LE ETHEREA

We enhance the storytelling experience of food by infusing the story of perfumes into every dishes

We healing the people through the sophisticated taste of food and the scents of perfume

And we create an immersive world of perfume by adding the taste into each scent journey

ZEMING ZHU
Spatial Experience Designer

THE ETHEREA VIDEO

POETIC

SOPHISTICATED

MYSTERIOUS

The Material of ETHEREA is meant to render the dramatic garden atmosphere with poetic, sophisticated, and mysterious. The intriguing textures along with natural color and calming scents creates a sense of poetic to bringing the audience into the world of scent. While the reflective lights, opulent details and dramatic light effect giving a sophisticated mood for dramatic experience. On the other side of sophisticated, subtle finishes, hidden textures bringing up the mysterious environment to attract audience to explore and experience something unexpected.

THE MATERIAL OF ETHEREA

POETIC

Fine texture and natural finishes, connect with touches

Sheer fabric

Camphorwood

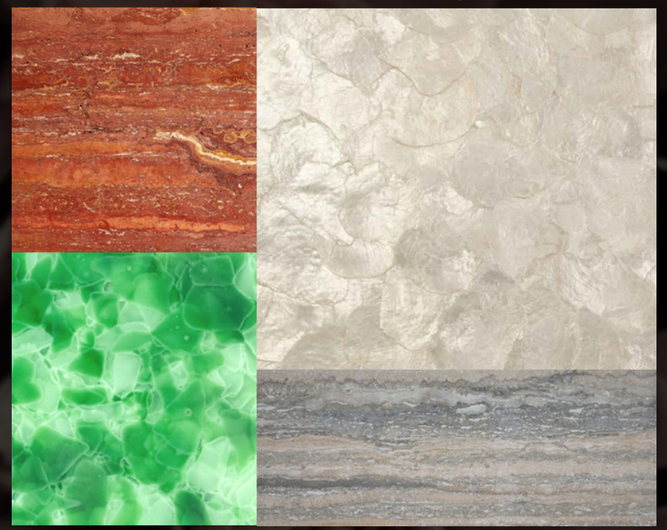
Salmon pink carpet

SOPHISTICATED

Opulent and intriguing, vibrant reflection and finishes

Red Travertine

Mother of Pearl Oyster full



Illuminated smashed glass

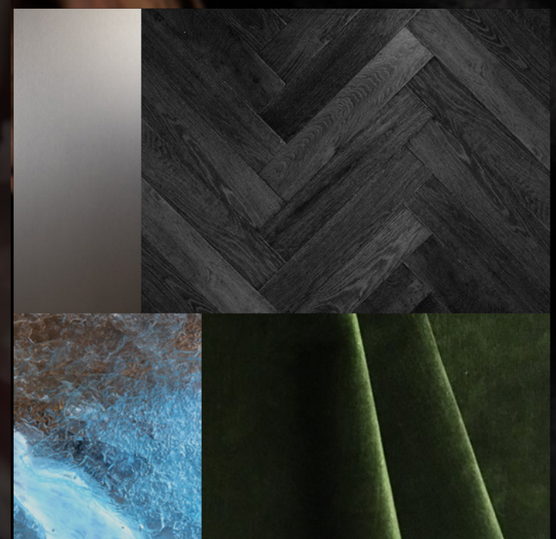
Ocean blue travertine

MYSTERIOUS

Unexpected texture with elegant form , subtle finish

Anodizated Aluminum

Herribone stain wood



Bespoke glass panel

Dark Green Velvet Drape

Dark Travertine

Mother of pearl

Cream Travertine

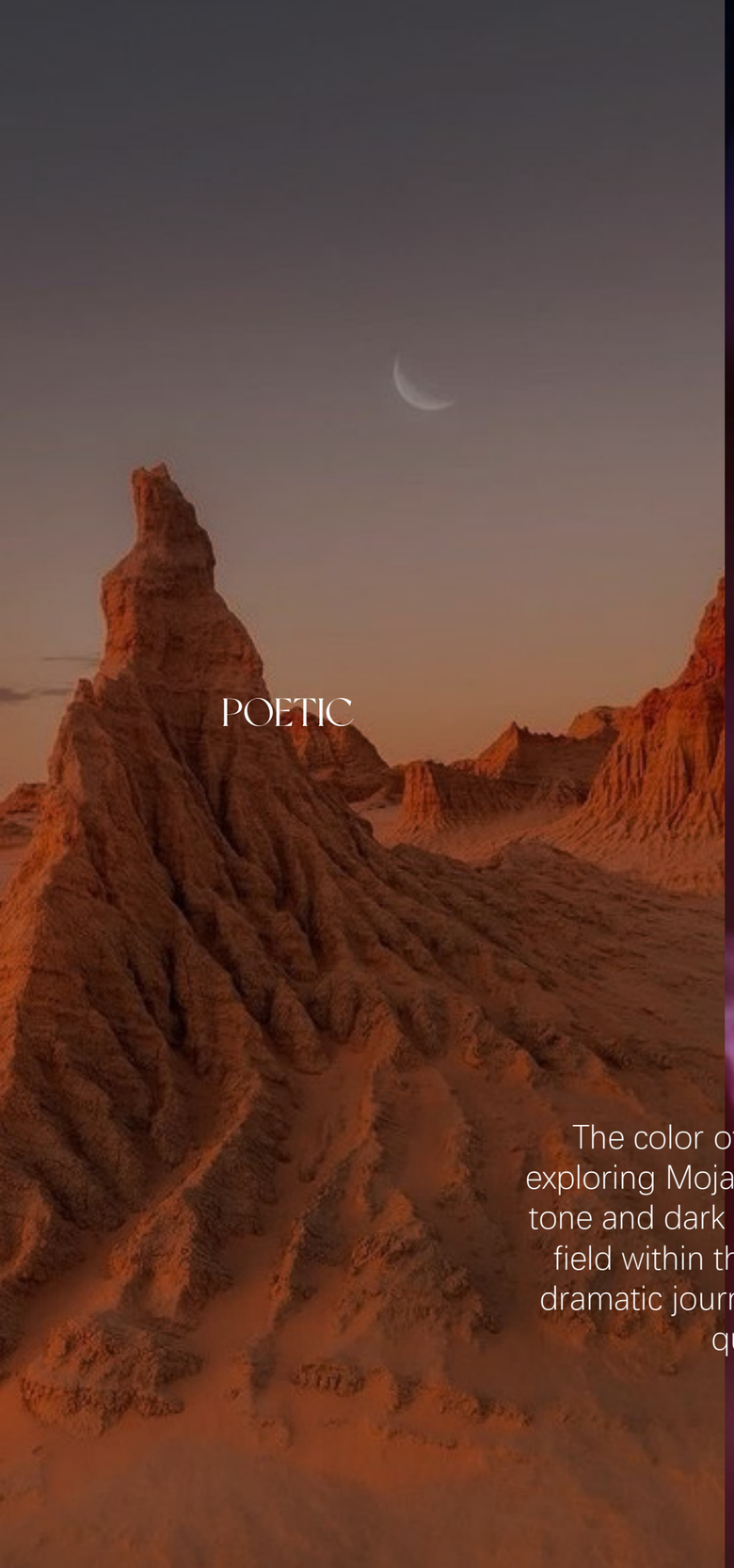
Sheer Fabric

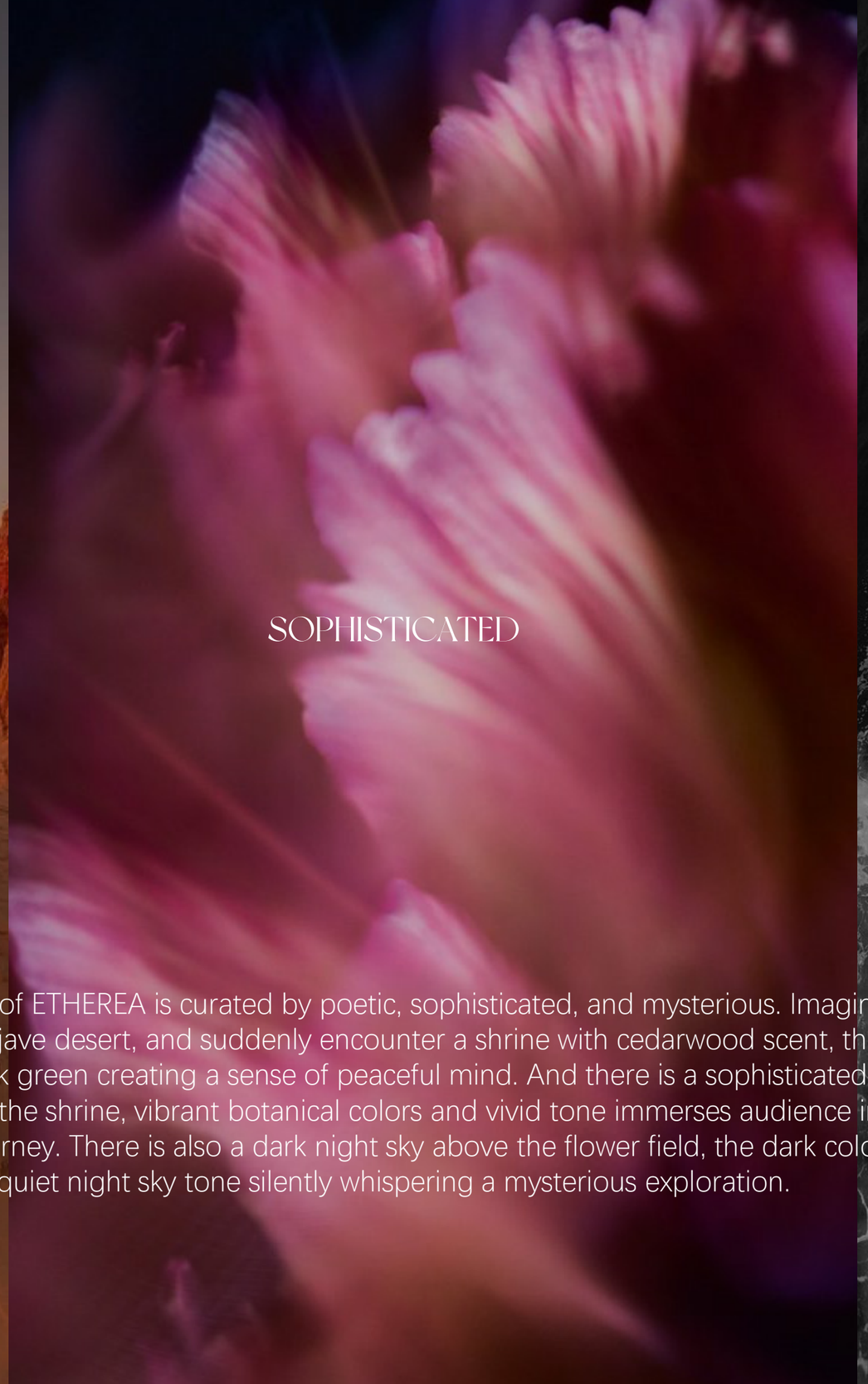
Salmon pink carpet

Dark green velvet

Clay plaster

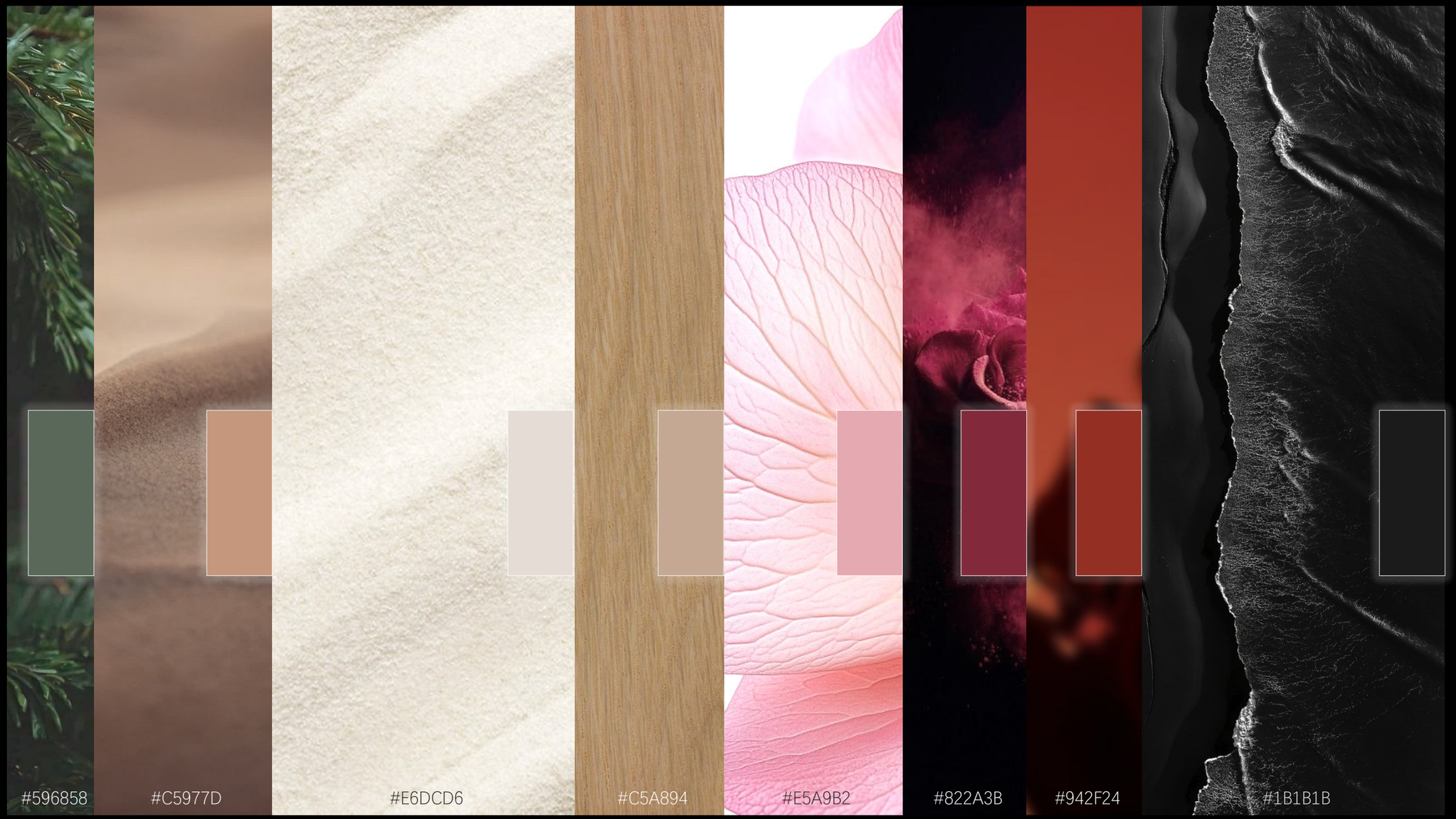
Dark wood herribone

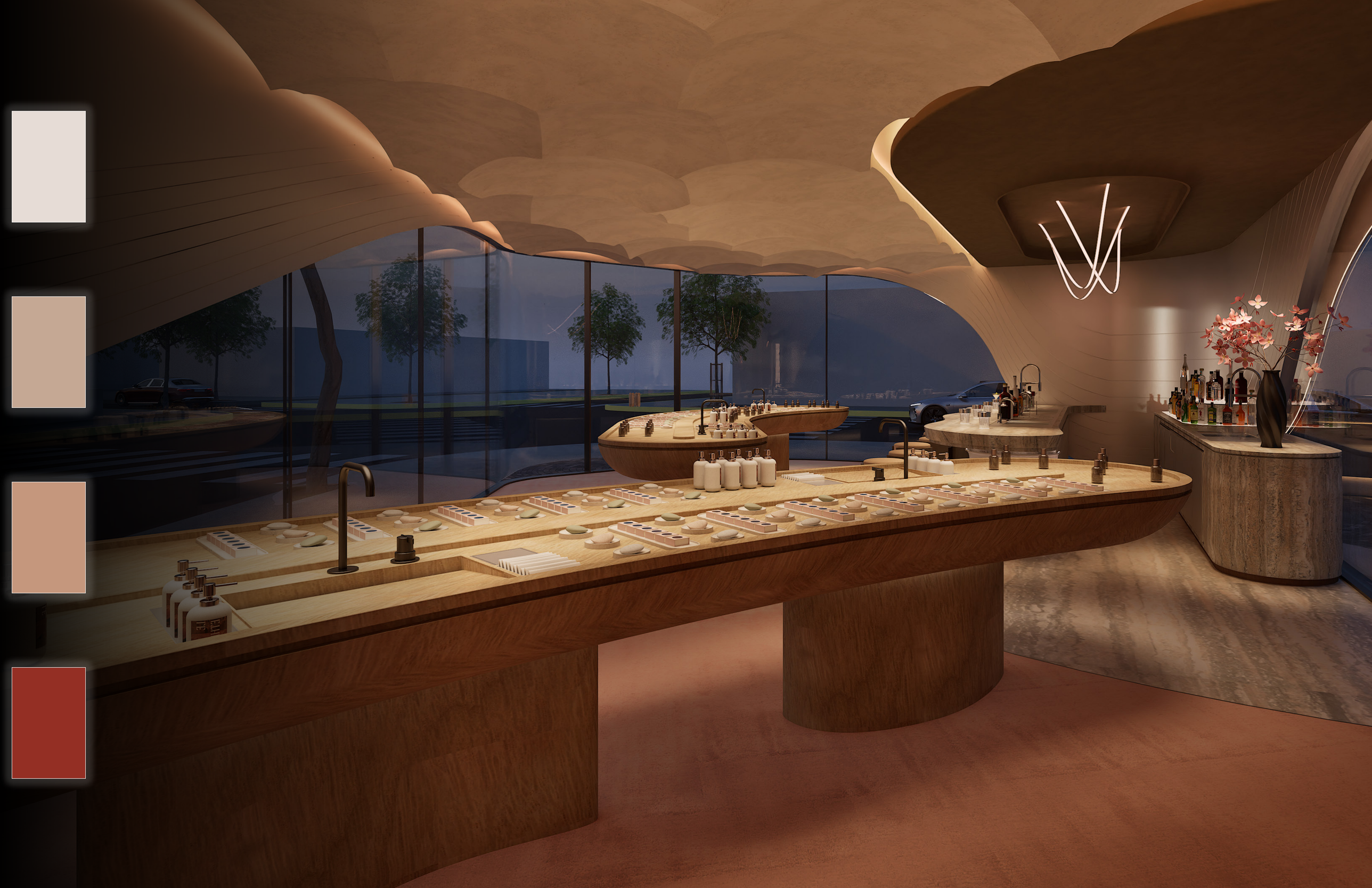




The color of ETHEREA is curated by poetic, sophisticated, and mysterious. Imagining exploring Mojave desert, and suddenly encounter a shrine with cedarwood scent, the earth tone and dark green creating a sense of peaceful mind. And there is a sophisticated flower field within the shrine, vibrant botanical colors and vivid tone immerses audience into a dramatic journey. There is also a dark night sky above the flower field, the dark color, the quiet night sky tone silently whispering a mysterious exploration.

The Color Palette





COMMITMENT TO SUSTAINABILITY

SURFACE IMPERFECTION

The materials of ETHEREA (mother of pearl, Travertine, micro cement, clay plaster, camphorwood) are not coated with any paint or surface treatments. Minimizing the VOC emission and reducing the carbon footprint.

LONG LASTING

The material within the ETHEREA is durable and long lasting enough to upcycled into other use after its life cycle, minimizing the carbon footprint for replacing or repairing material.

REPURPOSED CONSTRUCTION

Protect the ocean environment by collecting discarded glass bottles and discarded empty perfume bottle, remaking them into perfume bottle and dining sets, preventing the bottle to damage the ocean ecosystem.

CEILING PLAN

Ash Veneer
4'x10'
Oakwood Veneer Company

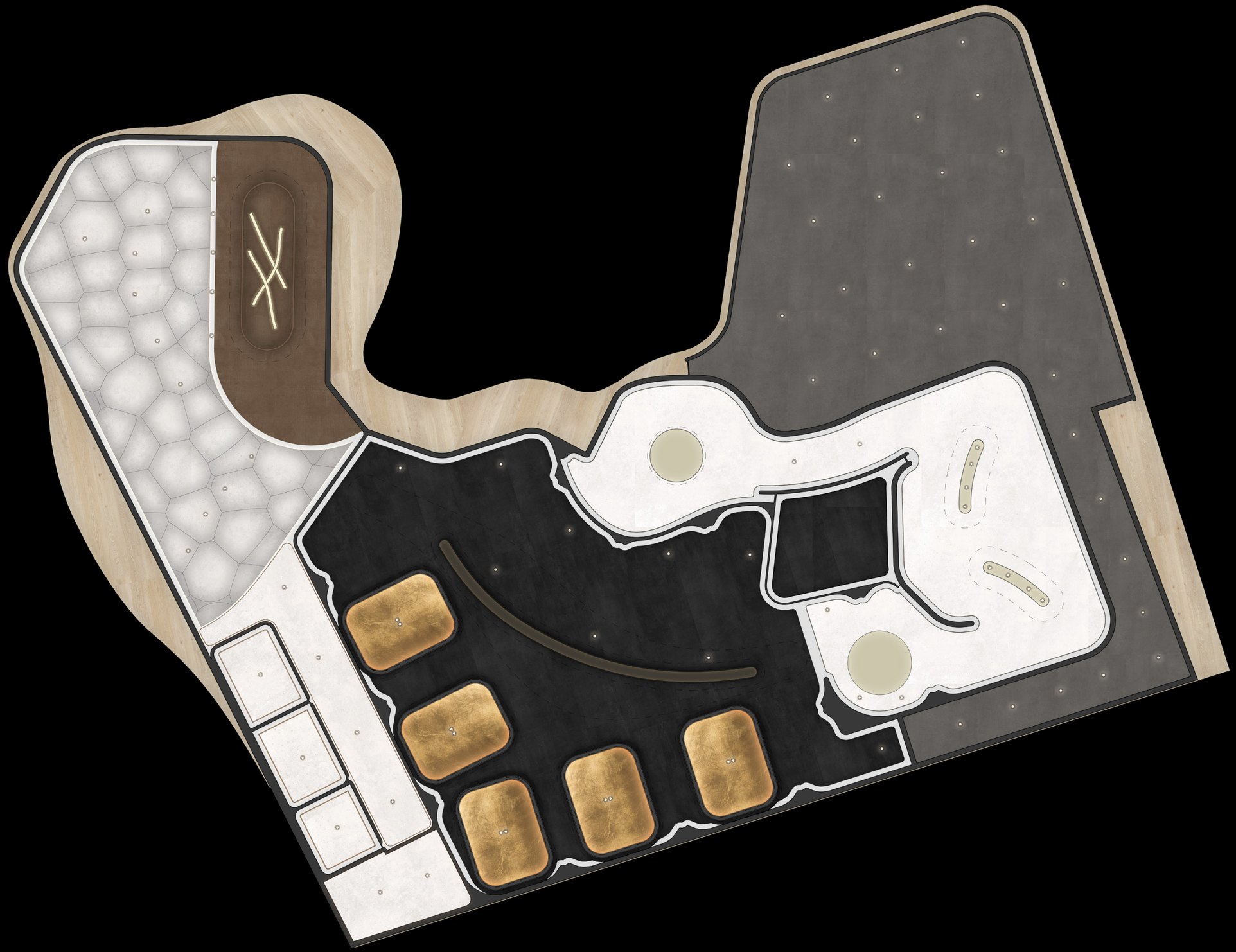
Mountain Microcement
Paint
Cemher

Cream Microcement
Paint
Cemher

Black Microcement
Paint
Cemher

Gold leaf
Gold foil
Goldleaf Sakuda

Champagne aluminum
4000 x 2800mm
Kikukawa



MATERIAL PLAN

Classic Travertine
1.6 x 3.2 m Tile
InfinitySurfaces

Radial cobblestone
4“x4”
Ecooutdoor

White MIcrocement
Paint
Cemher

Herribone stain wood
1 x 6 x 12
TWBwood & Bona

Aquian Silver Travertine
1.6m x 3.2m tile
InfinitySurface

Salmon pink carpet
Bespoke size
Royal American carpet

Red Travertine
1.6m x 3.2m tile
SolidNature

Ocean blue travertine
1.6m x 3.2m tile
Antolini

MELROSE AVE

N ROBERTSON BLVD

VALET ENTRANCE

FLARE BAR & RETAIL

CHECK IN

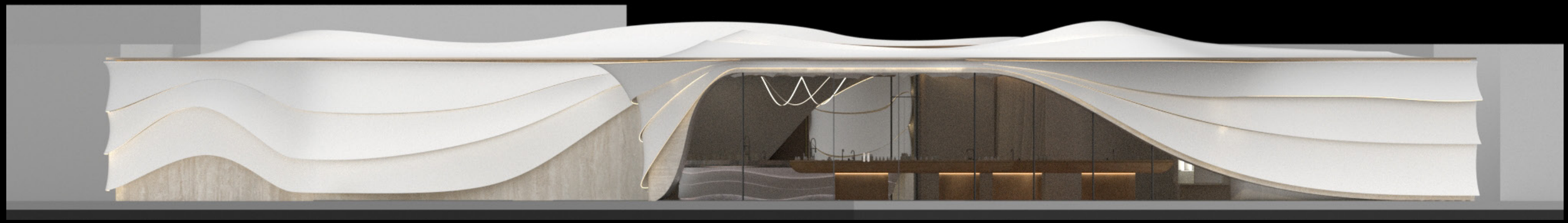
KITCHEN & APPLIANCES

BESPOKE SHRINE

RESTROOM & STORAGE

OMAKASE SPACE

ELEVATION



Ivory Travertine
1.6m x 3.2m tile
InfinitySurfaces

GFRP
Bespoke size
Armastek USA

Ultrawhite Tempered glass
Curved 2500 x 3000mm
Northglass

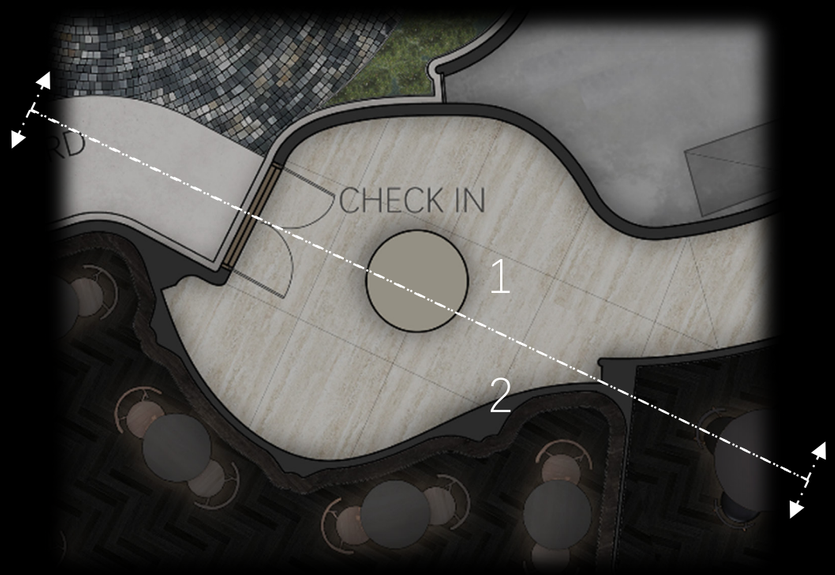
ELEVATION

Ivory Travertine
1.6m x 3.2m tile
InfinitySurfaces

GFRP
Bespoke size
Armastek USA

Ultrawhite Tempered glass
Curved 2500 x 3000mm
Northglass

SECTION - CHECK IN



1

Wall

Clay plaster
Paint
Clayworks

Green stained camphorwood
Bespoke size
TWBwood & Bona

FFE

Clay plaster
Paint
Clayworks

Celling

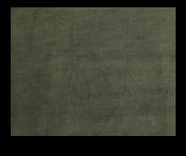
Cream Microcement
Thick base paint
Cemher

2

SECTION – BESPOKE SHRINE

1

Wall



Dark green velvet
Bespoke Drape
KM Fabric

Beige Microcement
Thick base paint
Cemher

FFE

Camphorwood
Bespoke panel&frame
TWBwood

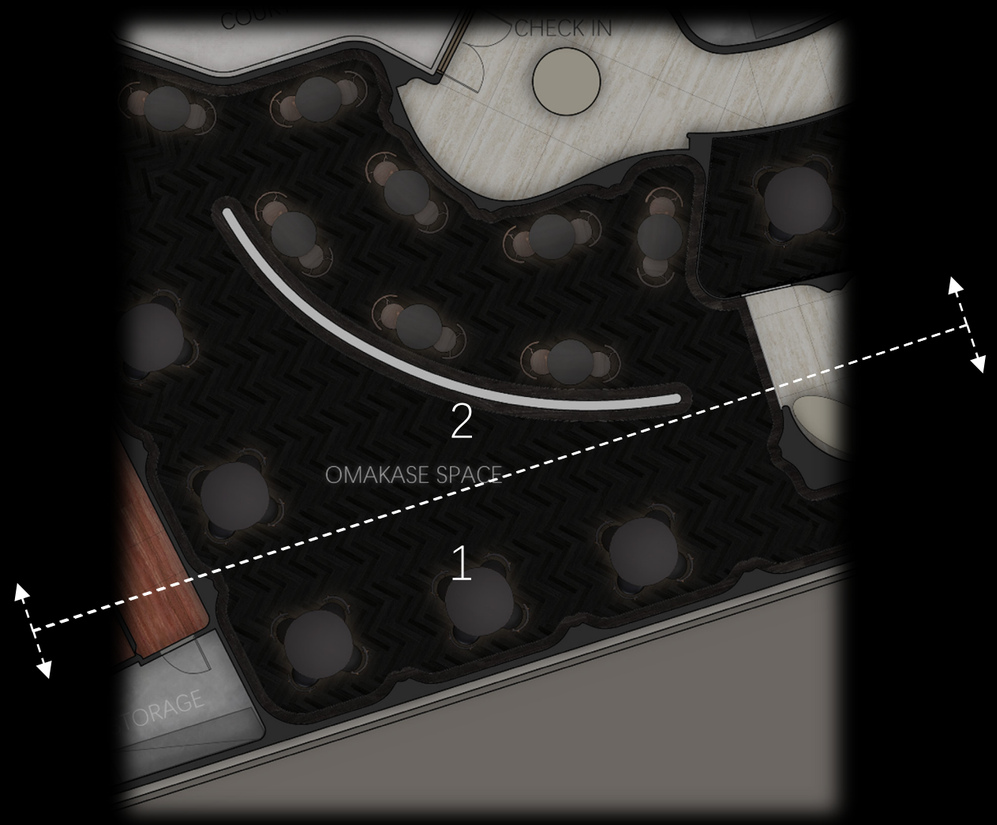
Celling

Cream Microcement
Thick base paint
Cemher

2

3

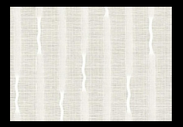
SECTION – OMAKASE 1



1

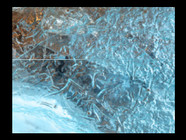
Wall

Mother of pearl
24”x12”
Maya Romanoff



Plain sheer fabric
6000 x 2900mm
Dedar Milano

FFE



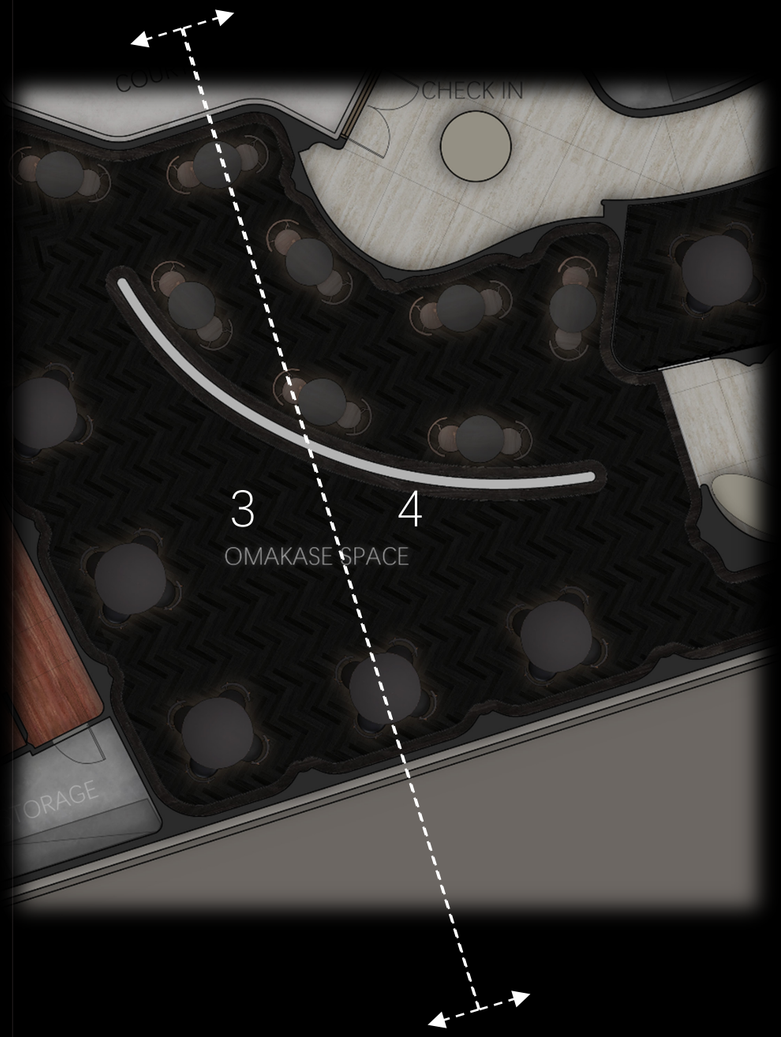
Bespoke illuminated glass
10sqft per module
Lasvit

Celling

Black Microcement
Paint
Cemher

2

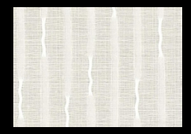
SECTION - OMAKASE 2



3

Wall

Mother of pearl
24”x12”
Maya Romanoff



Plain sheer fabric
6000 x 2900mm
Dedar Milano

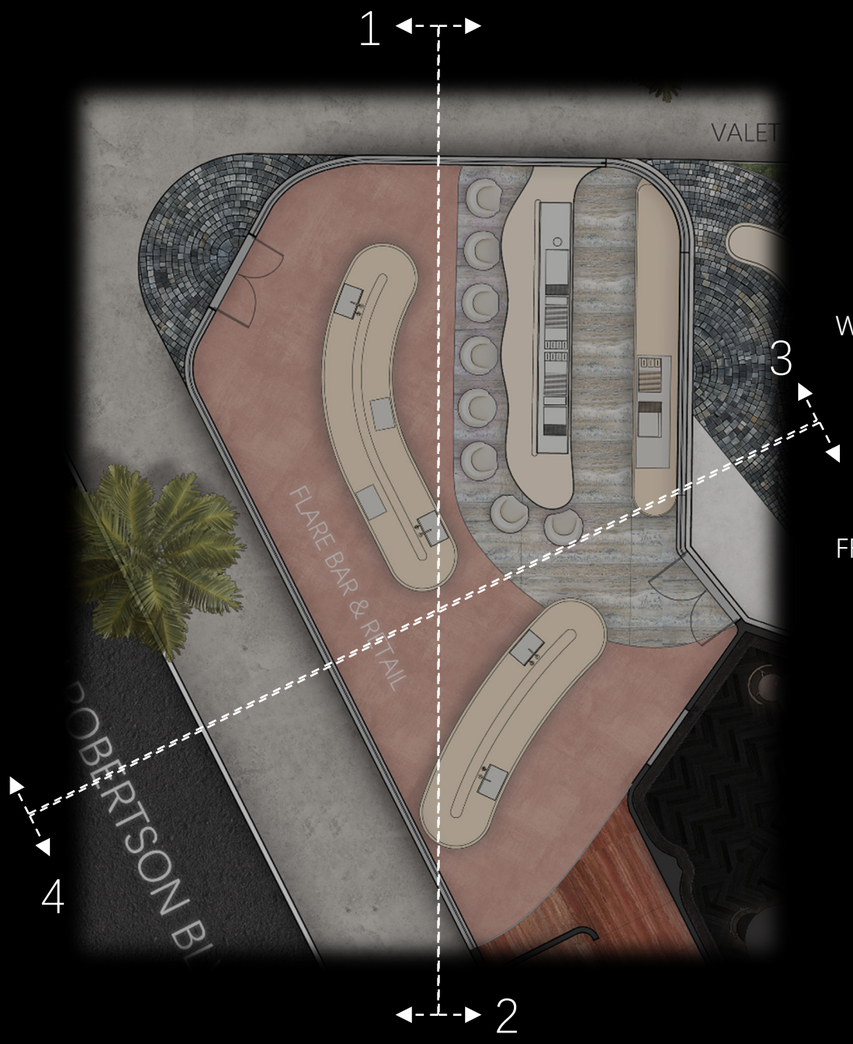
Celling

Gold leaf
Bespoke gold foil
Goldleaf-Sakuda

Black Microcement
Paint
Cemher

4

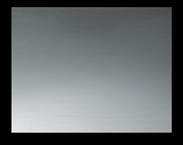
SECTION - RETAIL & BAR



1

2

Wall



Semi gloss Aluminum
4000 x 2800 mm
Kikukawa

Beige Microcement
Thin base paint
Cemher

Celling

Reef Microcement
Thick base paint
Cemher

FFE

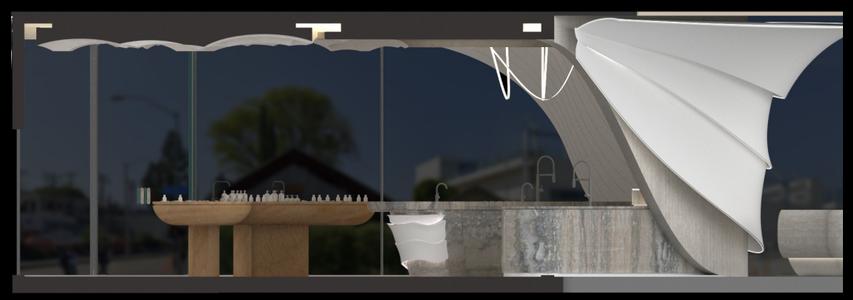
Camphorwood
Bespoke frame&panel
TWBwood

Ocean blue travertine
1.6m x 3.2m tile
Antolini

Celling

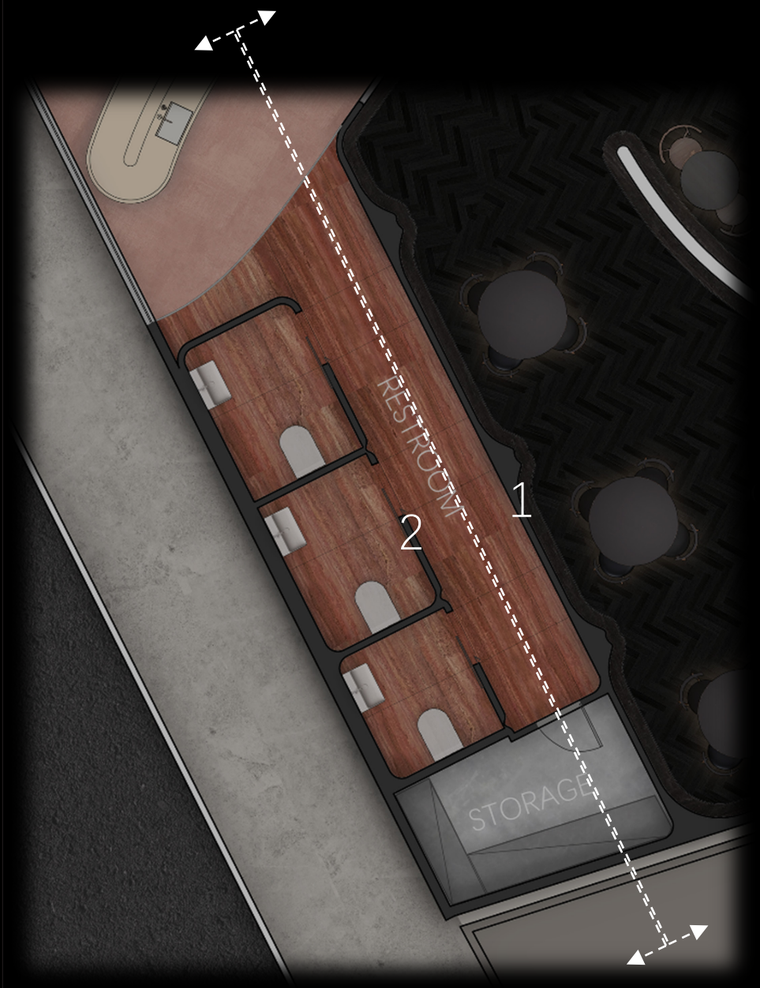
Cream Microcement
Thick base paint
Cemher

3



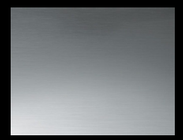
4

SECTION – RESTROOM CORRIDOR



1

Wall



Semi gloss Aluminum
4000 x 2800 mm
Kikukawa

Beige Microcement
Thin base paint
Cemher

Celling

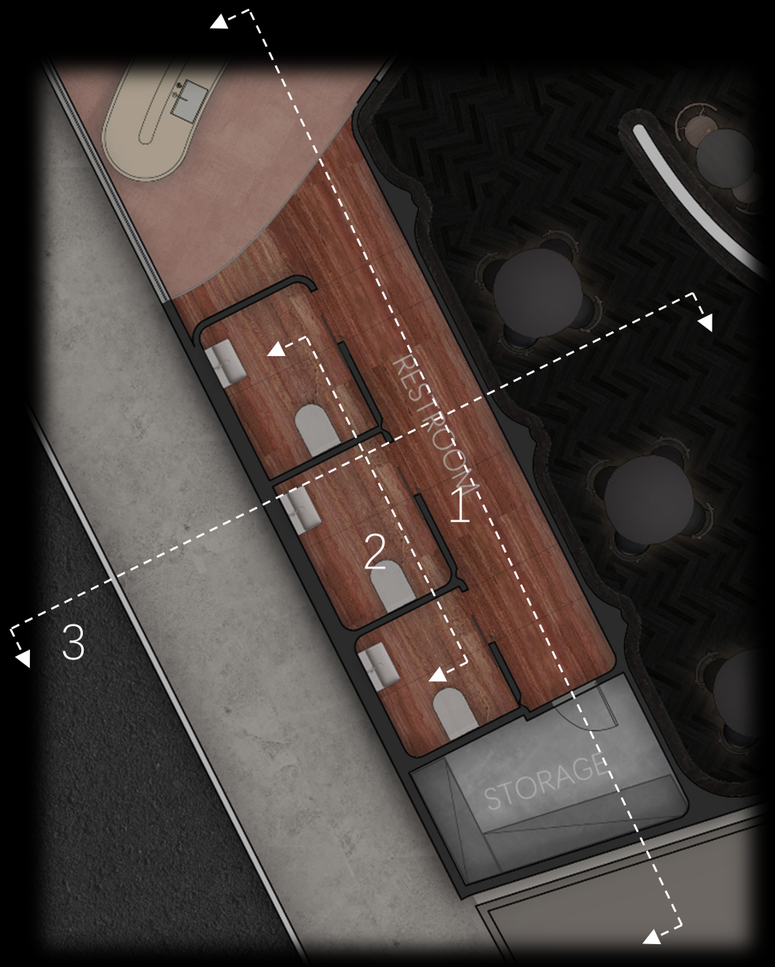
Cream Microcement
Thick base paint
Cemher

FFE

Mother of pearl
24”x12”
Maya Romanoff

2

SECTION – RESTROOM



1

Wall

Mother of pearl
24”x12”
Maya Romanoff

Beige Microcement
Thin base paint
Cemher

Celling

Cream Microcement
Thick base paint
Cemher

2

3

The Furniture & Fixture

Chair: Flair O’ BB Italia

2 person table: Allure O’dot BB Italia

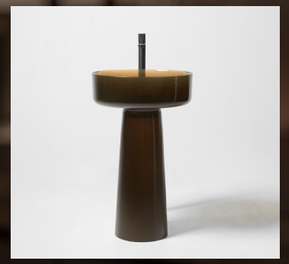
4 person table: Mateo Molteni & C

Bar Chair: Madison Counter stool ABREGO

Bar faucets: Components Kohler

Retail faucets: Gooseneck Kohler

Bathroom toilet: Veil Kohler



Bathroom sink & faucet: Albume Antoniolupi

The Material List

SPACE	SURFACES	MATERIALS	DETAILS	FINISH	COLOR	DIMENSION	MANUFACTURER
Façade & Courtyard	Outter façade layer	GFRP	Pre fabricated panel	Semi gloss	White	Refers to actual size	Armastek USA
	Inner layer	Façade wall	slab	Honed	Ivory white	127" x 64"	Zicana boutique / ABK stone
	windows	Curved tempered glass	Curved panel	Gloss transparent	Clear	2500 x 3000mm	NorthGlass
	glass edging	Aluminum frame	frame	Semi gloss	chrome	Refers to actual size	Northglass
	ground	cobblestone	radial spread tiles	Natural	Grey	3/4" - 4" x 4"	Ecooutdoor
	ground edge	White micro cement	Thick based cement	Matte	White	Refers to actual size	Cemher
	Overlaping shade	Ash Veneer	Panels	Matte	Beige	4' x 10'	Oakwood Veneer company
	Doorstep ground	White micro cement	Thick based cement	Matte	White	Refers to actual size	Cemher
Check-in	Wall	Clay plaster	gradient clay plaster	Matte	Clay	Refers to actual size	Clayworks
	Floor	Classic Travertine	Tiles	Honing	Beige yellow	1600 x 3200 mm	Infinitysurfaces
	Celling	Cream Microcement	Thick based cement	Matte	Ivory white	Refers to actual size	Cemher
	Illuminated panel	Shredded glass panel	glass+resin panel	Gloss translucent	Clear	1000 x 3300mm	MAGNA Glaskeramic GmbH
Bespoke	Wall	Beige Microcement	Thick based cement	Satin	DarkAnodizated beige	Refers to actual size	Cemher
	Drape	Dark green velvet drape	Fixed wall drape	Velvet	Dark green	Refers to actual size	KM fabric
	Celling	Cream Microcement	Thick based cement	Matte	Ivory white	Refers to actual size	Cemher
	Floor	Classic Travertine	Tiles	Honing	Beige yellow	1600 x 3200 mm	Infinitysurfaces
	Display table	Camphor wood	Wood panel and frame	Semi gloss	Wood color	Refers to actual size	TWBwood （根源）
Omakase	Wall	Flexi Mother of Pearl	Panels	Semi gloss	Oyster	24" x 12"	Maya Romanoff
	Drape	Plain sheer fabric THÉRÈSE	Rail guided movable drape	Satin	White	6000 x 2900mm	Dedar Milano
	Center Drape	Colored glass	Glass installations	Texture translucent	Clear	~10sqft per module	Lasvit
	Celling	Black Microcement	Thick based cement	Matte	Natural black	Refers to actual size	Cemher
	Pod celling	Gold leaf	Gold foil surface	matte / semi gloss	gold	Refers to actual size	Goldleaf-sakuda
	Floor	Stain wood herribone tile	herribone patterned	Semi gloss	black	1 x 6 x 12 Shiplap	TWBwood （根源）& Bona
	Floor edging	Travertino Grey	Tiles	Honing	Dark grey	1600 x 3200 mm	Infinitysurfaces
	Wall Drape	Plain sheer fabric THÉRÈSE	Rail guided movable drape	Satin	Beige Grey	6000 x 2900mm	Dedar Milano
Retail + Bar	Floor	WOVEN Axminster Carpet	Customized wool carpet	Velvet	Salmon pink	Refers to actual size	Royal American Carpet
	Wall	Anodizated Aluminum	Prefab panels	Anodizated Matte	chrome	4000 x 2800mm max	Kikukawa
	Celling	Cream Microcement	Thick based cement	Matte	Ivory white	Refers to actual size	Cemher
	Retail table	Camphor wood	wood panel and frame	Matte	Wood color	Refers to actual size	TWBwood （根源）
	Bar table	Ocean Blue Travertine	CNC cut from tile	Semi Gloss	Light grey & beige	1600 x 3200 mm	Zicana boutique / Antolini
	Bar celling	Mountain Microcement	Thick based cement	Satin	Dark brown	Refers to actual size	Cemher
	Bar Floor	Ocean Blue Travertine	Tile	Semi Gloss	Light grey & beige	1600 x 3200 mm	Zicana boutique / Antolini
Retail Hallway& Restroom	Wall	Beige Cement	Thin based cement	Matte	Beige	Refers to actual size	Cemher
	Floor	Red Travertine	Tile	Natural	Red	1600 x 3200 mm	SolidNature
	Celling	Cream Microcement	Thick based cement	Matte	Ivory white	Refers to actual size	Cemher
	Wall Edge	Gloss Aluminum	Wall and door frame edge	Gloss	Chrome	Customize frame	Kikukawa
	Wall panel	Champagne aluminum	Panel of perfume case	Brushed	Champagne beige	4000 x 2800mm max	Kikukawa

A HEALING TO THIS RAPIDLY CHANGING WORLD

A SPARKLING TO THE PERFUME CULTURE

THE ETHEREA

ZE ZHU AS
SPATIAL DESIGNER

E Zhuzeming313@gmail.com