

DOX
NEW YORK TOKYO SEOUL
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DOUBLE X
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OUR TEAM

The Company follows an always connected global nomad work style flexible structure, assembling specific teams for specific projects, to ensure that we always meet our client's needs.

- Ivan Pazos, AIA PhD
- Gorka Blas, MA
- Karen Kim, MBA
- Momoko Hirayama
- Jennifer Cho, LEED IIDA
- Giuseppe Mucci, F&B Specialist



COMPANY PROFILE

Interior Design, Computer Graphics and Architecture

Design firm based in Tokyo, New York and Seoul. The company specializes in Interior Design, Computer Graphics and Architecture. Our philosophy and goal is to always ensure the highest standard of service for our clients, by providing professional and custom services for each project, through rigorous analysis of our clients' needs.



IVAN PAZOS PhD AIA

Architect and Interior Designer based in New York and Tokyo. Mr. Pazos has a Master in Architecture by Columbia University in New York, and a PhD in Computer Science by A Coruña University in Spain. He holds Architecture Professional Licenses in New York and in Spain. He has lectured and participated in final critics at international academic institutions, his work and research has been widely published.

Prior to establishing his own firm, he was Architecture Professor at Korea and Hayang Universities in Seoul. He gained Professional experience working with Peter Eisenman and Skidmore Owings and Merrill (SOM), both in New York, and Nihon Sekkei in Tokyo.



OUR GOALS

Our goal is to always ensure the highest standards by providing professional and custom services for each project, through rigorous analysis of our clients' needs and resources. Contact us anytime, for FREE inquires and quotes.

- ✓
SERVICE ORIENTED
- 🗨️
FLUENT COMMUNICATION
- 💻
3D TECHNOLOGIES
- ⚙️
CONSTANT INNOVATION

PROJECT MAP

GLOBAL DESIGN FIRM

We have worked on projects in Tokyo, New York, Seoul, London, LA, Osaka, Shanghai, Beijing, Brussels, Santiago de Compostela, Madrid, Mexico DF, Hanoi, Doha and Dubai among other international locations.



DESIGN METHODOLOGY

Due the global nature of our work the company works in multiple locations worldwide. Our work scope focuses on the development of the Design in 3D, from concept to construction documents. Our main focus relies on innovation and efficiency, by proposing new design strategies, and by avoiding traditional approaches. We use the latest computer and 3D technologies in our design process, producing realistic 3D Computer Graphics to provide our clients with a very accurate idea of the design.



GET IN TOUCH



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OUR PROJECTS

- | | | |
|-------------------|------------------|-------------------|
| ANA | SK-II | DA Group |
| YouTube | Dentsu | Marmara Hotels |
| Perrier-Jouet | HP | Sokyo Gallery |
| Sazaby-League | Accor Group | Park Hotels |
| Agatha Paris | W Hotels | KCC |
| Amway | BBVA | Silverstein Prop. |
| Adeam | Lee Bo Young | NATO |
| Foxy | Passtaccio | DIFFA |
| Anayi | Blue Velvet Club | Bee House |
| Alta Architecture | ENC restaurants | Deloitte |
| Nihon Sekkei | Cow's | JLL |
| SOM | Qatar Petroleum | Keio University |
| Joe Ginsberg | Priztker-Hyatt | Almazan-LAB |
| | JTI | |

PUBLICATIONS INTERIOR DESIGN

PRESS

Ivan Pazos designs and contributions have been published worldwide in numerous design media.

Interior Design Magazine
Monacelli Press
El Pais
Elle Decor US
Elle Decor Korea
Pasajes



RETAIL interiors



PUBLICATIONS DESIGN AWARDS

PRESS

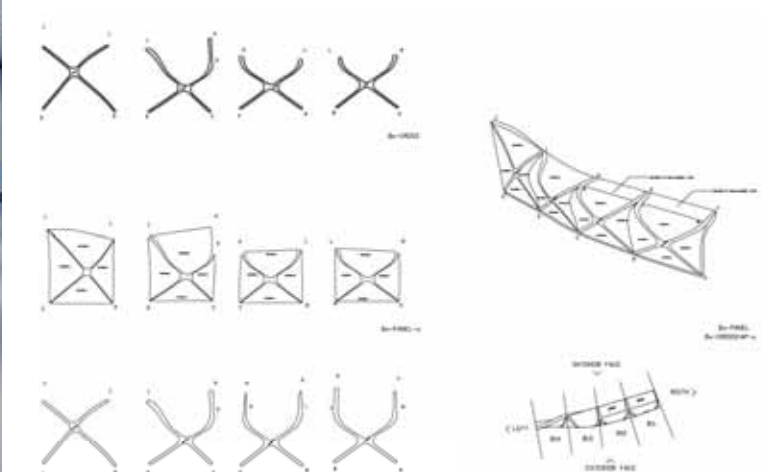
Ivan Pazos designs and contributions have been published worldwide in numerous design media.

Hospitality Design
Elle Decor Japan

7 WTC SHOWROOM NYC

New York City, USA 2007. Ivan Pazos Senior Designer for Skidmore, Owings and Merrill

Ivan pazos was the Leading Designer for SOM's team. We proposed complex curved walls, in order to guide the visitors through the space. The design was generated by 3D software techniques, and fabricated using CNC technology. The project was awarded Best of the Year in 2006 by Interior Design Magazine, and featured in the Bruce Willis and Hale Berry's film "Perfect Stranger"



PUBLICATIONS JOURNALS

PRESS

Ivan Pazos PhD research has been published worldwide in numerous architectural and non-architectural media.

Dezeen
ArchDaily
Journal of the CTBUH
Journal of Urban Planning and Development
IT Software Journal
Journal of Asian Architecture and Building Engineering

PUBLICATIONS MEDIA

PRESS

Ivan Pazos PhD research has been published worldwide in numerous architectural and non-architectural media.

Kyodo News
Mutboard&Vogel
De Ingenieur
Eureka Alert
Qwerty Radio
Sustentar TV
European Bank of Development



ADEAM GINZA SIX TOKYO

Ginza, Tokyo, Japan 2016. Ivan Pazos for HaCo

New flagship store in Tokyo for Japanese fashion brand ADEAM. The Design was created by HaCo, DOX produced the 3D design work. The design is simple, elegant, with references to Japanese traditions.



KUMUKUM ART GALLERY NYC

Lower East Side, NYC, USA 2009. By DOX

KumuKumu is located in Manhattan's Lower East Side, center of the upcoming New York art scene. The art gallery is a very long space, the concept was to divide it into three continuous chambers gradually shrinking, making the experience of walking through the Art Gallery a journey full of discoveries.



FOXHEY POP-UP TOKYO

Shinjuku, Tokyo, Japan 2019. DOX 3D Design for HaCo

Foxy's Sports Pop-up store in Isetan Shinjuku. The 3D design by DOX in collaboration with design firm HaCo. The store showcases the new casual collection of the Japanese highend fashion Brand Foxy.



ART FAIR TOKYO 2018

Tokyo, Japan 2018. By DOX

Sokyo's Gallery Booth for the 2018 Tokyo's International Art Fair (AFT). The design features a continuous two level undulating counter to showcase the contemporary ceramic artworks.



YOUTUBE TOKYO

Tokyo, Japan 2017. By DOX

Proposal for the new YouTube Space in Tokyo. The design was the second place in a restricted design competition, among some of the most recognized designers in Japan. The concept was to use the YouTube design identity as motive for the facade and interiors. The building becomes a huge billboard freestanding in the bustling Shibuya district.



SK-II POPUP TOKYO

Omotesando, Tokyo, Japan 2018. Collaboration of DOX with ALTA NYC & Huge New York.

Collaboration with ALTA architecture and HUGE, for the design of a Pop-up Store, for the cosmetics brand SK-II in the trendy Omote-Sando neighbourhood, Tokyo. DOX was in charge of the 3D design production, and also collaborated with the drawing documentation for the project.



SK-II TESTER BAR TOKYO

Omotesando, Tokyo, Japan 2019. By DOX in collaboration with DENTSU LIVE

Collaboration with Japanese top advertising firm Dentsu Live, for the design of a Pop-up Store for the cosmetics brand SK-II in Omote-Sando, Tokyo. The design featured a tester bar and powder room, and it was inspired by the Power of Pitera commercial series, starring Japanese celebrity Naomi.



ADEAM+FOXLEY TOKYO

Tokyo, Japan 2019. 3D's by DOX for HaCo

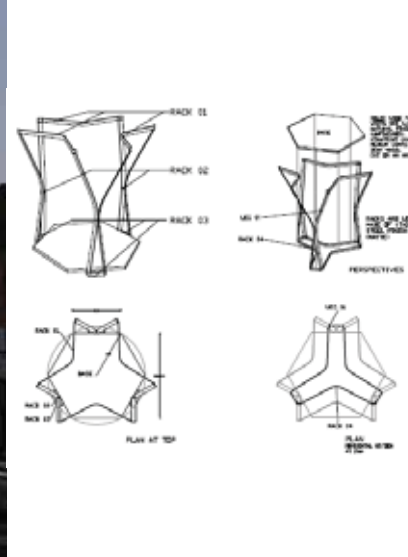
Fashion store in Isetan Shinjuku, combining the ADEAM and FOXLEY brands in one space. DOX developed the 3D design for HaCo. The project is simple, luxurious and elegant. The 3D design images and final construction are almost identical.



BEE HOUSE SEOUL

Hongdae, Seoul, Korea 2011. By DOX

Hongdae is the hip party area for Seoul's youngsters. We were commissioned the design a casual retail space, by using unfinished materials, the result is a warehouse looking space filled with hexagonal furniture elements based on Bee House's logo and brand identity. The curves and angles add sophistication to the design, acting as an attractor for customers.



ADEAM GINZA SIX TOKYO

Ginza, Tokyo, Japan 2016. 3D's by DOX for HaCo

Flagship store in Tokyo for ADEAM, following the steps of the Midtown location. The Design was created by HaCo, DOX was responsible for the 3D work. The design is simple, elegant, with references to Japanese traditional architecture.



ANAYI TOKYO

Tokyo, Japan 2017. 3D's by DOX for HaCo.

Proposal for new fashion store for Japanese fashion brand ANAYI. Project proposal by HaCo, and 3D renderings by DOX. The design is simple, elegant the main concept was a continuous illuminated wall niche.



AGATHA PARIS SEOUL

Gangnam, Seoul, Korea 2015. By DOX

Agatha Paris Store in the fashionable Gangnam district, next to all the big brands. Design and construction was a collaboration of DOX and Bossdesign. The small space was designed and built on a tight schedule, following the brand identity of Agatha Paris.



AMWAY SEOUL

Seoul, Korea 2016. By DOX

Restricted design competition by invitation for Amway Asia. The concept proposal was for Amway's APAC operations new showrooms. The design features natural elements and wood screens.



FOOD & BEVERAGE interiors



GAP SEOUL

Hongdae, Seoul, Korea 2011. By DOX

Originally Designed as the Flagship Store of fashion brand Bee House, the space was reconverted into a GAP store. Parts of the original Bee House flagship store design were left in place, with new furniture and branding items. A fresh look for GAP in Seoul.

ANA HANGAR CAFE HANEDA AIRPORT

Haneda International Airport, Tokyo 2019. Collaboration of DOX with Sazabi-League

All Nippon Airlines (ANA) hangar cafe, at Haneda House, on Domestic Terminal 2. The cafe is a collaboration of Pablo's Cheesecakes and ANA, designed by Sazabi-League, DOX collaborated with the 3D design production.



DIFFA NYC

New York, USA 2006, 2008, 2009. Ivan Pazos Senior Designer for Skidmore, Owings and Merrill

Fashion meets design in Manhattan at DBD, for an annual fundraising event organized by DIFFA for AIDS. New York's most renowned designers collaborate to create incredible dining experiences for this event. Profits from the dinners, cocktail parties and exhibits are donated to the fight against AIDS.



TOMAHAWK & CHAMPAGNE LONDON

London, UK 2015. By DOX

Tomahawk & Champagne Steakhouse features champagne golds and greens, on this exclusive venue in the center of London. Designed for Giuseppe Mucci. A safe heaven for the dangerously trendy.



PERRIER JOUET SEOUL

Paradise City Casino and Hotel, Seoul, Korea 2015. By DOX

Trendy venue at Incheon's Airport Paradise City Casino. High end Bar for top world class Champagne brand Perrier-Jouet, catering a feminine and sophisticated clientele. The design is a mixture of greens and golds. Collaboration of DOX and Pernord Richard Korea.



PASTACCIO SEOUL

Ilsan, Korea, 2013. By DOX

Italian fine eatery in Ilsan, Seoul. The venue has sophisticated interiors with predominance of greens and wood. Promoted by successful businessman Sewon Baek, a run by an Italian manager Giuseppe Mucci. The restaurant distinguishes itself from other Italian venues, as a truly European establishment.



CORRETTO LONDON

Chelsea, London 2019. By DOX

Italian fine eatery in Chelsea, London. The venue is a close collaboration with Baldoria's and DOX partner Giuseppe Mucci. The restaurant is an authentic Italian contemporary venue, very casual and elegant. The mustard yellow facade serves as an attractor for passing by customers, hard to miss.



BAR DE PINTXOS TOKYO

Tokyo, Japan, 2015. By DOX

Proposal for a Spanish Bar franchise in Tokyo. The venue is coffee and wine oriented, with pintxos or small tapas to eat. The mood is more set for daytime, very modern and contemporary but incorporating some traditional elements to enhance the traditions and history of the foods and drinks served.



COWY'S SEOUL

Seoul, Korea 2013. By DOX

CowY's is a proposal for a honey comb ice cream franchise in Seoul. The client asked for a retro European chick look, with traditional materials to be used in a very modern way. Clean, simple and elegant soft ice cream shop.



XO CLUB SEOUL

Itaewon, Seoul, Korea 2013. By DOX

DOX was responsible for the design of the XO Club, located in the epicenter of Itaewon. XO Club targets a trendy and sophisticated crowd of partygoers. The Club features a colosseum-like amphitheater, that serves as a stage and dance floor. The design is lavish and inspired in Kubrick's Masterpiece "Eyes Wide Shut".



BAR DE COPAS TOKYO

Roppongi, Tokyo, Japan 2015. By DOX

Spain style Bar de Copas, for casual evening wine and pintxos, and late night indulging. The Iberian drinking and eating culture gets transplanted to Tokyo in a very contemporary way, avoiding traditional stereotypes of spanish culture, aiming to reshape Tokyo's nightlife.



SCORES CLUB NEW JERSEY

Atlantic City, NJ, USA 2012. DOX for ICrave

DOX collaboration with ICrave one of the world top designers for nightlife spots for the Blue Velvet Club, and Scores Club in Atlantic City, New Jersey. Blue and gold tones define the lavish venue.



DAJE PINSA LONDON

Covent Garden, London, UK 2019. By DOX

Italian fine eatery in London's Covent Garden district. The venue design was done in close collaboration with Baldoria's Giuseppe Mucci. The restaurant is proposal of a renovation of a previous existing venue.





HOTELS

interiors



MARMARA PARK AVENUE HOTEL

NYC

Manhattan, NYC, USA 2013. Ivan Pazos Senior designer for Joe Ginsberg

The Marmara Hotels property in Park Avenue South, just a few blocks from Grand Central Station. The Hotel targets a sophisticated crowd of Global Nomads. The design is a Collaboration between New York artist Joe Ginsberg and DOX. Art pieces, finishes and applications create an unique space, with its own character and personality.



BAILEY HOUSE WEDDING HALL SEOUL

Gangnam, Seoul, Korea 2019, By DOX

Wedding hall facilities for Bailey House, within a Shilla Stay Hotel in Seoul's Gangnam District. The design included food & beverage and the wedding chapel. The project was a collaboration with Seoul's based firm Wee Associates.



MANHATTAN LOFTS LONDON

London, UK 2018. Ivan Pazos Senior Designer for Skidmore, Owings and Merrill

New trendy Hotel and residences in London. The design was made by SOM, and Ivan Pazos was lead designer for the Lobbies and terraces.



W HOTEL ORANGE COUNTY

Orange County, CA, USA 2008. Ivan Pazos Senior Designer for Skidmore, Owings and Merrill

Huntington beach is a surfing spot in the LA Area. The project was designed by SOM, and Ivan Pazos was the lead interior designer. Purples, reds and oranges are mixed together with wave like wood structures. A safe heaven for the dangerously trendy.



QYU NHON HOTEL VIETNAM

Qyu Nhon, Vietnam 2017. Ivan Pazos for Nihon Sekkei

Hotel development on the beach front of Qyu Nhon. Ivan Pazos was the lead designer within the Nihon Sekkei team. The hotel is a mid range facility in the town of Qyu Nhon, upcoming new resort.



MERCURE HOTEL HANOI

Hanoi, Vietnam 2011. Ivan Pazos for DA Group

The lakes and trees of Ha Noi, and the traditional and charming Vietnamese attires and hats have been the main inspirational motive for the design of the new Mercure property in the City. The peach flowers also bring a pinch of colour into the mix. Ivan Pazos was the lead designer within the DA group team.



PARK HOTEL

Hyderabad

Hyderabad, India 2010. Ivan Pazos Senior Designer for Skidmore, Owings and Merrill

Hyderabad, India, is well-known for its pearls and bangle bracelets, as well as for its Nizams. The city's long jewelry tradition is the inspiration for the décor of the new Park Hyderabad, a hotel boutique that opened in April of 2010. The result is an elegant mix of traditional Indian heritage, with an overall modern look to it. Cutting edge design meets local traditions.



LEE BO YOUNG & JISUNG APT

SEOUL

Gangnam, Seoul, Korea 2013. DOX & Bosssdesign

Apartment design for Korean celebrity actors Lee Bo Young and Jisung in Gangnam, Seoul. The design is a modern and clean luminous space. The result is a very contrasted minimalist interior. Close collaboration with Bosssdesign.



BABY V.O.X. APT

SEOUL

Seoul, Korea 2014. By DOX & Bosssdesign

New family residence of Kim I-Jin former leader of Korean Pop band Baby-V.O.X. in Seoul. Modern warm and simple design, in collaboration with Seoul based firm Bosssdesign.



RESIDENTIAL

interiors

OFFICES

interiors

HEWLETT PACKARD OSAKA

Osaka, Japan 2019. DOX collaboration with The Waku+Folk Partnership

Collaboration between DOX and The Waku+Folk Partnership for an office for HP in Osaka. DOX was responsible of the design and 3D work. The project was managed by JLL. The design is simple and elegant with a predominance of wood and punchy colors, according to the HP international design guidelines.



PRITZKER-HYATT CHICAGO

Chicago, USA 2005. Ivan Pazos as senior designer for Skidmore, Owings and Merrill

New Headquarters for JTI, designed by SOM. Ivan Pazos participated in the project as Senior Designer. The design of the office resembles to a hotel environment, with a predominance of wood and a vertical void over the skylobby.



BBVA MADRID / MEXICO

Madrid / Mexico DF, 2009-2014. Ivan Pazos as senior designer for Skidmore, Owings and Merrill

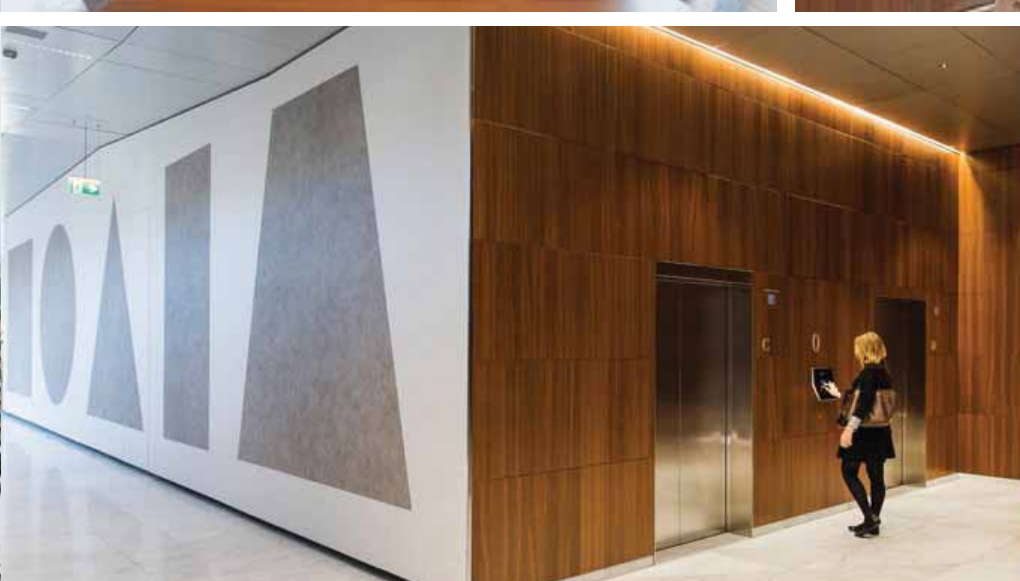
Global interior design standards for the BBVA offices, by SOM. Ivan Pazos was Senior Designer in charge of the international competition that won the project. The design follows the BBVA bank corporate image.



JAPAN TOBACCO INT GENEVE

Geneve, Switzerland 2016. Ivan Pazos as Senior Designer for Skidmore, Owings and Merrill

JTI Headquarters in Geneve, designed by SOM. Ivan Pazos participated in the project as Senior Designer, and was in charge of the executives office, and interconnecting spiral stair.



QATAR PETROLEUM QATAR

Doha, Qatar 2009. Ivan Pazos as senior designer for Skidmore, Owings and Merrill

Qatar Petroleum Headquarters, by SOM. Ivan Pazos was the main senior interior designer for the SOM's team. The project comprises 15 buildings with offices and facilities. Each building has a predominant puch color.



HARBINGER NEW YORK

NYC, USA 2008. Ivan Pazos as senior designer for Skidmore, Owings and Merrill

Harbinger Capital hedgefund offices in New York by SOM. Ivan Pazos was senior interior designer for SOM's initial proposal. The finishes are mostly neutrals, highly contrasted and elegant. The project features a round central table for as main trading desk, to enhance teamwork.

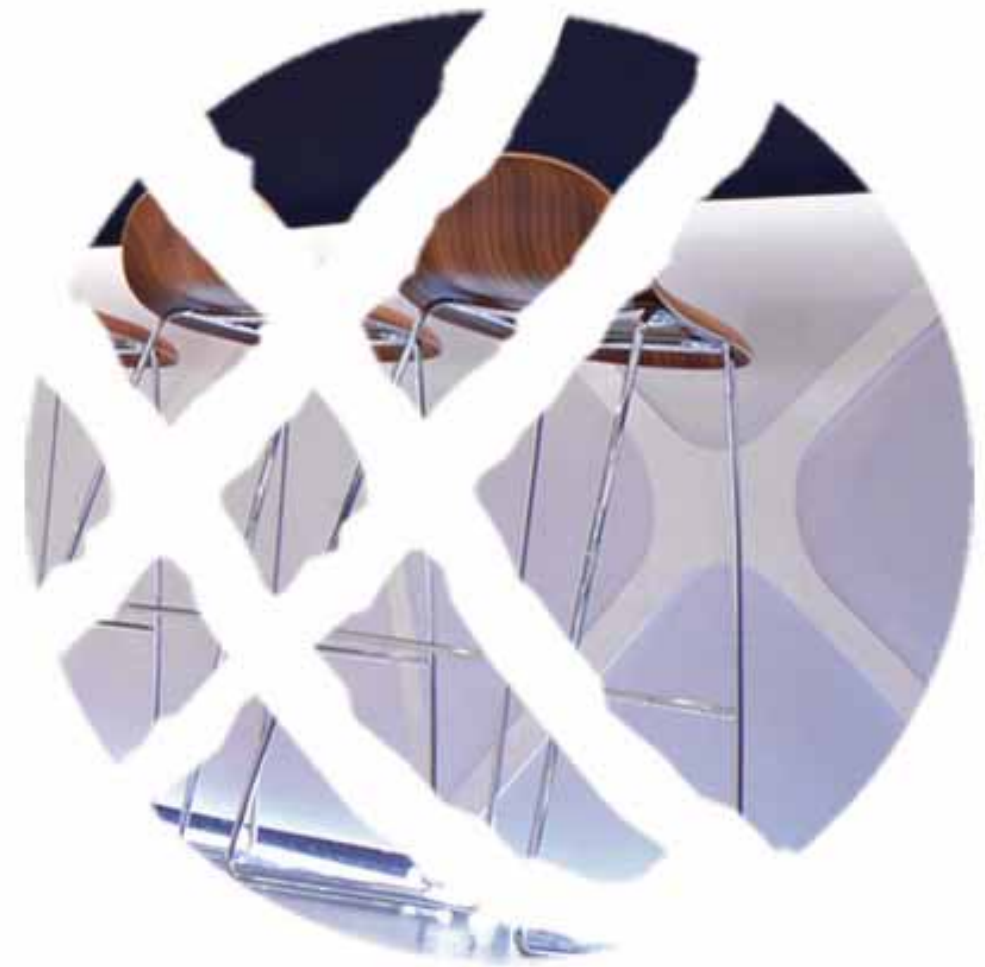
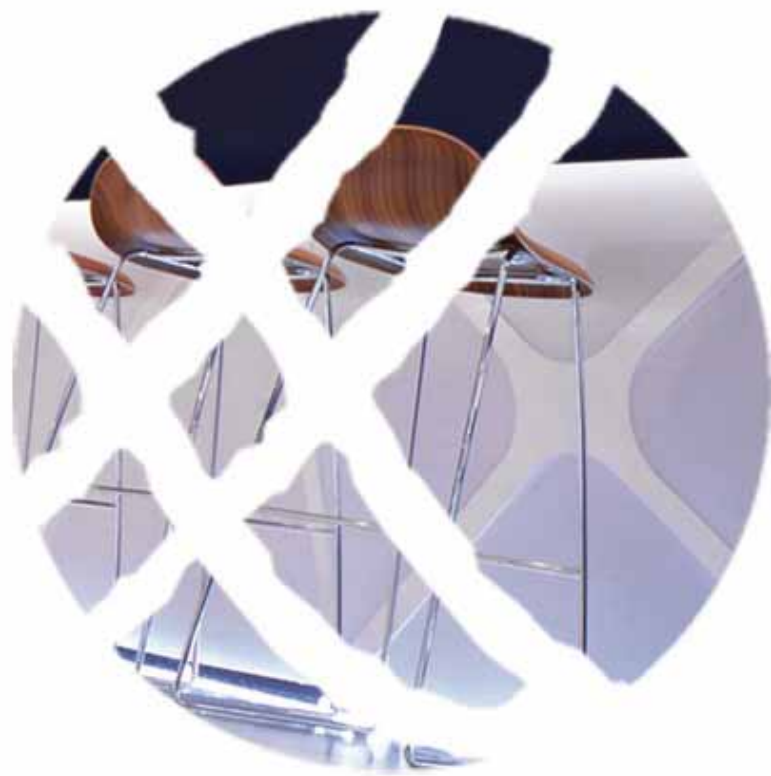


MB BANK HANOI

Hanoi, Vietnam 2017. Ivan Pazos as Senior Designer for Nihon Sekkei

MB Bank Headquarters, Ivan Pazos was senior interior designer for the Nihon Sekkei team. The executive offices are located at the top floor, and wood is the predominant material.





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