

NIO HOUSE

SHENZHEN, CHINA



AIM OF PROJECT

NIO is a brand belonging to NextEV, a Chinese producer of electric vehicles which designs cars, including autonomous vehicles, that incorporate cutting-edge technology. To create a high-end user experience, NextEV operates a series of 'NIO Houses'

which act as both a showroom and as a social space for NIO car owners.

The Shenzhen NIO House is designed to continue the NIO House ethos. As with other NIO Houses, the Shenzhen NIO House has its own

unique layout, housing the lifestyle elements of the concept: Gallery, Living Room, Library, Open Kitchen, Forum and the children's Joy Camp.

DESIGNING TO FOSTER A SENSE OF COMMUNITY FOR SHENZHEN'S NIO CAR OWNERS.



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The development is split over two levels, with each offering a different feeling. The showroom gallery space on ground level is cool, calm and fluid, creating a space that encourages prospective users to explore.

On the upper level is the clubhouse, a warm, inviting space reminiscent of the humanistic design styles of Scandinavia. The design approach was to create a continuity between the different areas and subtly add

or subtract 'warm' elements to create a difference in mood and feeling appropriate to the specific context. This use of colour and the simple palette of materials creates a comfortable social environment and helps to foster a sense of community among NIO customers.

Sectors

Retail

Services

Interiors

Studios

Shanghai

Client

NextEV

Includes

Car showroom space and a multi-faceted social space

Area

2,093m²

Status

Opened in August 2018

CHAPMAN TAYLOR'S SHANGHAI STUDIO PROVIDED THE INTERIOR DESIGN FOR THE SHENZHEN NIO HOUSE, CREATING A UNIQUE LAYOUT WITHIN THE BRAND'S OVERALL DESIGN ETHOS.

