

CoinWeMit

TYPE

Commercial Design

YEAR

2022

LOCATION

North Point, Hong Kong

MEDIA CONTACT

info@jaak.co

CONCEPT

CLIENT

CoinWeMit

SCOPE

Brand Identity
Interior Design

DESIGN TEAM

Calvin Cheng
Adon To

PHOTOGRAPHY

JAAK

Set in one of Hong Kong's oldest neighbourhoods, CoinWeMit's brick-and-mortar exchange provides a refreshing juxtaposition to the age-old environs with its energising, futuristic, high-tech-inflected brand identity and interior design. Together with a pioneer in the industry, we saw this project as an opportunity to revolutionise the cryptocurrency landscape in the city, redefining how the digital currency is bought, sold, traded, and educated by presenting an honest, enriching, and compelling experience that's worth abandoning the convenience of online trading for.



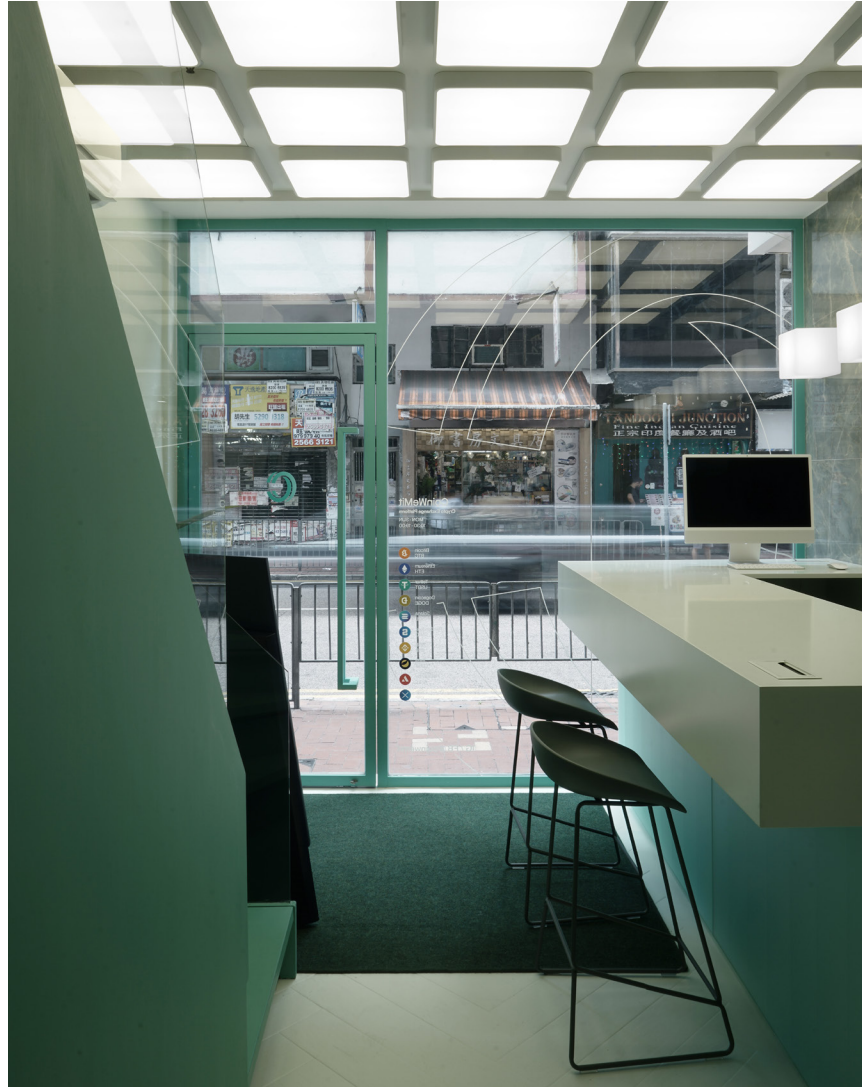


The two-storey exchange offers a consultation and trade space at street level, where customers can receive in-person advice and stay informed on real-time market data. The intention behind the physical store is to instil curiosity and trust amongst those unlikely to invest online and to remove the technical barriers some may face when entering this digital asset ecosystem.

When approaching the design, we identified the elements often associated with the currency and translated these sentiments into the interior and branding visual language. A bright green articulates the facade, lending into an immersive and playful interior of geometric volumes, glossy finishes, and graphic lighting elements. Above their heads, customers will find a series of square-shaped lights suspended from the ceiling to emanate a soft glow.

To further add dimensionality to the compact space, we incorporated a wealth of green textures, from the carpets and furnishings, to the marble wall tiles and colour paint. Potted plants were also placed at various corners to add a sense of liveliness to the otherwise sterile environment.





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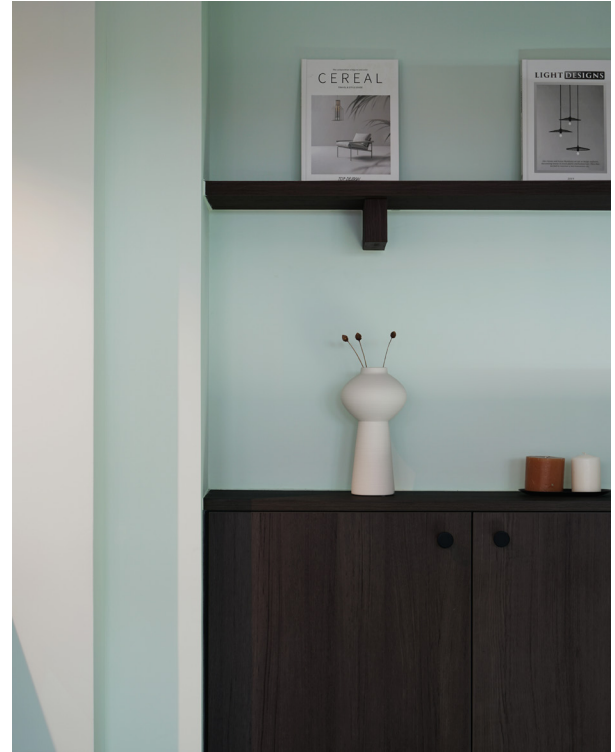




The staircase leads guests to the first floor, a private meeting area that carries an aesthetic in contrast to the rest of the exchange. Envisaged for intimate gatherings or trades with a higher value, this space embodies a home-like ambiance to allow guests to feel at ease while they are expected to stay for a prolonged period of time - a pantry, wine cabinet, some books, and soft furnishings.

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THE STUDIO

Established by co-founders Calvin and Chau, JAAK is a Hong Kong based interior design studio with a predominant focus on residential design. The duo's shared design values and aesthetics led to the inception of the studio in 2014 with a strong belief in the ability of good design in transforming people and redefining the experience within their homes.

“Modest, Subtle, and Timeless”

Attributes, instrumental in guiding JAAK's methodology, as they endeavour to create emotive experiences that embody a sense of warmth, comfort, belonging, and security. With a diverse team of creative spirits, their collaborative approach to design leads them to explore endless possibilities, fuelled by the engagement and dialogues with their clients.

Their commitment to sustainability informs their take on colour and materiality, adding value and tactility to each environment, articulating the unique narrative that defines their projects. While such an outcome may embrace a person's values, JAAK hopes to impel people to question and reflect on their way of life.

WEBSITE

<https://www.jaak.co/>

INSTAGRAM

@jaakdesign

FACEBOOK

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