

A WORK OF SUBSTANCE

THE LIBRARY

Private Car Exhibition

CASE STUDY



AGENDA

1. INTRODUCTION

2. CONCEPT

3. DESIGN DEVELOPMENT

4. FINAL IMAGES

5. MEDIA REPORT

AGENDA

1. INTRODUCTION

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5. MEDIA REPORT

THE LIBRARY

By definition, a *library* is a carefully curated *collection of valuables*, selected by experts and made accessible to a defined community. A library brings together both contemporary and vintage pieces, and evokes a sense of *discovery*, *wonder* and *appreciation* to its guests. In that sense, this space is not a carpark or garage but rather a showcase of some of the world's finest automobiles.

CONCEPT FOUNDATION

FACILITATION

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Gathering
Confidential conversations
Entertainment
Social drinks

FACILITIES

.

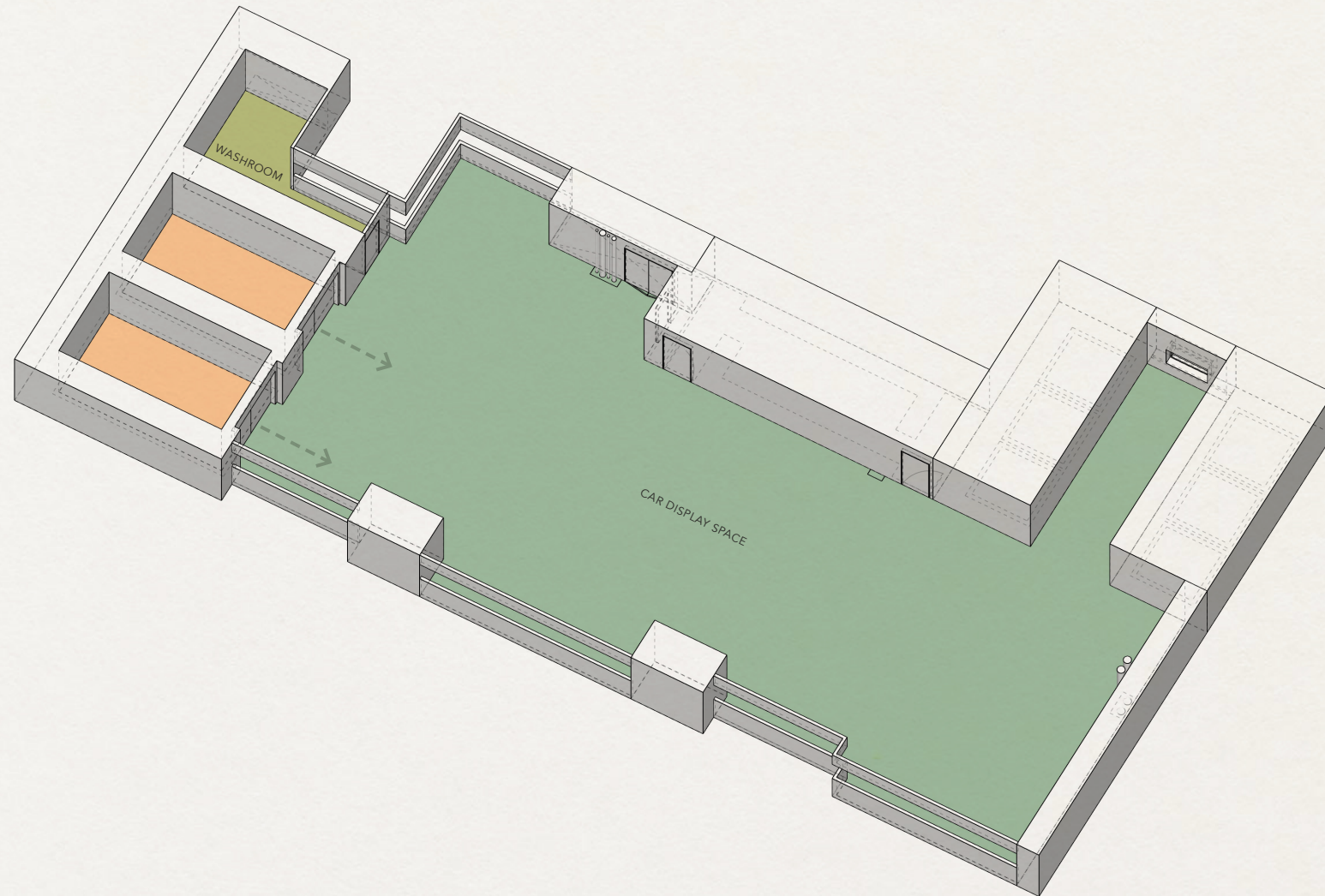
Unparalleled location
Living room
Private
Collection

THE LIBRARY

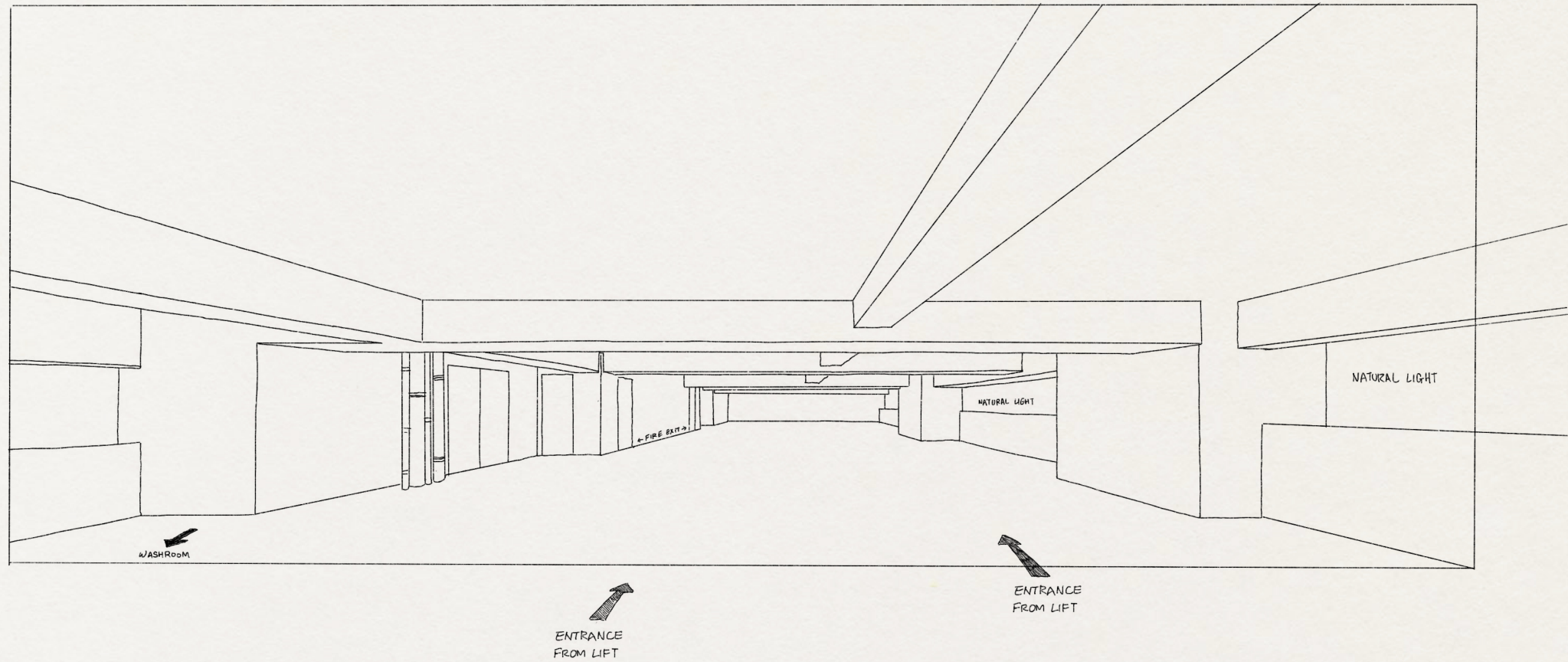
Since the space has both private and social requirements, this library narrative affords us an opportunity to craft an exhibition / display area, while being able to inject the distinguished comfort and warmth of a luxurious living room, thus allowing for social interactions and appreciation at points of interest. Ultimately the design endeavours to bring to life a metaphor-driven theme that will result in a visually-striking, multi-sensory space in which a sense of discovery, awe and cognizance is evoked in guests.

CURATION · INTRIGUE · DISCOVERY · APPRECIATION · EXCLUSIVITY

SPACE ANALYSIS



ENTRANCE



ATELIER

Leveraging on the idea that form should follow function, this design direction draws inspiration from the "Artisan Workshop" aspects of the space by aesthetically highlighting mechanics and structure. Similar to the style of Jean Prouve, this integrated design approach springs to life through the architectural language, furniture, fixtures and accessories, capturing and showcasing the fine details that connoisseurs would appreciate.

MECHANICS · CRAFT · ARTISAN

AGENDA

1. INTRODUCTION

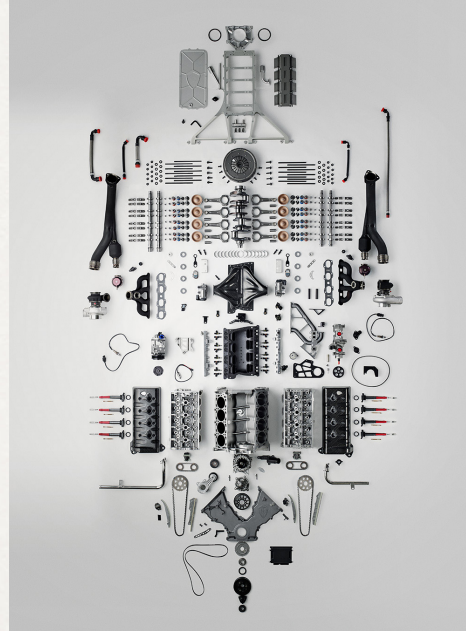
2. CONCEPT

3. DESIGN DEVELOPMENT

4. FINAL IMAGES

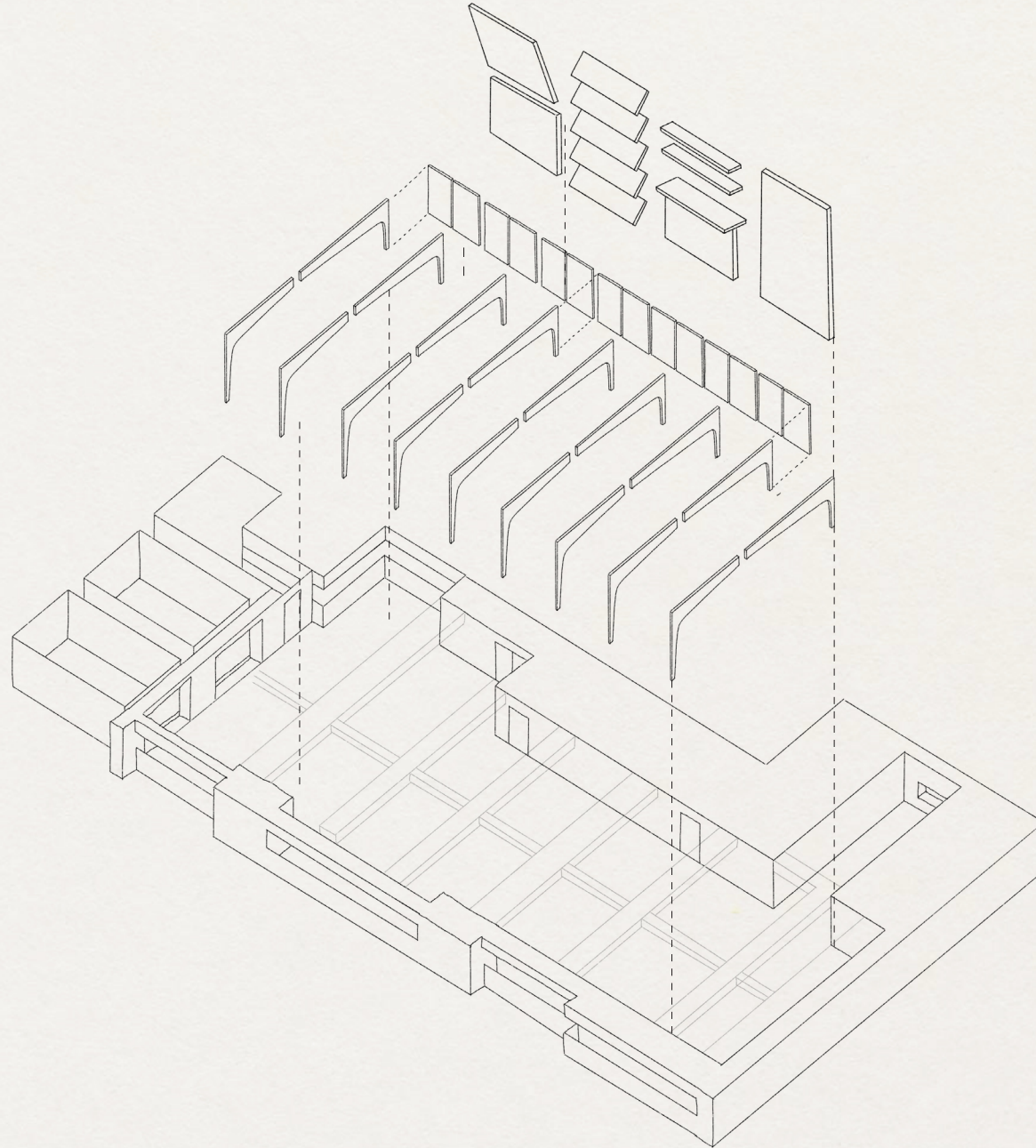
5. MEDIA REPORT

CONCEPT MOODBOARD



STRUCTURE

Design Concept

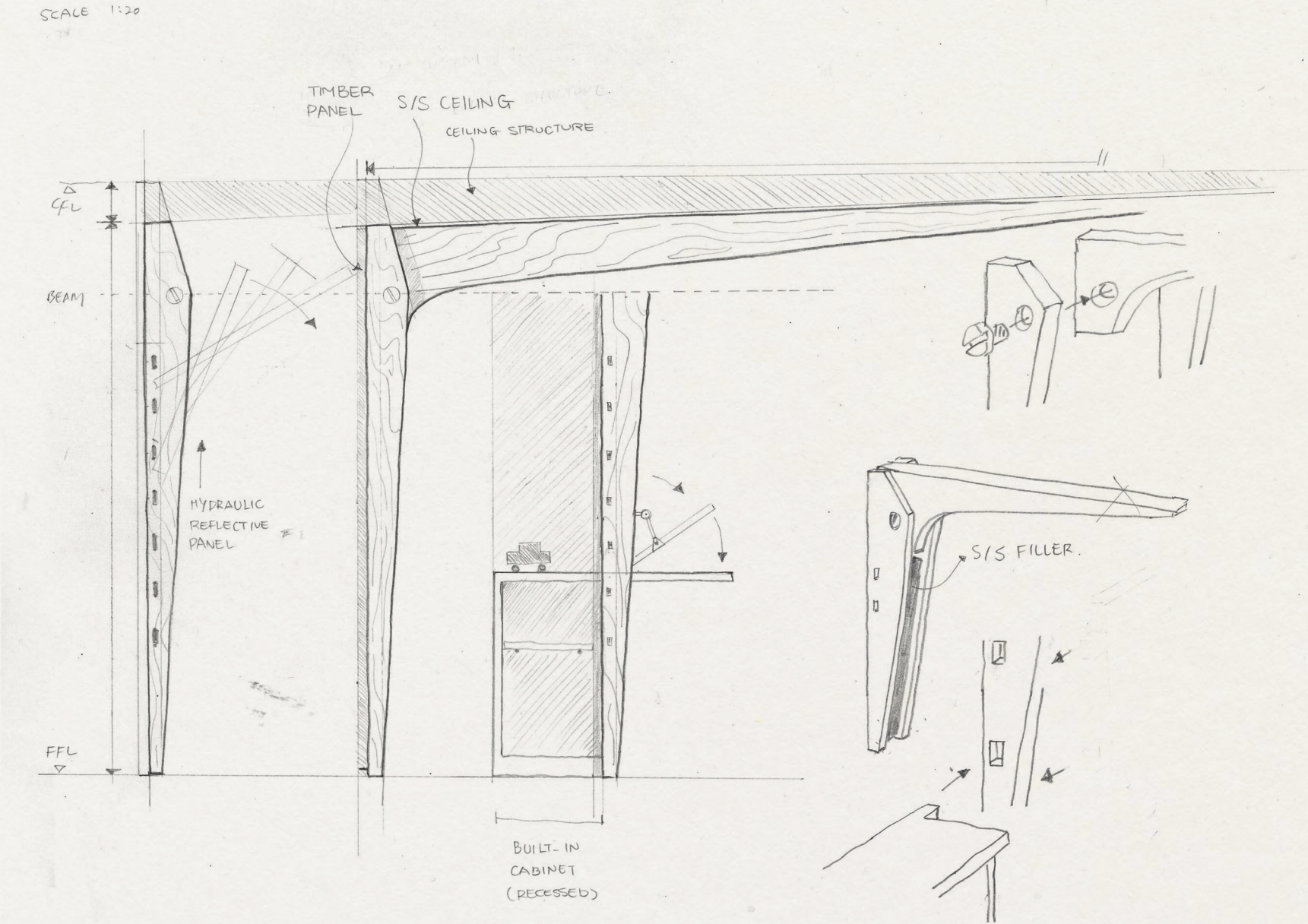


MOODBOARD

Structure



STRUCTURE
Design Concept



03. (Design Development)

MOODBOARD

10th Floor Atmosphere

Living Room

Private Space

Mid-Century

Eclectic



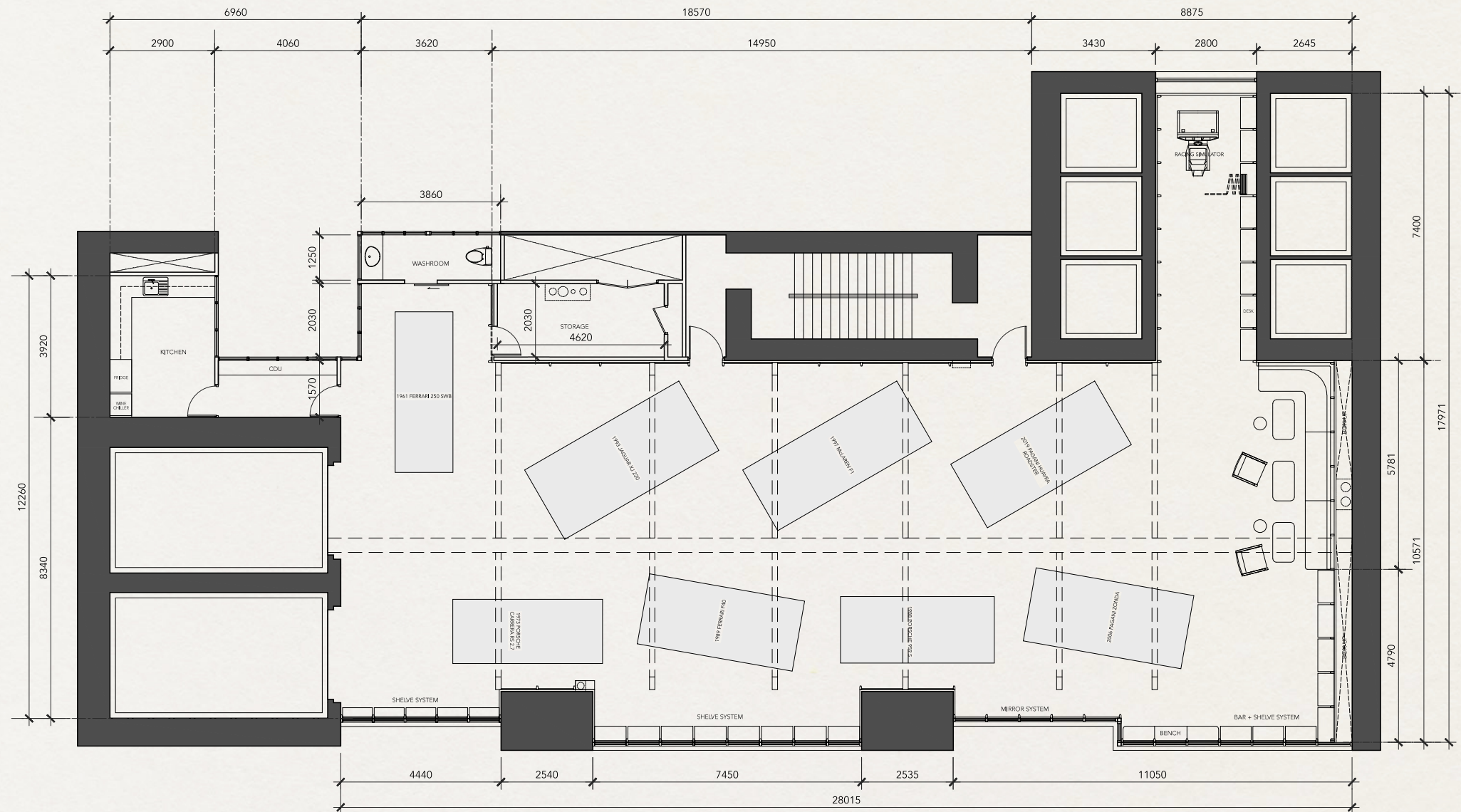
MATERIAL BOARD

10th Floor

- 1 Reclaimed Timber
- 2 Stained Timber
- 3 Timber Wall Panels
- 4 Textured Glass
- 5 Polished Stainless Steel
- 6 Mustard Leather
- 7 Tanned Leather
- 8 Blue Lacquer
- 9 Concrete
- 10 Mesh

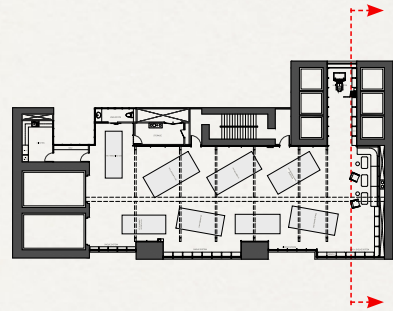


LAYOUT
10th Floor



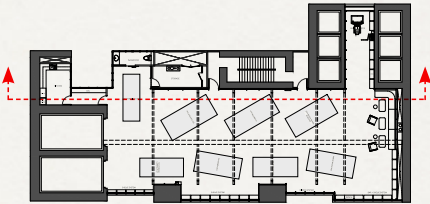
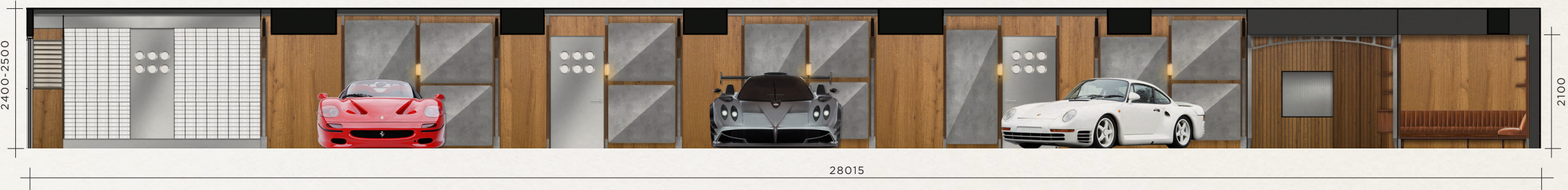
ELEVATION

Lounge Area



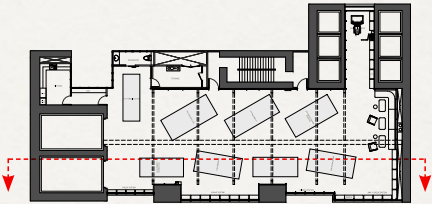
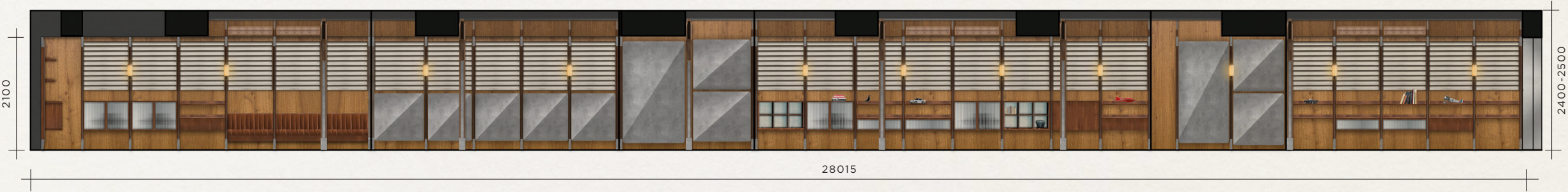
ELEVATION

Exhibition Space



ELEVATION

Display Area



RENDER

Exhibition Space



RENDER

Lounge Area



03. (*Design Development*)

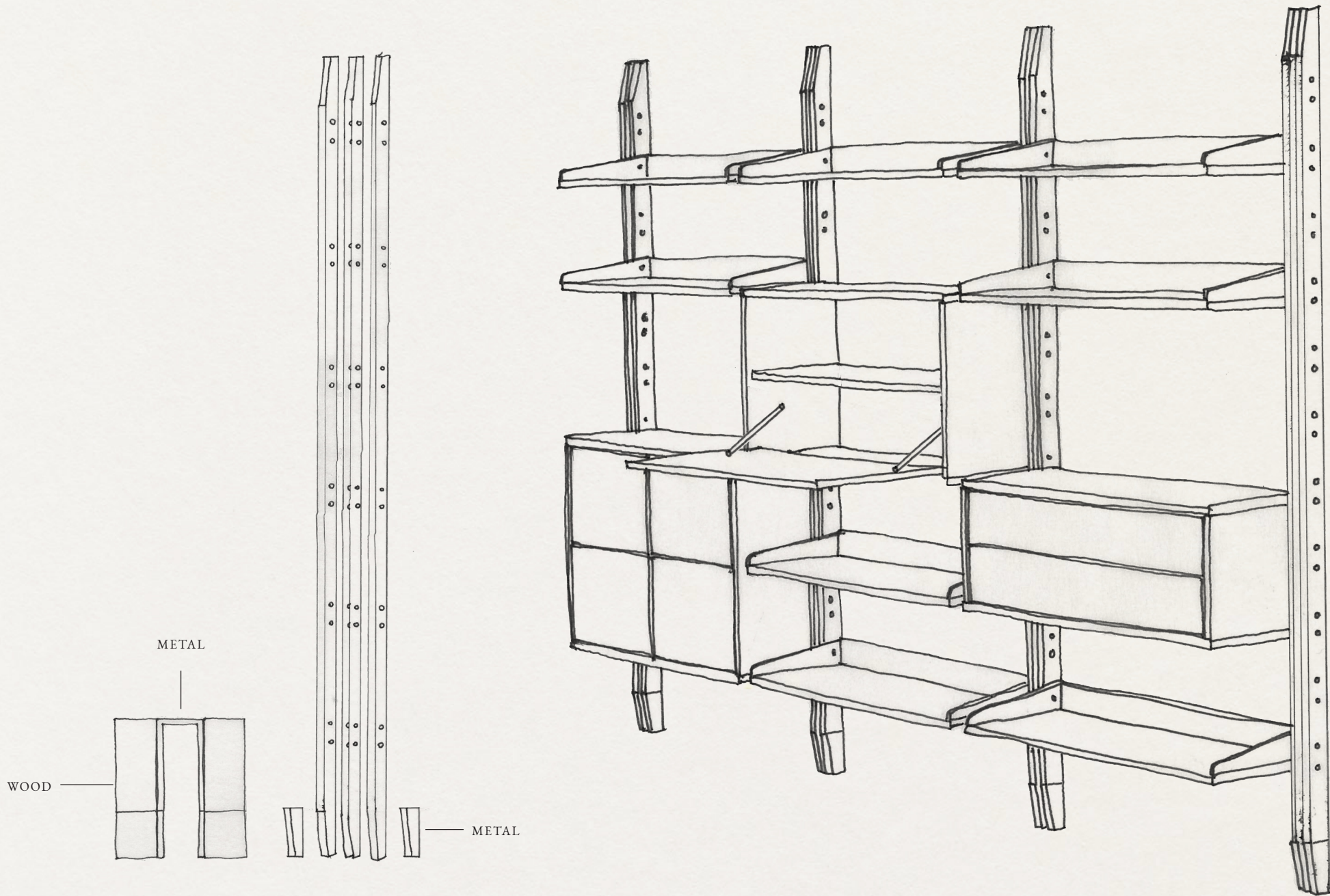
MOODBOARD

Furniture

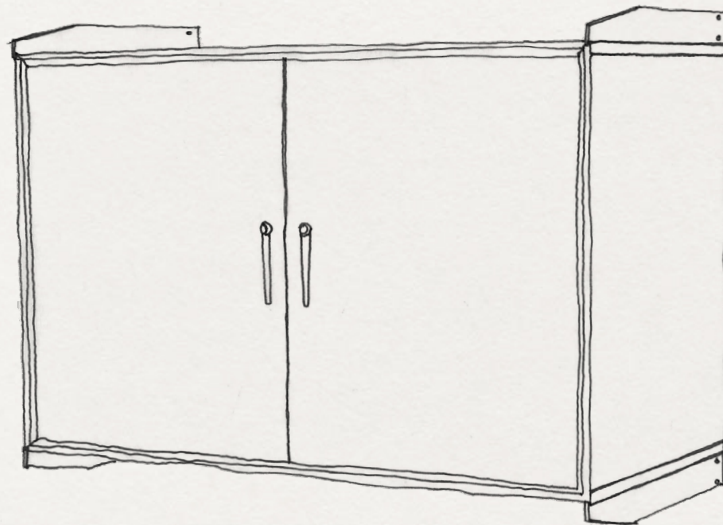
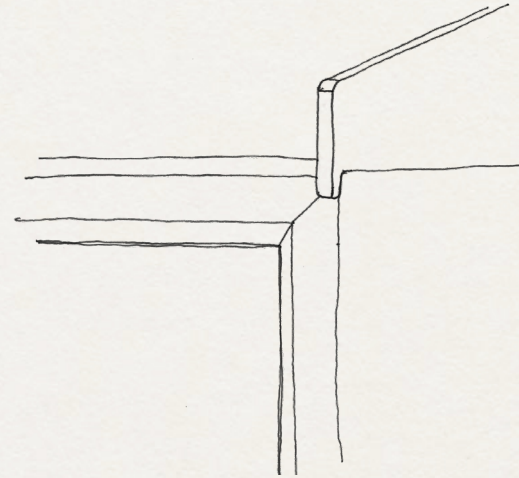
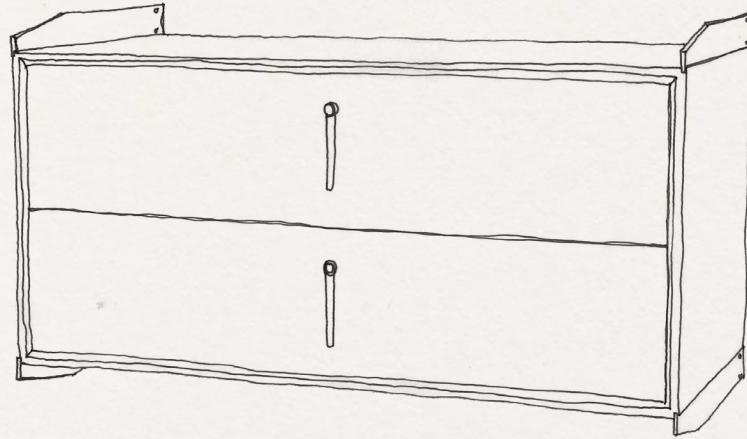


SHELF SYSTEM

Design Concept



CABINET
Design Concept



RENDER

Shelf System



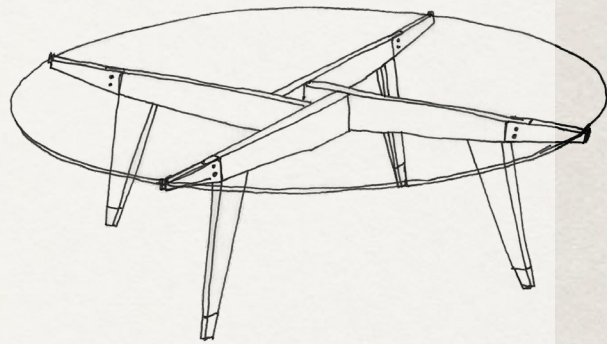
RENDER

Shelf System



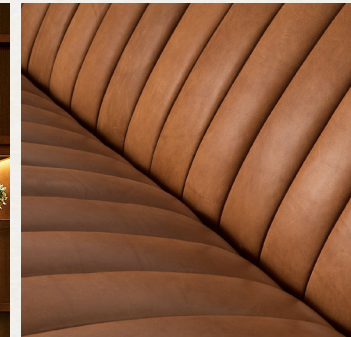
TABLE

Design Concept & Render



MOODBOARD

Seating



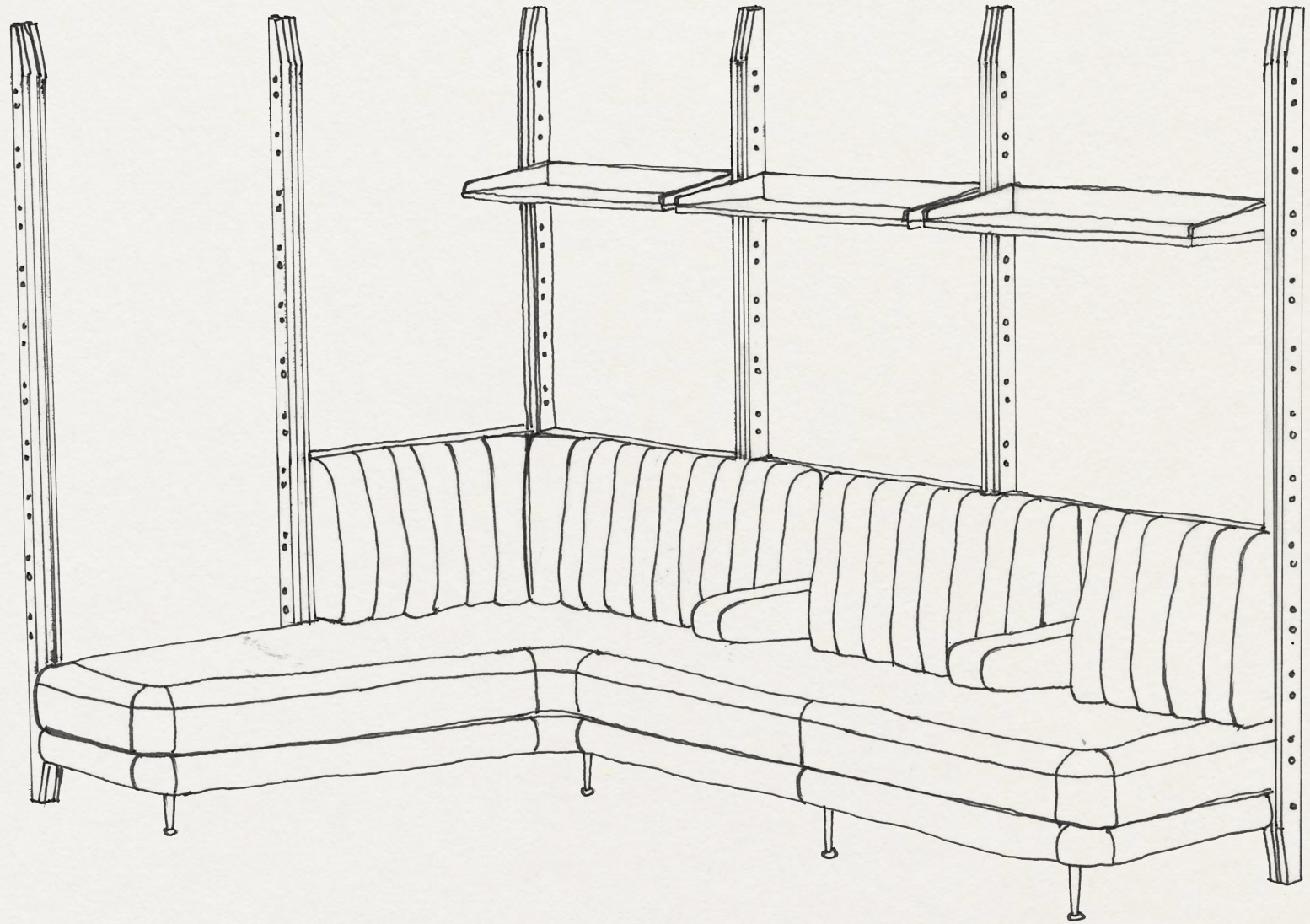
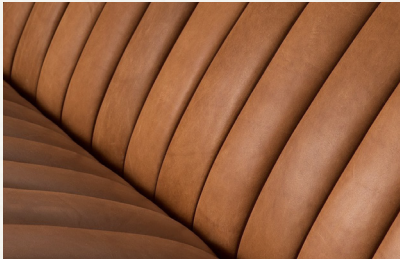
MOODBOARD

Seating



BANQUETTE

Sketches



RENDER

Banquette



SEATING

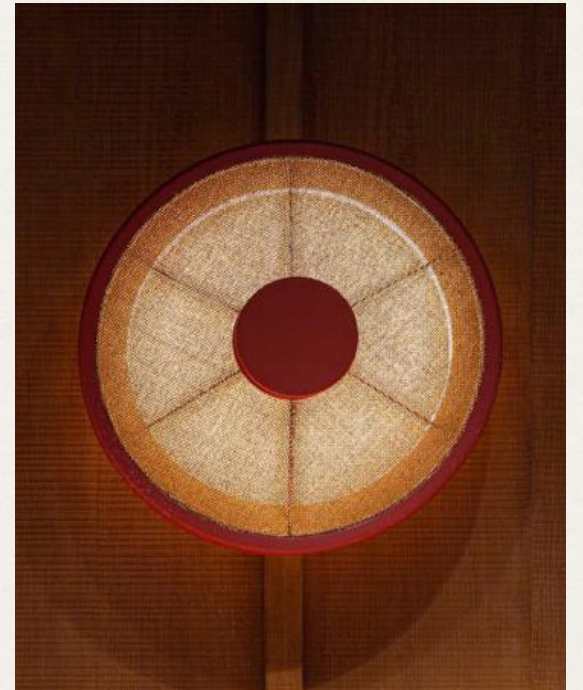
Design Concept & Render



03. (Design Development)

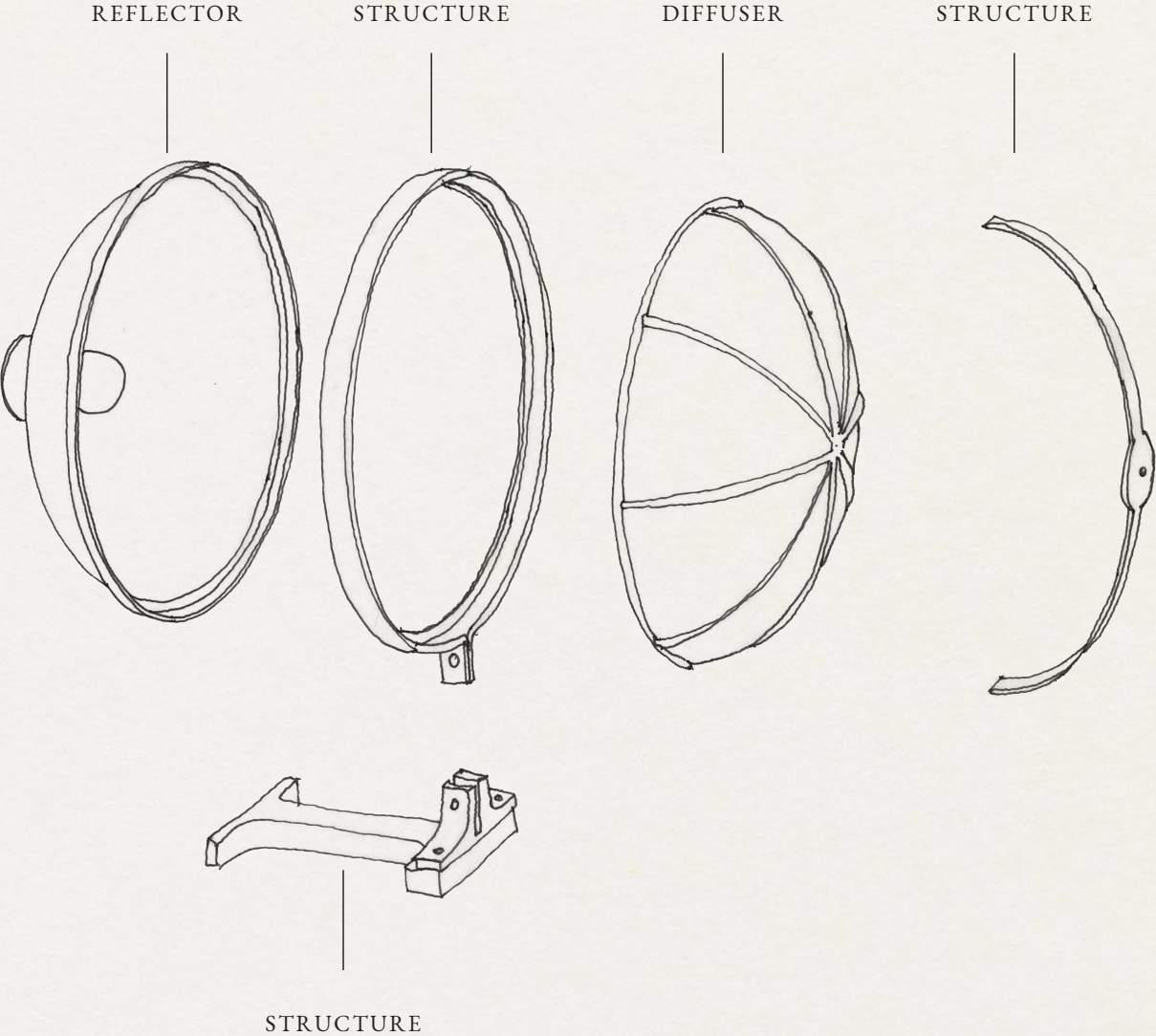
MOODBOARD

Lighting



LIGHTING SKETCHES

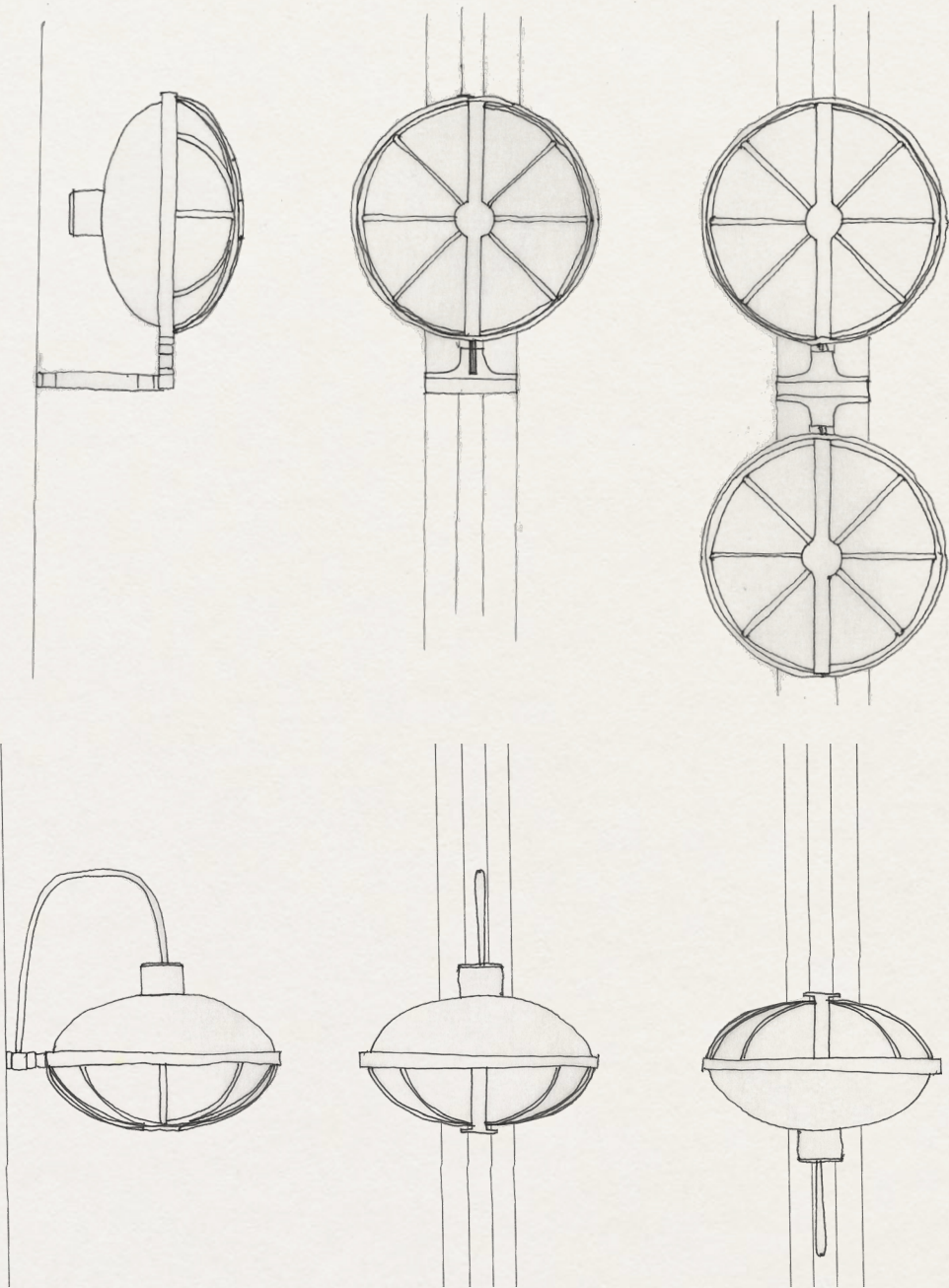
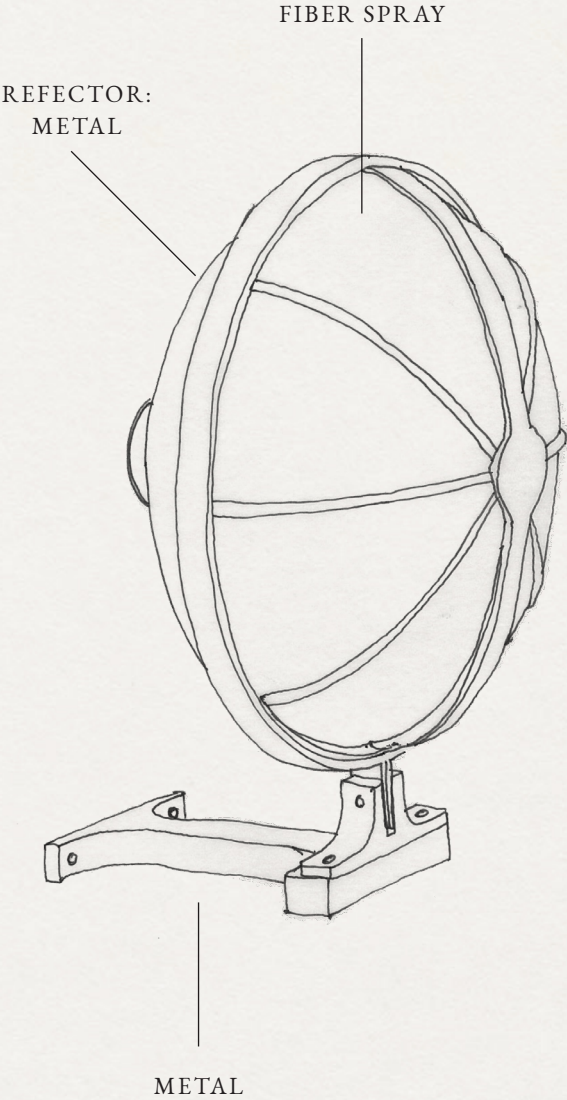
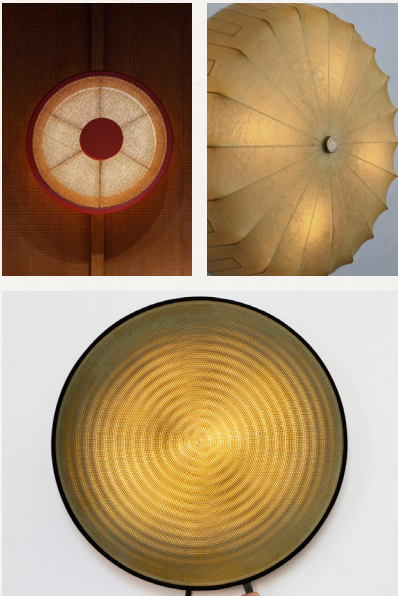
Design Concept



LIGHTING SKETCHES

Design Concept

Fabric or fiber spray to bring in warmth and softness.



RENDER

The Headlight



LIGHTING SKETCHES

Design Concept



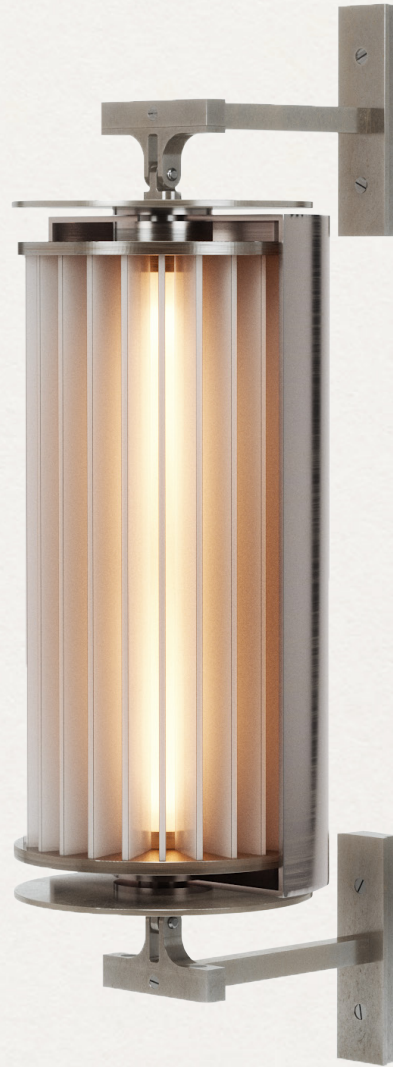
WALL MOUNTED



PORTABLE

RENDER

The Lantern



WALL MOUNTED

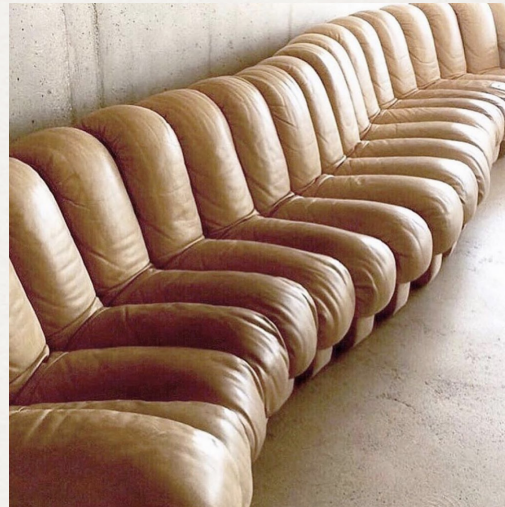


PORTABLE

03. (Design Development)

MOODBOARD

Ground Floor Atmosphere



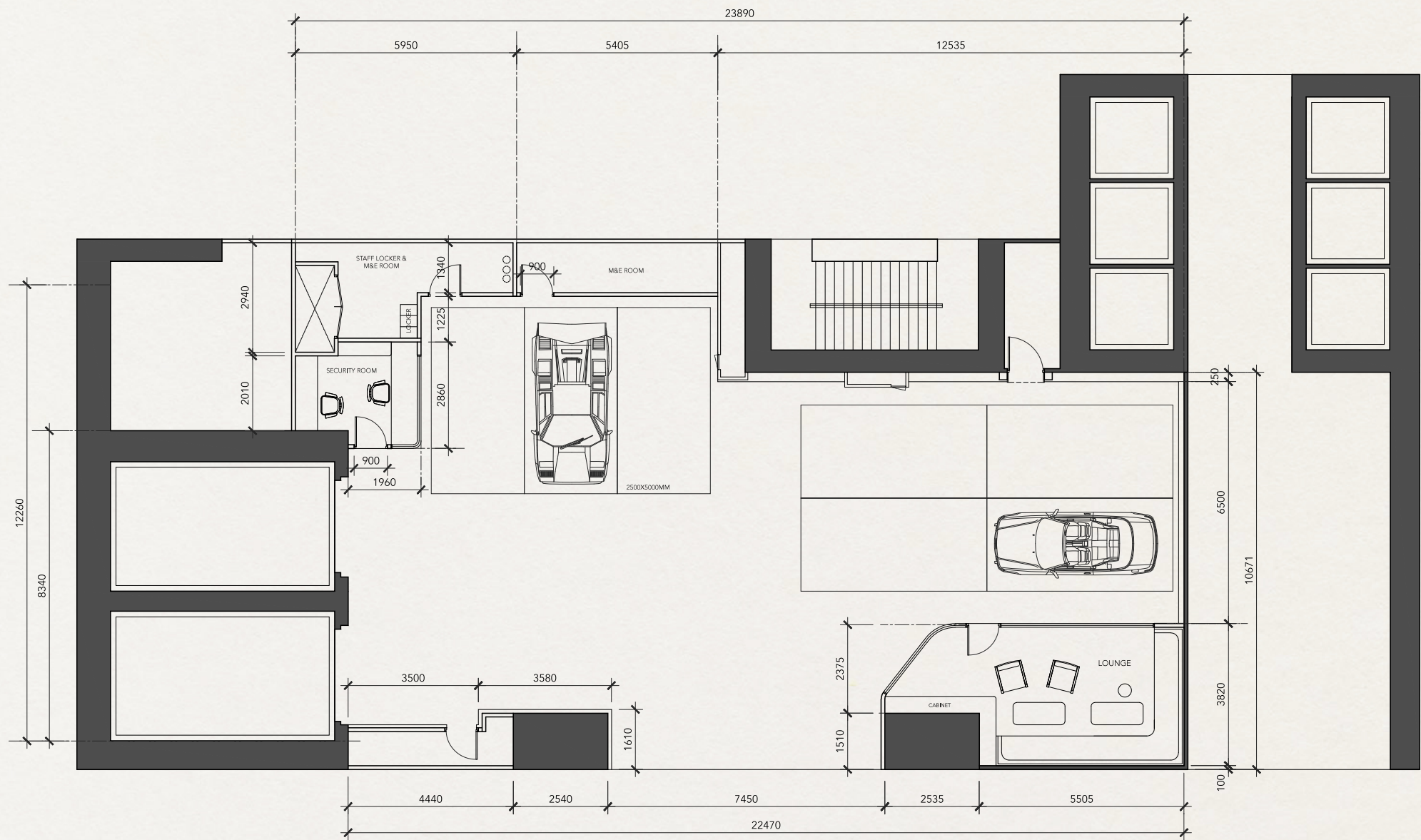
MATERIAL BOARD

Ground Floor

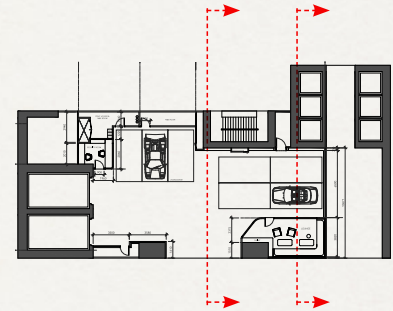
- 1 Stone Flooring
- 2 Concrete
- 3 Fluted Concrete Wall Panels
- 4 Fluted Timber Wall Panels
- 5 Wall Timber Panels
- 6 Steel Ceiling Panels
- 7 Brass
- 8 Olive Green Leather



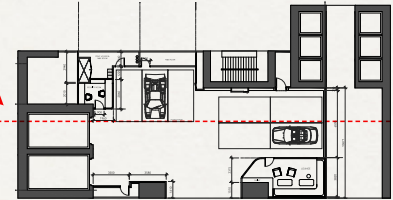
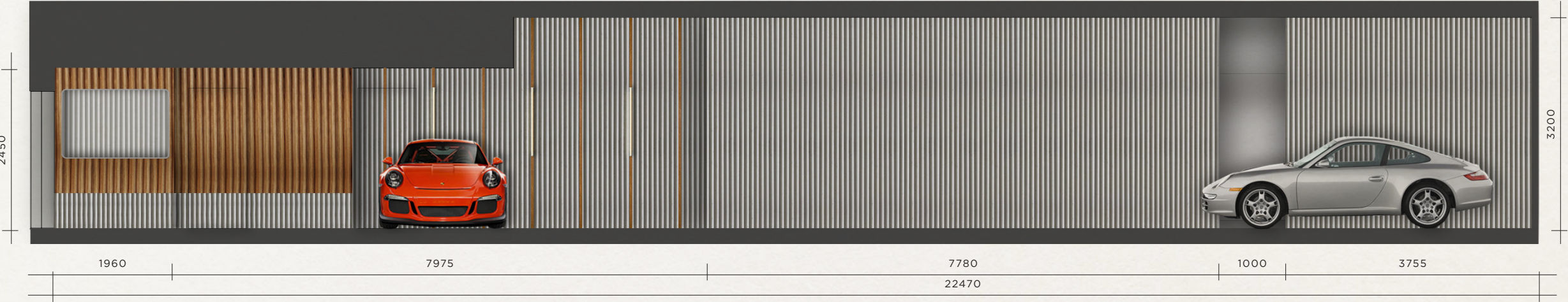
LAYOUT
Ground Floor



ELEVATION
Ground Floor



ELEVATION
Ground Floor



RENDER

Ground Floor



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ORIGINAL SPACE



ORIGINAL SPACE



INTERIOR

Entrance



INTERIOR

Entrance



INTERIOR

Waiting Lounge



INTERIOR

Waiting Lounge



INTERIOR

Ground Floor Parking



INTERIOR

Valet Booth



INTERIOR

Valet Booth



INTERIOR

Exhibitional Space



INTERIOR

Skeleton Rib System



INTERIOR

Stainless Steel Panels



INTERIOR

Stainless Steel Panels



INTERIOR

Stainless Steel Panels



INTERIOR

Stainless Steel Panels

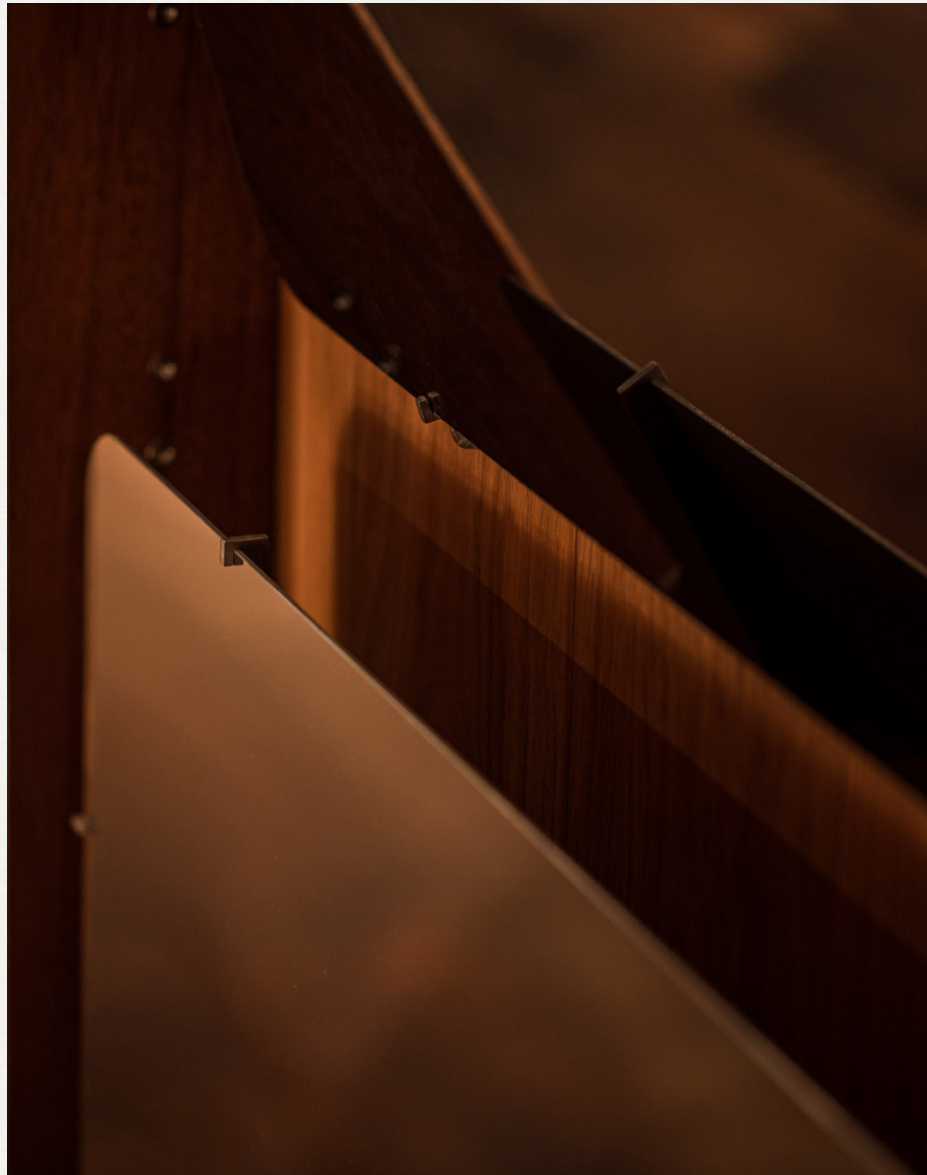


INTERIOR
Display Cabinet



INTERIOR

Panel & Cabinet Details



INTERIOR

Lounge Area



INTERIOR

Lounge Area



INTERIOR

Display Area



INTERIOR

The Library & Cabinet Detail



INTERIOR

Bathroom



INTERIOR

Bathroom



INTERIOR

Kitchen



LIGHTING

The Lantern



LIGHTING

The Lantern



LIGHTING

The Lantern



LIGHTING

The Lantern



LIGHTING



FURNITURE



FURNITURE



FURNITURE



FURNITURE



FURNITURE



FILM



[Watch Here](#)

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AWARDS

Red Dot Winner 2022

Product Design: Interior

Architecture & Interior Design



red**dot** winner 2022

MEDIA COVERAGE

Post Magazine (Printed)

Issued on April 3, 2022



TEXT ADELE BRUNNER
PHOTOGRAPHY DENNIS LO

A library, by definition, is a carefully curated collection of valuables, evoking a sense of wonderment and interest, says Maxime Dautresme, founder and creative director of design studio A Work of Substance. So when a client approached him wanting to create a repository for his vintage cars and automotive memorabilia, Hong Kong's first car library was born. "This isn't a car park or a garage but a private place to display and entertain – a

showcase of some of the world's finest automobiles and the historical pedigree that accompanies them," says Dautresme. Situated in Wan Chai, the combined 6,120 sq ft space comprises a street-level entrance and The Library (as named by A Work of Substance) several floors above. As well as an abundance of automotive references, the project's concept was based on a design approach from the 1950s – an era in which function defined form. The use of high-quality

materials – leather, teak and oak among them – and customised furniture injects The Library with the comfort and warmth of a luxurious living room but its genius lies in the fact that the entire fit-out can be dismantled with a few tools and moved elsewhere. "The outcome of automotive design is an expression of its functionality. Similarly, every aspect of this project's design is purposeful and enhanced through modularity, which celebrates

30 Post Magazine // April 3, 2022

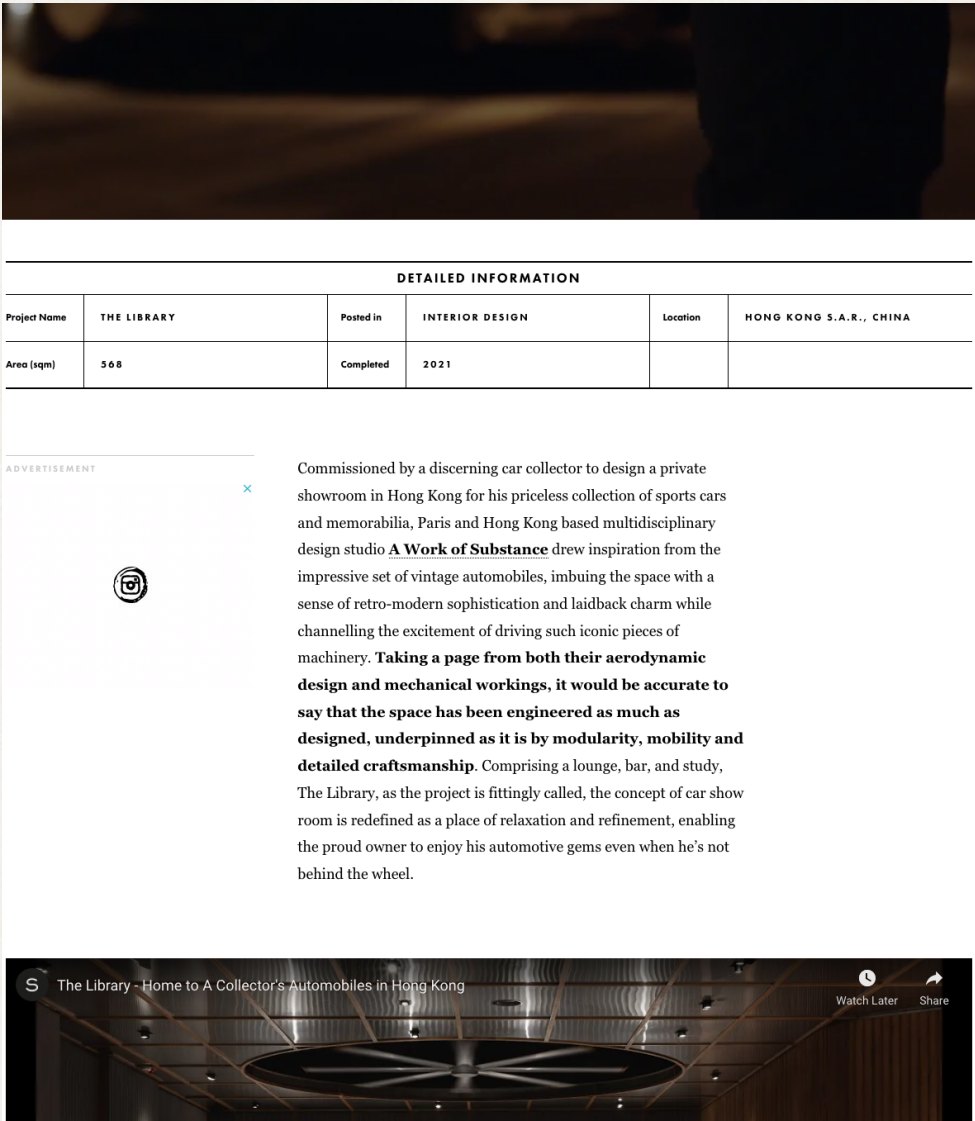
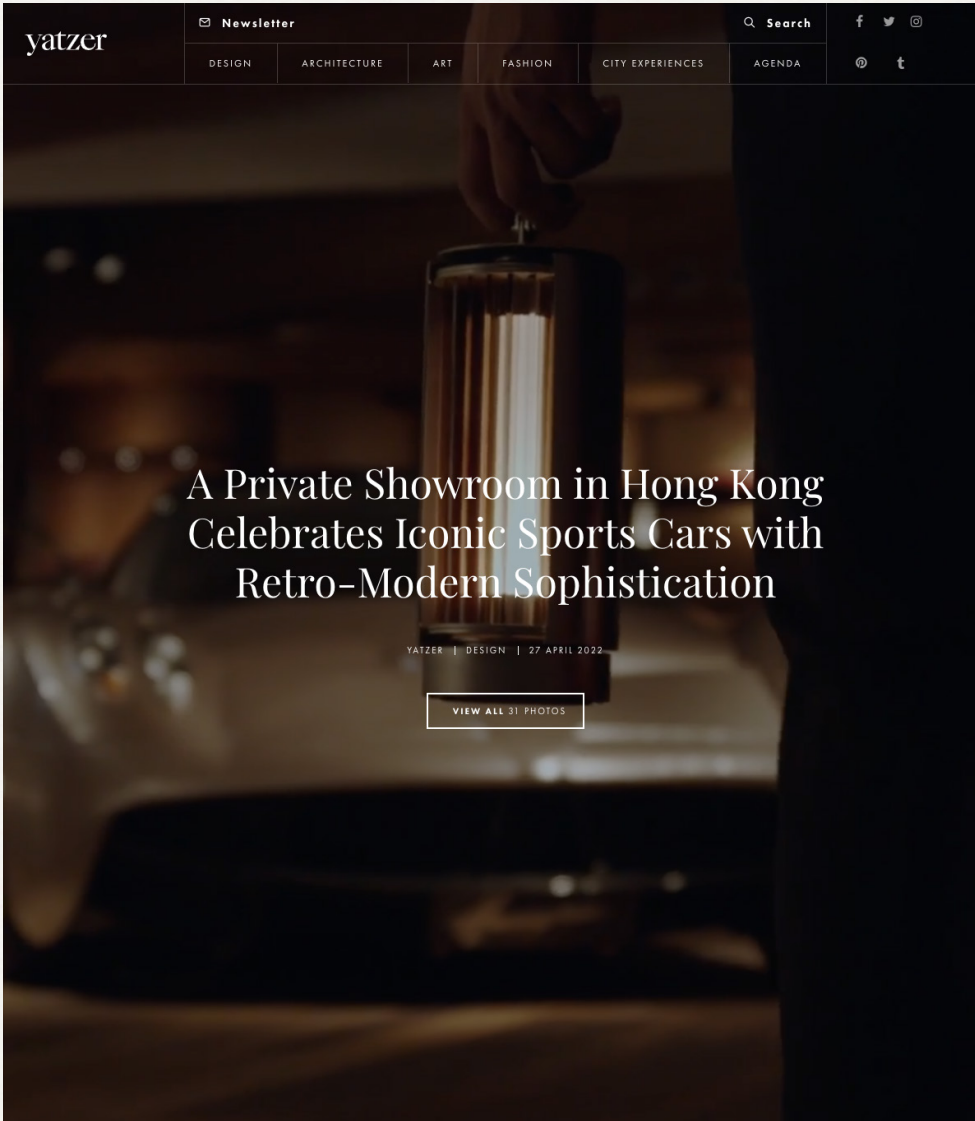


MEDIA COVERAGE

Yatzer (Digital)

Homepage Feature

Dedicated Feature



MEDIA COVERAGE

Digital

Robb Report

Robb Report

INTERIOR
DESIGN

Interior Design



Type 7



Men's Gear

Wallpaper*

Wallpaper

yatzer

Yatzer



Archdaily

designboom®

Design Boom

uncrate

Uncrate

The Good Life

The Good Life

bless this stuff

Blessthisstuff

NEW
NORM

New Norm

HOME
JOURNAL

Home Journal

THE
PEAK

The Peak Singapore



South China Morning Post

Kanto
CREATIVE CORNERS

Kanto

MEDIA VALUE
January – October 2022

NO.	MEDIA	COUNTRY	TYPE	DATE	MONTHLY UNIQUE VIEWS / CIRCULATION	MEDIA VALUE	MEDIA VALUE (HKD)	MEDIA VALUE (USD)
Print								
1	POST MAGAZINE	Hong Kong	Magazine	03/04/2022	82,117	HKD\$271,120.00	\$271,120.00	\$34,537.58
2	ECHELON	Hong Kong	Magazine	19/07/2022	15,000	HKD\$102,500.00	\$102,500.00	\$13,057.32
3	ESQUIRE	Spain	Magazine	11/10/2022	60,000	€25,200.00	\$192,276.00	\$24,493.76
Digital								
4	WALLPAPER	UK	Website	22/01/2022	1,700,000	£15,000.00	\$155,100.00	\$19,757.96
5	NEW NORM	Hong Kong	Website	11/02/2022	12,000	HKD\$1,500.00	\$1,500.00	\$191.08
6	ARCH DAILY	USA	Website	13/02/2022	17,900,000	USD\$6,885.00	\$53,840.70	\$6,858.69
7	GESSATO*	USA	Website	17/02/2022	101,500	HKD\$30,000.00	\$30,000.00	\$3,821.66
8	DESIGN BOOM	Italy	Website	18/02/2022	3,500,000	€2,500.00	\$21,575.00	\$2,748.41
9	THE GOOD LIFE	France	Website	18/02/2022	204,000	€2,000.00	\$17,260.00	\$2,198.73
10	THE PEAK SINGAPORE	Singapore	Website	24/02/2022	86,000	SGD\$5,000.00	\$28,850.00	\$3,675.16
11	HOME JOURNAL	Hong Kong	Website	25/02/2022	500,000	HKD\$35,000.00	\$35,000.00	\$4,458.60
12	KANTO	The Philippines	Website	02/03/2022	<50,000	HKD\$11,000.00	\$11,000.00	\$1,401.27
13	MEINE JUNGS*	Germany	Website	03/03/2022	<50,000	HKD\$15,000.00	\$15,000.00	\$1,910.83
14	DPAGES*	USA	Website	10/03/2022	<50,000	USD\$15,000.00	\$15,000.00	\$1,910.83
15	BLESSTHISSTUFF	France	Website	17/03/2022	410,000	USD\$400.00	\$3,128.00	\$398.47
16	ARCHITIZER	USA	Website	18/03/2022	540,000	USD\$6,000.00	\$46,920.00	\$5,977.07
17	UNCRATE	USA	Website	23/03/2022	1,200,000	USD\$7,500.00	\$58,650.00	\$7,471.34
18	POST MAGAZINE	Hong Kong	Website	03/04/2022	30,700,000	HKD\$30,000.00	\$30,000.00	\$3,821.66



MEDIA VALUE
January – October 2022

NO.	MEDIA	COUNTRY	TYPE	DATE	MONTHLY UNIQUE VIEWS / CIRCULATION	MEDIA VALUE	MEDIA VALUE (HKD)	MEDIA VALUE (USD)
19	WOOOOOOOW	China	Website	05/04/2022	<50,000	¥25,000.00	\$30,750.00	\$3,917.20
20	THE COOL HUNTER*	USA	Website	06/04/2022	100,000	HKD\$30,000.00	\$30,000.00	\$3,821.66
21	YATZER	Greece	Website	27/04/2022	165,000	€5,000.00	\$43,150.00	\$5,496.82
22	ROBB REPORT	USA	Website	19/08/2022	500,760	USD\$34,414.00	\$270,149.90	\$34,414.00
23	MENS GEAR	USA	Website	24/08/2022	212,000	USD\$500.00	\$615.00	\$78.34
24	INTERIOR DESIGN	USA	Website	15/07/2022	35,000	USD\$7,500.00	\$9,225.00	\$7,500.00
Social Media								
25	BENEDICT AND CO	UK	Instagram	01/02/2022	38,500	USD\$500.00	\$3,910.00	\$489.09
26	NEW NORM	Hong Kong	Instagram	14/02/2022	14,400	USD\$0.00	\$0.00	\$0.00
27	PLATFORM ARCHITECTURE	Italy	Instagram	14/02/2022	42,400	USD\$500.00	\$3,910.00	\$498.09
28	THE GOOD LIFE (01)	France	Instagram	01/03/2022	27,700	USD\$500.00	\$3,910.00	\$498.09
29	THE GOOD LIFE (02)	France	Instagram	11/03/2022	27,700	USD\$500.00	\$3,910.00	\$498.09
30	KANTO	The Philippines	Instagram	02/03/2022	2,833	USD\$75.00	\$586.50	\$74.71
31	KANTO	The Philippines	Facebook	02/03/2022	3,900	USD\$75.00	\$586.50	\$74.71
32	DPAGES (01)	USA	Instagram	18/03/2022	67,500	USD\$500.00	\$3,910.00	\$498.09
33	DPAGES (02)	USA	Instagram	25/03/2022	67,500	USD\$500.00	\$3,910.00	\$498.09
34	THE COOL HUNTER*	USA	Instagram	06/04/2022	100,000	HKD\$30,000.00	\$30,000.00	\$3,821.66
35	YATZER	Greece	Instagram	28/04/2022	147,000	€3,800.00	\$32,794.00	\$4,177.58
36	TYPE 7 (PORSCHÉ)	Germany	Instagram	05/06/2022	367,000	HKD\$60,000.00^	\$60,000.00	\$7,643.31
37	ARCHITECTURE TOURIST*	-	Instagram	24/07/2022	24,100	USD\$500.00	\$3,910.00	\$498.09

MEDIA VALUE

January – October 2022

NO.	MEDIA	COUNTRY	TYPE	DATE	MONTHLY UNIQUE VIEWS / CIRCULATION	MEDIA VALUE	MEDIA VALUE (HKD)	MEDIA VALUE (USD)
38	ECHELON HONG KONG	Hong Kong	Instagram	30/08/2022	4,840	HKD\$15,000.00	\$15,000.00	\$1,910.83
39	YATZER	Greece	Instagram	13/08/2022	149,000	€3,800.00	\$32,794.00	\$4,177.58
Newsletter								
40	YATZER	Greece	Newsletter	29/04/2022	5,000	€1,500.00	\$12,945.00	\$1,649.04
	TOTAL						\$1,371,901.70	\$178,942.13

Data Source: Official Media Kits / Similarweb / Google Analytics / The Fleming Media Report

*Estimated Based on appropriate benchmarks

^Standard PR Value for one Instagram feature

CURRENCY	
Pound to HKD	10.34
USD to HKD	7.82
EUR to HKD	8.63
SGD to HKD	5.77
RMB to HKD	1.23

THANK YOU