creating a sense of traversing diverse scenes.



OUTFIT DISPLAY & SHARING

The slanted walls are thickened to create recessed spaces that can be used for combined shelving with windows or seating, adding dynamism to the space.

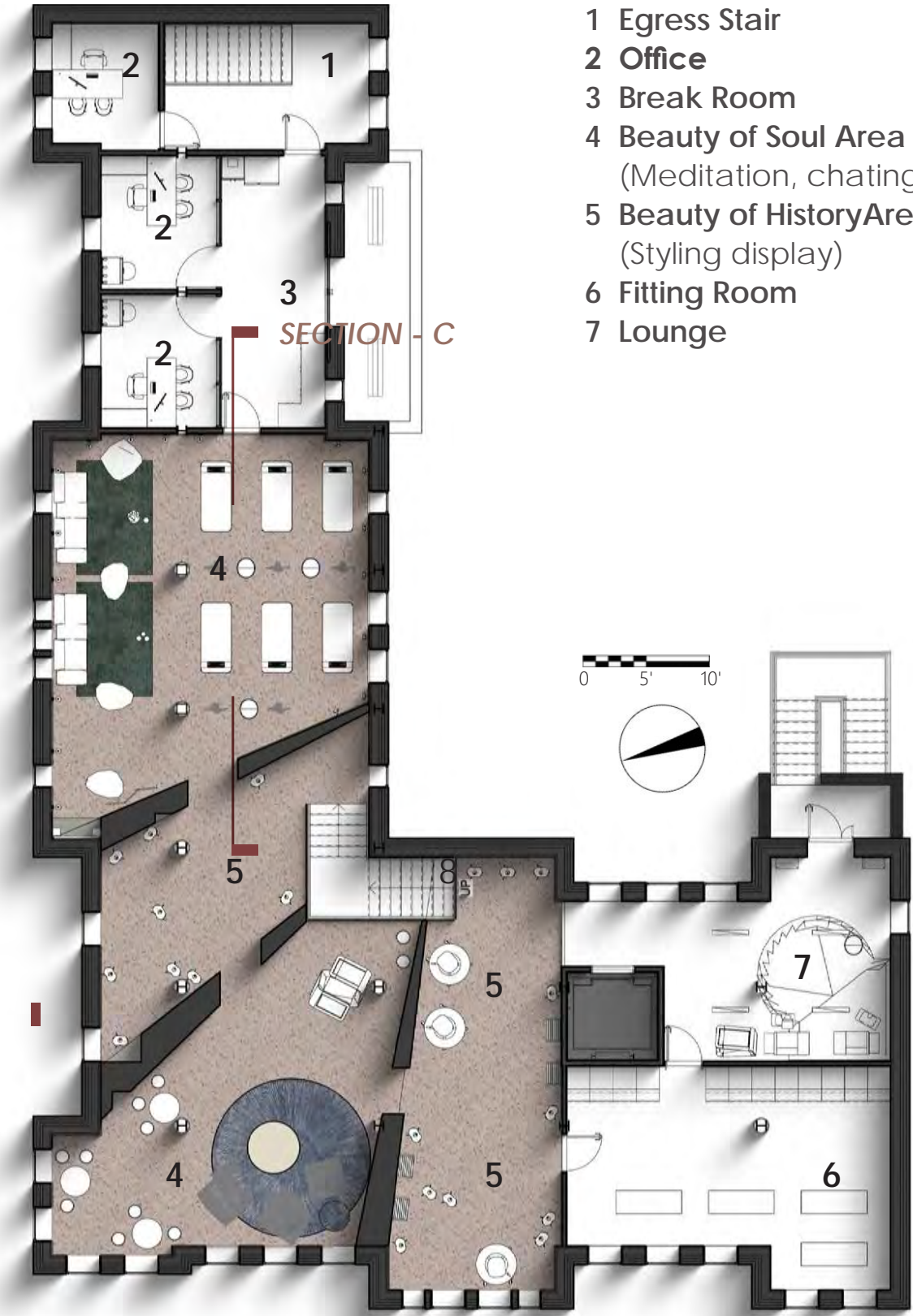


Beauty of Style



Style Beauty
CHARMING

FLOOR PLAN - 3F



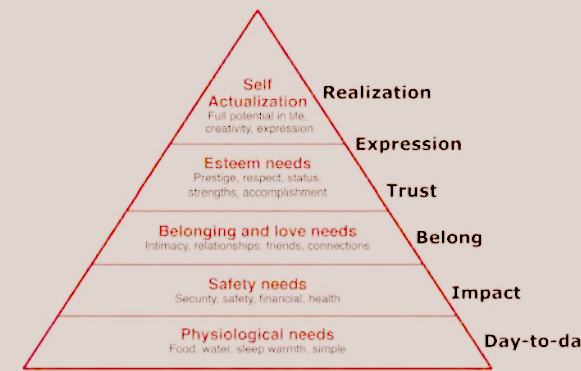
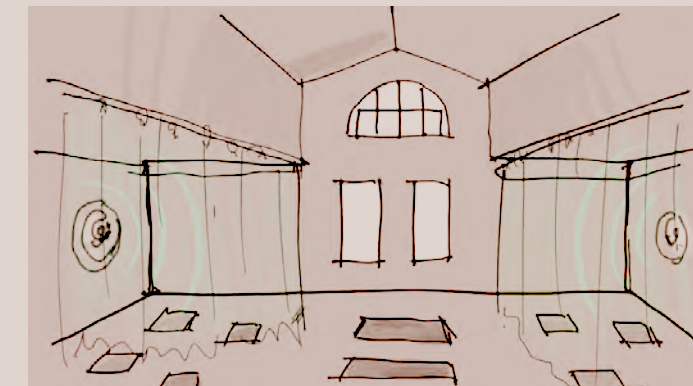
- 1 Egress Stair
- 2 Office
- 3 Break Room
- 4 Beauty of Soul Area (Meditation, chatting)
- 5 Beauty of History Area (Styling display)
- 6 Fitting Room
- 7 Lounge

SECTION - C



Sound
Create an immersive relaxation experience in the meditation room with ambient nature sounds, offering a serene escape.

Using Maslow's hierarchy, the center devise experiences blending aesthetic appreciation with deeper self-worth aspects. Beauty, for many, aligns with self-esteem and belonging.



Beauty of Soul



03 SET SAIL

ACEDMIC (SCAD)

Project type: Retail store
Time Period: April 2023 - June 2023
 A captivating retail concept located along the scenic Savannah riverfront. Inspired by the theme of "setting sail," the store evokes a sense of departure and adventure.

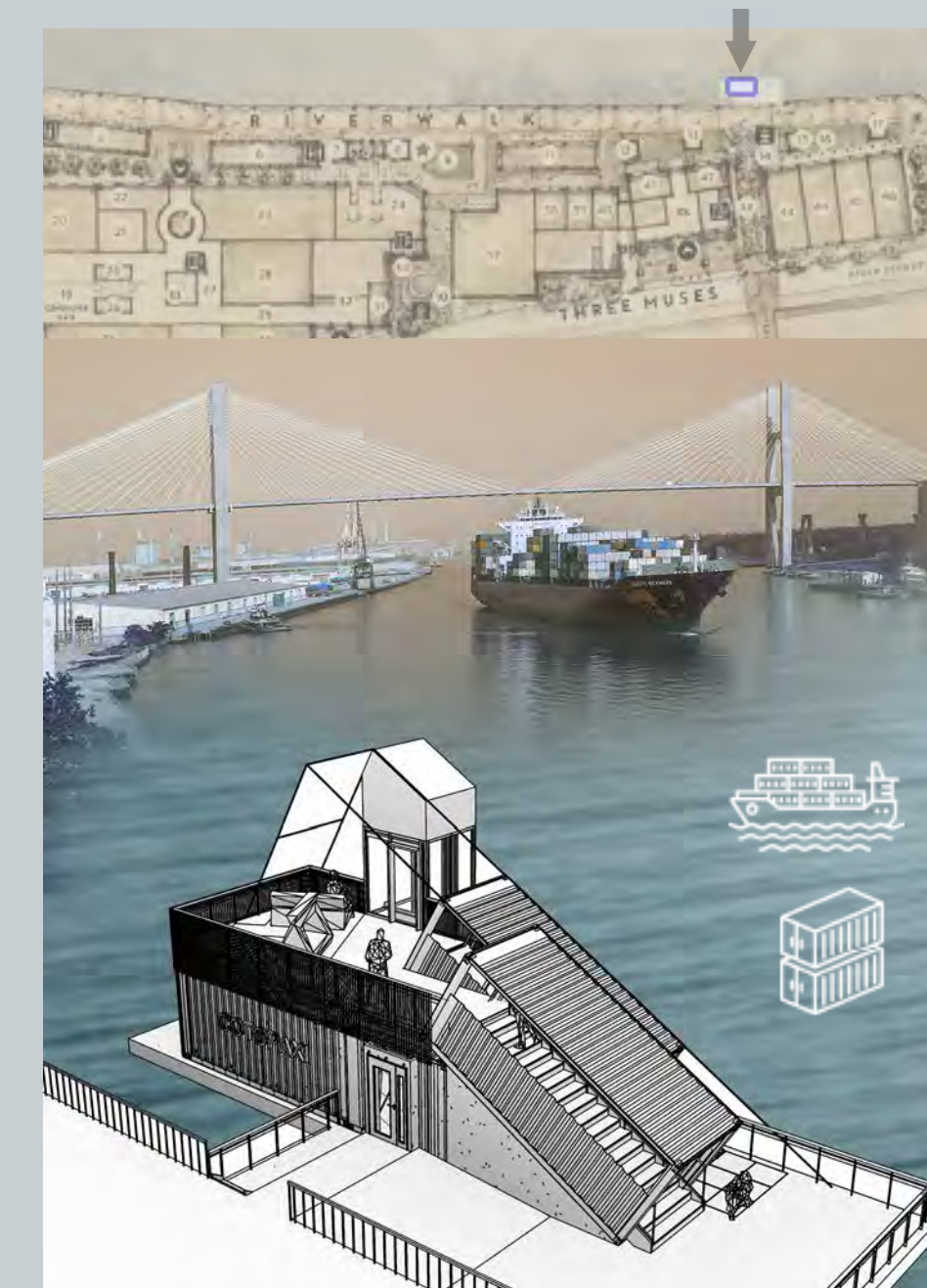
OUTDOOR POP-UP STORE



Location: 300 W River St, Savannah, GA 31401, USA
Type: Retail Store
Area: 1,120 sq.ft
Target Group: Outdoor Lovers/ Environmentalist
Market Distinction: It merges experiential design with sustainability, offering an immersive journey that highlights Cotopaxi's commitment to eco-responsibility.
Strategic Business Plan: integrates interactive experiences and sustainability, expanding digital engagement while emphasizing social and environmental responsibility.

RESEARCH & ANALYSIS

SITE & BUILDING ANALYSIS



- Savannah is one of the largest SEAPORTS in the USA.
- Shipping CONTAINERS will easily available.
- COLOURFUL containers can be used to match the brand products.
- REUSE and Repurpose the containers, Reducing cost of transportation.

SET SAIL

CLIENT ANALYSIS

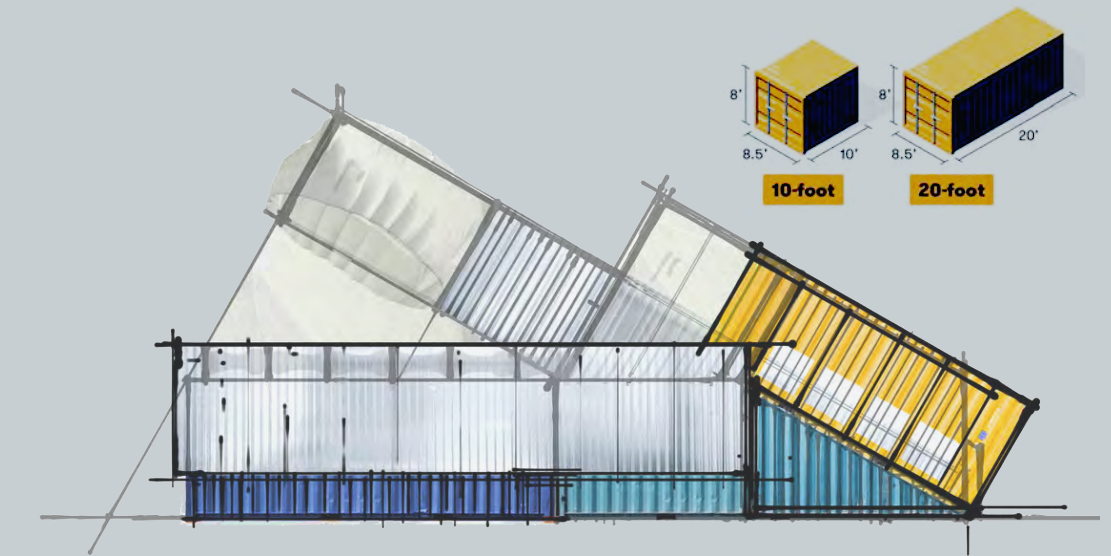
Cotopaxi is an outdoor gear brand with a strong commitment to sustainable and socially responsible practices.

Cotopaxi offers a wide range of products for outdoor activities such as hiking, camping, and travel, including backpacks, jackets, pants, and accessories.



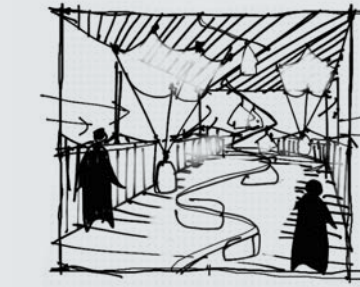
USER PORTRAIT

- Passionate about outdoor activities and travel.
- Care about social and environmental issues.

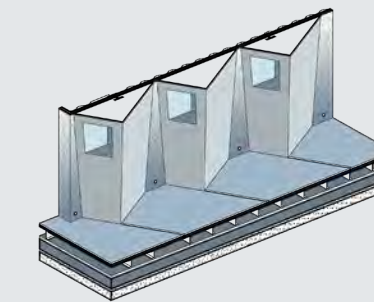


CONCEPT

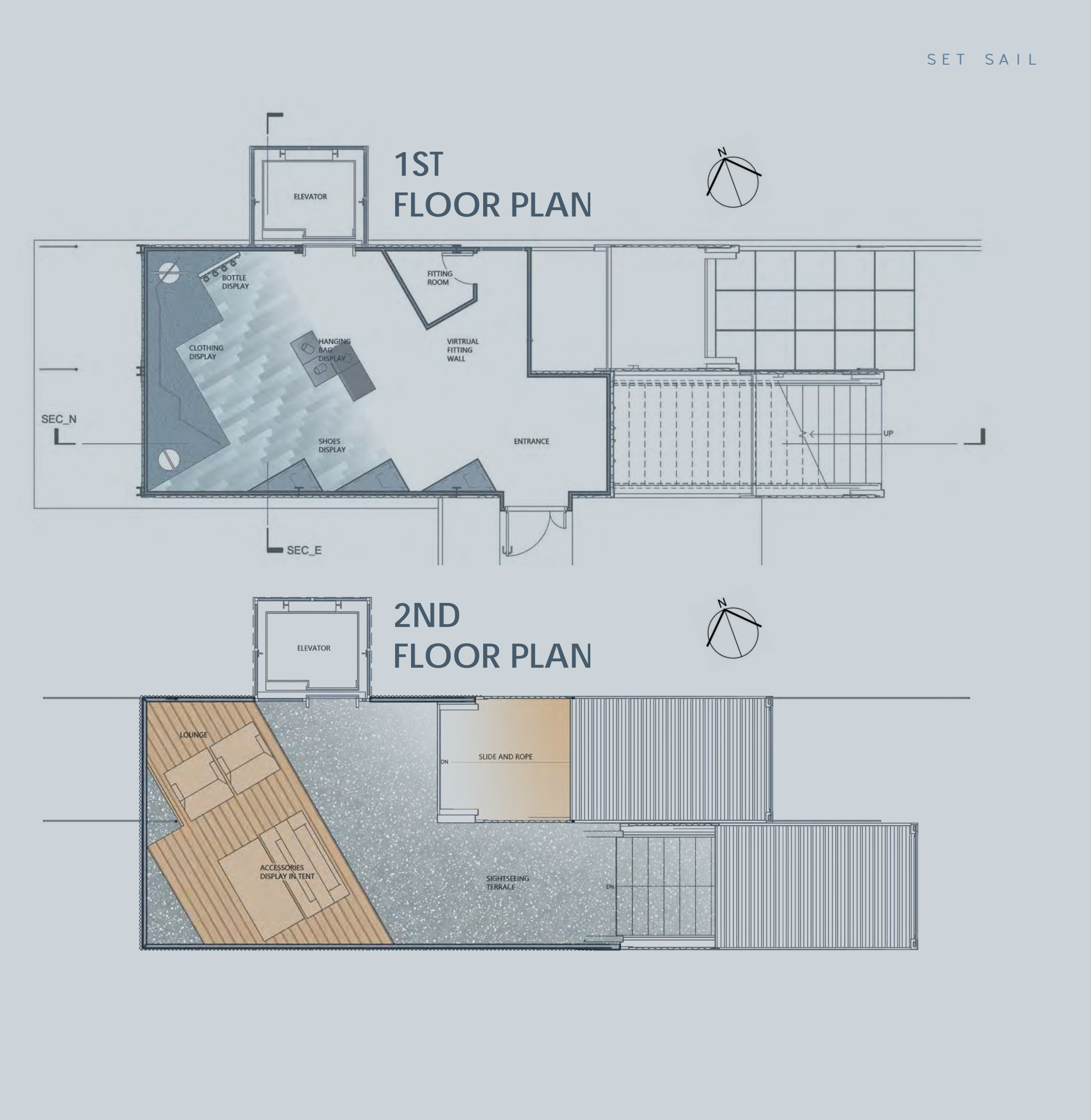
"Set Sail" is like an anchored ship at the port, waiting to set sail, evoking a sense of hope for adventure and the freedom to explore world.



Upon entering, folded walls are adorned with "windows" displaying various scenes, creating the illusion of stepping into a ship's cabin. Backpacks sway gently in the breeze, hinting at the imminent departure of the vessel.

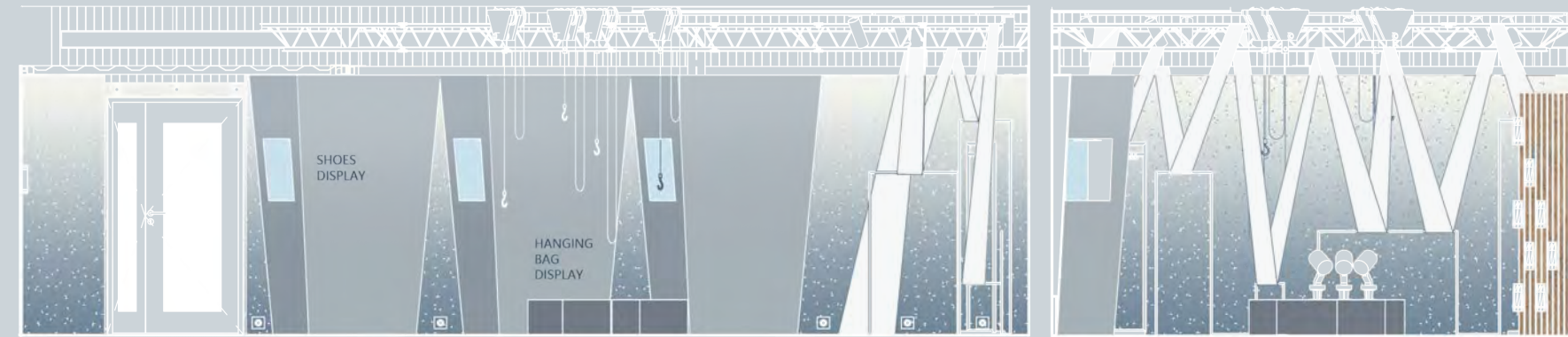


The continuous three-fold walls, made of highly reflective finishes, serve as virtual fitting rooms, brought to life by projectors and interactive cameras.





REFLECTED CEILING PLAN

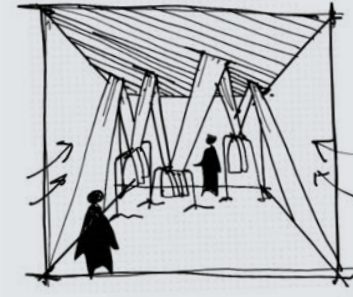


ELEVATION

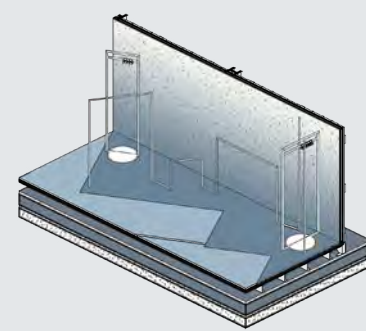
The continuous three-fold walls, made of highly reflective finishes, serve as virtual fitting rooms, brought to life by projectors and interactive cameras.

Canvases suspended from trusses and twisted clothing racks intertwine to create a unique product display area.

Softwood panels made from recycled materials serve as the showcase for Cotopaxi bottles.

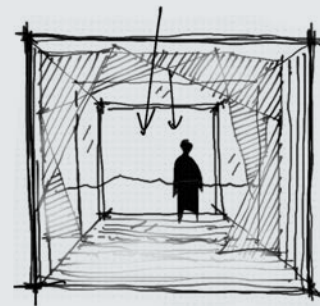


As customers explore further, they will be attracted by interwoven canvases, symbolizing the storms of life. Yet within the storm lies the opportunity to navigate against the winds, presenting both challenge and chance.

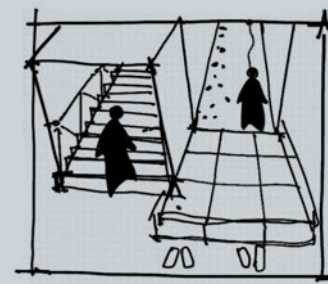


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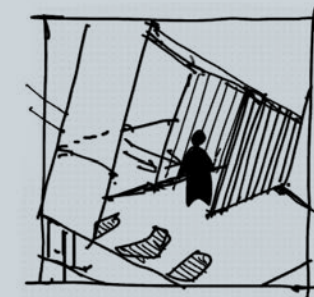




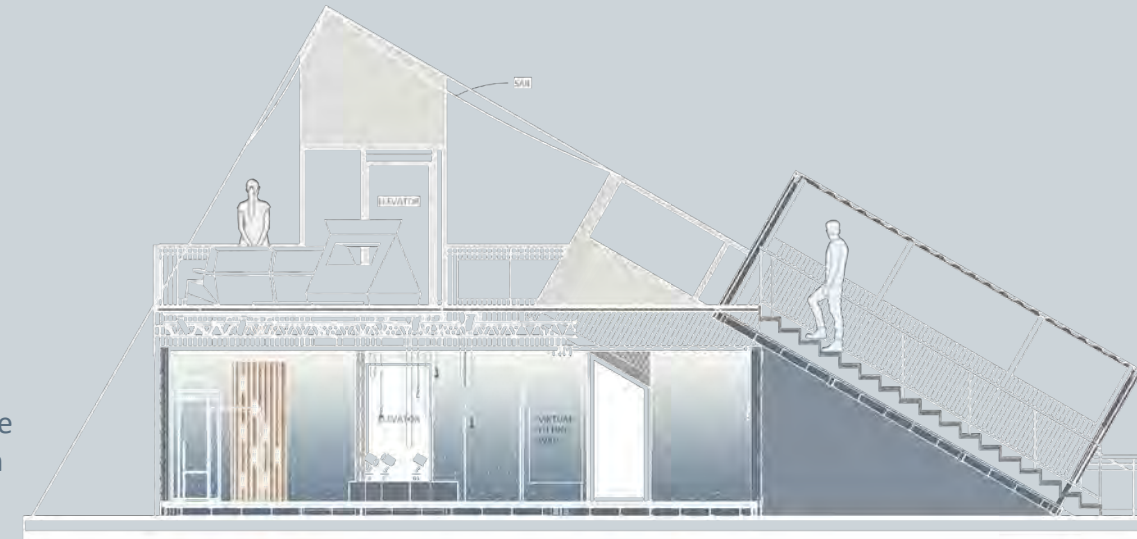
Glancing back, the **panoramic view** of the water ignited a sense of wonder and anticipation for the destination ahead.



The adjacent climbing wall slope may awaken customers' interest in **outdoor activities**. And 15 cushions crafted from recycled materials on the floor, providing soft support for your movements.



The second-floor terrace resembles a **sailboat deck**, where visitors can enjoy the scenery. Overhead, the sailcloth billows in the wind, evoking a sense of fantasy and anticipation for the upcoming journey.



SECTION

Products are displayed on the ground floor, while the second floor and outdoor areas emphasize experiential elements. A standout feature is the transparent observation elevator that extends over the water, providing convenience and an immersive river view.





04 CLEAN

ACEDMIC

Project type: Public bath
Time Period: May 2021 - August 2021
Location: Huangxing Road, Changsha, Hunan, China
 Bring a physically and mentally clean effect and helps newcomers to public bathing feel comfortable.

PUBLIC BATH FOR RELAXATION AND SOCIALTY

Location: 126 Huangxing Road, Changsha, Hunan, China
Type: Public Bath
Area: 6,000 sq.ft
Target Group: Stressed individuals/ Bathing Lovers
Market Distinction: A real-life extension of online beauty and fashion trends fostering a community of shared experiences.
Strategic Business Plan: Drive profit by leveraging the space as a marketing platform for beauty and fashion brands, simultaneously attracting consumer traffic for increased sales and promotional opportunities.

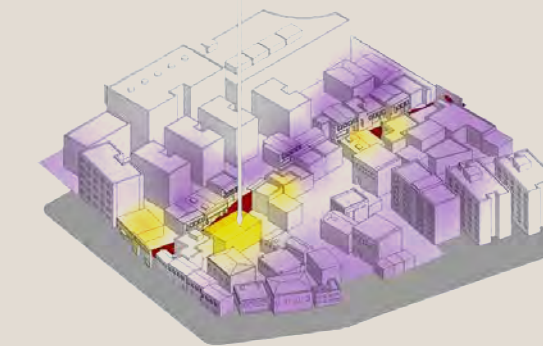


RESEARCH & ANALYSIS

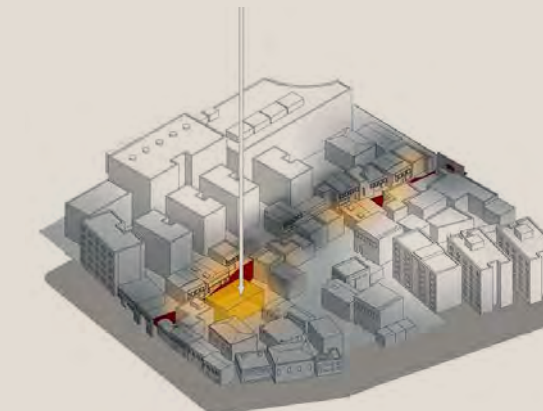
SITE ANALYSIS



● distribution of regional culture characteristics



● new economy
 ● old economy



● brilliant exterior
 ● dull exterior

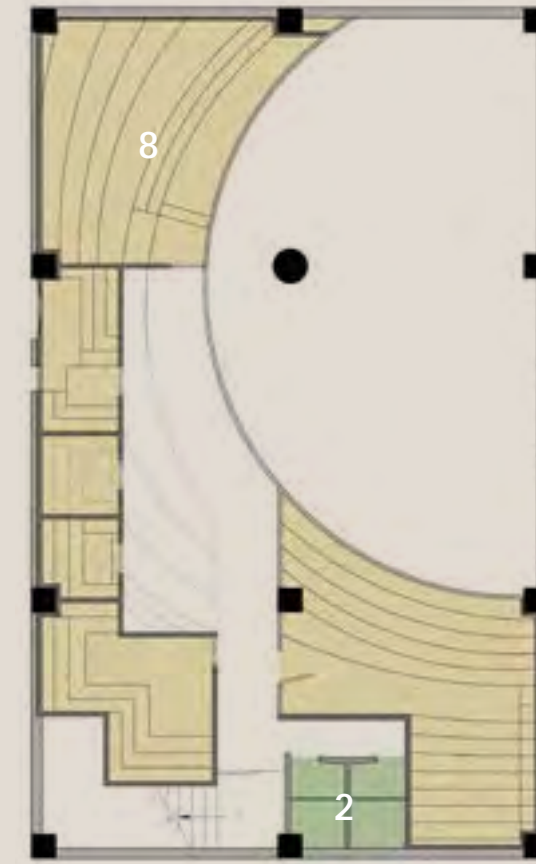
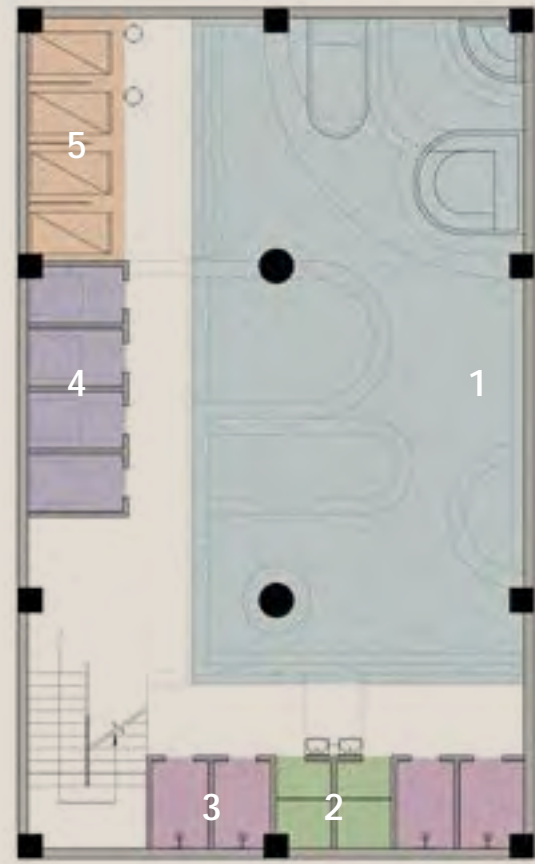
ADJUST REGIONAL BALANCE IN FUNCTION AND ECONOMY
 1. Balancing a wide range of commercial land.
 2. New economy drives old economy.

WINDOW OF LOCAL SYMBOLS
 1. The linkage between symbolic characteristics and existing culture and art.
 2. Visually brightened.

ARCHITECTURE HANDMADE MODEL

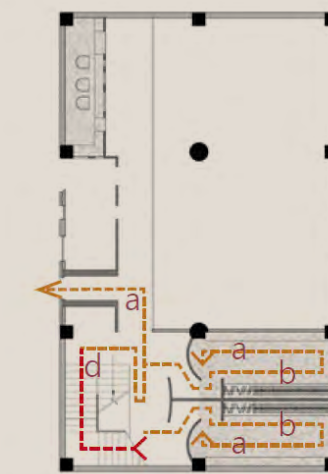
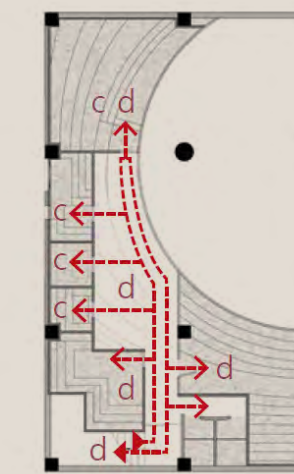
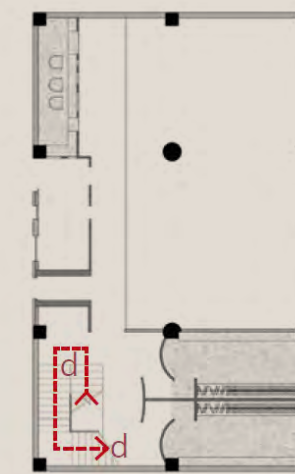
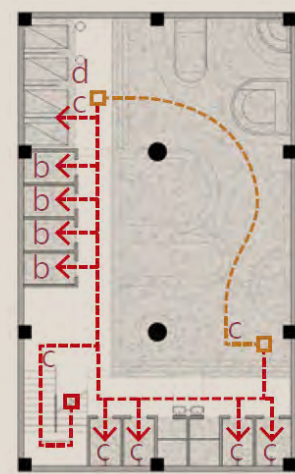
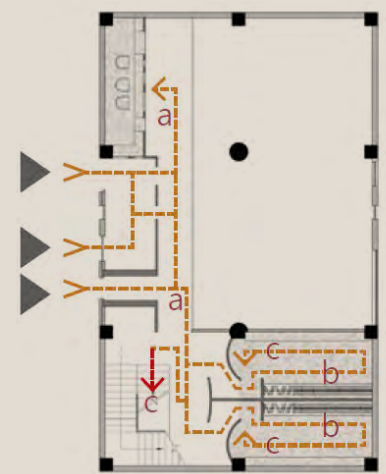


FLOOR PLAN

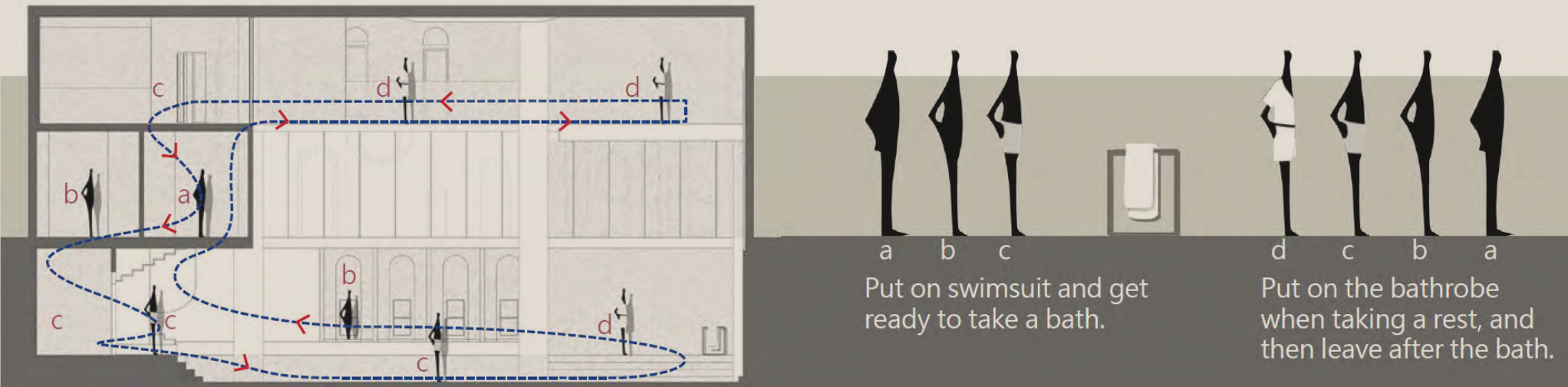


- 1 bathing pool
- 2 toilet
- 3 shower room
- 4 single bath
- 5 scrub or rest area
- 6 reception
- 7 dressing room
- 8 sauna room

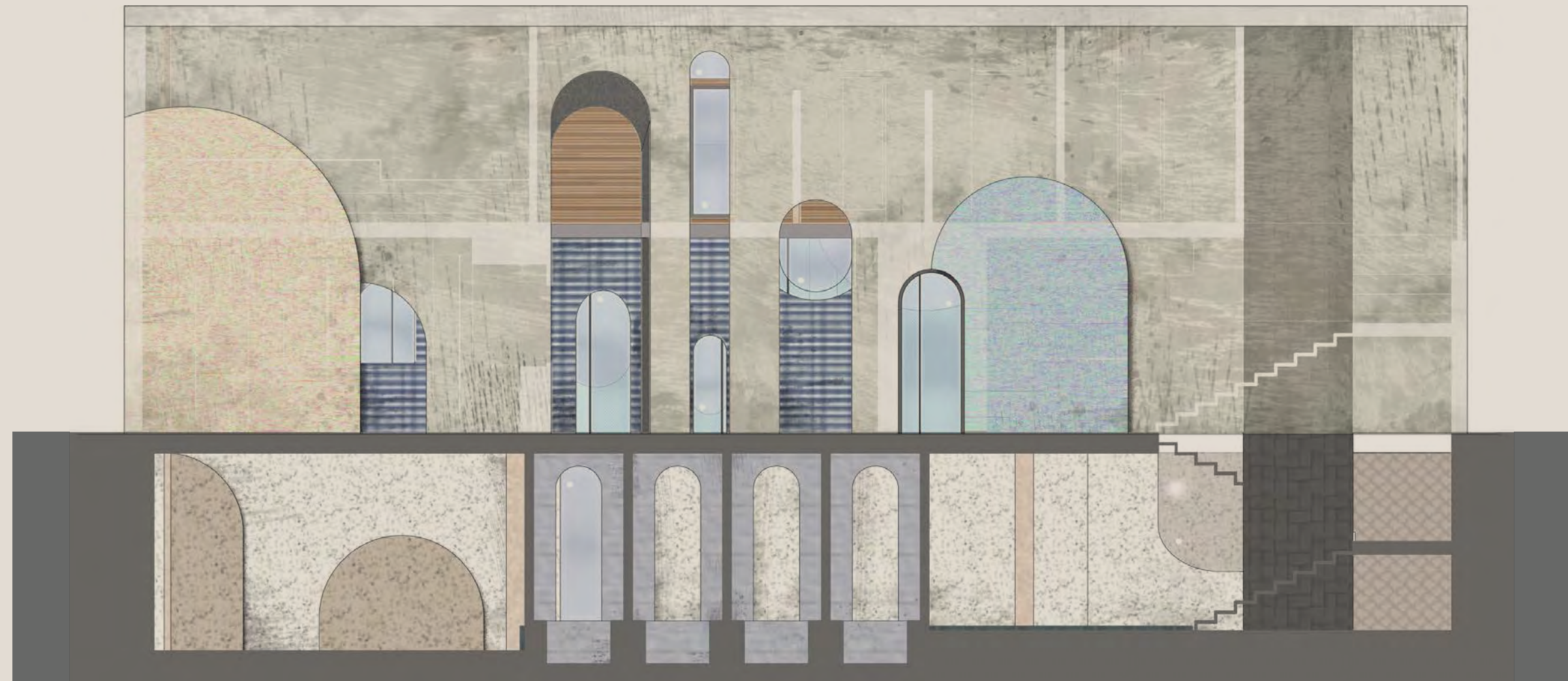
CIRCULATION ANALYSIS



BATH JOURNEY



ELEVATION MATERIAL

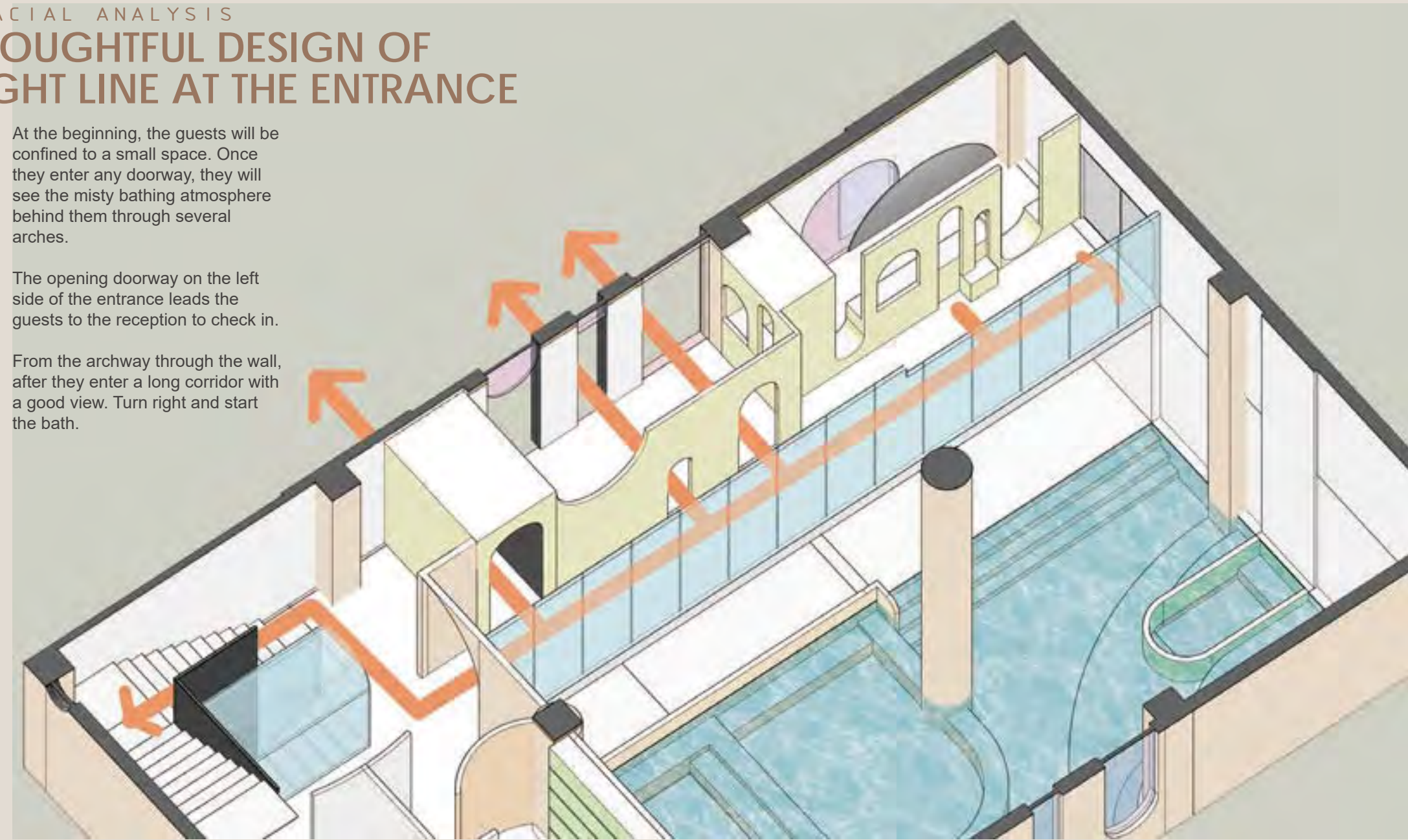


THOUGHTFUL DESIGN OF SIGHT LINE AT THE ENTRANCE

At the beginning, the guests will be confined to a small space. Once they enter any doorway, they will see the misty bathing atmosphere behind them through several arches.

The opening doorway on the left side of the entrance leads the guests to the reception to check in.

From the archway through the wall, after they enter a long corridor with a good view. Turn right and start the bath.

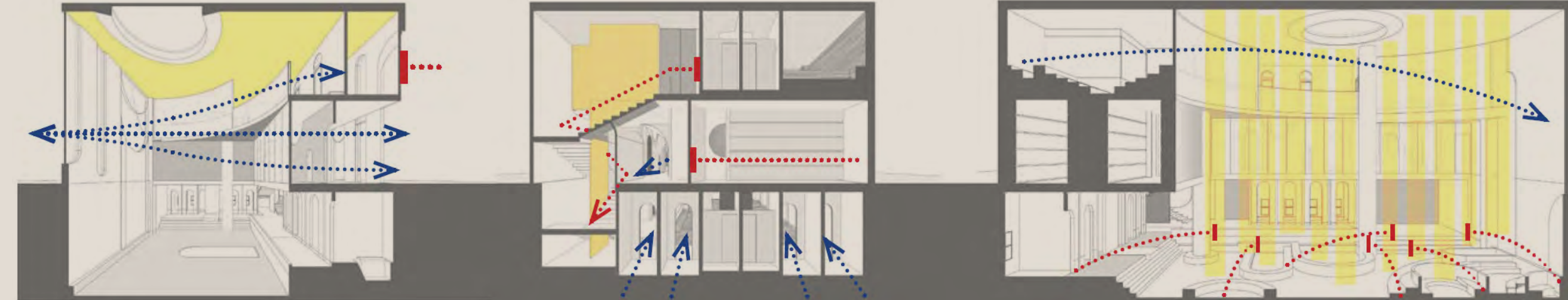


SIGHT LINE ANALYSIS

Internal And External Sight Lines

Sight Among Functional Areas

Disturbed Sight Of The Pool



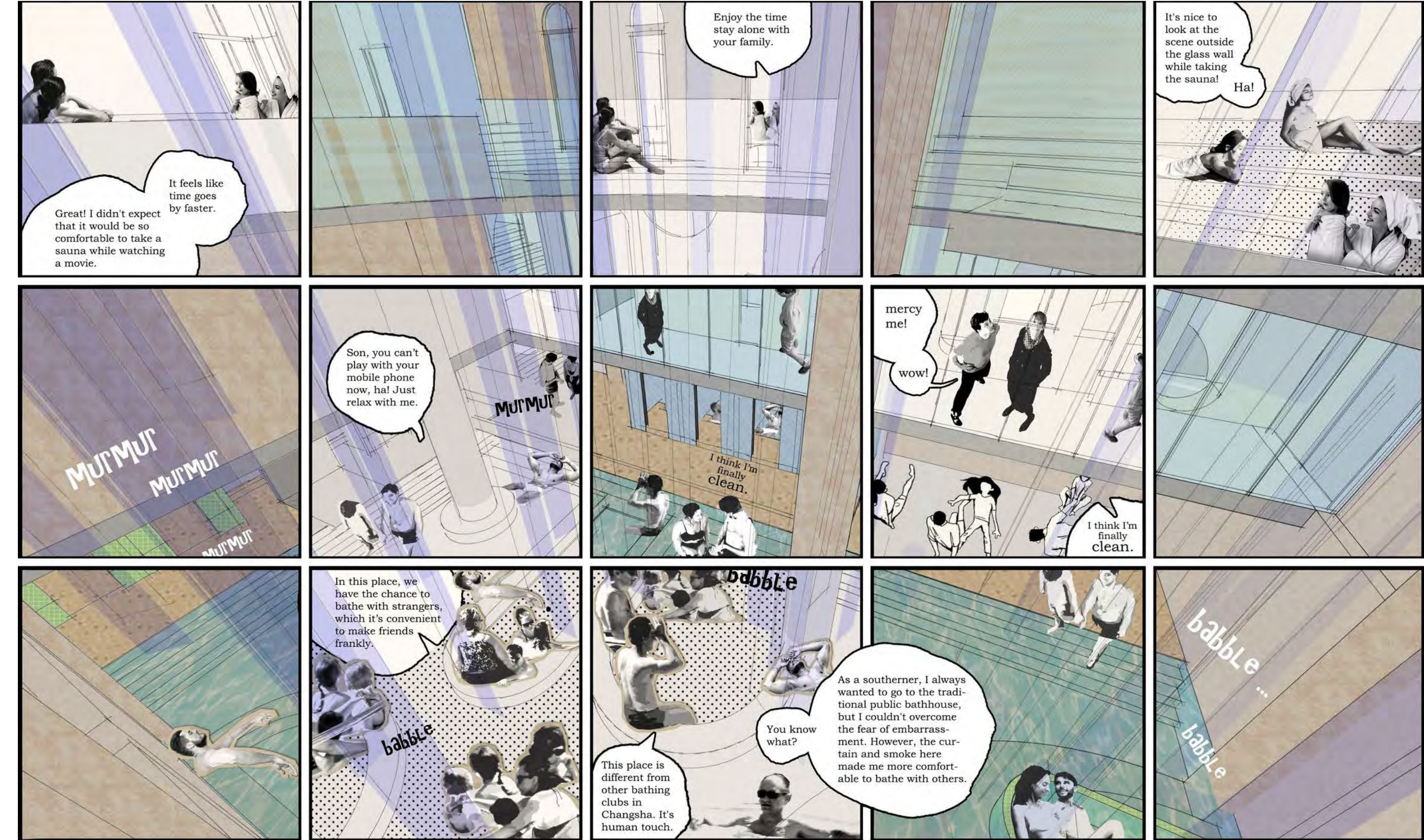
What can this project provide for visitors?

Body: Detoxification, promoting blood circulation and removing blood stasis, skin care.

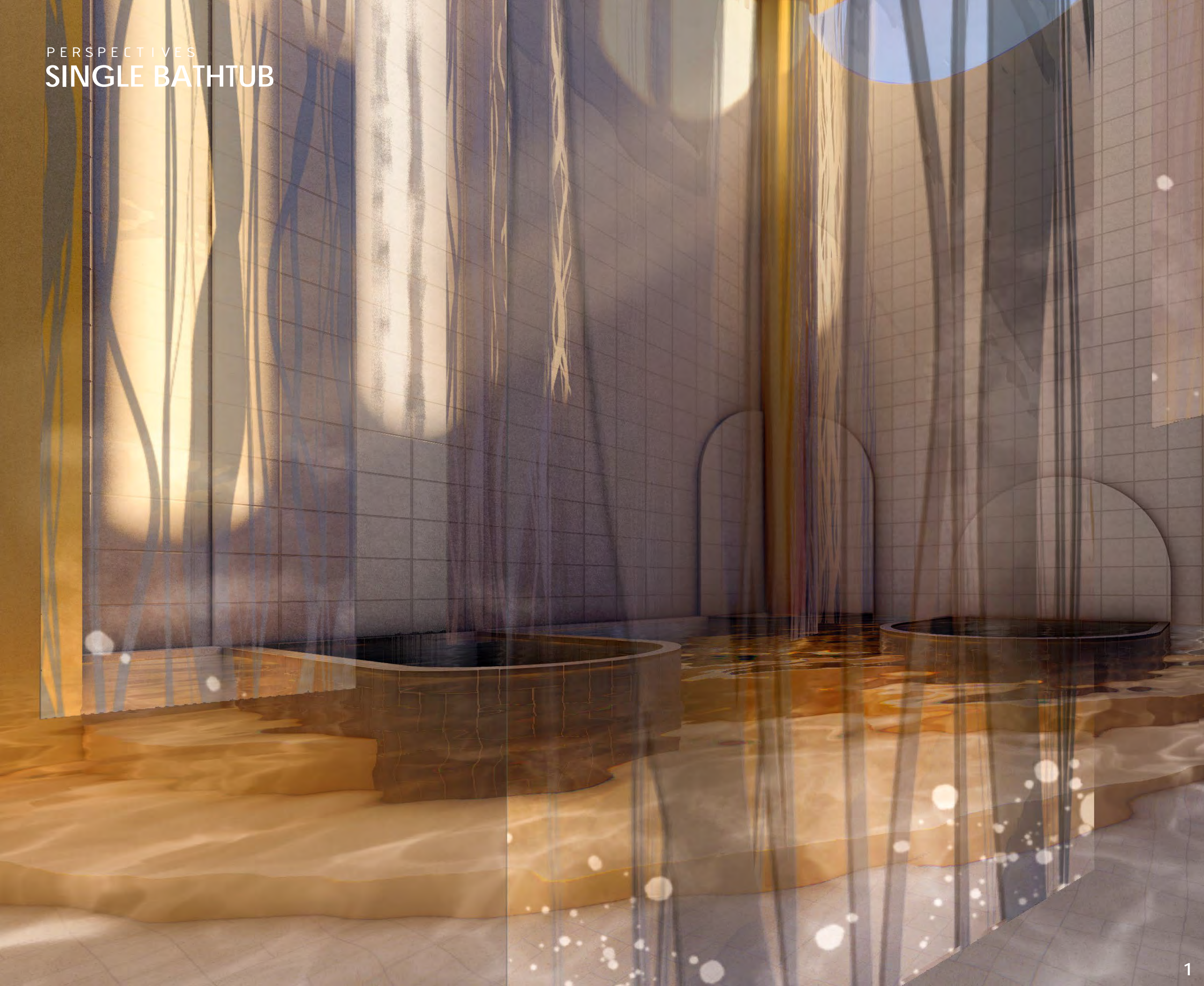
Psychologically: A low speed, focused and relaxed activity can help relieve stress.

Remove the mask and make friends equally and widely. Not limited by the number of people, enjoy alone or together. Including a variety of light entertainment: chess and video watching.

ACTIVITIES...



PERSPECTIVES
SINGLE BATHTUB

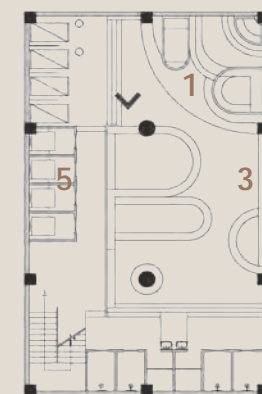
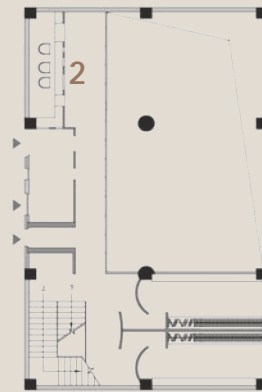
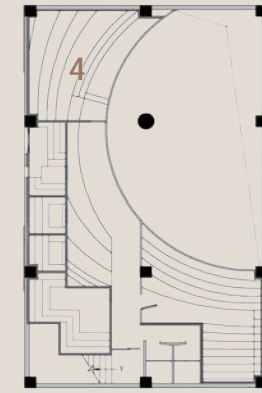


1

There is a separate small bathtub in the big pool. You can find a hazy afternoon enjoyment between the gauze curtain and the sunlight.

There are also several types of sauna rooms. Some are small rooms which can be locked, suitable for family, or close friends.

People in the pool can't easily see each other because they are blocked by the hanging curtains, with the Tyndall effect caused by water mist and light.



- 1 single bathtub
- 2 reception
- 3 bathing pool
- 4 sauna room
- 5 single bathroom



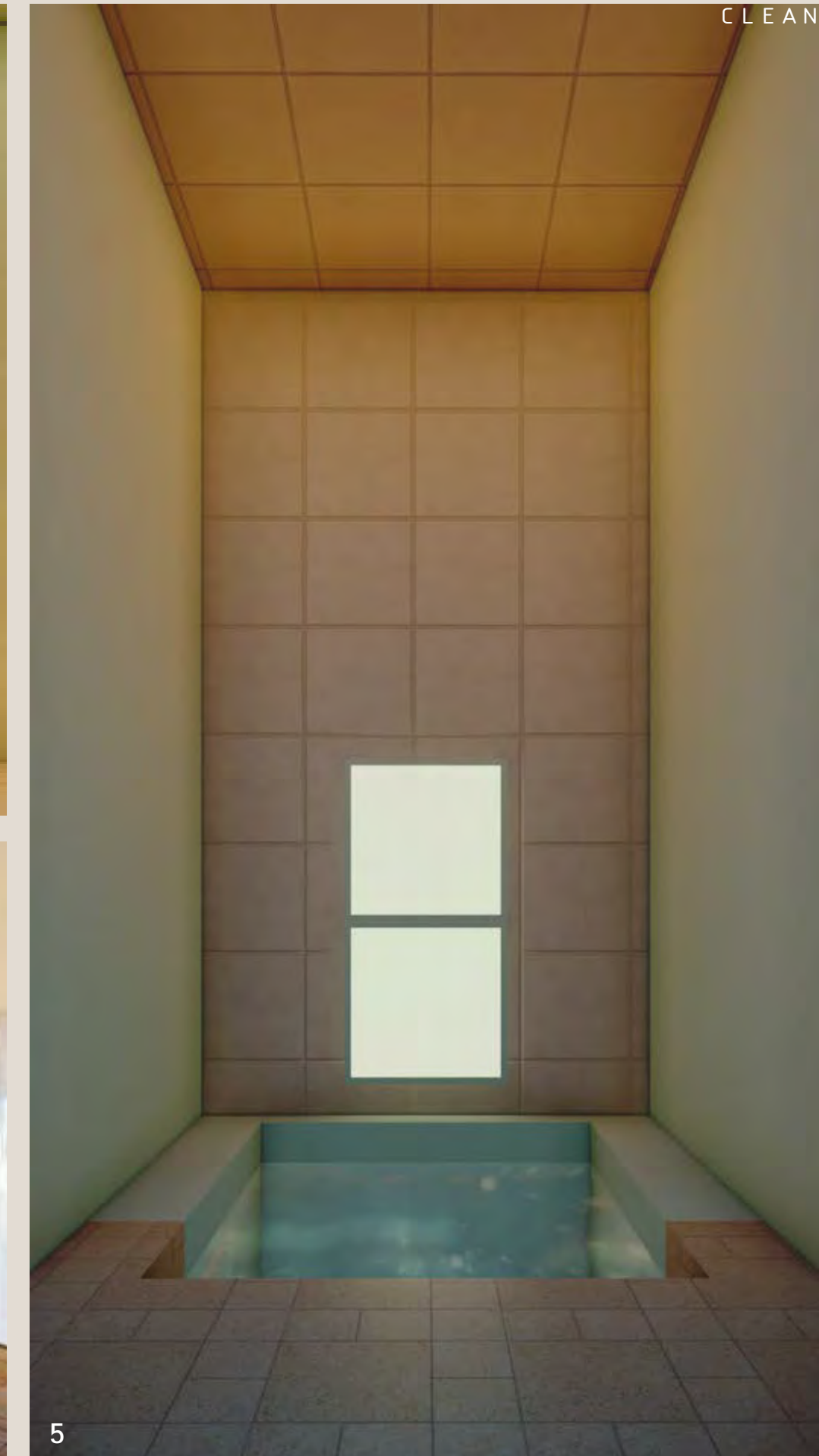
2



3



4



5

CLEAN



05 INSPIRING NEST

ACEDEMIC (SCAD)

Project type: Academic building
Time Period: January 2023 - March 2023
Location: Clark Hall, Savannah, GA 31401
 Redesign academic building for Art and Design college.

ART COLLEGE BUILDING

RESEARCH & ANALYSIS

LOCATION

229 Martin Luther King Jr Blvd, 31401

Savannah, GA, USA

PREVIOUS FLOOR PLAN

2nd floor

3rd floor

4th floor

- The building receive most of its natural light from the south-east corner. Because the sun is always to the south and the east window is larger.
- Design strategies: Reduce the wall in the south-east facing space to bring in maximum light.

BRANDING COLLAGE

INSPIRING NEST

SCAD is a college of art and design located in the dreamy vintage city, Savannah. Most of academic buildings are converted from old buildings.

SCAD focuses on students' innovative thinking, so it creates various vibrant scenarios to stimulate students' creativity.

SCAD also focus on collaboration among students. It offers a large number of majors, giving students from all over the world a vast arena. SCAD also hopes the connection will continue into employment after graduation.

USER NEEDS

STUDENT

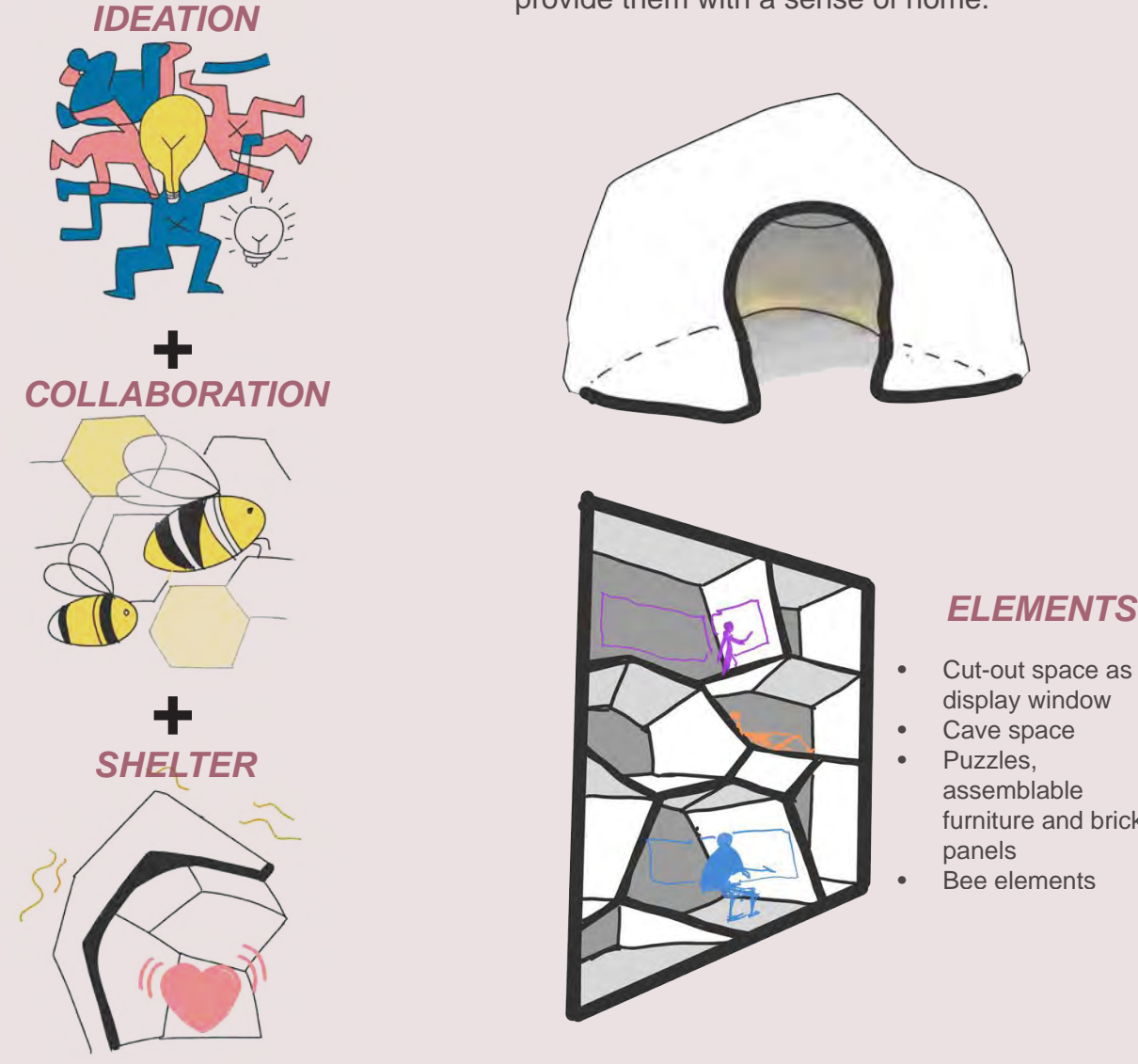
FACULTY

- Need a **private space to be alone**, where I can nap gracefully during class breaks, or talk to friends on the phone when I'm in a bad mood.
- Create a public decompression area or **inspiration idea wall**.
- The **stairs** are too far away for traffic.
- The equipment used in the classroom for **virtual meeting** needs to be enhanced.
- Increase the opportunities of **telecommuting**, can save a lot of time.

CONCEPT

SCAD Bees' Home:
Inspiring Nest

This will be an inspiring home for SCAD members. The vibrant space encourages mutual engagement and collaboration, which will inspire them with each other. At the same time, the nest-like space will provide them with a sense of home.



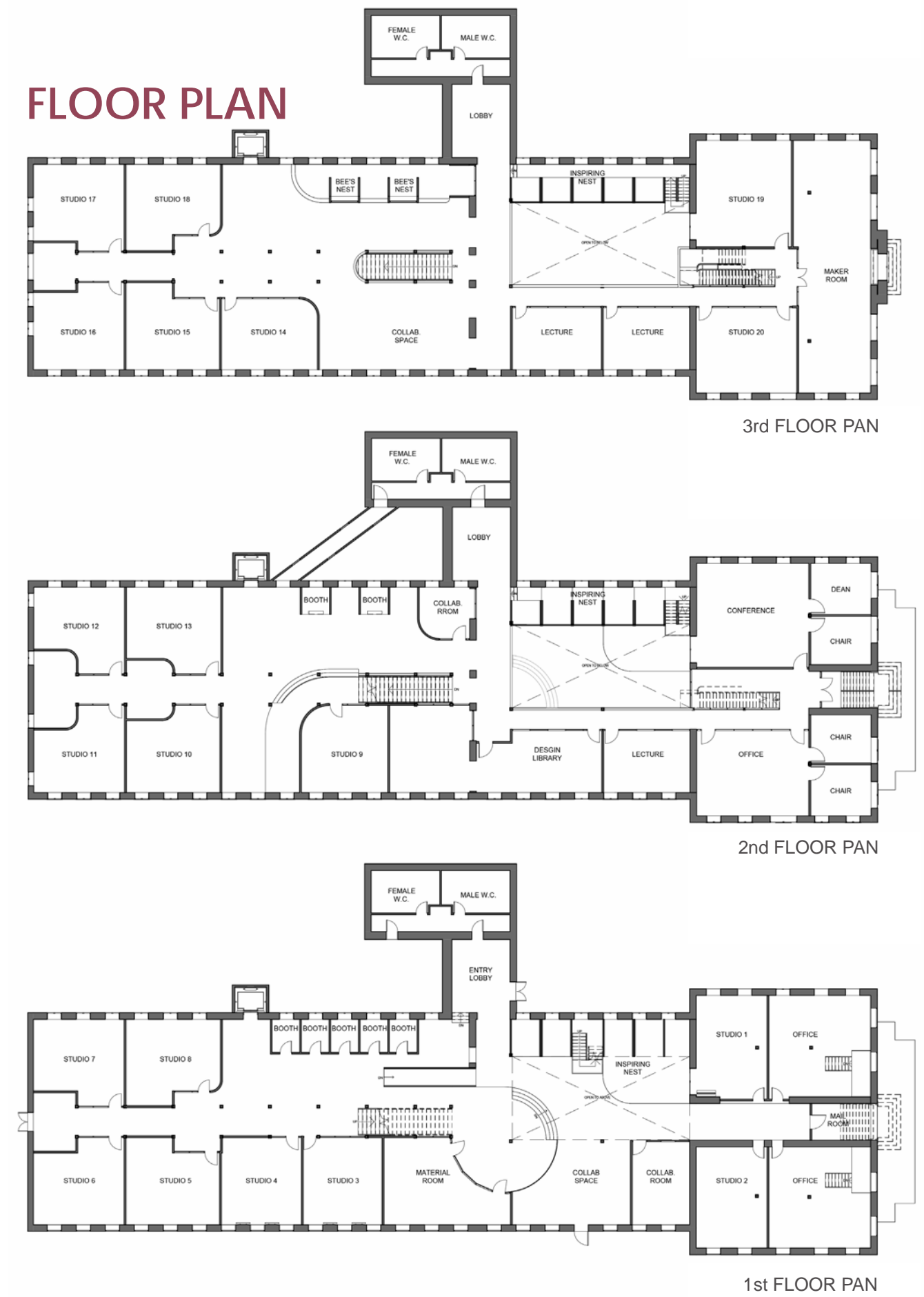
ELEMENTS

- Cut-out space as display window
- Cave space
- Puzzles, assemblable furniture and brick panels
- Bee elements

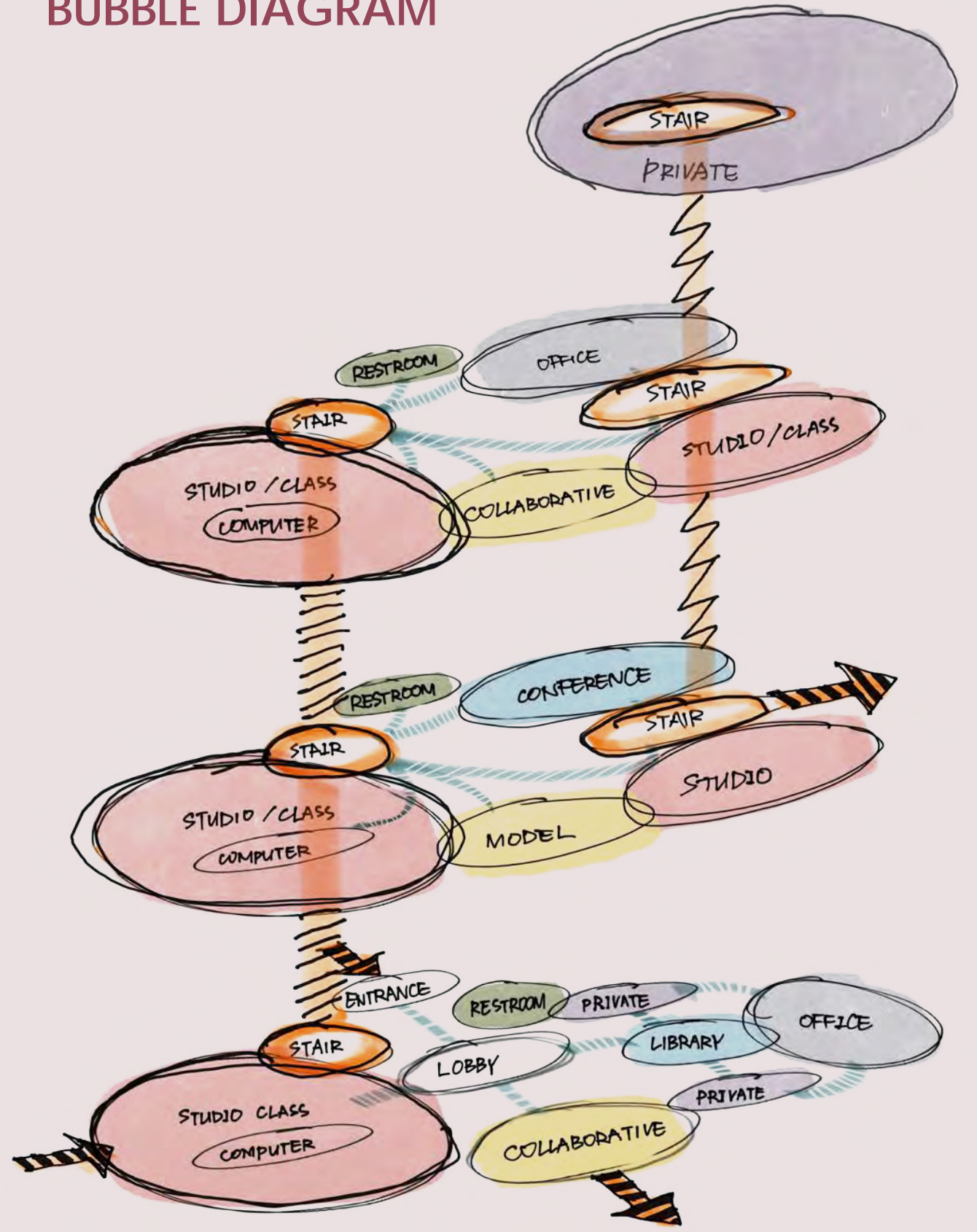
CONCEPT COLLAGE IN SPACE



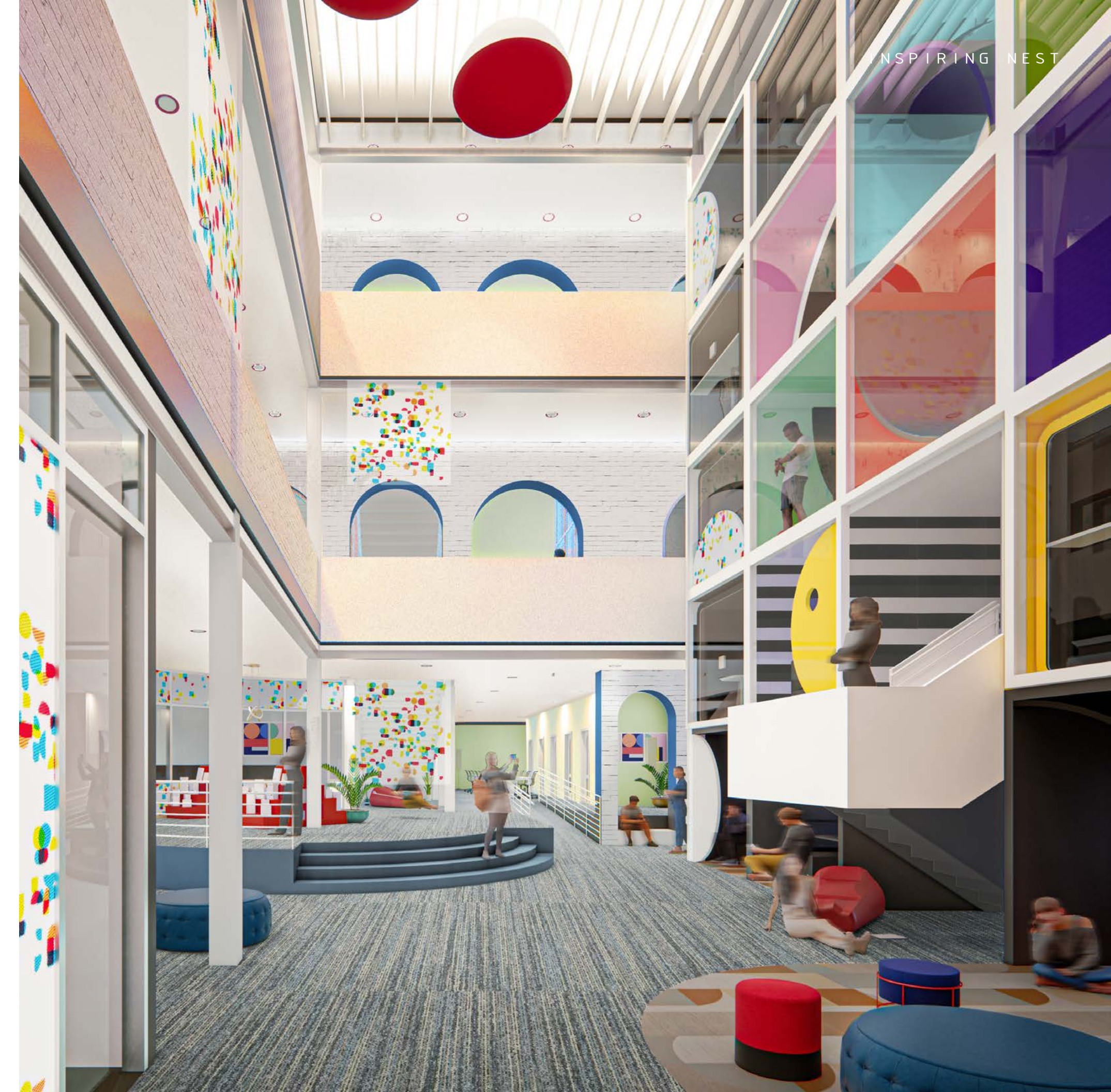
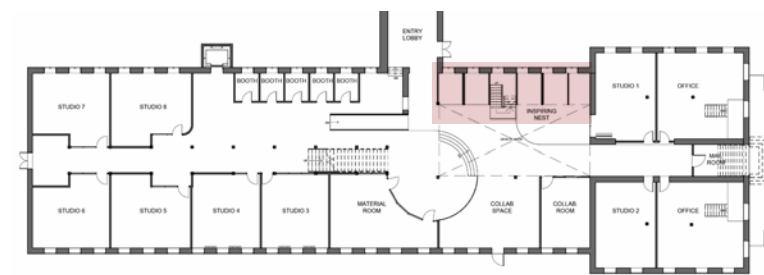
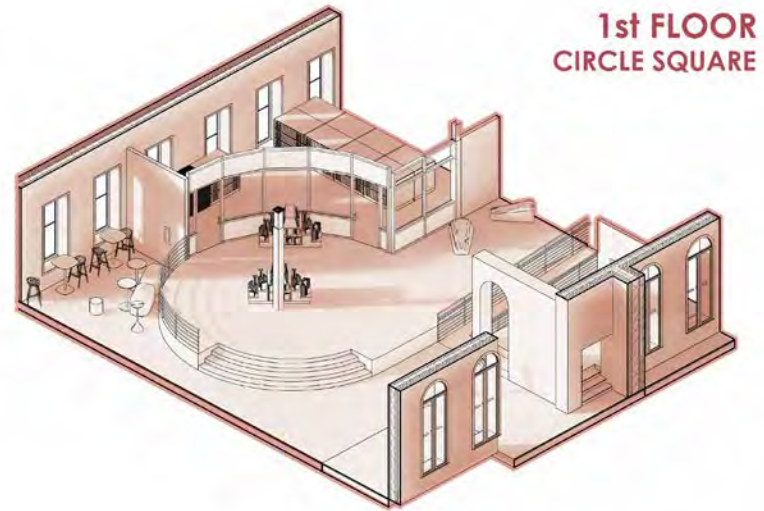
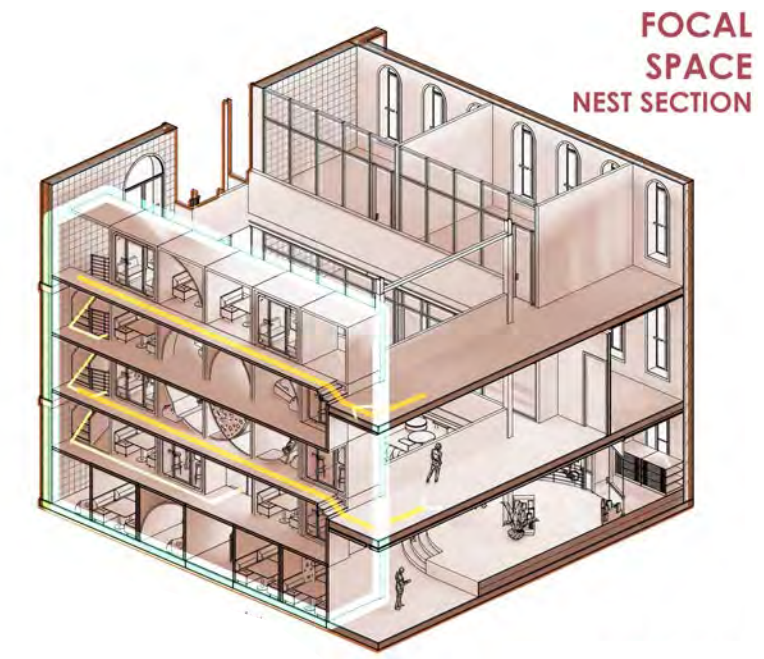
FLOOR PLAN



BUBBLE DIAGRAM



PERSPECTIVES
INSPIRING
SECTION



PERSPECTIVES
COLLABORATIVE
SPACE



2

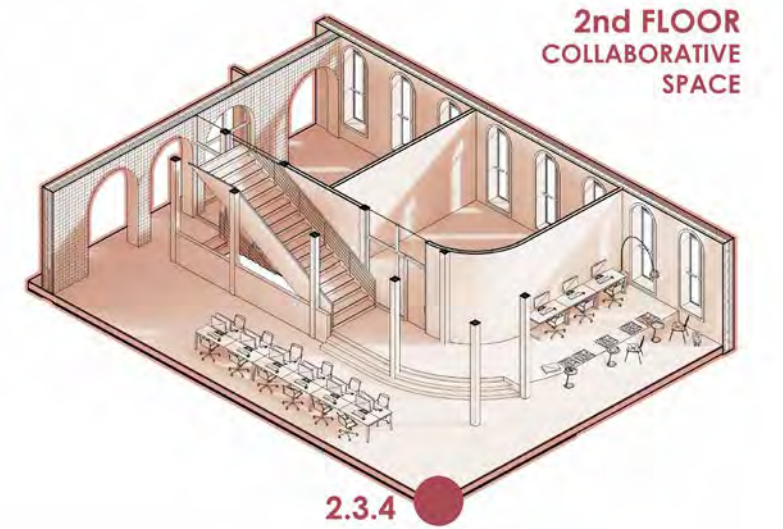
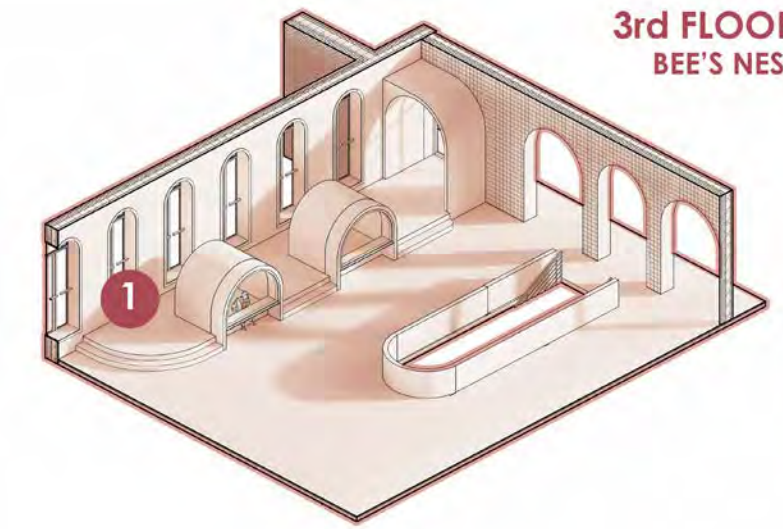
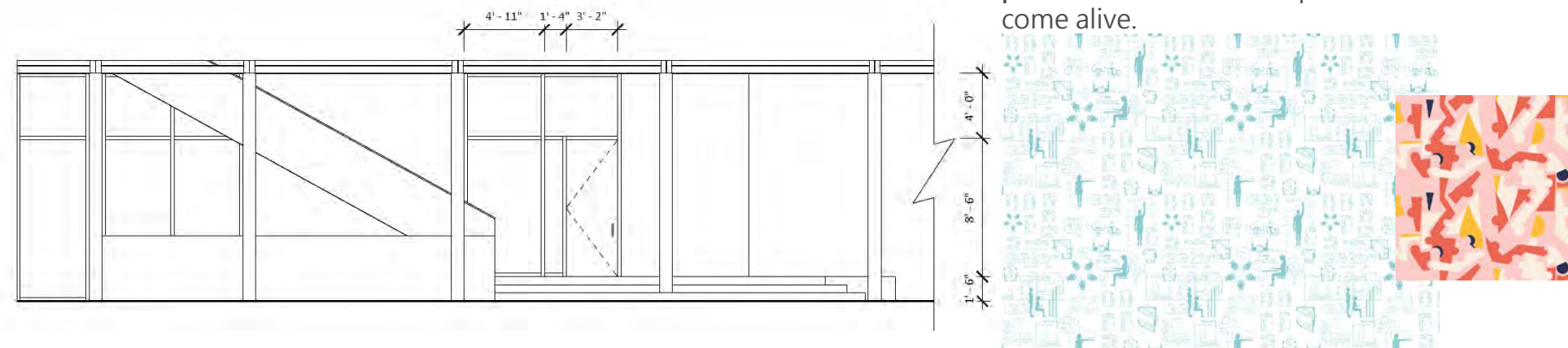
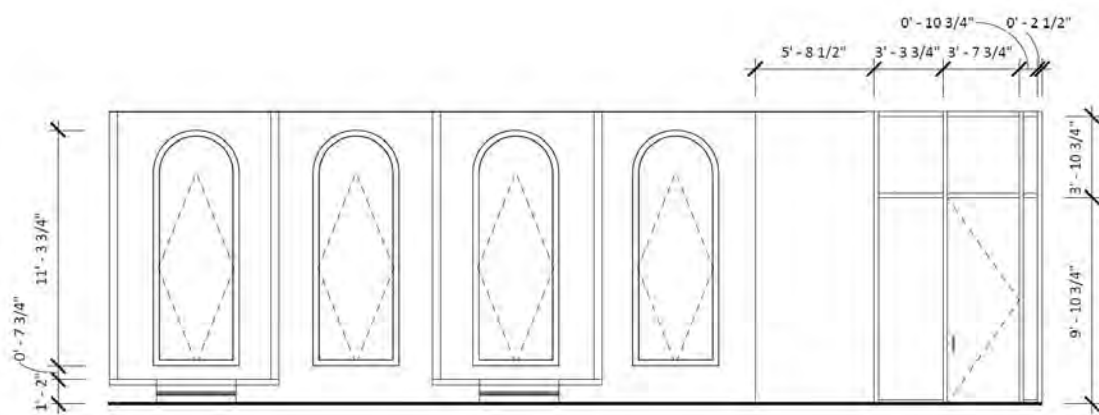


3



4

Common dimension pattern and puzzle pattern contribute to a space where ideas come alive.



2.3.4

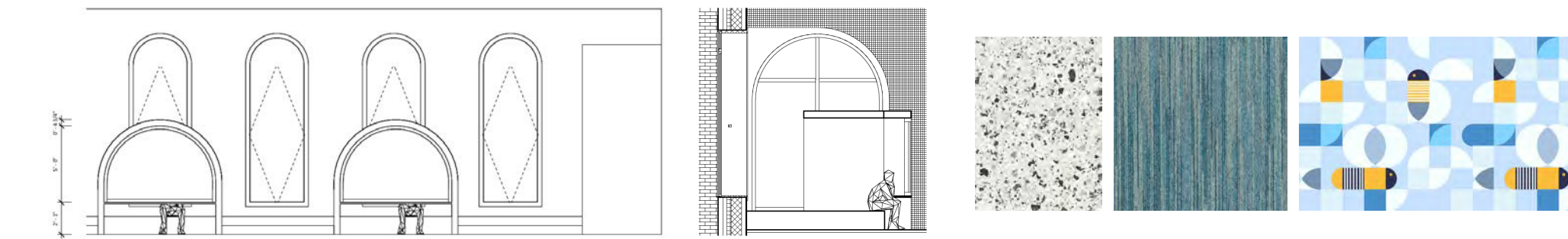
BEE'S NEST



1

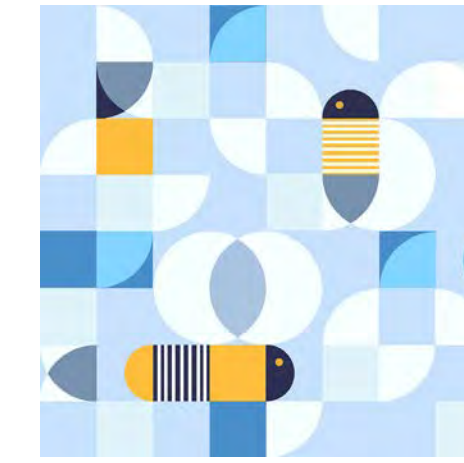
I design a bee pattern as wallpaper, using light blue color to match peaceful study environment.

There will be projection and VR accessories in each nest, giving immersive experience.





EXPLORE THE GARDENS



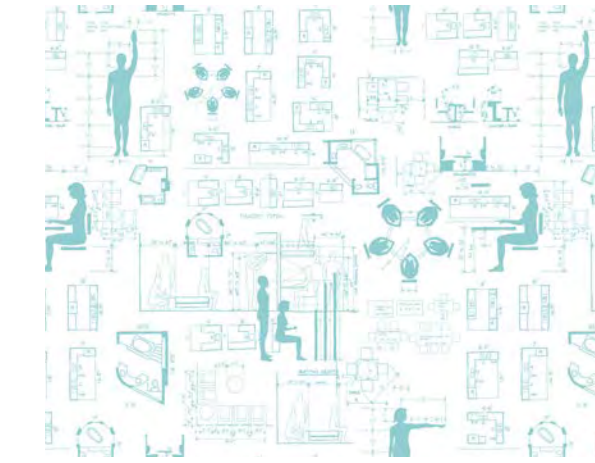
INFINITE POSSIBLE PIECES



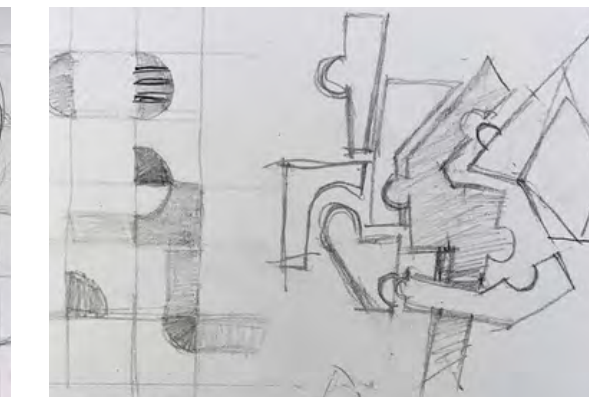
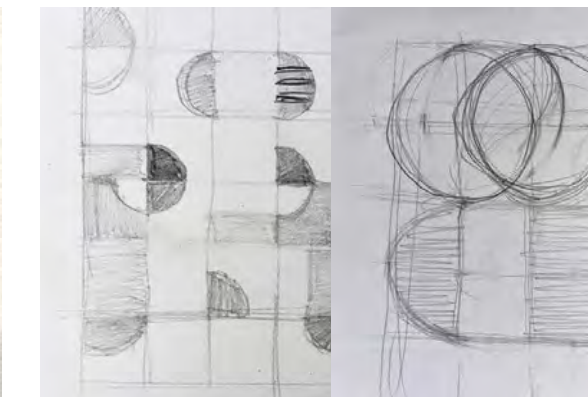
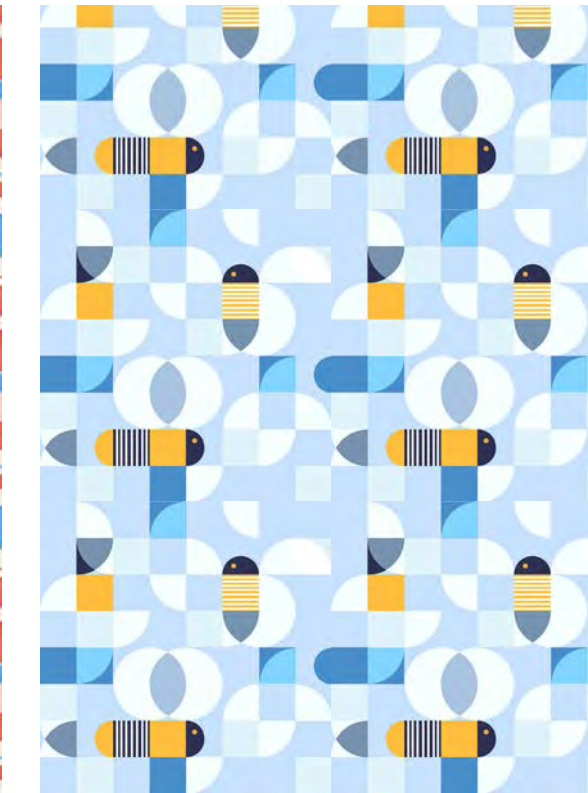
IDEAS IN THE PUZZLE



IDEAS IN THE PUZZLE



PORTABLE DIMENSION



OTHER WORKS

ACEDMIC (SCAD)

Project concept: Colorful and collaborative bees
Time Period: January 2023 - March 2023
Skill: Photoshop, Screen print.
 Exploring combination of motifs.

PATTERN DESIGN

THANK YOU

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