

“NERI&HU CLADS PIAGET’S HONG KONG BOUTIQUE IN CERAMIC TILES AND BRONZE”

dezeen; APR 2023

<https://www.dezeen.com/2023/04/27/nerihu-piaget-boutique-shop-hong-kong-facade/>

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Chinese architecture studio **Neri&Hu** has designed a storefront for Swiss watchmaker and jeweller **Piaget** in **Hong Kong**, using handmade ceramic tiles that reference the heritage of both the brand and the site.

The bespoke ceramic tiles, glazed in nuanced shades of deep blue and framed in bronze, have been neatly arranged on the storefront of the new boutique where they form a calm addition to the existing facade.



The shop is located in a historic shopping district in Hong Kong

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“The project celebrates the storefront as a jeweled urban monument and repurposes the commercial facade to bring a new monumental presence and civic potency,” Neri&Hu explained.

According to the Shanghai-based studio, the facade design, which was added to the existing building, was informed by Piaget’s dedication to craftsmanship and innovation as well as the history of the site.



The blue ceramic tiles were made in Jingdezhen to showcase the site’s trade connection with mainland China

As a cultural and trade hub at the time, it has now evolved to become the luxury shopping destination in Hong Kong.

The bronze lining nods to the site’s industrial past as a trading hub for commodities passing through the Canton railway and the Kowloon wharf.

The ceramic tiles were made in [Jingdezhen](#), a city in central China known for its tradition of ceramic craftsmanship. By using this material, Neri&Hu intended to highlight the site’s significance for cultural exchange as well as Piaget’s watchmaking history and crafts.

“We referenced the heritage of the brand by creating bronze details of craftsmanship, and also celebrate the tradition of China as a leader in ceramic production,” the studio explained.

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The bronze frame resonates with the site's industrial past