

“WITH A BEIJING FLAGSHIP, NERI&HU SHOWS HOW TO BRING CREATIVITY INTO BUILDING CONVERSIONS”

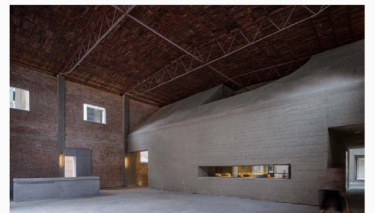
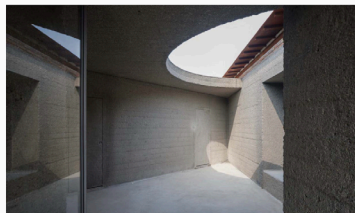
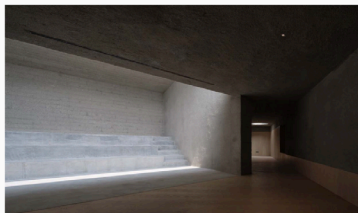
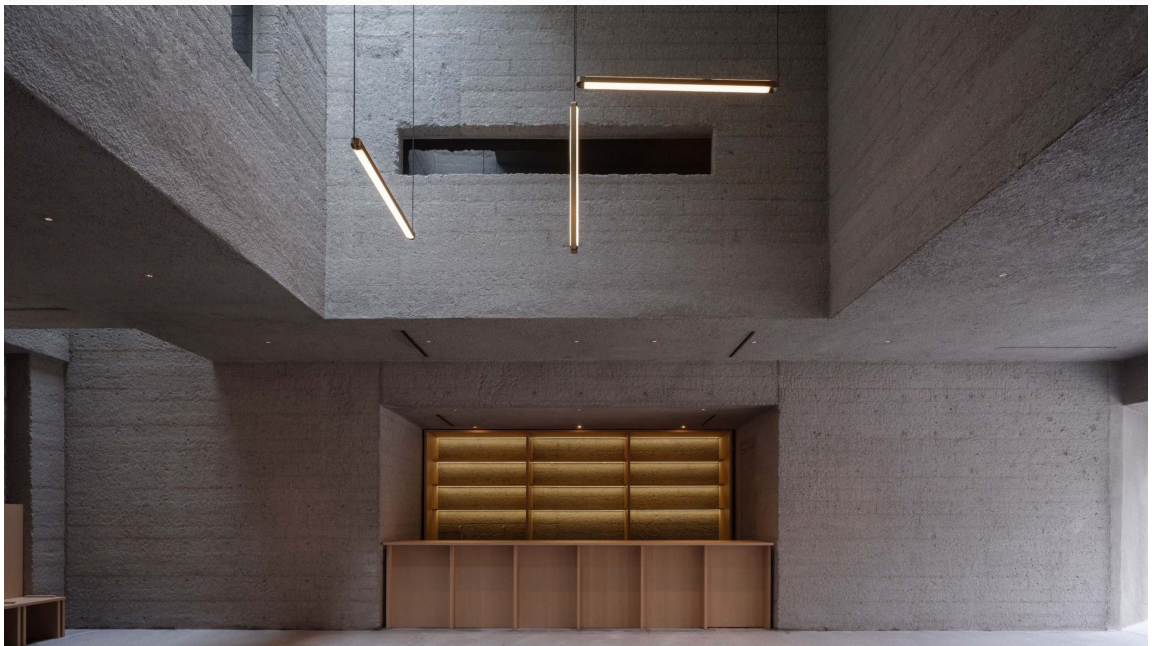
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WITH A BEIJING FLAGSHIP, NERI&HU SHOWS HOW TO BRING CREATIVITY INTO BUILDING CONVERSIONS



Location

📍 **Beijing, China**

Design

Neri&Hu

Client

Lao Ding Feng

A former industrial building in Beijing has been converted by Neri&Hu into the flagship of Chinese pastry brand Lao Ding Feng, demonstrating the range of using old structures to new ends.

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Key features

Neri&Hu designed the flagship store and offices for historic Chinese pastry brand Lao Ding Feng. Occupying a former cotton textile production facility, the adaptive reuse project converted the original brick structure's warehouse, three annexed buildings and a green courtyard. Most of the structure and its original brick elements were preserved while new elements like concrete were added. Inspired by the traditional Chinese pastries Lao Ding Feng produces and the moulds used to create them, concrete was poured to form different internal volumes. The poured concrete was bush-hammered by craftsmen to give it a textural quality and complement the pre-existing bricks. The ground floor is home to an exhibition space, flagship store, garden and café while the first floor is occupied by the company's offices.

FRAME's take

Known for their work in the adaptive reuse domain – like this [flexible Shanghai workspace](#) – Neri&Hu has mastered the reuse of preexisting spaces to contemporary ends. With the Lao Ding Feng flagship, the team shows that such projects can be effective even with minimal intervention – that buildings don't need complete overhauls to meet new functional requirements. However, their approach goes beyond meeting the company's immediate needs, creating a space that can continue to shape-shift into new functions over time. Neri&Hu demonstrates that refined elements can be used to give an interior a new spirit while utilizing limited resources and thus minimizing environmental impact. The manipulation of concrete into bespoke details, for instance, offsets the industrial space and creates a poetic architectural connection between the company and the building.

WORDS KAYLA DOWLING PHOTOS ZHU RUNZI

