



DOUBLE X
NEW YORK TOKYO SEOUL
INTERIORS ARCHITECTURE CG

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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.



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

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.



OUR PROJECTS

ANA
YouTube
Perrier-Jouet
Sazaby-League
Agatha Paris
Amway
Adeam
Foxey
Anayi
Alta Architecture
Nihon Sekkei
SOM
Joe Ginsberg

SK-II
Dentsu
HP
Accor Group
W Hotels
BBVA
Lee Bo Young
Passtaccio
Blue Velvet Club
ENC restaurants
Cowy's
Qatar Petroleum
Pritzker-Hyatt
JTI

DA Group
Marmara Hotels
Sokyo Gallery
Park Hotels
KCC
Silverstein Prop.
NATO
DIFFA
Bee House
Deloitte
JLL
Keio University
Almazan-LAB



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, COAM MA
Karen Kim, MBA
Momoko Hirayama
Jennifer Cho, LEED IIDA
Giuseppe Mucci, F&B



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 Hanyang 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.

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.



GET IN TOUCH



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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



PUBLICATIONS DESIGN AWARDS

PRESS

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

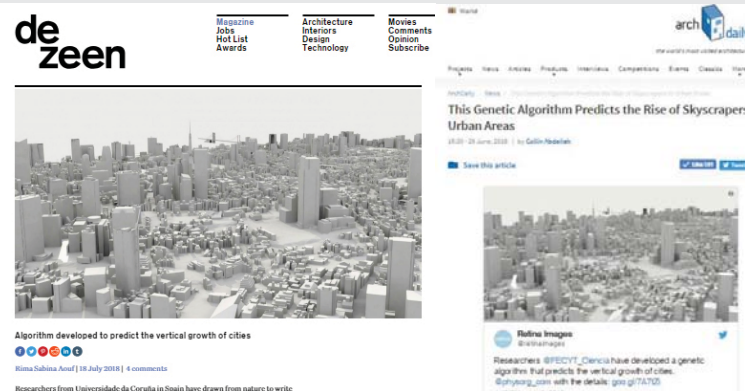
Hospitality Design
Elle Decor Japan

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



RETAIL

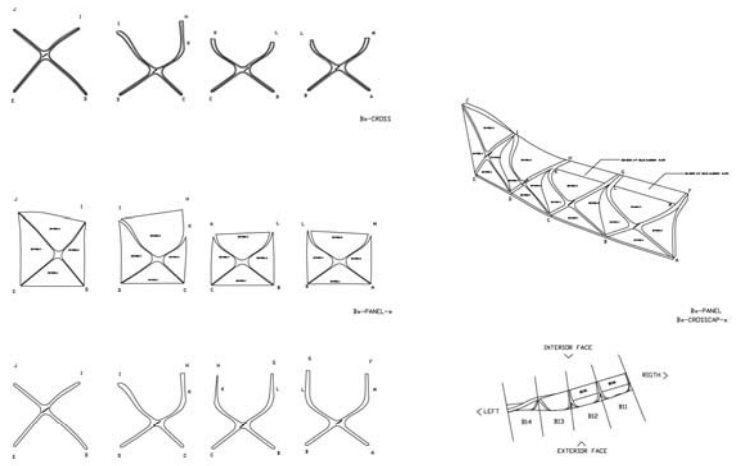
interiors

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"



The surrounding presentation gallery is pleasingly rare, an effect that captures the excitement of a building site. For the first time, reports, in fact, prospective owners had to wear hard hats and enter via the construction elevator. Angling highlighted the overall industrial feel by connecting various programmatic communications directly to the building's exterior.

The building's form "curved" walls were fabricated and for use with, one of an existing, massive steel structural grid. The marketing cost that also allowed certain elements for the AEC and the building's history of this is "to be the community center of Lower Manhattan." [sic]

galleries are presented in a trading office where future tenants can see the floor and workstations and meeting in white residential surrounding a aluminum plank ceiling. "A vertical walk to the top of 7 World Trade Center and give a sense of what the first floor there will look like." [sic]

There, a central steel panel continues presentation panels in a series of panels and other details. There, not only does a program opportunity here gives users from 3000 users. Change is being made, especially on-site, but the goal is to substantially speed high-speed by using and Part-works, Made and materials, and the Richard Rogers Partnership.

While walls were fabricated, curved, and design concepts in range down on the ground, the atmosphere is decidedly other-

and 20 stories up on SOM and 2007. [sic] a great 7 World Trade Center. In SOM interior design plan building. [sic] a great 7 World Trade Center. In SOM interior design plan building. [sic]

Photo credit: right: Top floor view of the 7 World Trade Center. [sic]

Photo credit: right: Top floor view of the 7 World Trade Center. [sic]

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 Ha Co, DOX produced the 3D design work. The design is simple, elegant, with references to Japanese traditions.



FOXLEY POP-UP TOKYO

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

Foxley'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 high-end fashion Brand Foxley.



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 iconcept was to divide it into three continous chambers gradually shrinking, making the experience of walking through the Art Gallery a journey full of discoveries.



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.



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+FOXHEY TOKYO

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

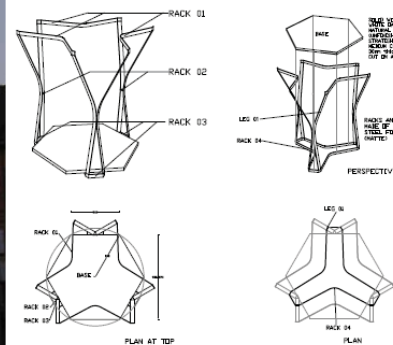
Fashion store in Isetan Shinjuku, combining the ADEAM and FOXHEY brands in one space. DOX developed the 3D design for HaCo. The project is simple, luxurious and elegant. The 3D design images and final construction are almost identical.



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.



ANAYI TOKYO

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

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



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.



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.



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.

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.





FOOD & BEVERAGE

interiors

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.



TOMAHAWK & CHAMPAGNE LONDON

London, UK 2015. By DOX

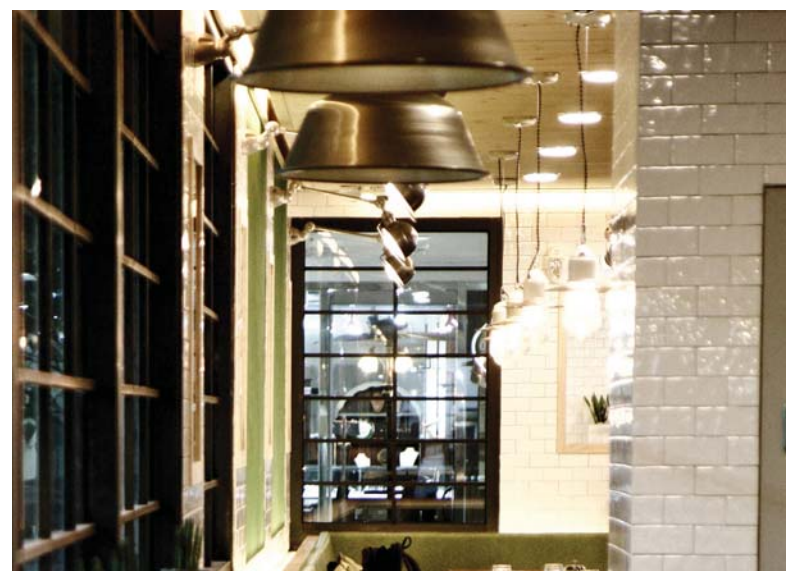
Tomahawk & Champagne Steakhouse features champagne golds and greens, on this exclusive venue in the center of London. Designed for Giuseppe Mucci. A safe heaven for the dangerously trendy.



PASTACCIO SEOUL

Ilsan, Korea, 2013. By DOX

Italian fine eatery in Ilsan, Seoul. The venue has sophisticated interiors with predomination 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.



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 Pernod Richard Korea.



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.



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.



BAR DE PINTXOS TOKYO

Tokyo, Japan, 2015. By DOX

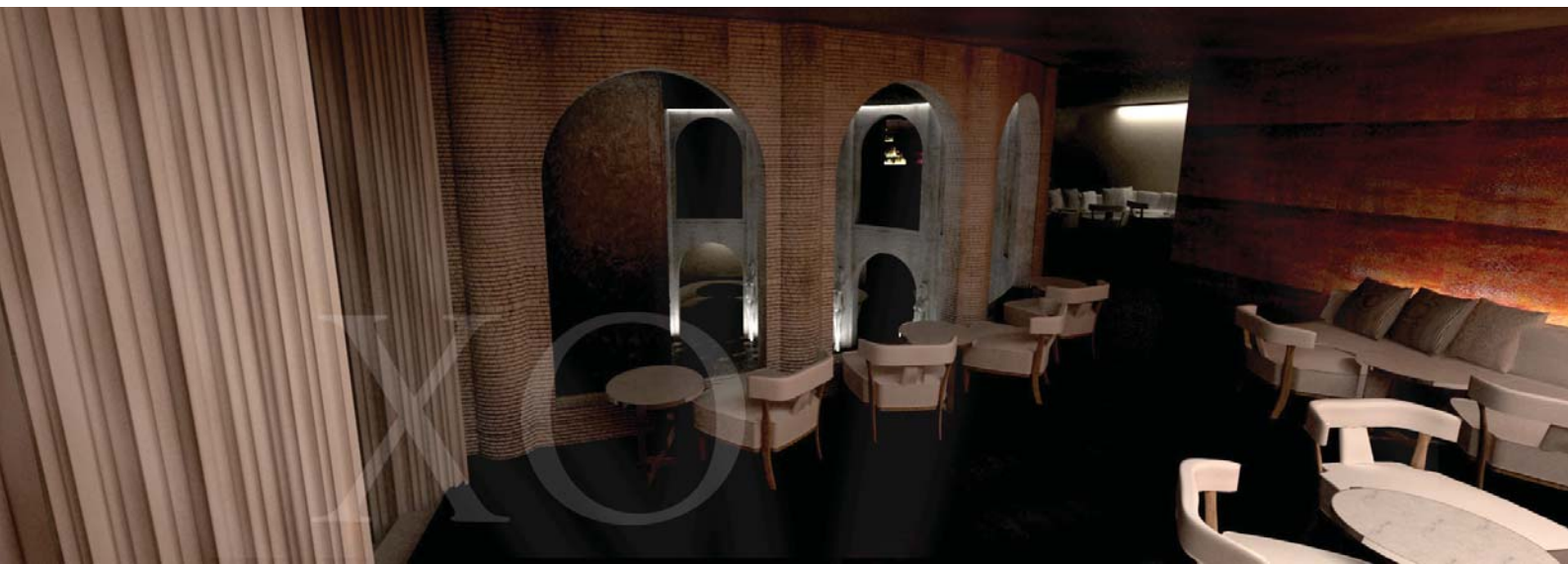
Proposal for a Spanish Bar franchise in Tokyo. The venue is coffee and wine oriented, with pintxos or small tapas to eat. The mood is more set for daytime, very modern and contemporary but incorporating some traditional elements to enhance the traditions and history of the foods and drinks served.



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.



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.



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.





HOTELS

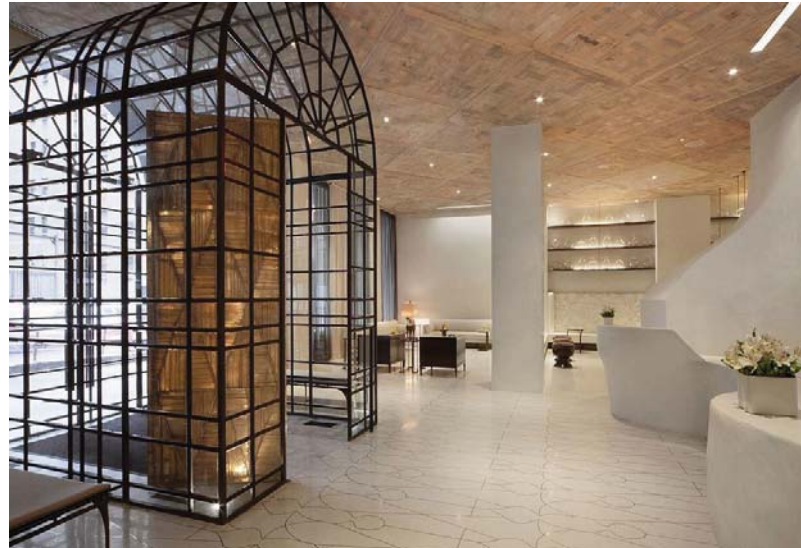
interiors

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.



upscale/luxury guestrooms or suites **awards** finalist

marmara park avenue

New York

Photography courtesy of THE MARMARA PARK AVENUE and JOE GINSBERG

The Marmara Design
 Architecture: Joe Ginsberg, DOX
 Interior Design: Ivan Pazos, Joe Ginsberg, DOX
 Construction: [unreadable]
 Furniture: [unreadable]
 Lighting: [unreadable]
 Textiles: [unreadable]

Project Credits
 Architect: Joe Ginsberg, DOX
 Interior Designer: Ivan Pazos, Joe Ginsberg, DOX
 Construction: [unreadable]
 Furniture: [unreadable]
 Lighting: [unreadable]
 Textiles: [unreadable]

Project Description
 The Marmara Park Avenue Hotel is a 15-story, 150-room hotel located in Park Avenue South, Manhattan, New York. The hotel is designed to cater to 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 a unique space, with its own character and personality.

Project Location
 Manhattan, New York, USA

Project Completion
 2013

Project Team
 Architect: Joe Ginsberg, DOX
 Interior Designer: Ivan Pazos, Joe Ginsberg, DOX
 Construction: [unreadable]
 Furniture: [unreadable]
 Lighting: [unreadable]
 Textiles: [unreadable]

Project Awards
 Hospitality Design Awards, Best of Show, 2014

173

upscale/luxury hotel **awards** winner

marmara park avenue

New York

Photography courtesy of THE MARMARA PARK AVENUE and JOE GINSBERG

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 Furniture: [unreadable]
 Lighting: [unreadable]
 Textiles: [unreadable]

Project Awards
 Hospitality Design Awards, Best of Show, 2014



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.



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.



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.



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

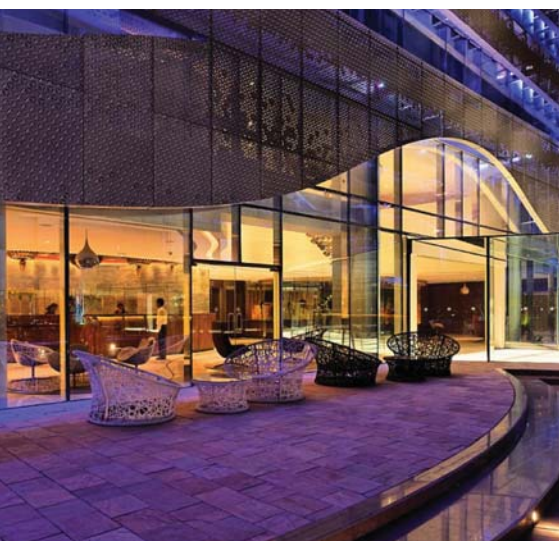
The lakes and trees of Ha Noi, and the traditional and charming Vietnamese attires and hats have been the main inspirational motive for the design of the new Mercure property in the City. The peach flowers also bring a pinch of colour into the mix. Ivan Pazos was the lead designer within the DA group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

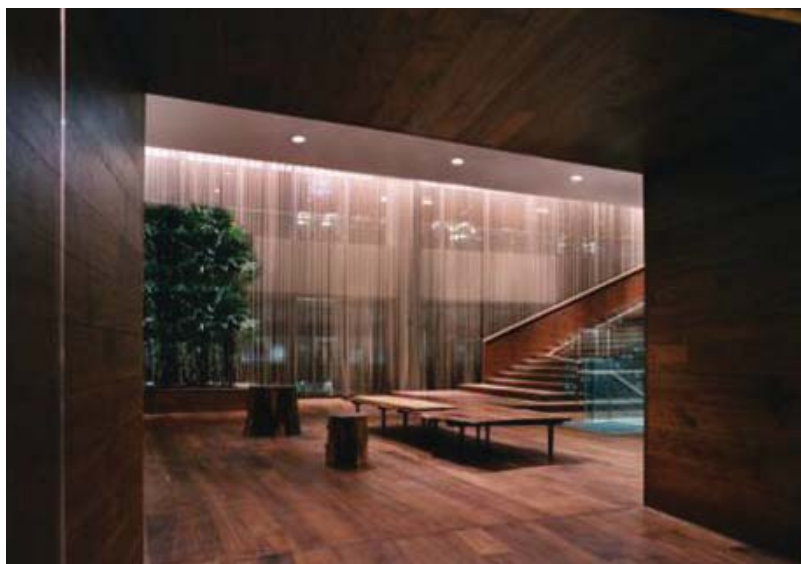
OFFICES

interiors

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.



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 predomination of wood and punchy colors, according to the HP international design guidelines.



ARCHITECTURE

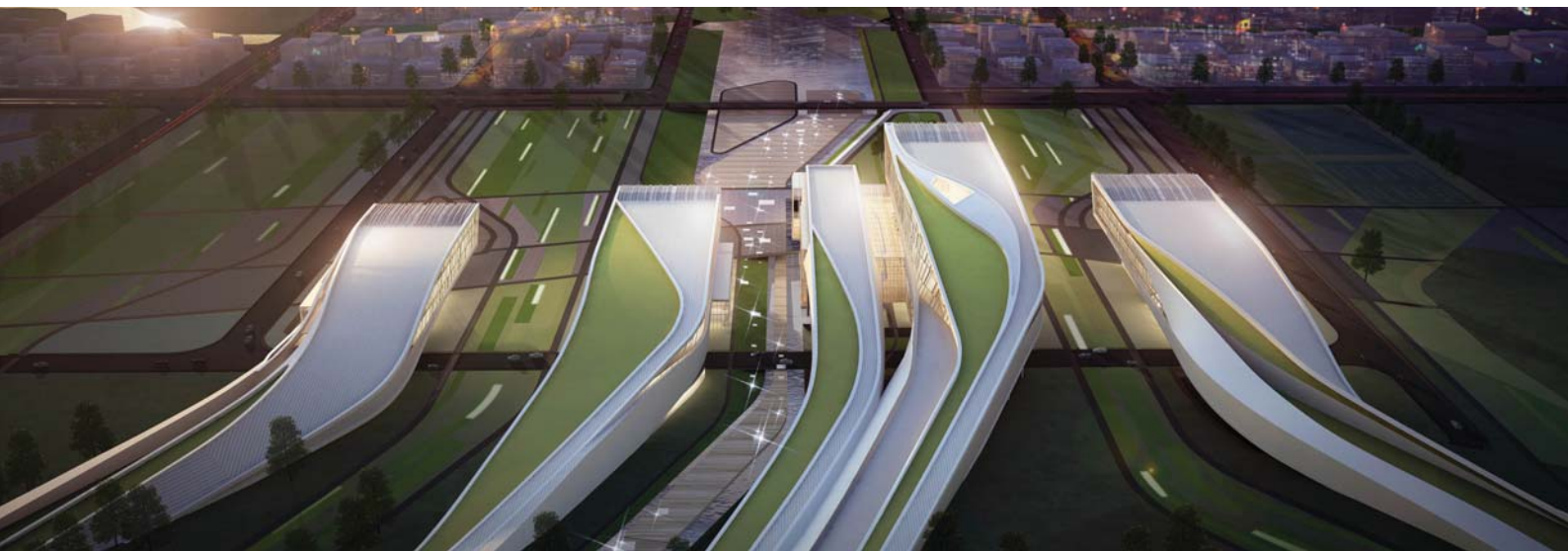
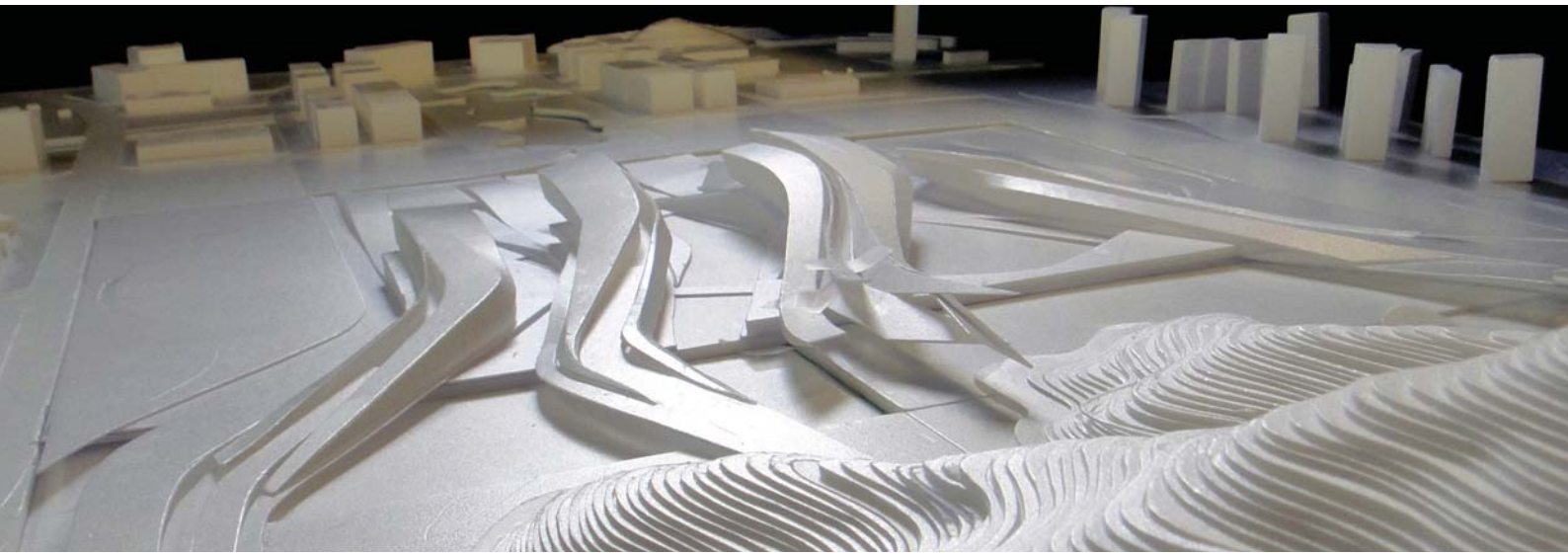
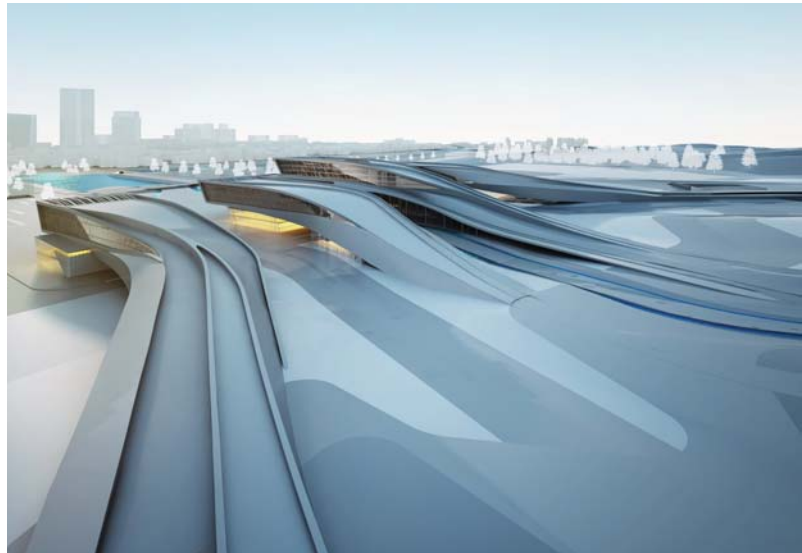
projects

CITY HALL COMPETITION

KOREA

Gyeongsan Buk Do, South Korea 2010. Ivan Pazos for DA Group

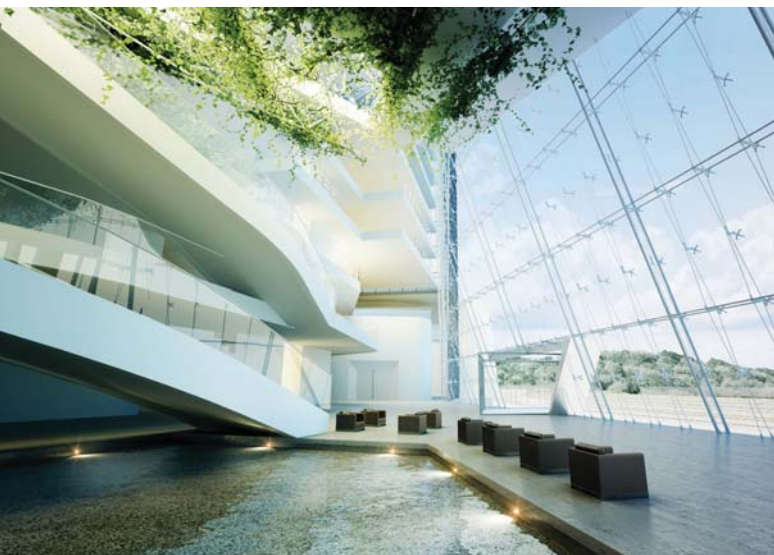
As South Korea continues its economic growth new planned cities are being developed in several locations. Gyeongsang Buk Do province it is one of these new Urban Developments. Ivan Pazos was the Senior designer with DA Group for the competition project. A fluid design that blends with the landscape.



KOGAS COMPETITION SEOUL

Daegu, Korea 2010. Ivan Pazos for DA Group

Kogas, restricted competition for the main gas provider in Korea. Ivan Pazos was senior designer with the DA Group team. The project is located in the city of Daegu.



NAM KWAN MUSEUM CHEONGSONG

Cheong Song, Korea 2016. By DOX

Renovation of a former high school building into a museum for renowned Korean painter from CheongSong Nam Kwan. A Collaboration between DOX and Bossdesign.

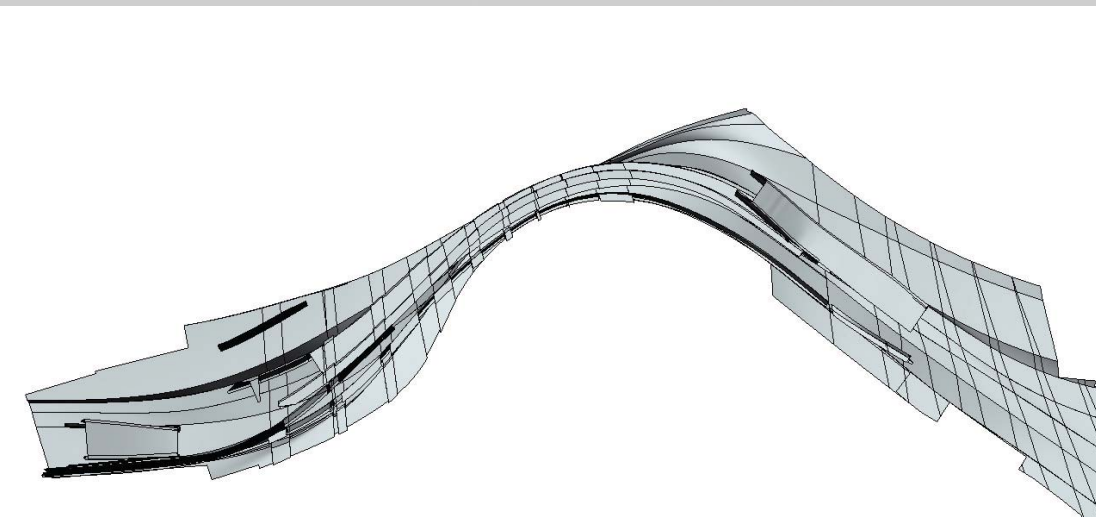
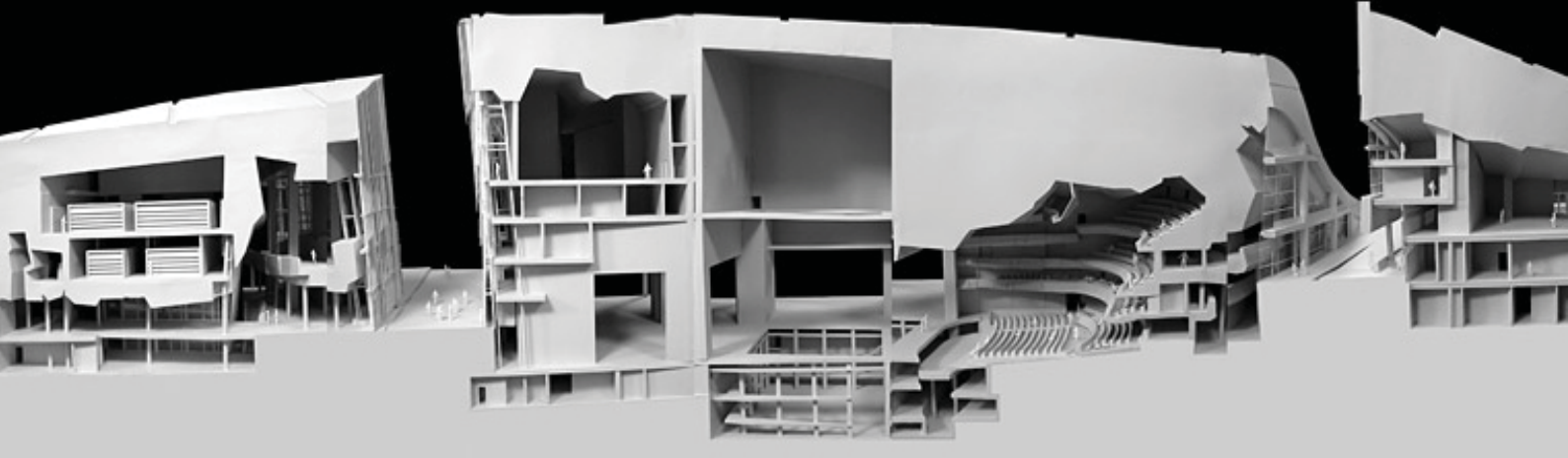
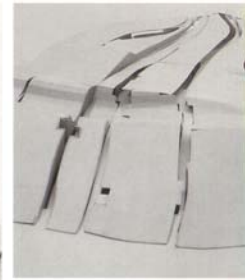
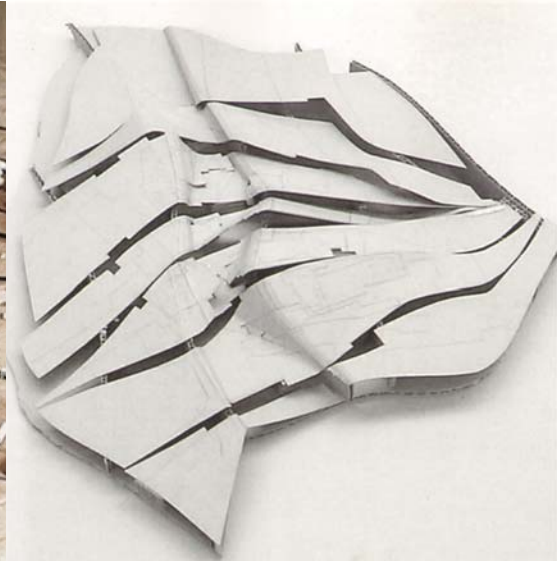


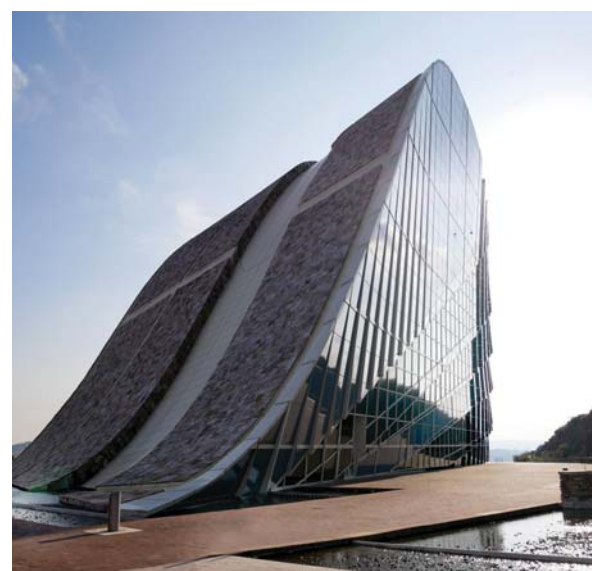
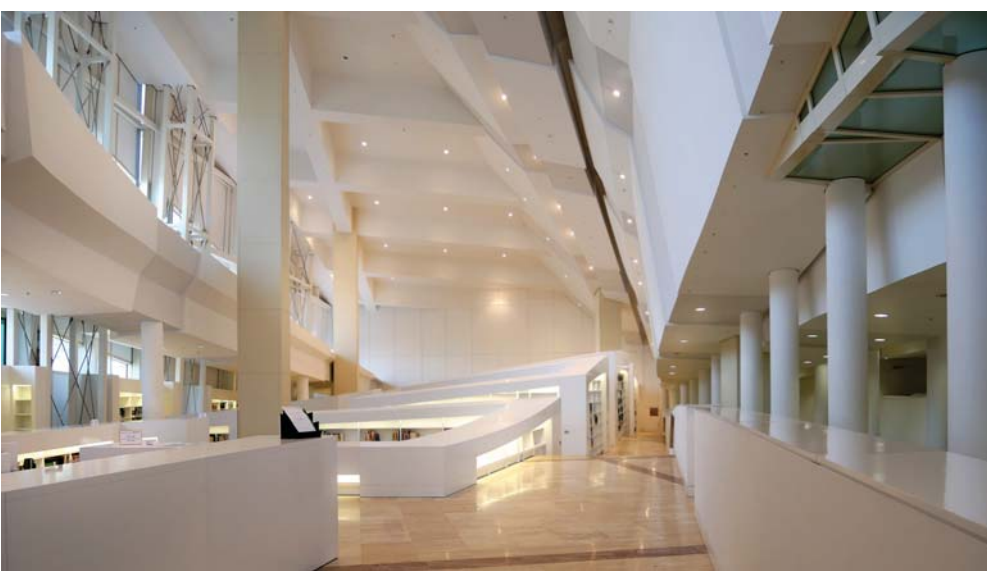
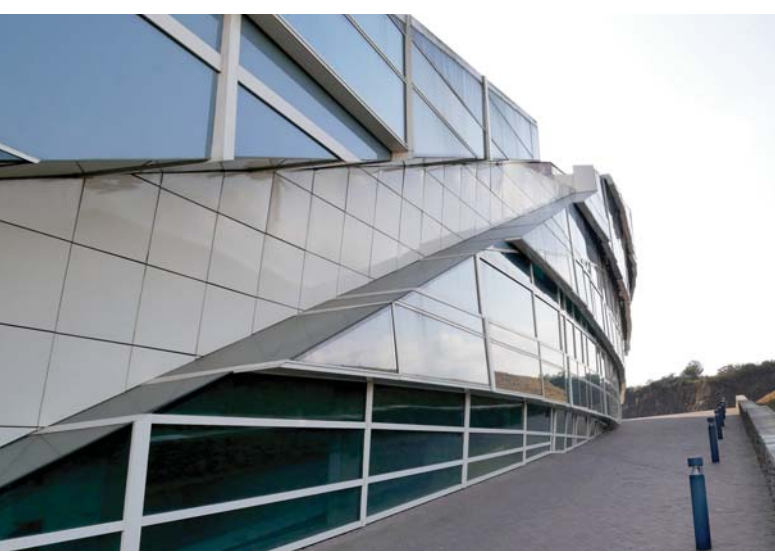
CITY OF THE CULTURE OF GALICIA

SPAIN

Santiago de Compostela, Spain. 1999-2012. Ivan Pazos for Peter Eisenman

In the Celtic land of Galicia, lays the holy tomb of Saint James. Peter Eisenman's Masterpiece lays just a few kilometers away from the one thousand year old Cathedral. The City of the Culture of Galicia is inspired by the old middle age town of Santiago and a scallop's shell, which is the symbol of the ancient pilgrimage. Ivan Pazos was senior designer within Eisenman's team.





LIBRARY MADRID

Madrid, Spain 2019. Finalist in Competition by DOX & Almazan Keio University Lab

Finalist (Among the 10 top entries out of 160) for the design competition organized by the Madrid city government for a library building in Las Tablas. Project in Colaboration with Almazan Lab at Keio Univesity, Tokyo.



NAN QIAO HOTEL SHANGHAI

Nan Qiao, Shanghai, China, 2018. Ivan Pazos Senior designer for Nihon Sekkei

Residential and hotel development in the outskirts of Shanghai. Ivan Pazos was the Senior Designer with the Nihon Sekkei team. The project features triangular fading out windows.



KCC GOLF VILAS PHILIPPINES

Clark, Philippines 2018. By DOX

Luxury Vilas, annex to a golf course in the mountain resort town of Clark in the Philippines, on a Korean owned golf course. The vilas are simple and elegant with adjacent swimming pools.



POOL HOUSE FLORIDA

Orlando, Florida 2019. Collaboration of DOX with Natalie Cheng of Alta NYC

Proposal by Alta NYC for a house in Florida. DOX collaborated with the Computer Graphics production.

MUSEUM COMPETITION SPAIN

Galicia, Spain 2011. By DOX

Competition Proposal for a Museum in the north western Spain, by DOX. The project is composed by triangulated cubic volumes.



PORT MASTERPLAN YOKOHAMA

Yokohama, Japan 2018. Ivan Pazos Senior designer for Nihon Sekkei

Ivan Pazos was senior designer, and also did the 3D work for the re-development of the Yokohama port. The project includes an opera house, hotels, convention center, recreational, residential and a casino.





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