



STRATEGIC DESIGN SOLUTIONS

since 2007



“Strategic design solutions integrate architecture into the larger context of the city and its responsibility within. We aim to design buildings that add value to all stakeholders of the project for a sustainable and efficient and healthy future.”

Ulrich Kirchhoff

What can we do for You?

We will give you a customised product just for your needs. A team of highly awarded and hands-on committed designers will help you to get the best design for you and for the future.

We offer a wide range of design solutions at a wide range of scales.





ICE is an international architecture design consultant, based in Hong Kong with representations in Detroit, Hanoi and Berlin.

Ulrich Kirchhoff is the principal director and founder of ICE (Ideas for Contemporary Environments), Associate Professor of Practice at the University of Hong Kong (HKU) and Visiting Professor at EPFL. He serves as a committee member in ACABAS, APRC and FSC in Hong Kong.

With more than twenty years in Asia, Ulrich participated in several large scale, award winning projects, including the first W- Hotel in Asia and the SKT headquarter in Seoul. Ulrich holds many accolades, including the Perspective award 40 under 40, the Bloomberg Asia Pacific Property Award and BEAM-Plus Platinum Certificate, the highest standard in environmental sustainable design. He exhibited at the Venice Biennale in 2011 and appeared in multiple publications.

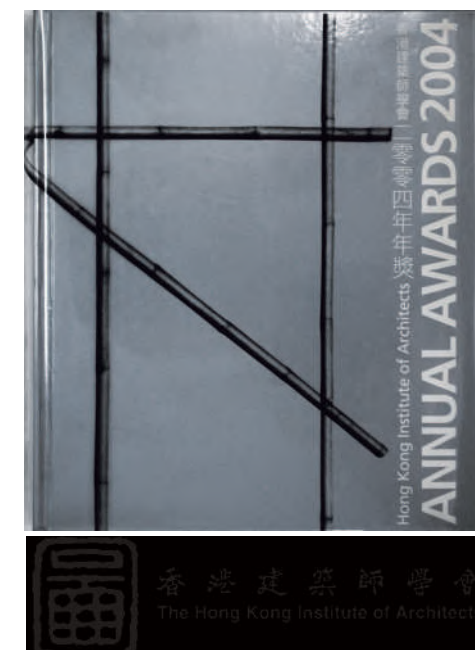




AWARDS

Our foremost goal is to provide quality designs to our clients. We have been fortunate to be a highly awarded architectural design consultant as a result.

Above all, the most outstanding awards include BEAM Plus Platinum (Privisional) for Best Sustainable Residential Development, the Asia Pacific Property Award for Best Mixed-Use Architecture in Vietnam, the HKIA award for the Best Architecture outside Hong Kong and the 40 under 40 award for the most influential designer in Greater China.



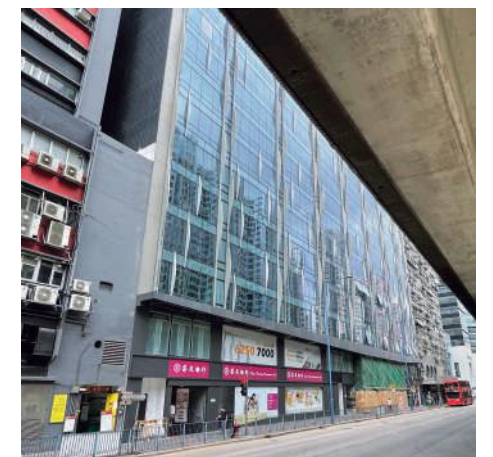
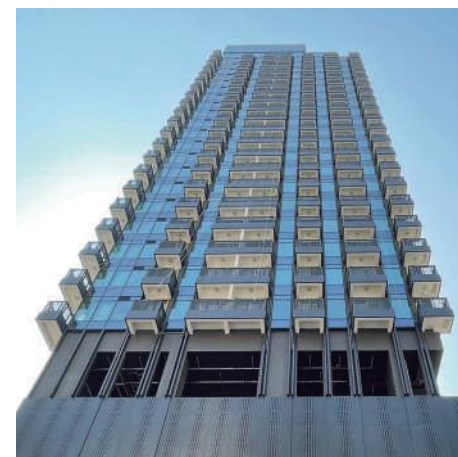
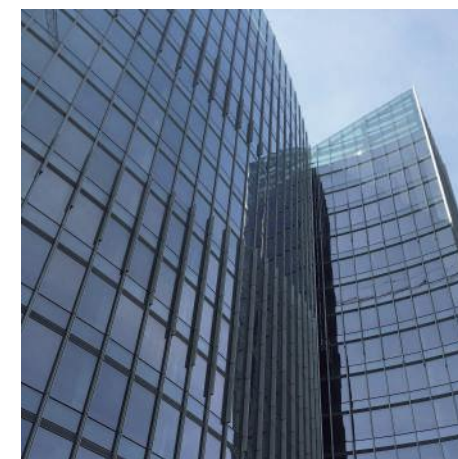
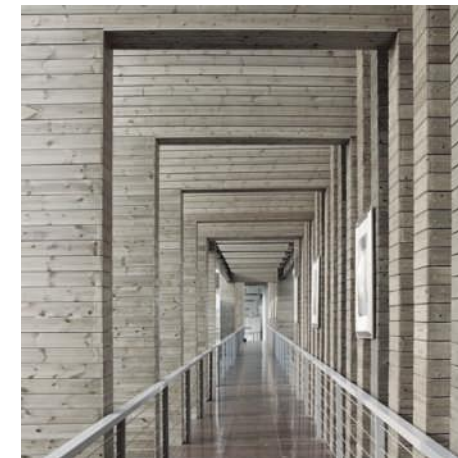


PROJECTS

Since 2007 we are designing and building landmark projects across the world.

We have been involved in the W-Hotel in Seoul, Korea, the SK Telecom Headquarter in Seoul, Korea, which was awarded the HKIA medal for best architecture and the University Library of Jeongju, Korea (all in collaboration with RAD).

Our Ocean Heights masterplan won the Asia Pacific Property Award for the Best Mixed-Use Development in Vietnam in 2011. Upper Central won the BEAM Plus Platinum for the Best Sustainable Residential Development in Hong Kong in 2014.





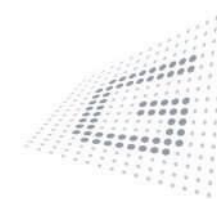
CLIENTS

We work with a wide range of clients, from private owners to large scale developers and investors.

In Hong Kong our customers are major developers like Tai Hung Fai, Henderson Land and Kerry Properties.

Internationally we have worked with large hotel chains such as Starwood and Taj Hotels and China Resources Land.

We can adapt to specific working procedures of clients as well as supply our own working methods to the project.



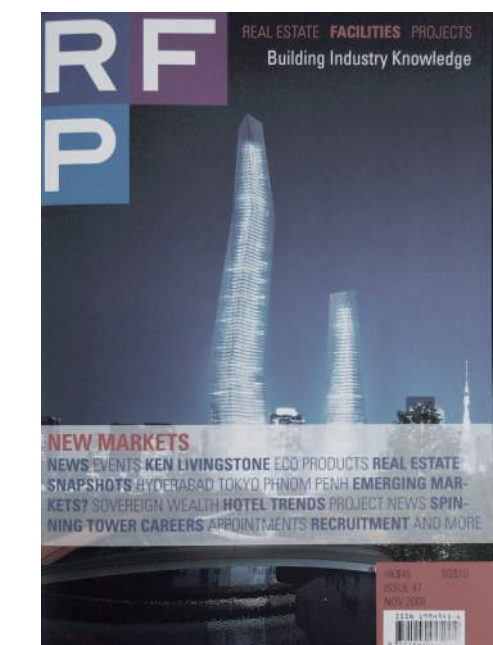
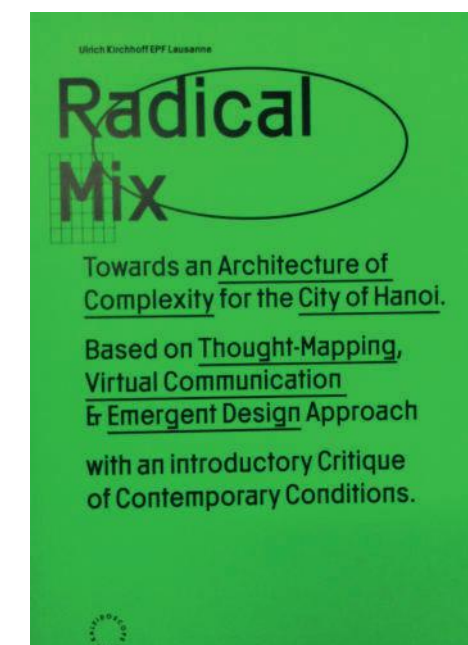
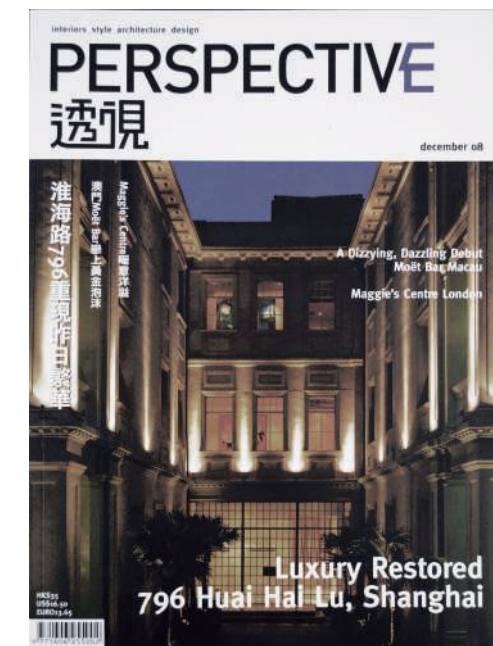
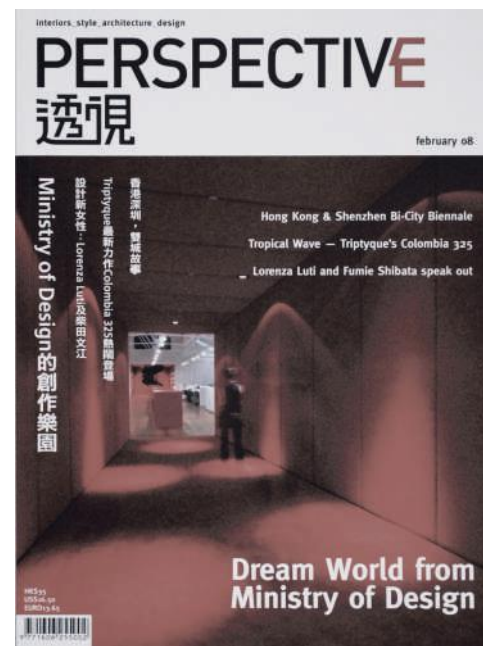
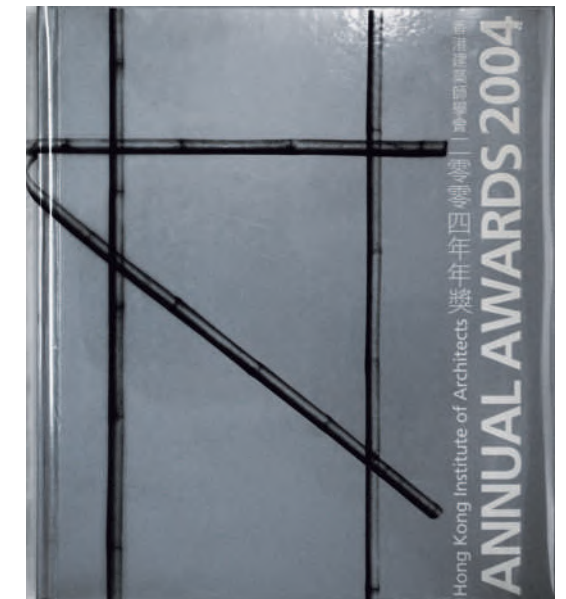
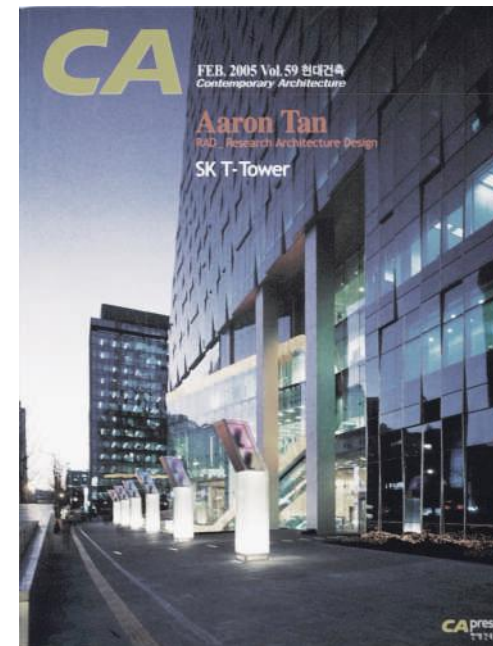
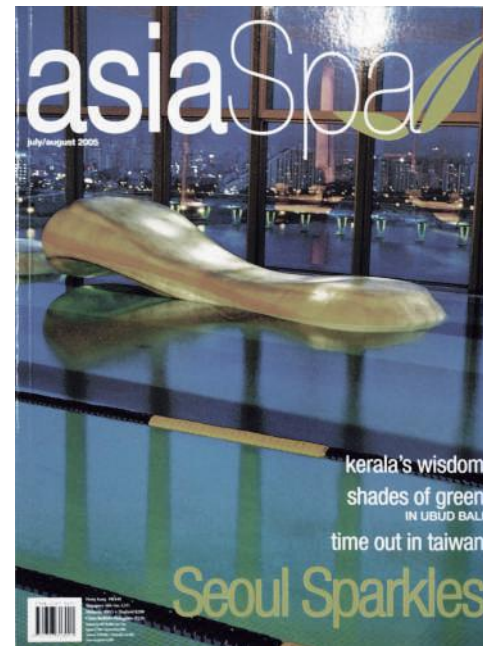


PUBLICATIONS

We are published worldwide in disciplinary magazines and book editions.

We have been interviewed by several magazines on various topics about the construction industry in Asia.

In 2010 we participated in the Venice Biennale with research on Vietnam's mixed use developments. The book publication as well as the accompanying exhibition was part of the cycle: Teaching Positions - 3 Schools in Switzerland. The publication won the Best Book Award of the Switzerland in the following year.





Planning the Future

We believe that the environment we live in shapes the way we are: The better the environment, the better we become.



MASTERPLAN

We design award winning masterplans within Asia, that focus on sustainability and quality of life for the residents.

Our projects range from small urban design to large scale city planning.

The key design strategy of our masterplans is to minimise the impact of the built environment by engaging with sustainable planning measures: Water recycling, optimizing public infrastructure, compensating landloss.

We strongly believe that a healthier and more sustainable environment creates a masterplan that allows the user to identify with the place he lives in.



CENTRAL PARK CITY

Location: Singapore, Singapore, Period: 2020, Program: Mixed Use, Area: 500 ha

The proposal aims to reduce the footprint of a new district development by densifying and compressing the development area and expanding green and leisure zones.



DIAMOND BAY CITY

Location: Nha Trang, Vietnam, Period: 2017, Program: Mixed Use, Area: 650 ha

The project creates a new center between airport and Nha Trang. The pristine location with a large seafront will be extended by creating an artificial island that allows for an internal lagoon with beaches and water facilities.



OCEAN STAR (invited competition)

Location: Haikou, China, Period: 2014, Program: Hospitality, Area: 40 ha

The competition called for a new cruise terminal. Our proposal creates an artificial island that serves as international cruise terminal as well as a resort hotel city. Off the coast of Haikou, it aims to create a new visual landmark for the city.



OCEAN HEIGHTS

Location: Binh Tuan, Vietnam, Period: 2010, Program: Mixed Use, Area: 144 ha

Proposal for a sustainable mixed use community with resort, high rise housing and villas. The design aims to minimize infrastructural works and site works by minimizing the road network and naturalizing the topography. The project was awarded the Asia Pacific Property Award for the best mixed-use development in 2011.



WOC (1st prize, invited international competition)

Location: Beijing, China, Period: 2007, Program: Mixed Use, Area: 100 ha in collaboration with RAD and ACLA

The project proposes a mixed use cluster of office towers, convention centre and business hotel and management school. The heart of the development is a sunken plaza under one of the major highways of Beijing, that allows seamless crossing of functions.



HAWAII (1st prize, invited international competition)

Location: Haikou, China, Period: 2002, Program: Mixed Use, Area: 180 ha in collaboration with RAD

Proposal for a beach front resort with a deep hinterland. The project aims to overcome the distance to the beach by clustering small communities and introducing a landscaped network that extends each house car free to the beach front.

OCEAN HEIGHTS

Awarded with the Asia Pacific Property Award 2011 for the Best Mixed-Use Development in Vietnam.

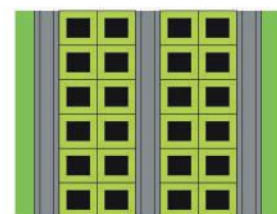
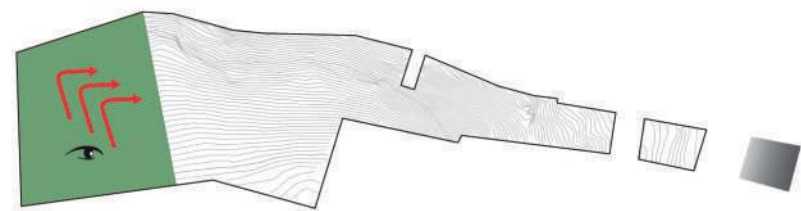
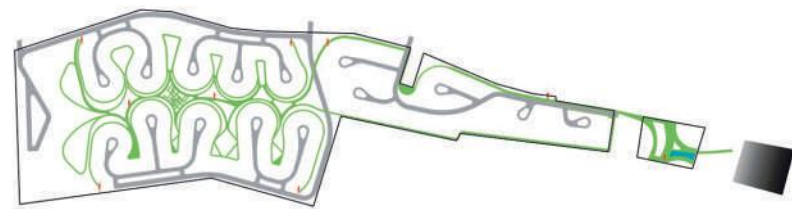
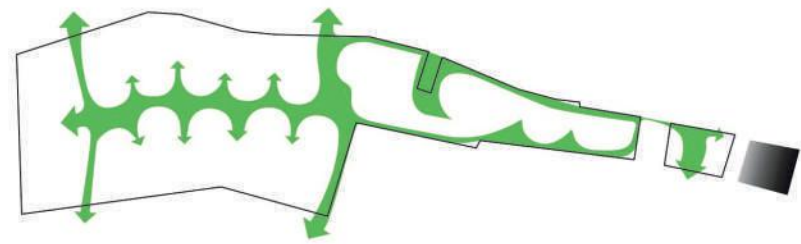
The project consists of a small seaside resort with beach access and a larger hinterland with individual houses with garden as well as three apartment blocks.

The challenge of the site lies in 1. the connectivity of the long site to the narrow waterfront, 2. the topographical site condition on a sloping site and 3. the limited road access to the main road.

To minimise the cars on site, the project optimises traffic planning by introducing a cul de sac system that allows for a pedestrianised central park. The planning more than doubles the green area and reduces road infrastructure to half.

To increase sustainability and low maintenance, the site strategy employs an active rainwater recovery system, that collects water at the bottom of the slope and reuses it as grey water.

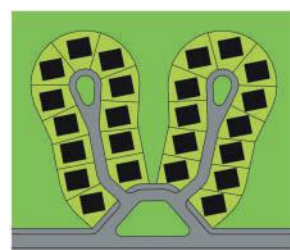




Number of houses : 24

Road surface : 28 %

GREEN SURFACE : 9 %



Number of houses : 24

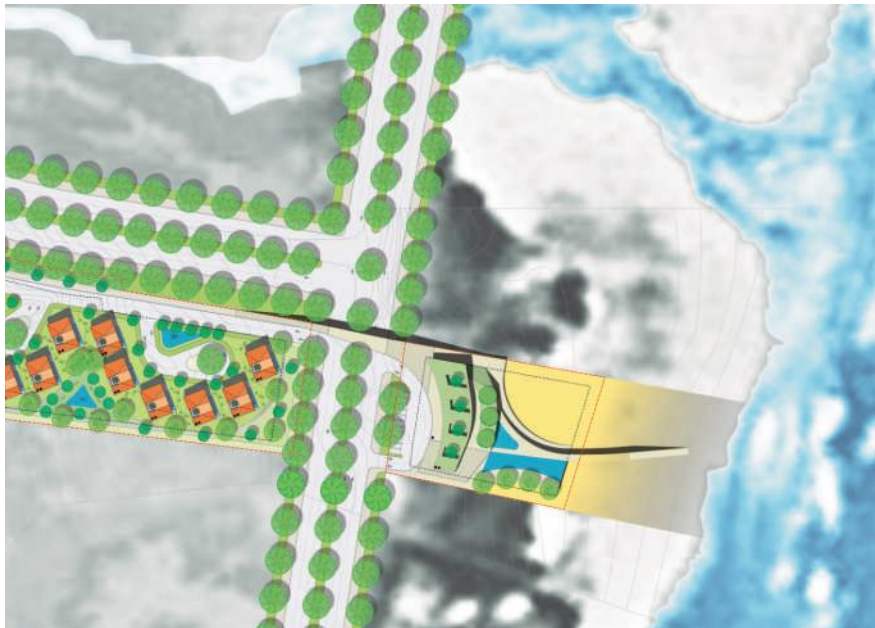
Road surface : 15 %

GREEN SURFACE : 24 %





Seafront Resort



Villas



Apartments



DIAMOND BAY CITY

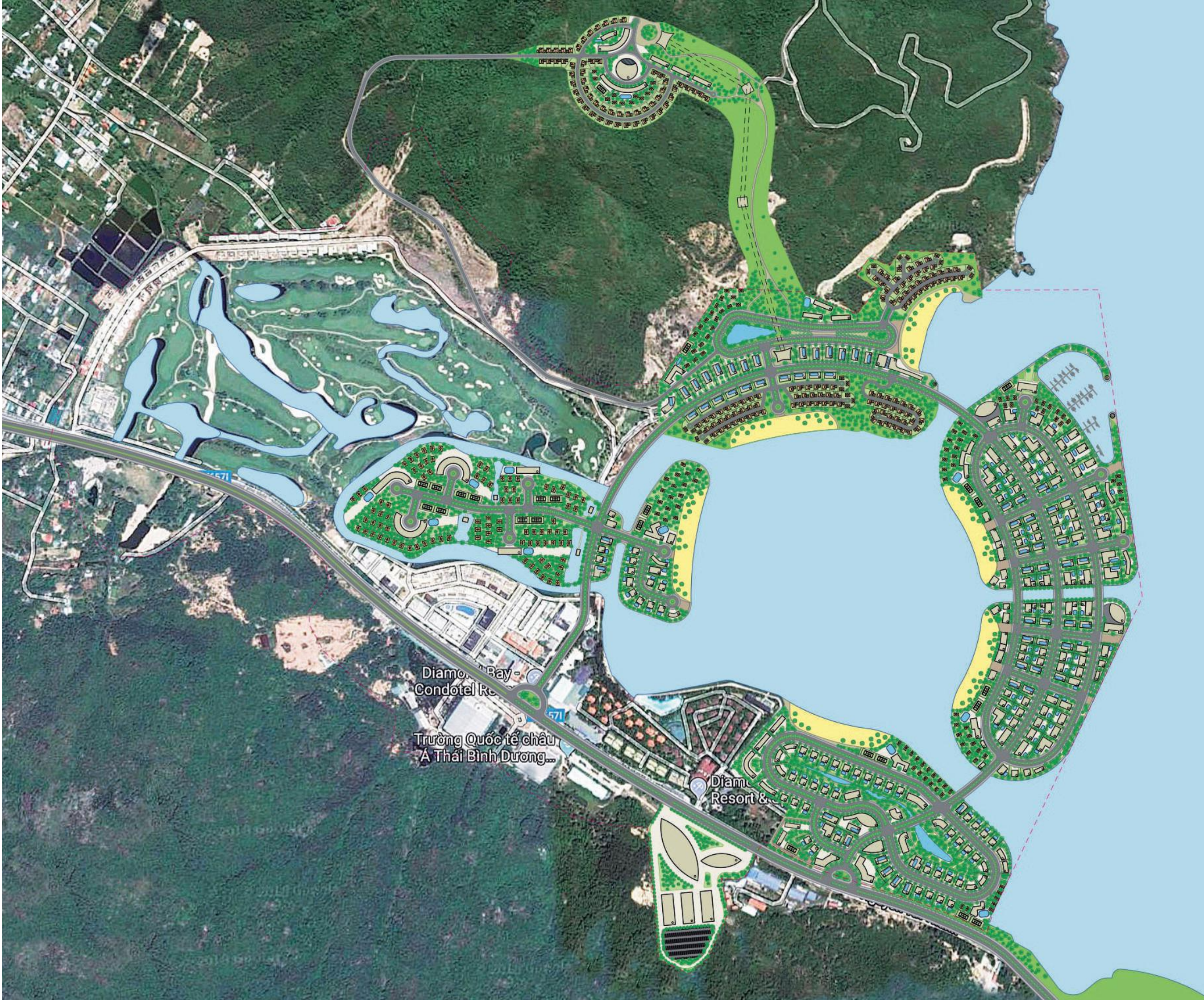
The masterplan is transforming Diamond Bay in Nha Trang, Vietnam from a river estuary to a sustainable lagoon. Originally a very shallow bay, the design aims to increase the ecological value of the site by strengthening the natural connections to ocean as well as mountain.

The client sought to develop the whole bay into a large development with work, play and tourism.

We intended to maintain a central water body and create a lagoon as the central space of the city. Five interconnected districts surround the lagoon, each one with natural beaches and a mix of residential and commercial facilities.

The aim was to create a variety of spatial experiences, yet maintain a unique identity to the entire Diamond Bay City.







WINDOW OF CHINA

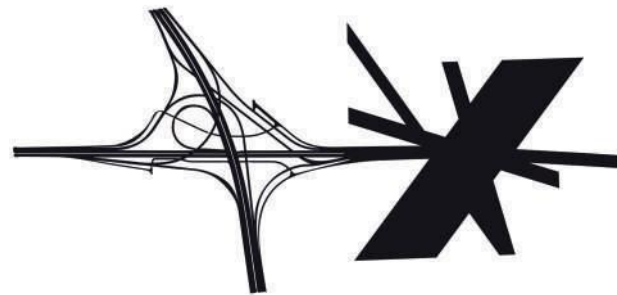
The masterplan is transforming **Diamond Bay in Nha Trang, Vietnam** from a river estuary to a sustainable lagoon. Originally a very shallow bay, the design aims to increase the ecological value of the site by strengthening the natural connections to ocean as well as mountain.

The client sought to develop the whole bay into a large development with work, play and tourism.

We intended to maintain a central water body and create a lagoon as the central space of the city. Five interconnected districts surround the lagoon, each one with natural beaches and a mix of residential and commercial facilities.

The aim was to create a variety of spatial experiences, yet maintain a unique identity to the entire Diamond Bay City.

The project was led by RAD and ACLA









Architecture is our Passion

We design award winning buildings that focus on improving the quality of life for their users as well as providing added value to the owner and the public.



ARCHITECTURE

We design award winning buildings that focus on improving the quality of life for their users as well as value added to the owner.

Having received Beam Plus Platinum for our residential project Upper Central, Central, Hong Kong, we thrive to create outstanding sustainable landmark projects that stand out among the competition.

Our projects have in common to redefine public spaces, find additional value within the possibilities of the building codes and maximise the space through strategically defining the spatial organisation.

We are currently building several projects in Hong Kong, ranging from residential developments to commercial and office conversion and public buildings.



UPPER CENTRAL

Location: Hong Kong, Period: 2014-current, Program: Domestic, Area: 3,000 sqm

The residential project is providing service apartments in Central Hong Kong. It is designed under environmental, sustainable considerations and was awarded BEAM Plus Platinum in 2017, the highest grading for a residential project in Hong Kong.



COLUMBARIUM WING LAP STREET

Location: Hong Kong, Period: 2017-current, Program: Public, Area: 15,000 sqm

The project is the first private newly build columbarium in Hong Kong. The 12 storey columbarium will provide space for 30,000 urns. The challenge of the project lies in the high population density during festival season and the ability of the building to sustain the funeral activities.



EASTCORE

Location: Haikou, China, Period: 2014, Program: Hospitality, Area: 40 ha

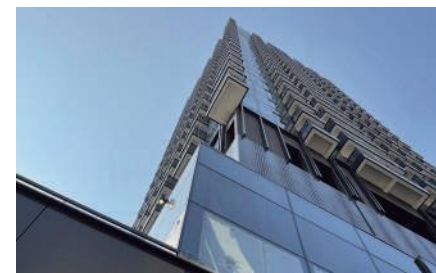
The project is a conversion and revitalisation development from industrial to office. The design intention is to upgrade and improve the environmental performance of the building along Kwun Tong Road and the MTR overpass by incorporating noise reducing fins and insulated glazing.



SMITHFIELD WALK

Location: Hong Kong, Period: 2015-2017, Program: Commercial, Area: 6,000 sqm

The project upgrades the existing basement shop and external public plaza to a full shopping arcade, improving the road side public space and circulation to become a socially active environment.



RICHWAY RESIDENCE

Location: Hong Kong, Period: 2015-current, Program: Domestic, Area: 6,000 sqm

Located in Sham Shui Po, the project aims to increase public and green spaces. A terraced podium creates open public spaces at the road levels while a green landscaped podium roof increases the open spaces to higher level.



WALNUT STREET 9

Location: Hong Kong, Period: 2015-current, Program: Office, Area: 8,000 sqm

The project is an office tower in Kowloon. It's efficiency and cost limitations allowed for marginal design moves only in limited areas, especially within the ground floor lobby and dropoff area, where an inverted landscape will create a horizontal guidance system for orientation.



ECO VILLA

Location: Hong Kong, Period: 2016-2017, Program: Residence, Area: 1,500 sqm

Located in the wetland area along Shenzhen river, the private residence engages with the wetland water body. The building is designed as a loose connection of pavilions that meander through and around the ponds on the site.



SPRINGS HOTEL

Location: Shenyang, Period: 2010-2017, Program: Hospitality, Area: 150,000 sqm

As a large hotel in the outskirts of the city, the project aims to create a diversified programmatic experience with spas, themed restaurants, waterparks, clubs and entertainment centers including a theater and two large convention centers.



VNTA HQ, 2nd Prize, Invited International Competition)

Location: Hanoi, Vietnam, Period: 2012, Program: Institutional, Area: 44,500 sqm

The awarded proposal aims to be a sustainable development by incorporating sustainable technologies into the building design. The facade is driven by sunorientation. Extensive roof surfaces are used for rainwater harvesting and an internal, organic atrium improves the internal air climate as well as the natural ventilation.



DC6, (2nd Prize, Invited International Competition)

Location: Vung Tau, Vietnam, Period: 2011, Program: Mixed Use, Area: 300,000 sqm

Proposal for a high density mixed use development at a tropical beach resort. The building volumetric was designed to maximize natural ventilation, shading and views. Internal ventilation atria are connected to external sky gardens to increase the internal air climate.



DK2, (3rd Prize, International invited Competition)

Location: Hanoi, Vietnam, Period: 2009, Program: Residential, Area: 150,000 sqm

The project proposes a mixed use cluster of office towers, convention centre and business hotel and management school. The heart of the development is a sunken plaza under one of the major highways of Beijing, that allows seamless crossing of functions.



CB3

Location: Hanoi, Vietnam, Period: 2008, Program: Mixed Use, Area: 190,000 sqm

Proposal for a mixed use development with sky podium and ground podium. The project will have the longest free spanning steel structure in the world with 70 m bridging two building elements. To accomodate the loads and avoid bulkheads, the entire 180x120 m roof structure will be a free floating steel structure on top of three conventional towers.



SZECCO, (2nd Prize, Invited Competition)

Location: Shenzhen, China, Period: 2008, Program: Institutional, Area: 23,000 sqm

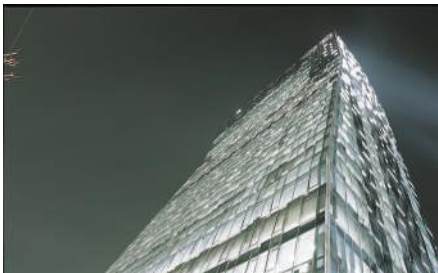
The university campus building groups teaching block, auditorium and research centre around a central campus square. Skybridges connect the individual buildings and create a continous circulatory network.



STAR CENTER

Location: Jeonju, Korea, Period: 2004-2011, Program: Institutional, Area: 23,000 sqm in collaboration with RAD

The star centre is the central building of a university campus, housing main auditorium, teaching block, student centre and the central library. The building forms an inner courtyard that connects through pedestrian streets through the building to the context of the site.



SKT HQ

Location: Seoul, Korea, Period: 2000-2004, Program: Office, Area: 98,000 sqm in collaboration with RAD

The headquarter of a telecommunication company introduces a 3-dimensional unitized curtain wall in order to break the monotony of a standard office tower facade. By clustering the programmatic elements of the project, complex spatial zones are established throughout the verticality of the tower.



EAT

Location: Seoul, Korea, Period: 2002, Program: Commercial, Area: 2,000 sqm in collaboration with RAD

The project is an A+A works of an existing commercial building. The design is program driven and aims to hide and reveal the specific function of the building by opening the facade or enclosing it with long cannon like windows.



W HOTEL

Location: Seoul, Korea, Period: 2004, Program: Hospitality, Area: 33,000 sqm in collaboration with RAD

The hotel marks the first W Hotel of Starwood in Asia. It is a futuristic business and lifestyle hotel that has been extensively featured in pop culture and trend magazines.

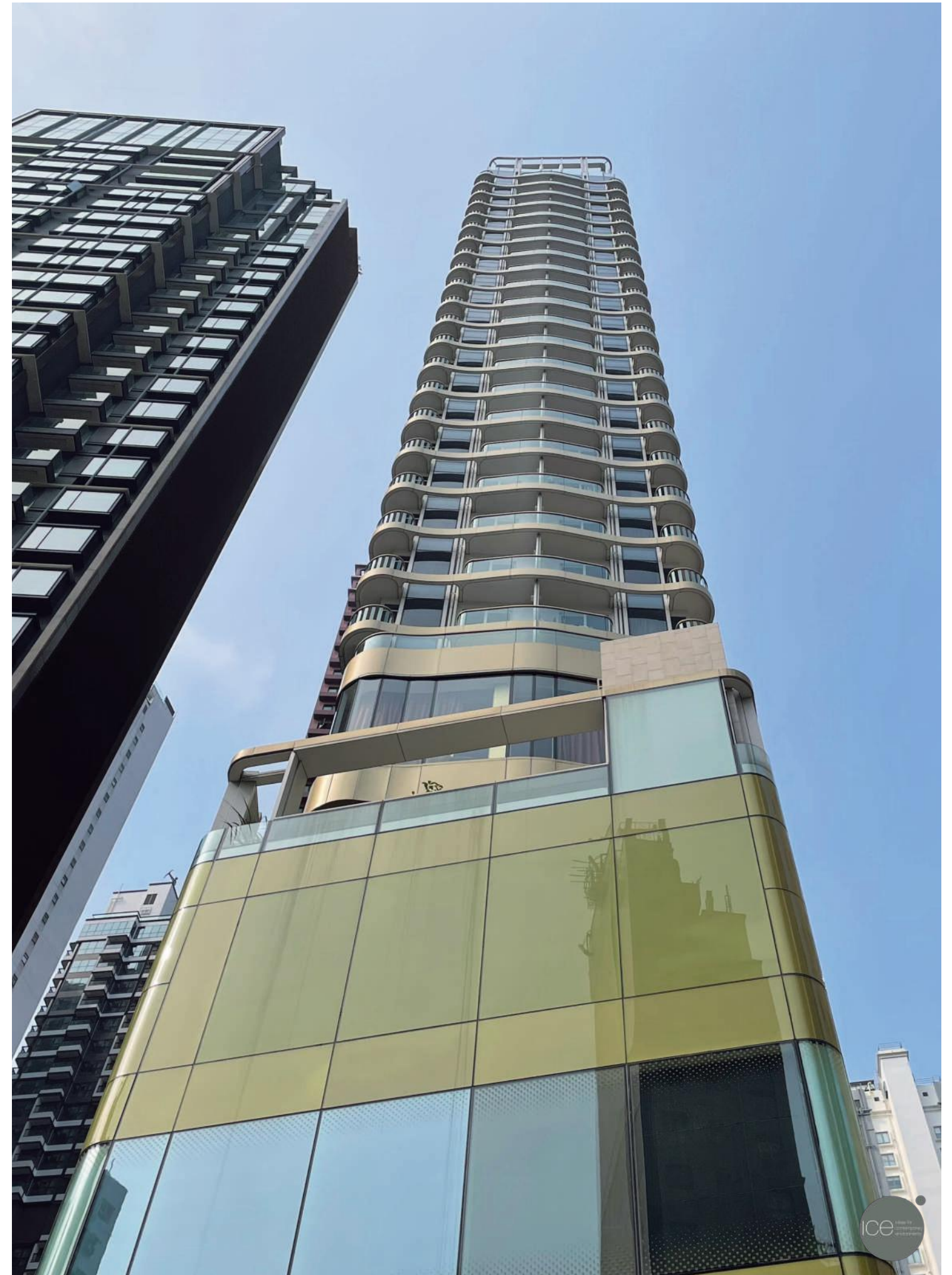
UPPER CENTRAL

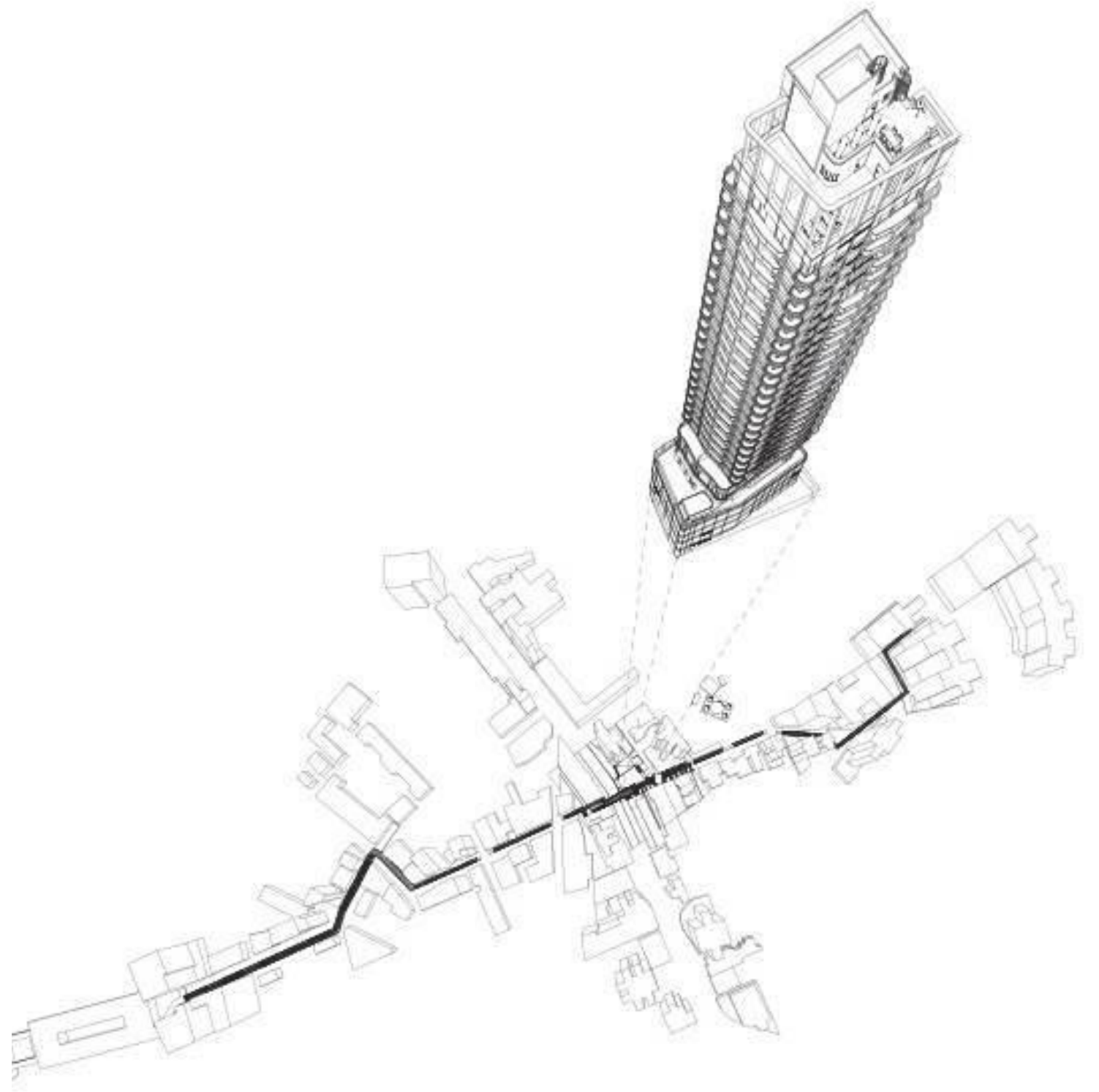
This residential tower has been awarded BEAM Plus Platinum, the highest environmental assessment award in Hong Kong.

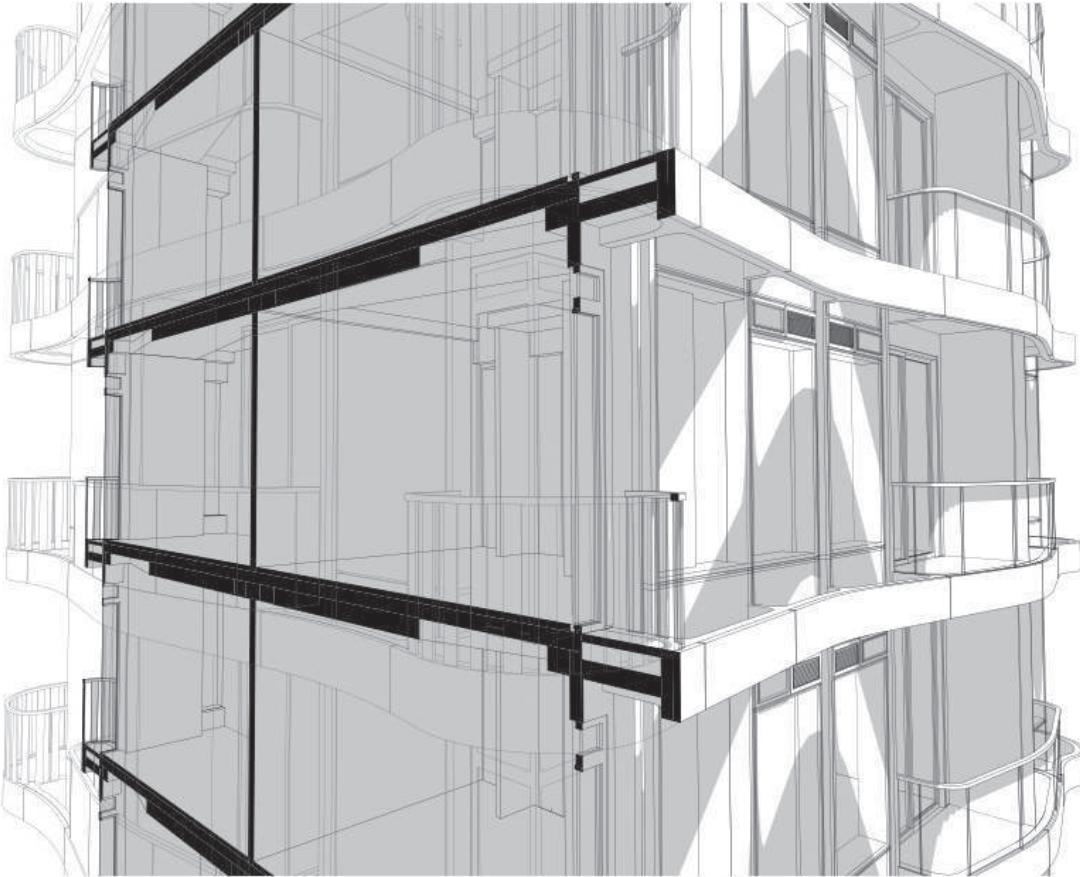
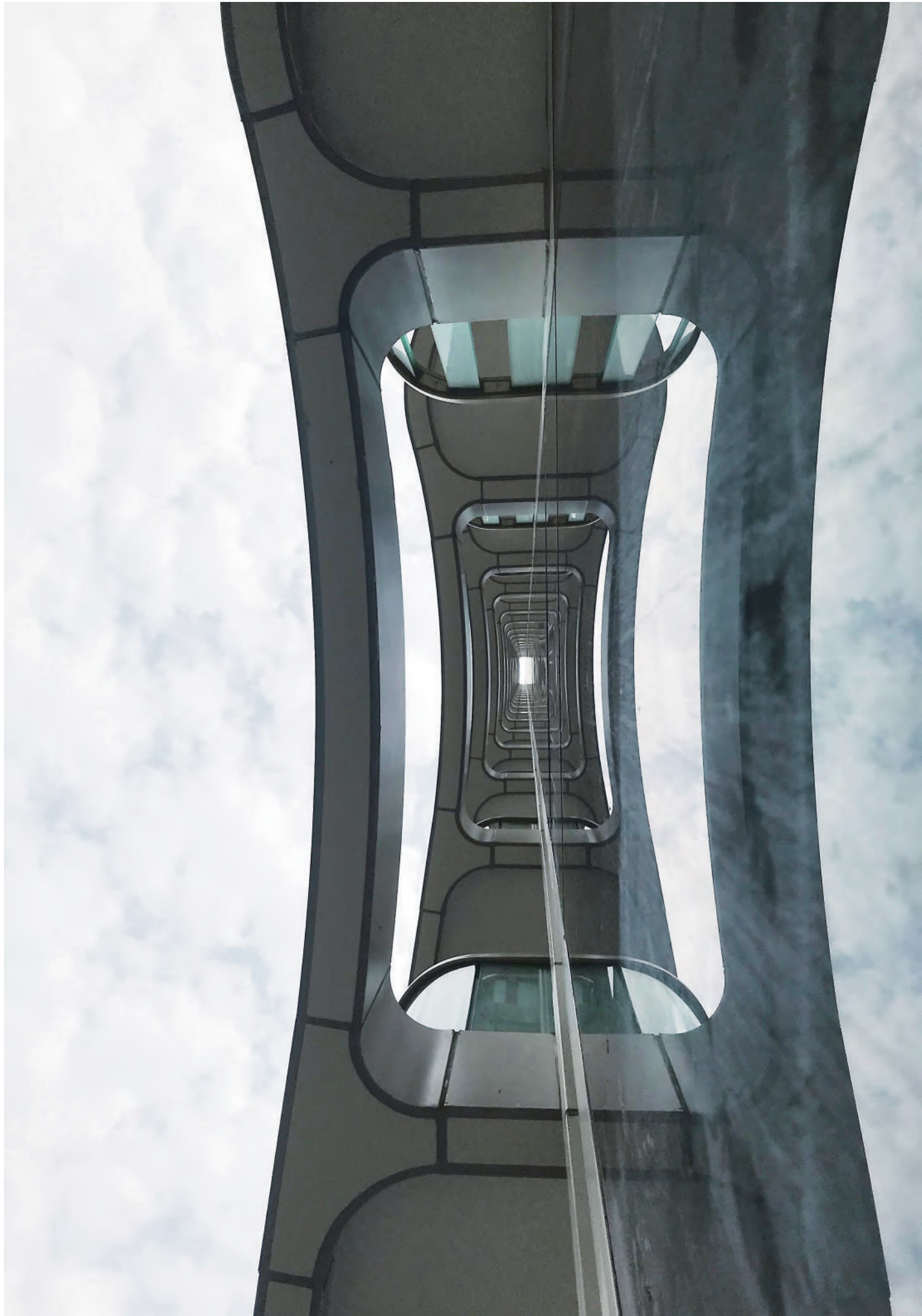
We aimed to redesign the function and performance of the pencil tower. The focus was to design a sustainable environment that makes use of natural ventilation and energy saving through integrated shading devices.

The units are mainly small studio type service apartments. Despite the small size, all units come equipped with two balconies of which one wraps around the corner to allow for the unit to fully open to open air.

There are two open areas in the building: One podium garden that hosts a bar area. The rooftop contains a spa area with jacuzzi pool and extensive green areas. It not only provides leisure area for the residents, but also acts as a cooling system for the structure.

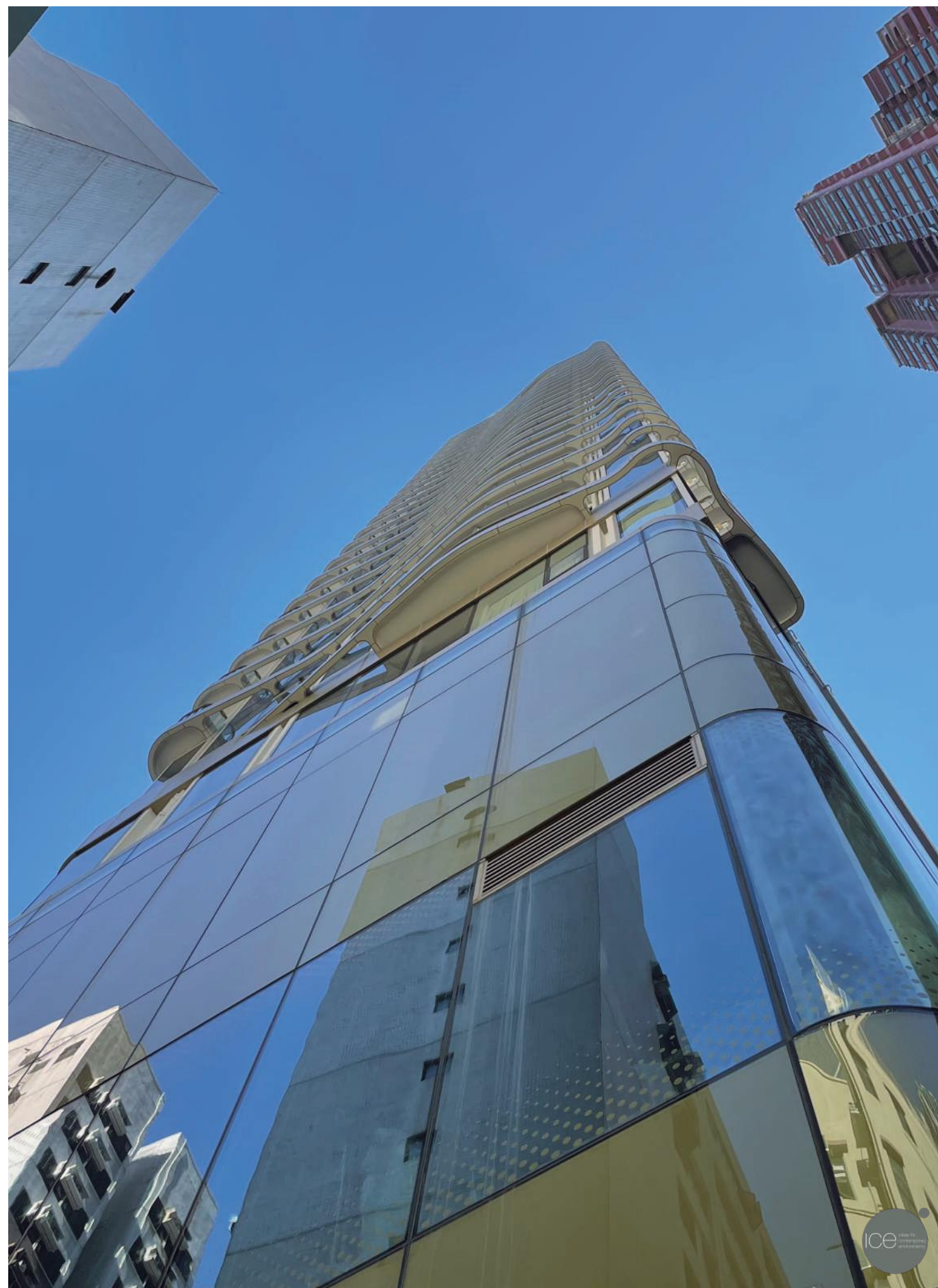
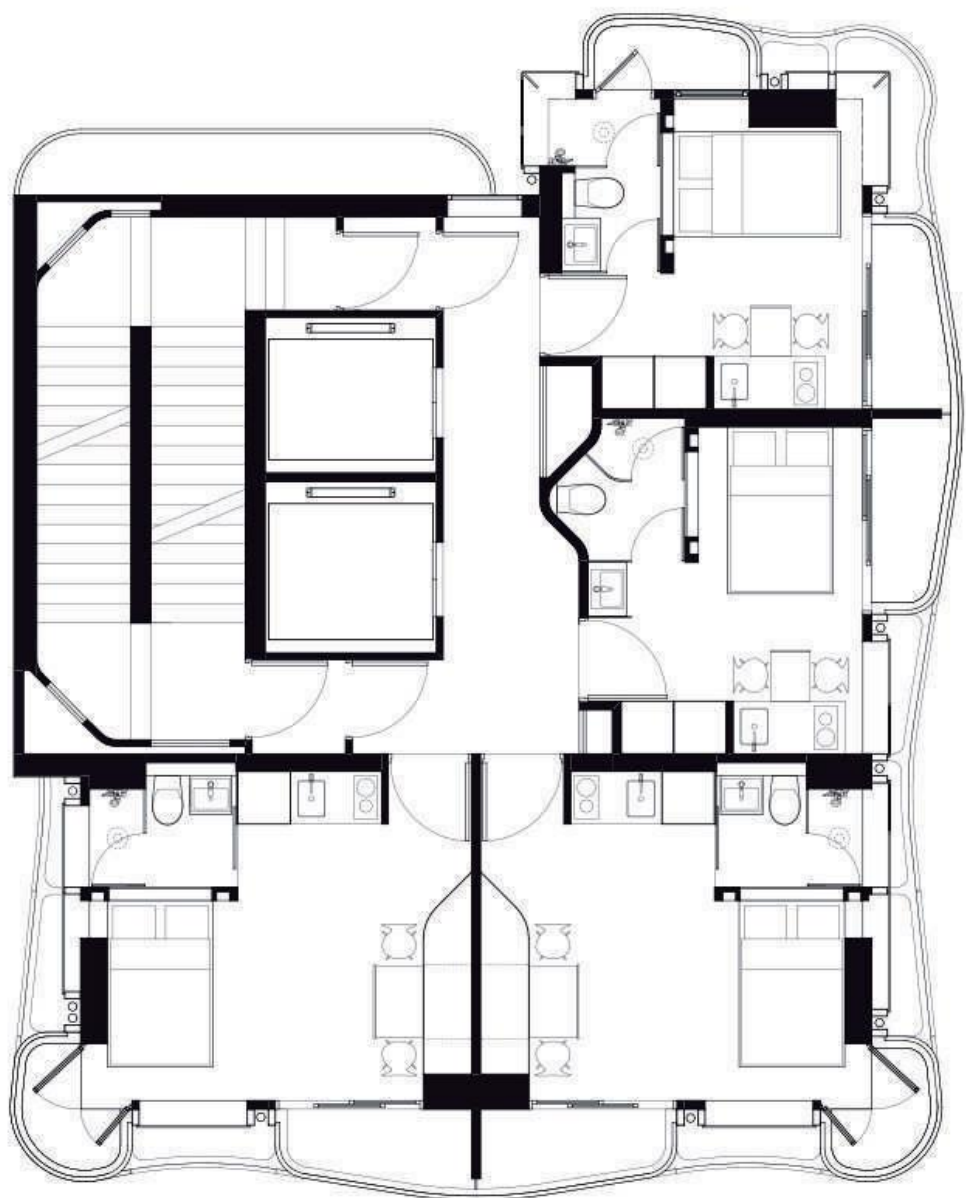














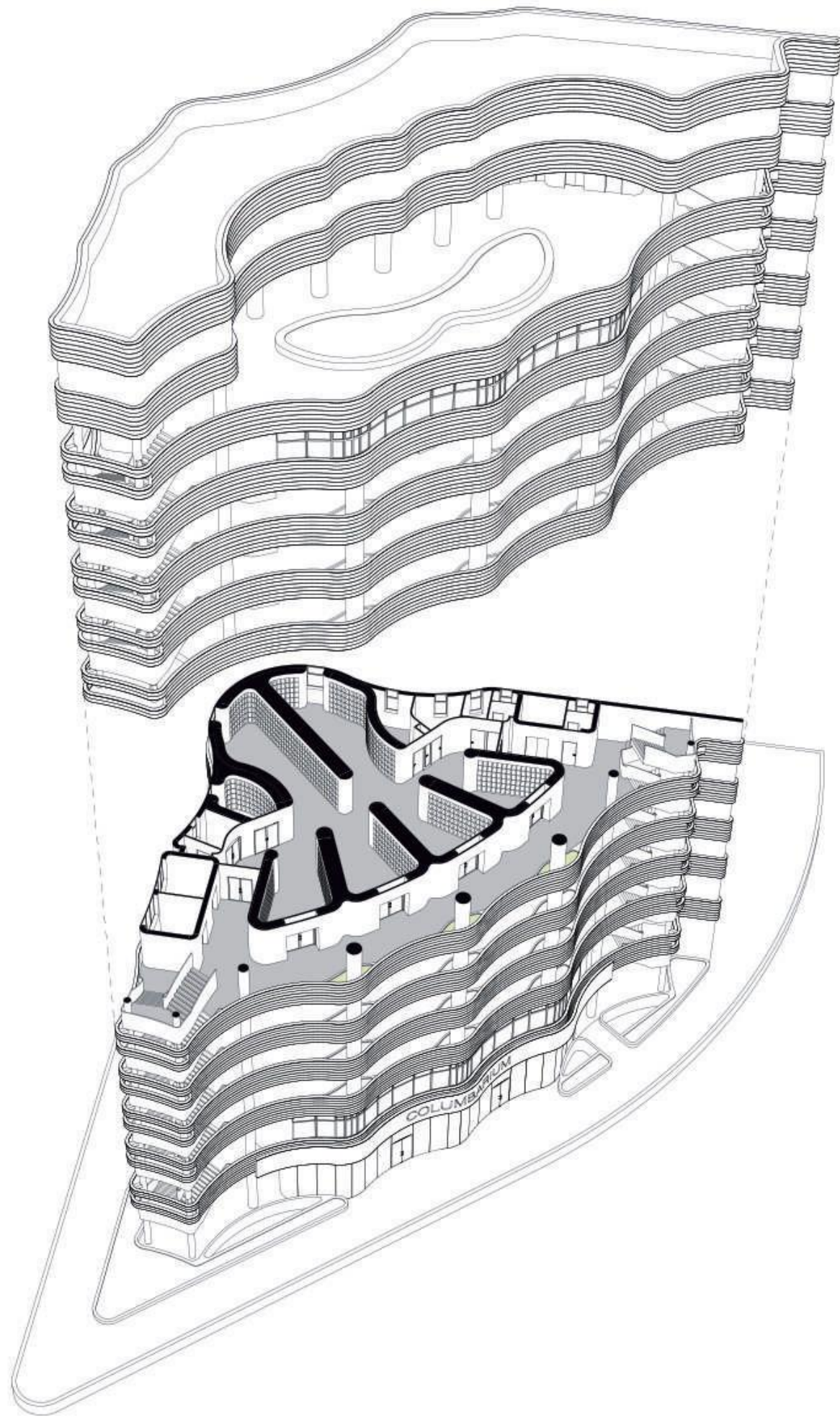
COLUMBARIUM

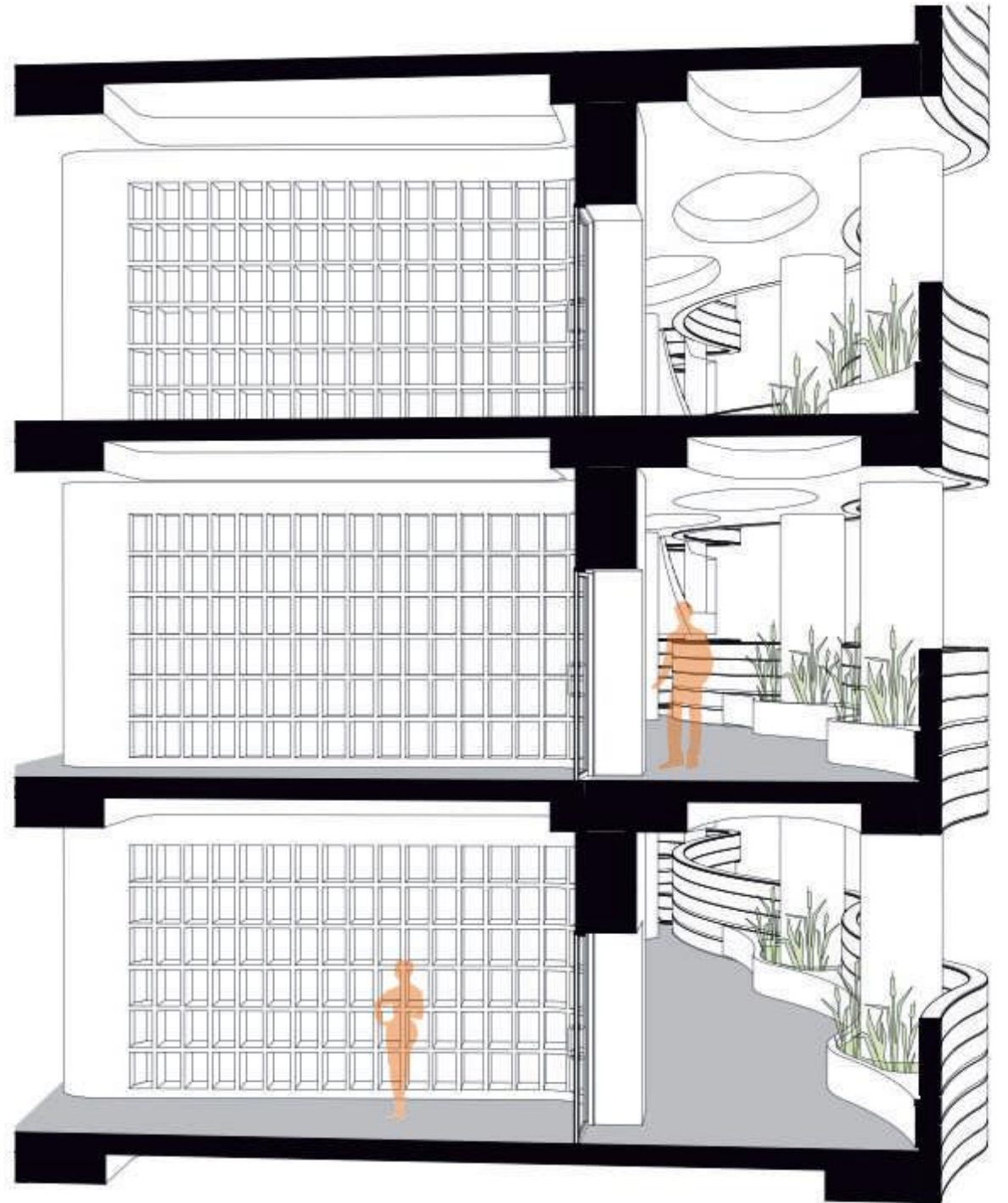
Build as a multi storey private columbarium, the project addresses the increasing need for final resting spaces in Hong Kong.

The project focusses on the sustainability of that building type by maximising the natural ventilated areas and concentrating the air conditioned urn spaces inside the core of the building.

The public corridors are designed in a waving space of expanding and contracting to accommodate for additional seating and meditation spaces to commemorate the ancestors.







RICHWAY

The residential composite building is located in Cheung Sha Wan, an old but dense district of Hong Kong. The site allows for grand views over to Mong Kong and even Hong Kong Island.

To make use of the viewing opportunities, we decided to maximise the balconies and utility platforms and create a pixelated facade of outdoor spaces.

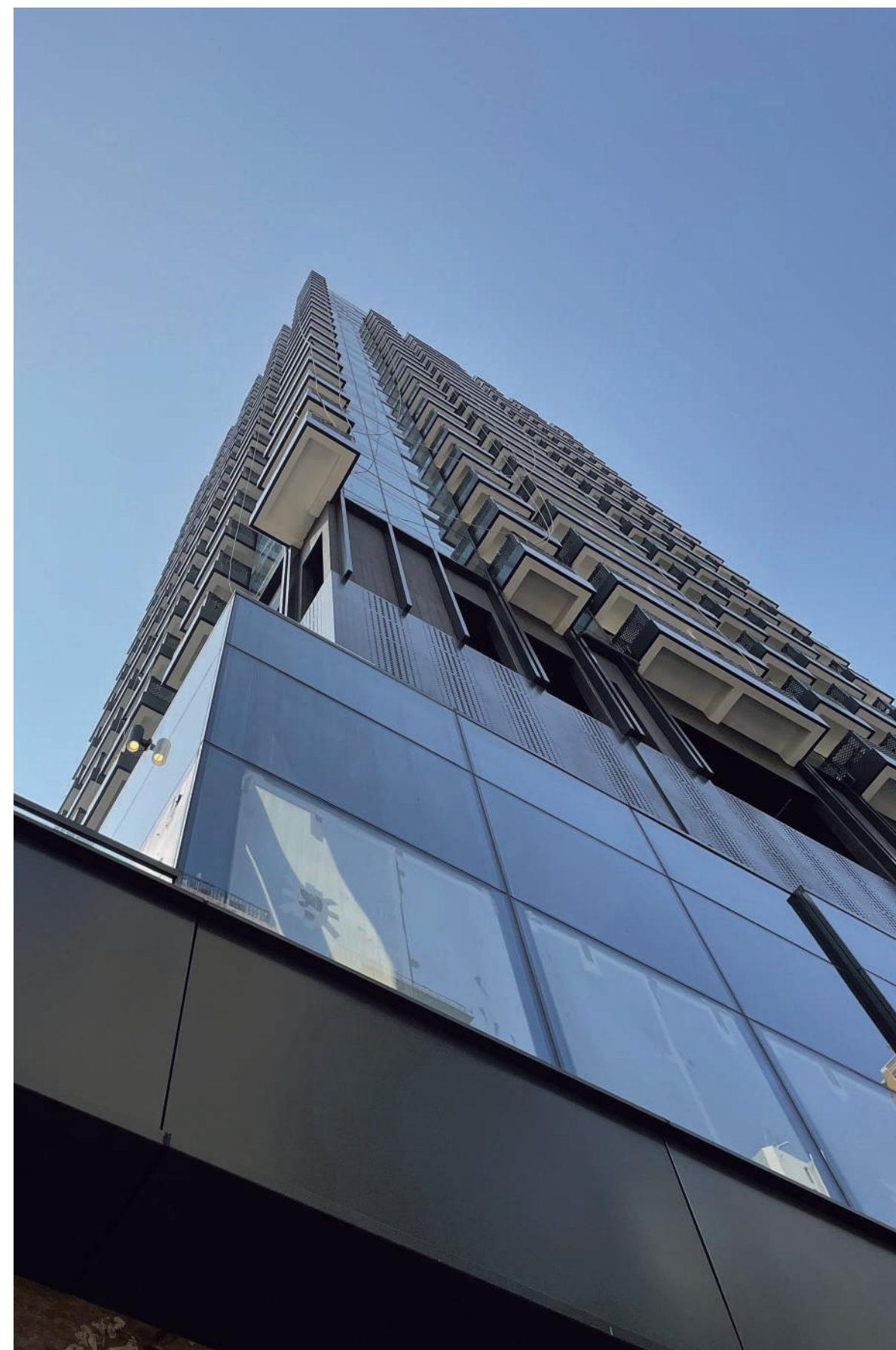
Each unit is equipped with two outdoor spaces and a fully glazed curtain wall facade.

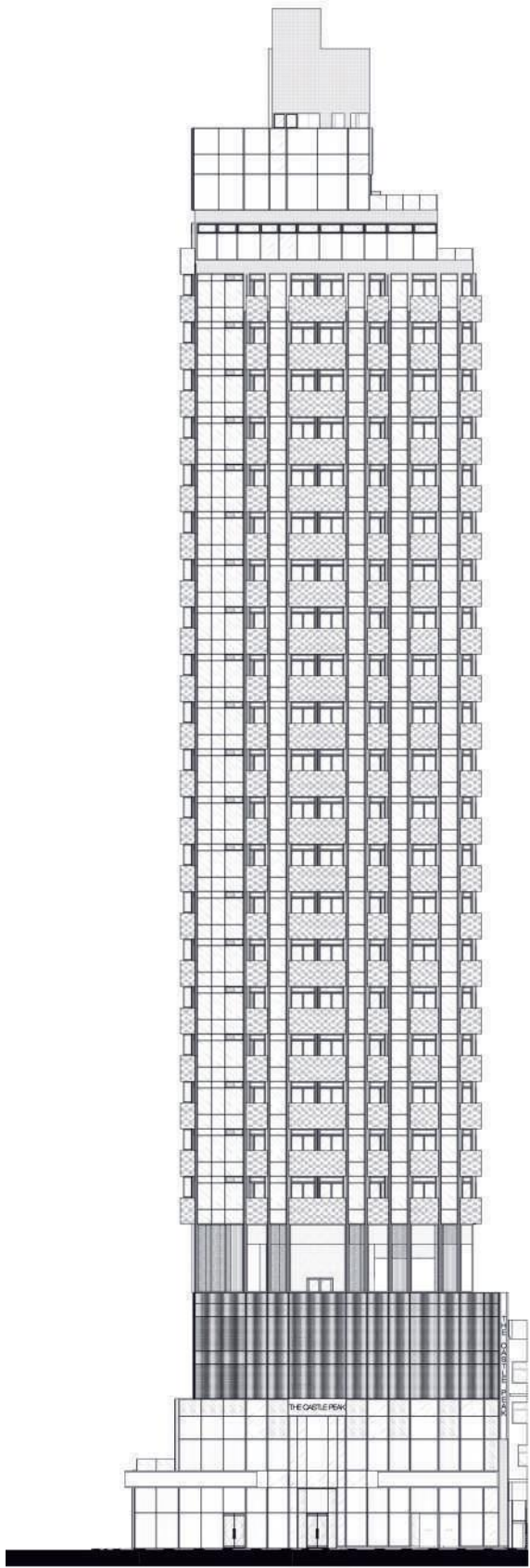
The first floor restaurants will have a large terrace in front to promote outdoor dining.

The refuge floor will be surrounded by vertical greening to create another experience of privacy in the dense context.

The clubhouse is located on the rooftop and occupies two floors with extensive terraces.









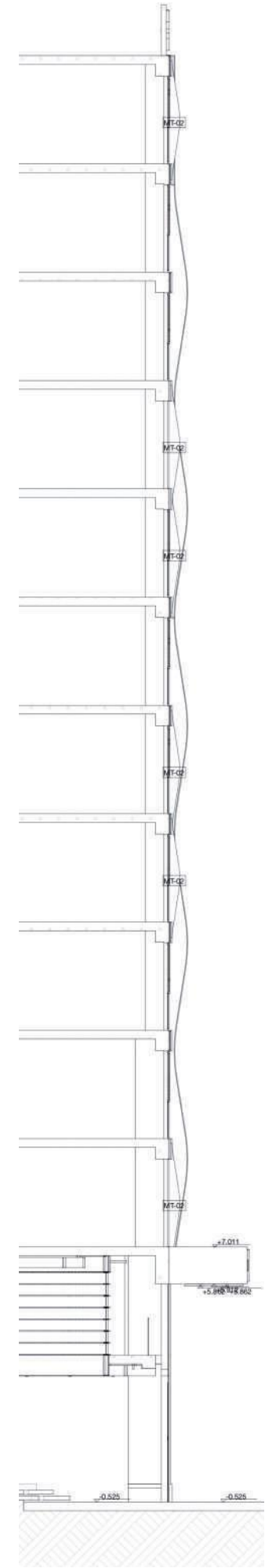
EASTCORE

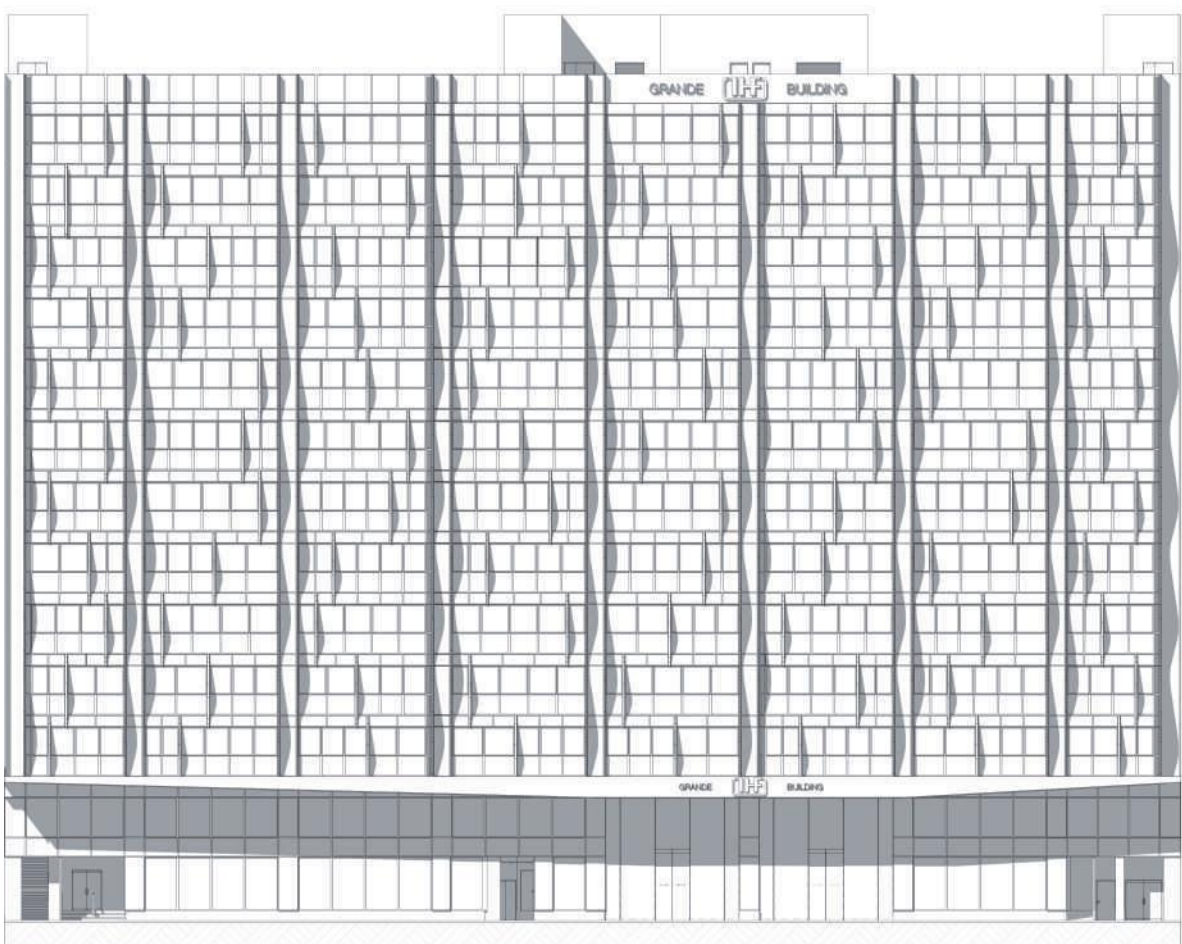
Eastcore is a revitalisation project, converting an industrial building to offices in Kwun Tong Road. The project is located along the MTR between Kwun Tong and Ngau Tau Kok.

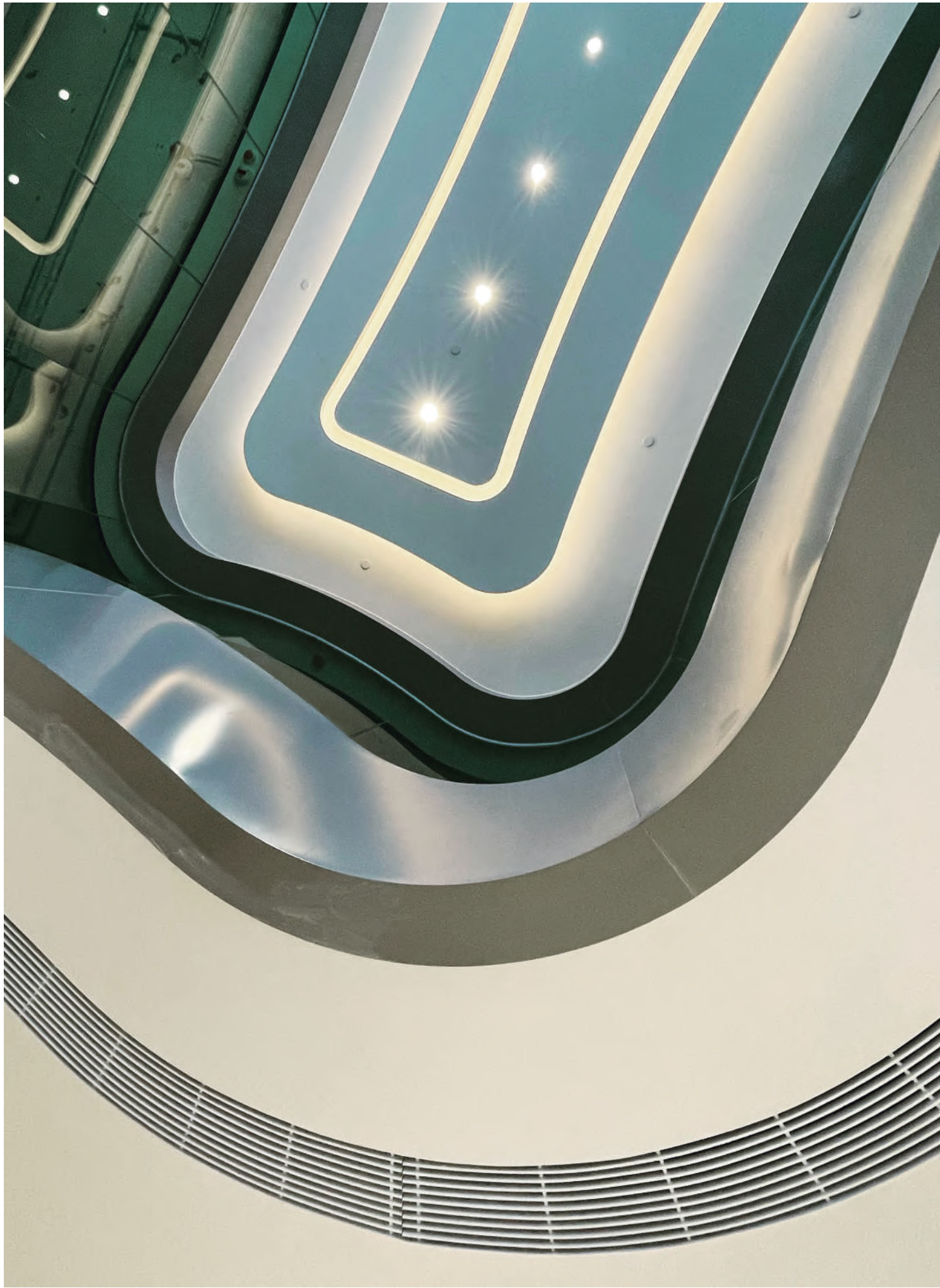
Being a wide building of 65 meters, the design concept is using dynamic forms that play with the movement along the MTR to a varying degree of undulation of the sunshading devices.

The project is transforming a solid facade to a more transparent glass window wall facade. Sunshading devices are placed vertically to avoid glare and overheating in the morning for this north east facing facade.











SKT HQ

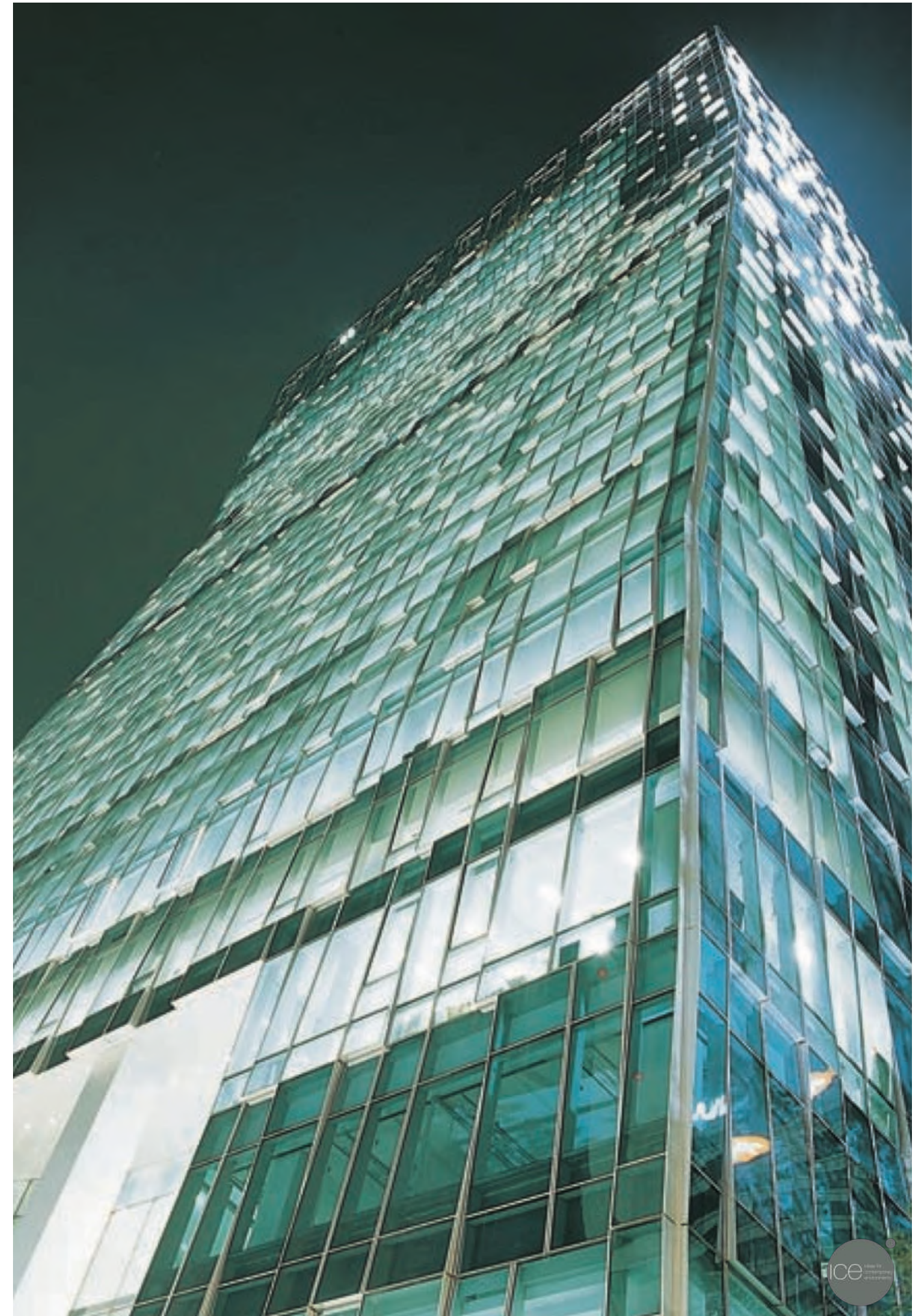
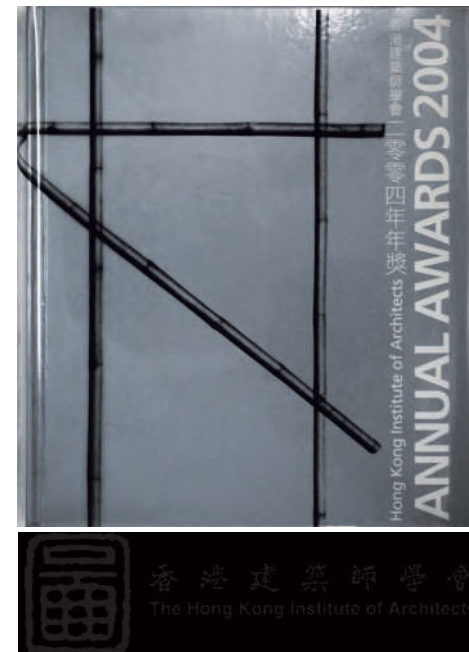
The SK Telecom Headquarter was awarded the HKIA award for best architecture outside of Hong Kong in 2004.

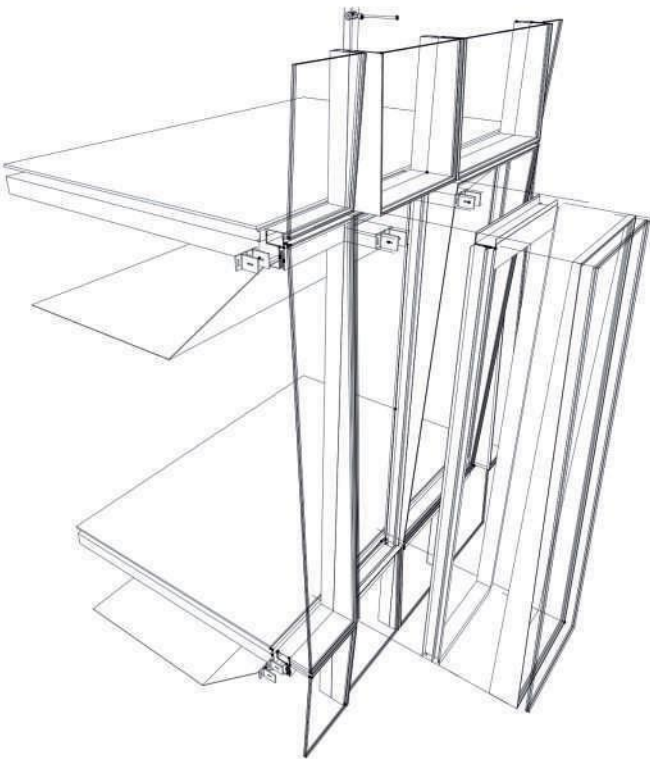
As the headquarter for a modern and innovative telecommunication company, the intention was to design a different office tower by appearance and use.

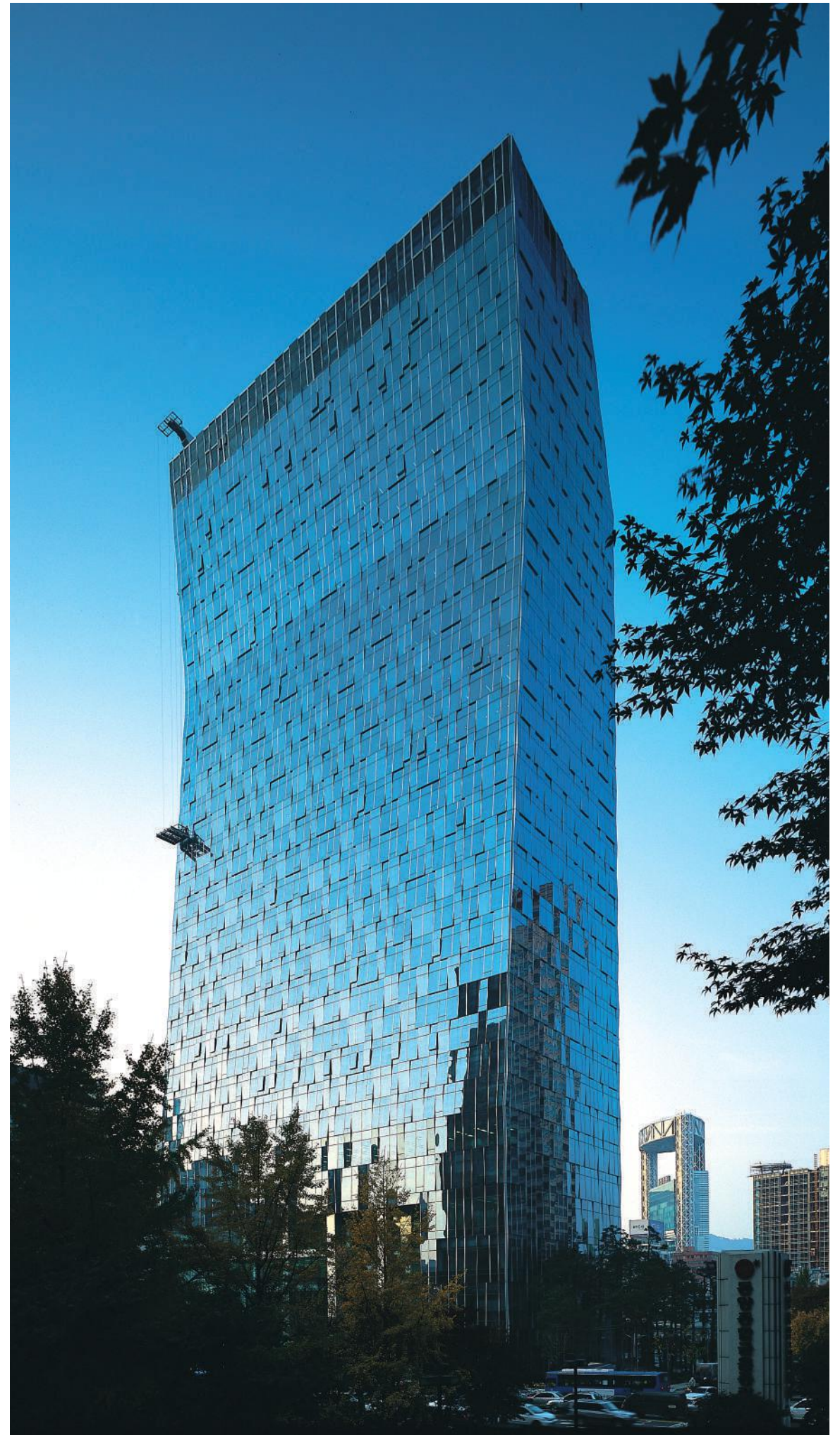
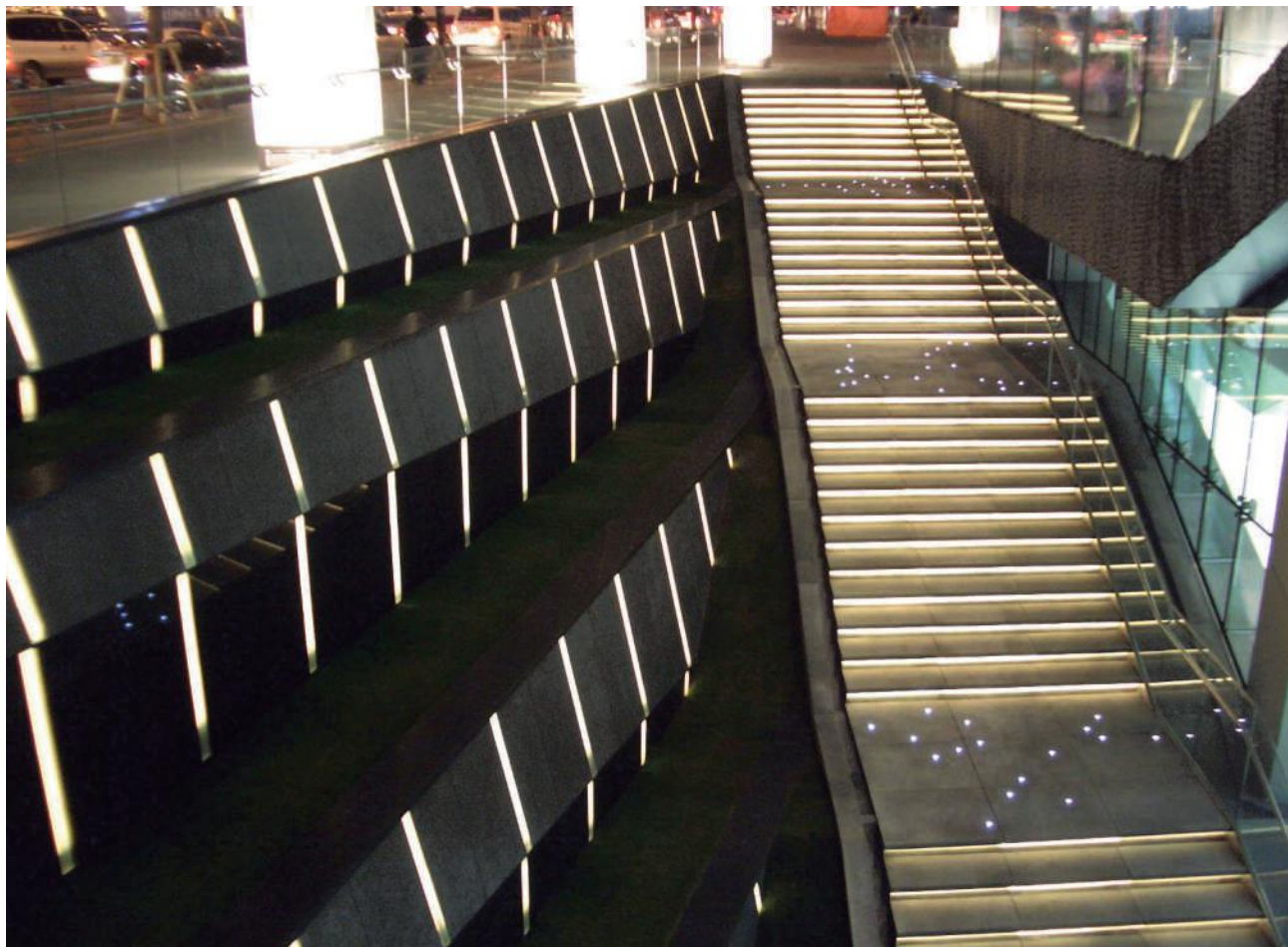
The shape of the building in its diamond shape was representing three functional segments within the building: 1. executive zone, 2. office and research zone, 3. public zone. The public zone is an extended lobby over four floors, acting as an interactive public space.

The facade was conceived as a three dimensional curtainwall that appears more dynamic than a standard curtain wall building.

The project was led by RAD









**Interiors that interact
with you**

**Our interiors focus on creating a spatial
experience that is interactive, multifunctional
and playful.**



INTERIOR

Our interiors range from education to residential and commercial projects. We design a wide range of scales, from individual interiors to large scale hotels.

Our interiors focus on creating a spatial experience that is special and adds value to the user of the space.

In the W-Hotel spa for instance, we have redefined the spa and pool area to become a multifunctional playground for the hotel user. The pool is more than a swimming area that incorporates water lounge areas and overhead showers.



LEARNING HABITAT NORTH POINT

Location: Hong Kong, Period: 2019, Program: Educational, Area: 1,000 sqm

The kindergarten is the forth of the Learning Habitat kindergartens. Its central play area shall be also used for theatrical performance and events for parents.



LEARNING HABITAT TSEUNG KWAN O

Location: Hong Kong, Period: 2018-2019, Program: Educational, Area: 1,700 sqm

The kindergarten is the third of the Learning Habitat kindergartens and as a large indoor space tries to maximise light exposure and creates large scale interior "sun spots" that simulate semi natural outdoor areas.



LEARNING HABITAT CHATHAM PLACE

Location: Hong Kong, Period: 2016-18, Program: Educational, Area: 1,500 sqm

The kindergarten puts emphasis on interactive learning by designing the space to become the center of learning itself. Space is interactively designed and allows students to explore it three dimensionally.



LEARNING HABITAT DOUBLE COVE

Location: Hong Kong, Period: 2014, Program: Educational, Area: 1,500 sqm

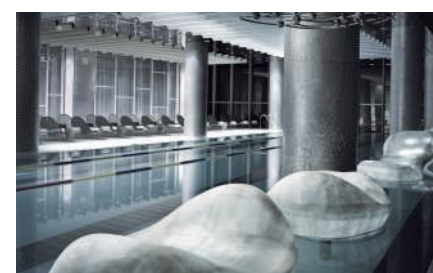
This project marks the first of a series of kindergartens for Learning Habitat, a private bilingual kindergarten brand. The formal language for the following projects was defined with this project.



SZXC

Location: Shenzhen, Period: 2011, Program: Office, Area: 1,600 sqm

Proposed as the headquarter for a metal trading company, the office is a trading platform with many different visitors ranging from government to private investors. The project uses ceiling light as a guiding system for the visitors to circulate through the extensive office.



W HOTEL AWAY SPA

Location: Seoul, Korea, Period: 2000-2004, Program: Hospitality, Area: 3,000 sqm in collaboration with RAD

Being the first W Hotel in Asia, the project aims to create a destination outside of the city centre by introducing event spaces with surreal materiality and form, concept rooms and restaurants and a different arrival experience in form of a bar check in.

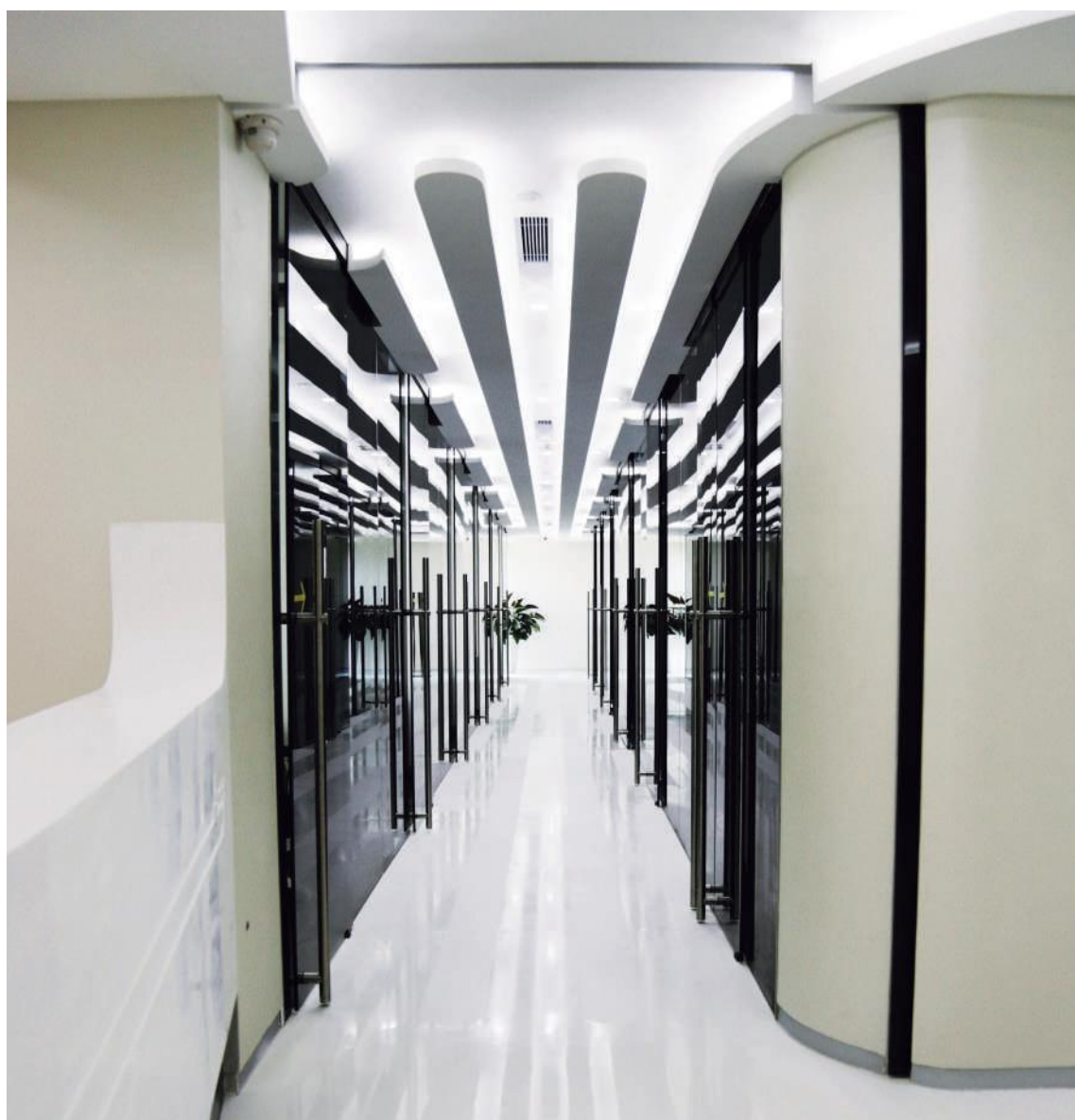
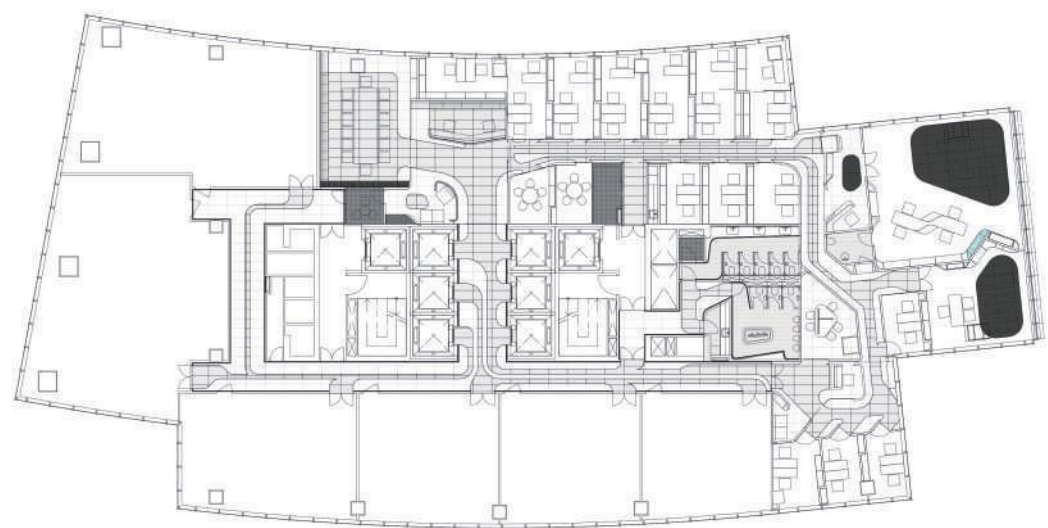
SZXC

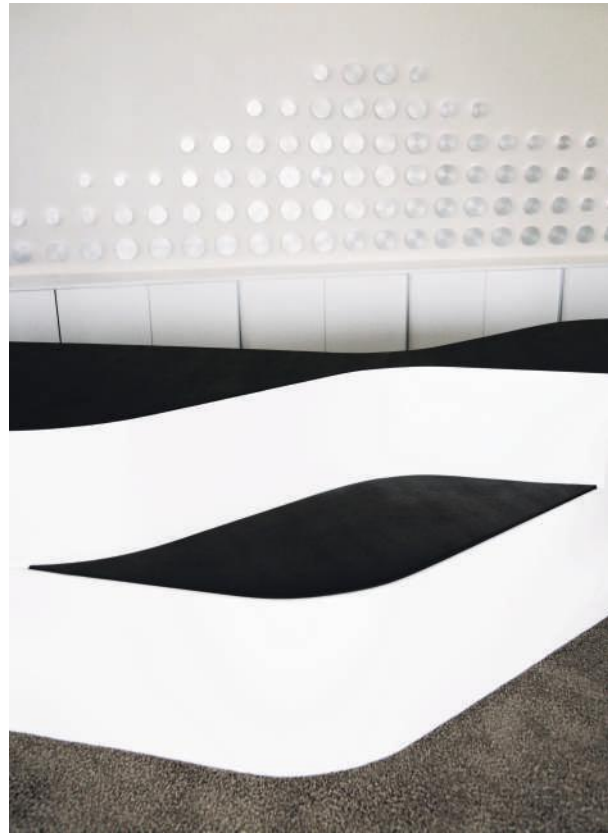
The Shenzhen Exchange is the headquarter of a steel trading platform, and it is located in the CBD of Shenzhen.

For operational purpose, the offices are individual rooms arranged around a central core. The circulation corridor is a major spatial element, yet internalised with little natural lighting.

We focussed on defining the circulation as a guiding system that structures and gives clarity to the space by incorporating ceiling lighting and floor pattern that give direction to the offices. The circulation space expands and contracts, thus offering different spatial qualities that emphasise the different functions the corridor passes through.







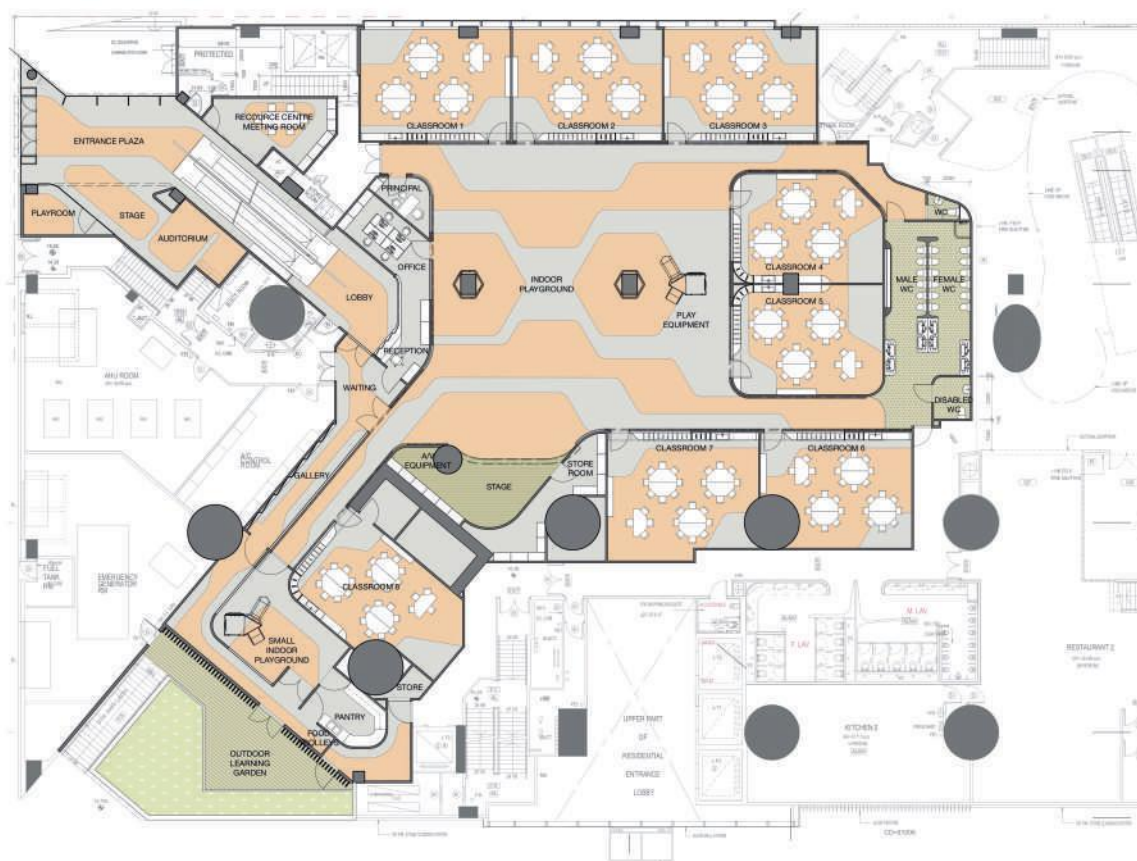
LHCP

The Learning Habitat at Chatham Place is a private bi-lingual Kindergarten.

To design a purpose built kindergarten, we looked at two fundamental concepts in the design:

1. Colour coding that is stimulating and creative to students, incorporating colour psychology.
2. Interactive spaces, where the furnitures and the walls can be integrated into the playing and learning activities of the students. Being located inside a shopping mall, the lack of natural lighting was turned into a strategy to design 'sunny' spaces and forms in the interior environment.







W Hotel Away Spa

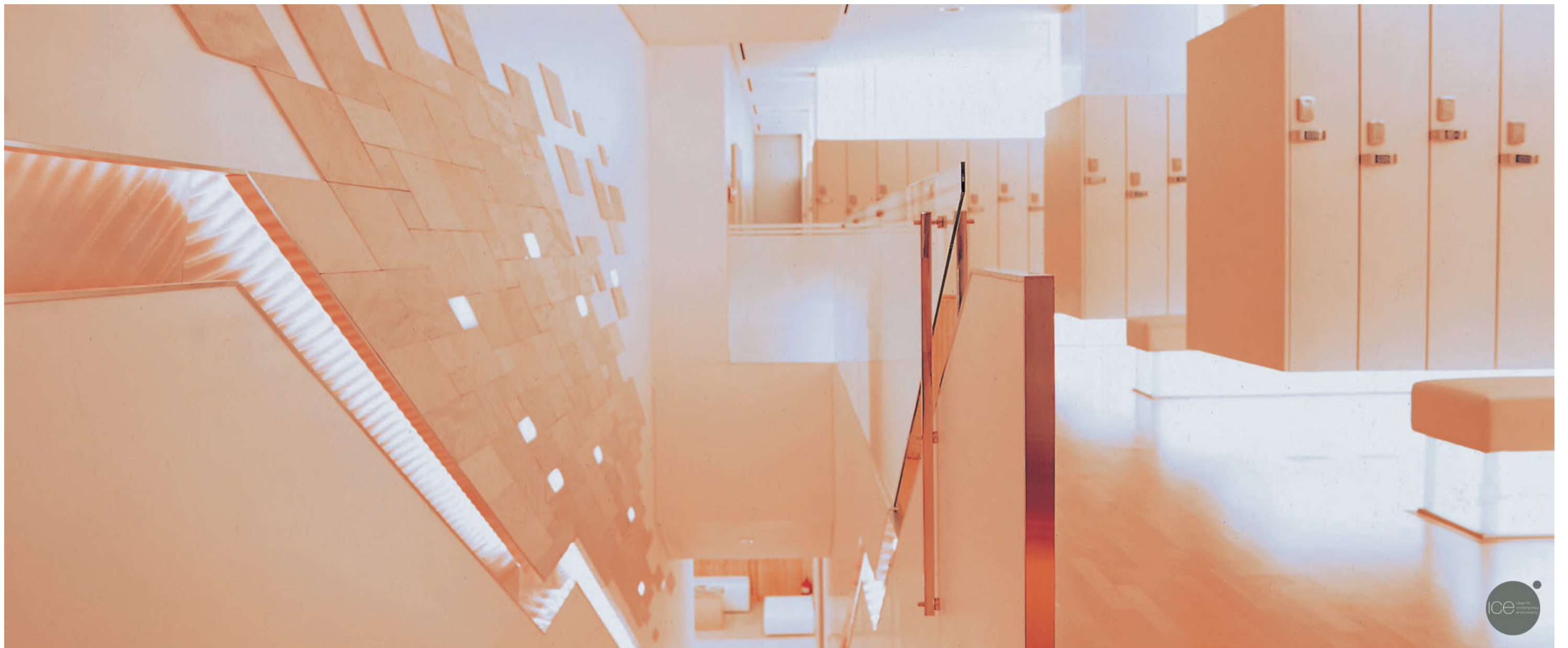
The W Hotel Away Spa is an extensive spa in the first W Hotel of Starwood in Asia. Occupying two floors of the hotel podium, the design enhances the sensual experience of space and water.

The spa program consists of a multiple private treatment rooms with high end programs such as Floatation Tanks, Vichy Showers, Massage Areas. It also features multiple public programs for regeneration, saunas, temperature pools and a large pool area.

The design is interacting with the user: illuminated floating chairs at the pool side with warm rain showers above stimulate a different experience of the pool.

The project was led by RAD









CONTACT

For general inquiries, please reach out by

email:

**www.icehk.com
office@icehk.com**

or

Whatsapp:

Hong Kong: +852 6082 4006
Detroit: +1 313 686 6865
Hanoi: +84 90 4100790