

 PROJECT ATRAK

11 PROJECTS · 6 COUNTRIES  
SEOUL · PARIS · TOKYO · SANTO



SELECTED WORKS · VOLUME I

# Threshold

By Project Atrak — Haarlem, Netherlands

"Eleven spaces. One question — what does this space need to be, for the people who inhabit it?"

# In this *edition*

Eleven completed projects across architecture, interior, landscape, and hospitality. Each began differently. Each arrived at a different answer. What they share is the same question.

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- 01 Cheongdam Residence  
Seoul, South Korea

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  - 02 Santoro Wellness Retreat  
Santorini, Greece

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  - 03 Hotel Aurore — Suite  
Paris, France

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  - 04 Volta Office Tower  
Paris, France

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  - 05 Aoyama Horizon  
Tokyo, Japan

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  - 06 Kassel Cultural Centre  
Kassel, Germany

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  - 07 Duinweg Garden  
Bloemendaal, NL

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  - 08 Rijksduin Courtyard  
Bloemendaal, NL

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  - 09 Atelier Lumière  
Paris, France

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  - 10 The Meridian Penthouse  
Paris, France

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  - 11 Arcadia House  
Amsterdam, NL

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Architecture is not decoration. It is the organisation of experience — the calibration of light, material, and proportion to serve a life. Every project in this volume began with a different brief, a different landscape, a different set of constraints. The work presented here is not a style. It is a standard.

## "We design for the space between what is built and what is *felt*."

Architecture is not a visual art. It is a haptic one. You do not look at a great building — you move through it, you feel it underfoot, you breathe its air. The quality that separates a good space from a mediocre one is not something that shows up in photographs. It shows up in the body.

This is the territory we work in. Not style — experience. Not image — atmosphere. The question we return to on every project is not "how does this look?" but "how does this feel?" — and more precisely, "how will it feel in ten years, when the building has settled and the people inside it have made it their own?"

— *Project Atrak, Haarlem, 2026*

Threshold is our first publication. It presents eleven completed projects spanning six countries and four disciplines. They are not a manifesto. They do not argue for a single aesthetic position. What they share is a commitment to the same process: rigorous, material, patient, and always in service of the people who will inhabit the result.

The title is deliberate. Every project in this volume is, at its core, about a threshold — the moment of transition between one world and another. Between outside and inside. Between public and private. Between the city and the self. Architecture's greatest power is its ability to make that threshold meaningful.

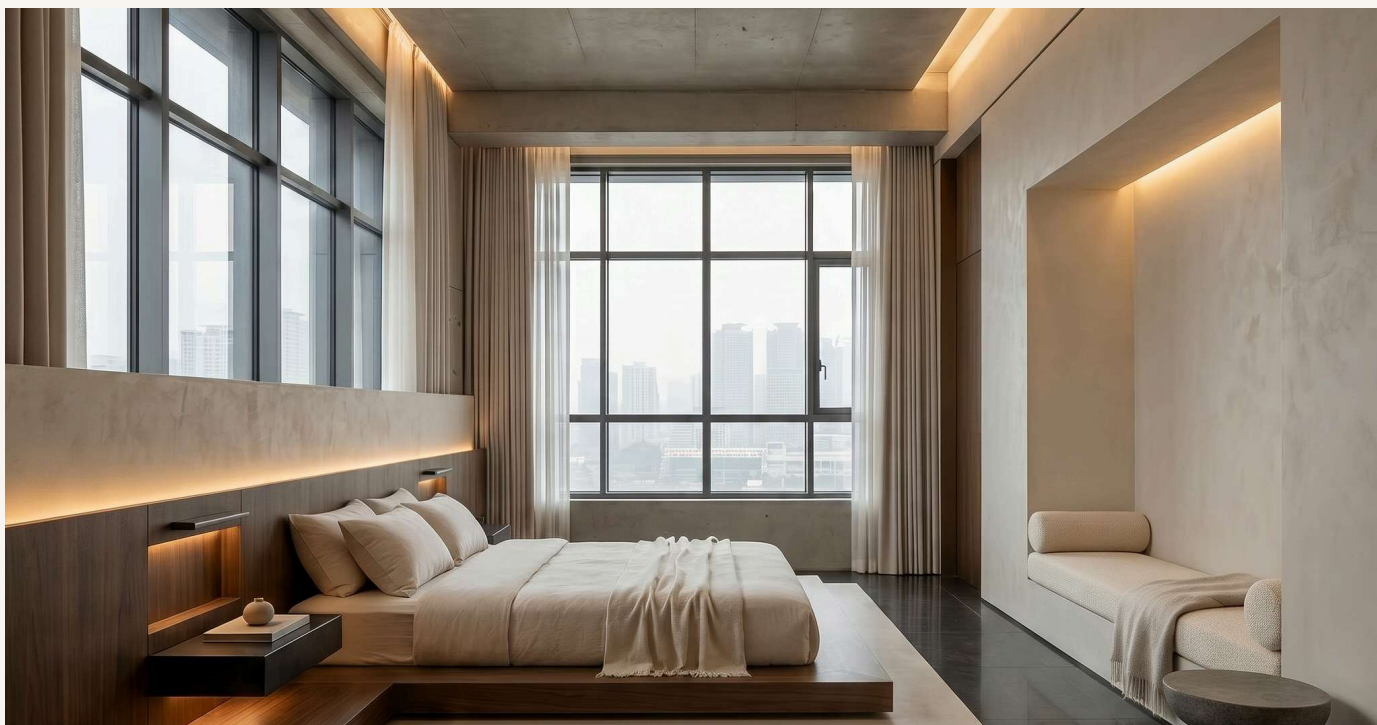
PROJECT 01

# Cheongdam *Residence*

SEOUL · 2023



01 / II INTERIOR · SEOUL, SOUTH KOREA



MAIN LIVING LEVEL — CONCRETE, OAK, AND CITY SKYLINE

"Raw and refined  
in *equal measure*."

A mid-century industrial warehouse in Cheongdam-dong transformed into a private residence for a collector of art and automobiles. Board-formed concrete, hand-oiled oak, and Gyeonggi stone form a palette that honours the building's industrial origins while creating spaces of genuine warmth.

620

M<sup>2</sup> AREA

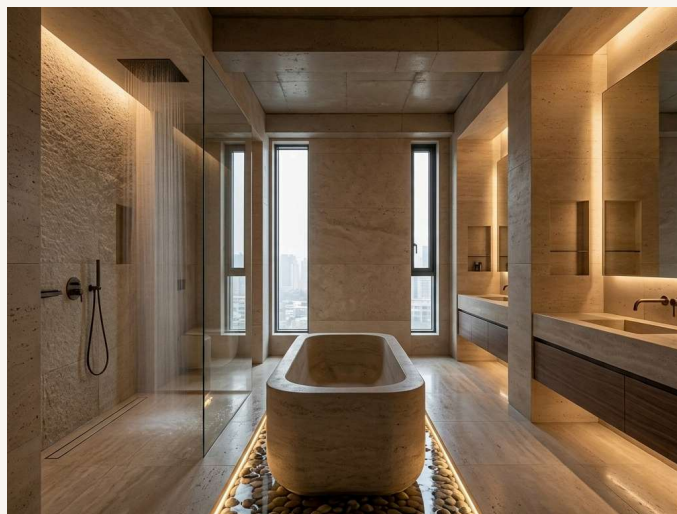
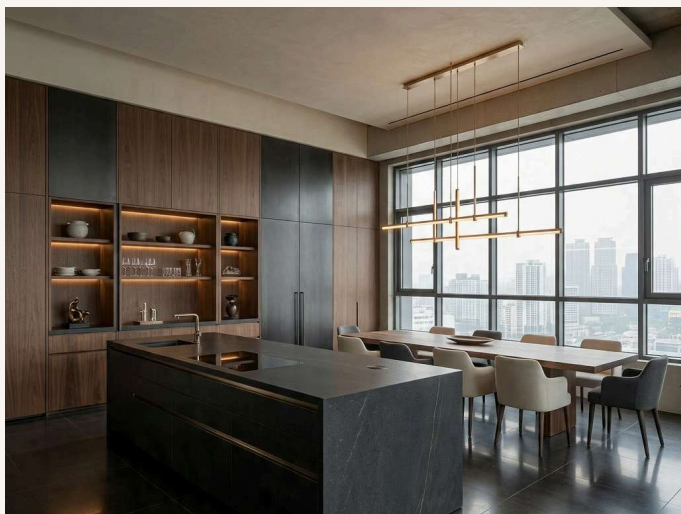
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LEVELS



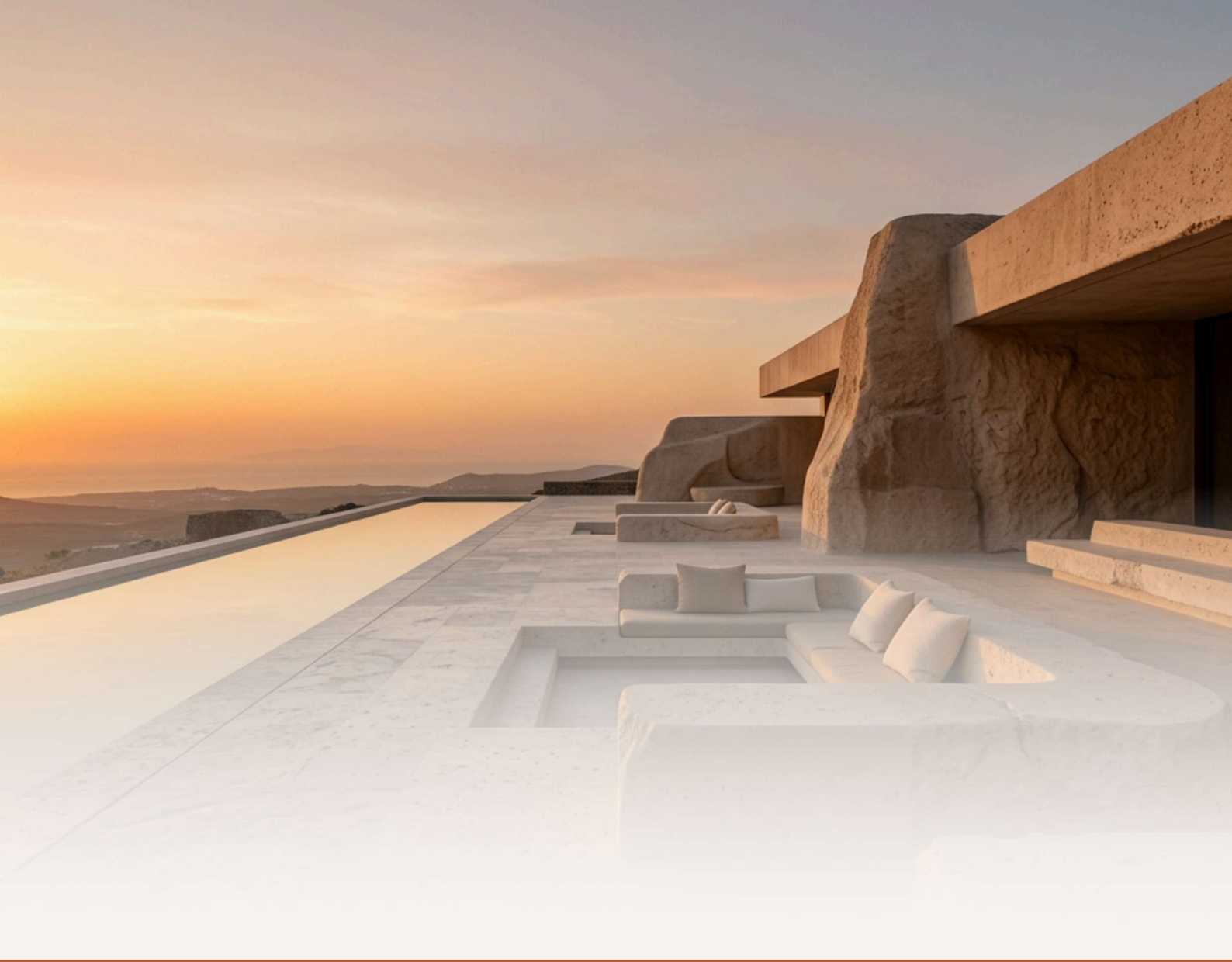
### THE STAIRCASE

A cantilevered concrete staircase rises through all three floors — each tread appearing to float from the raw wall, with a single glass balustrade ensuring the view is unobstructed from every angle.



LEFT: AUTOMOBILE DISPLAY PLATFORM · RIGHT: MATERIAL DETAIL

- Board-formed concrete — ceilings & structural walls
- Hand-oiled European oak — floors & millwork
- Gyeonggi stone — kitchen & bath surfaces
- Polished concrete — ground level display platform



PROJECT 02

# Santoro

## *Wellness Retreat*

Carved into the western rim of Santorini's caldera. Volcanic tufa, hand-applied lime render, and the logic of the landscape — a retreat that feels as though it has always been there.

1,200

M<sup>2</sup> SITE

12

SUITES

Santorini - Greece  
07



INFINITY POOL — CALDERA EDGE AT DUSK, SANTORINI

*"Architecture that does not compete with the landscape — but becomes indistinguishable from it."*

#### THE ARCHED LANGUAGE

Barrel-vaulted ceilings run through every space — a reference to the Cycladic vernacular that also provides structural depth without additional steel or concrete. Each suite has its own plunge pool at the cliff edge.

- Santorini volcanic tufa — structural walls

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- Hand-applied lime render — all exterior surfaces

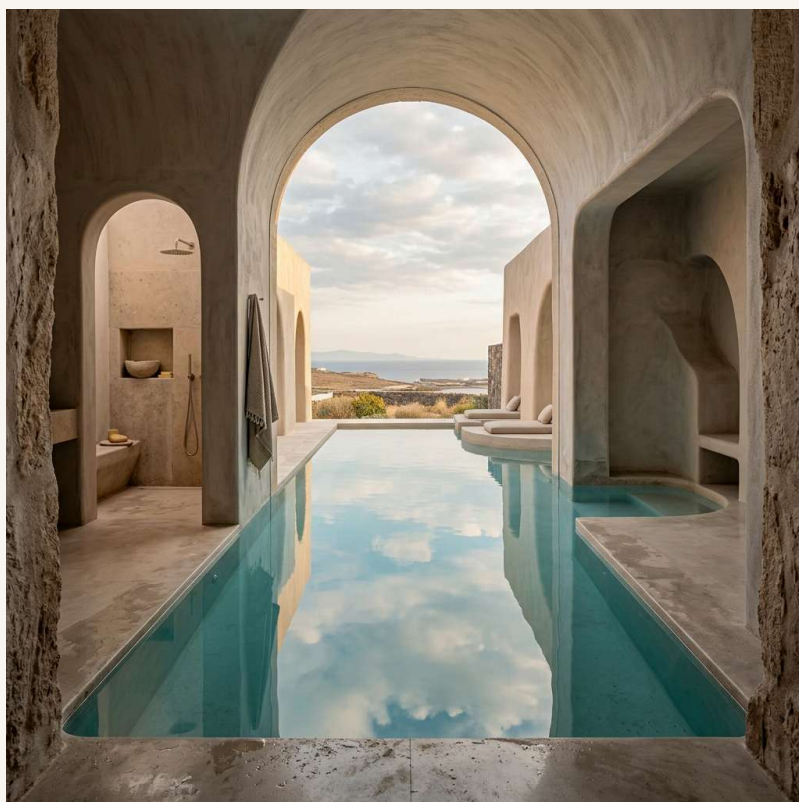
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- Pumice stone — floor slabs

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- Reclaimed olive timber — joinery

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# Hotel Aurore

## *Signature Suite*

The entire top floor of a 19th-century Haussmann building in Paris. Heritage constraints met with contemporary precision. Venetian plaster, aged brass, and hand-woven linen — materials chosen for how they age, not how they look when new.



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180

M<sup>2</sup> SUITE

2024

YEAR

Paris, France



LEFT: MASTER BEDROOM - RIGHT: BATHROOM — HONED BURGUNDY LIMESTONE

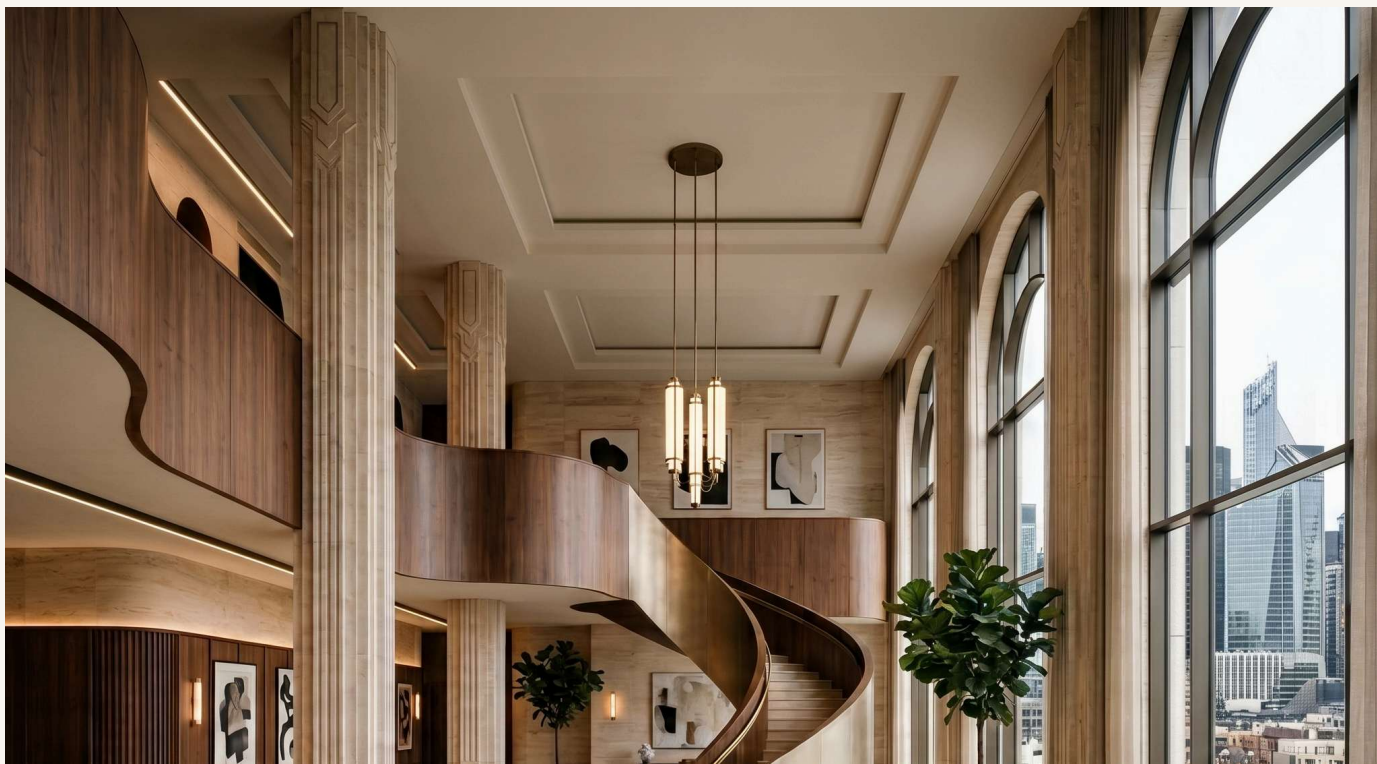
#### LAYERED LUXURY

Six lighting circuits allow the suite to shift from working environment to intimate ambience. Every surface the guest touches was selected for its tactile quality — the linen, the brass door handles, the polished limestone of the vanity.

- Venetian plaster — all walls & ceilings
- Aged brass — all hardware & frames
- Hand-woven Belgian linen — soft furnishings
- Honed Burgundy limestone — bathroom
- Reclaimed Dutch oak — flooring & joinery







GRAND LOBBY — IVORY LIMESTONE COLUMNS, ART DECO INLAID TRAVERTINE FLOOR

"A building that earns its place on a *Parisian street*."

The global headquarters of an energy and infrastructure group in Paris's 8th arrondissement. The project draws on the city's interwar architectural heritage — geometric floor inlays, fluted limestone columns, champagne bronze — reinterpreted for a contemporary high-performance workplace. Hospitality logic applied to a corporate brief.

18

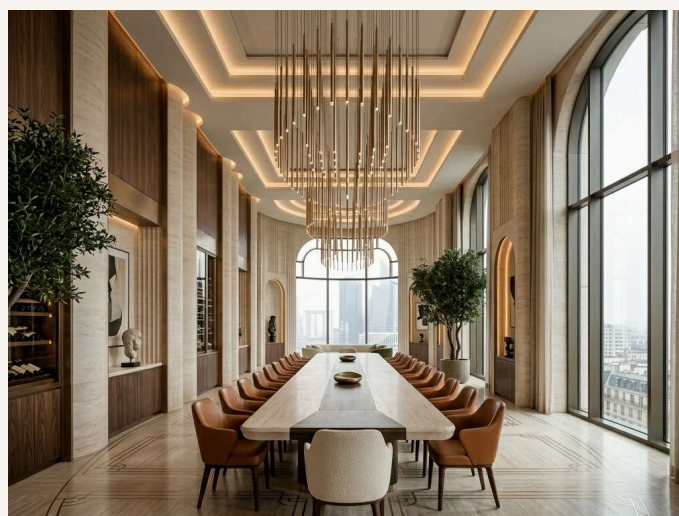
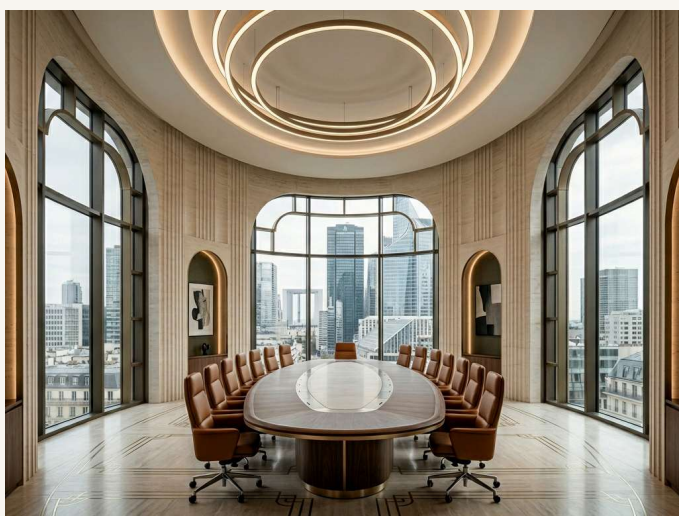
FLOORS

12,400

M<sup>2</sup> GFA

2024

YEAR



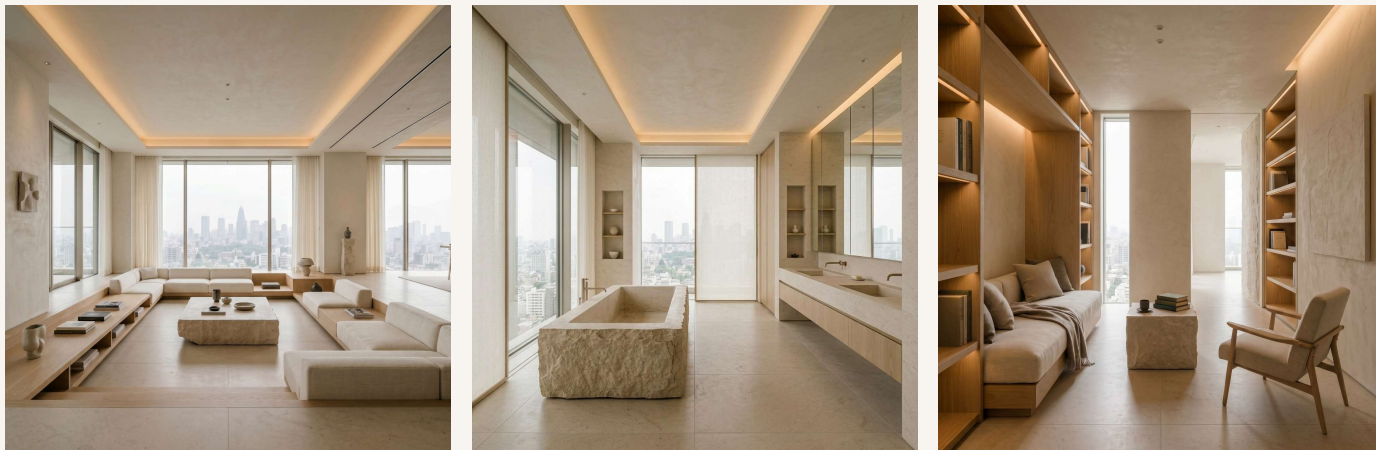


PROJECT 05 — INTERIOR

# Aoyama Horizon

TOKYO, JAPAN · 2024

*"Between the city and stillness — a home that begins before you open the door."*



LEFT TO RIGHT: ENTRANCE GALLERY - LIVING SPACE - LIBRARY WALL

### MATERIAL PURITY

Three materials carry the entire composition — monolithic limestone, pale oiled oak, and hand-trowelled plaster. All storage is absorbed into the oak envelope at full height. The floor plan remains entirely clear. The Japanese concept of *ma* — the meaning found in emptiness — was a guiding principle throughout.

### CALIBRATED LIGHT

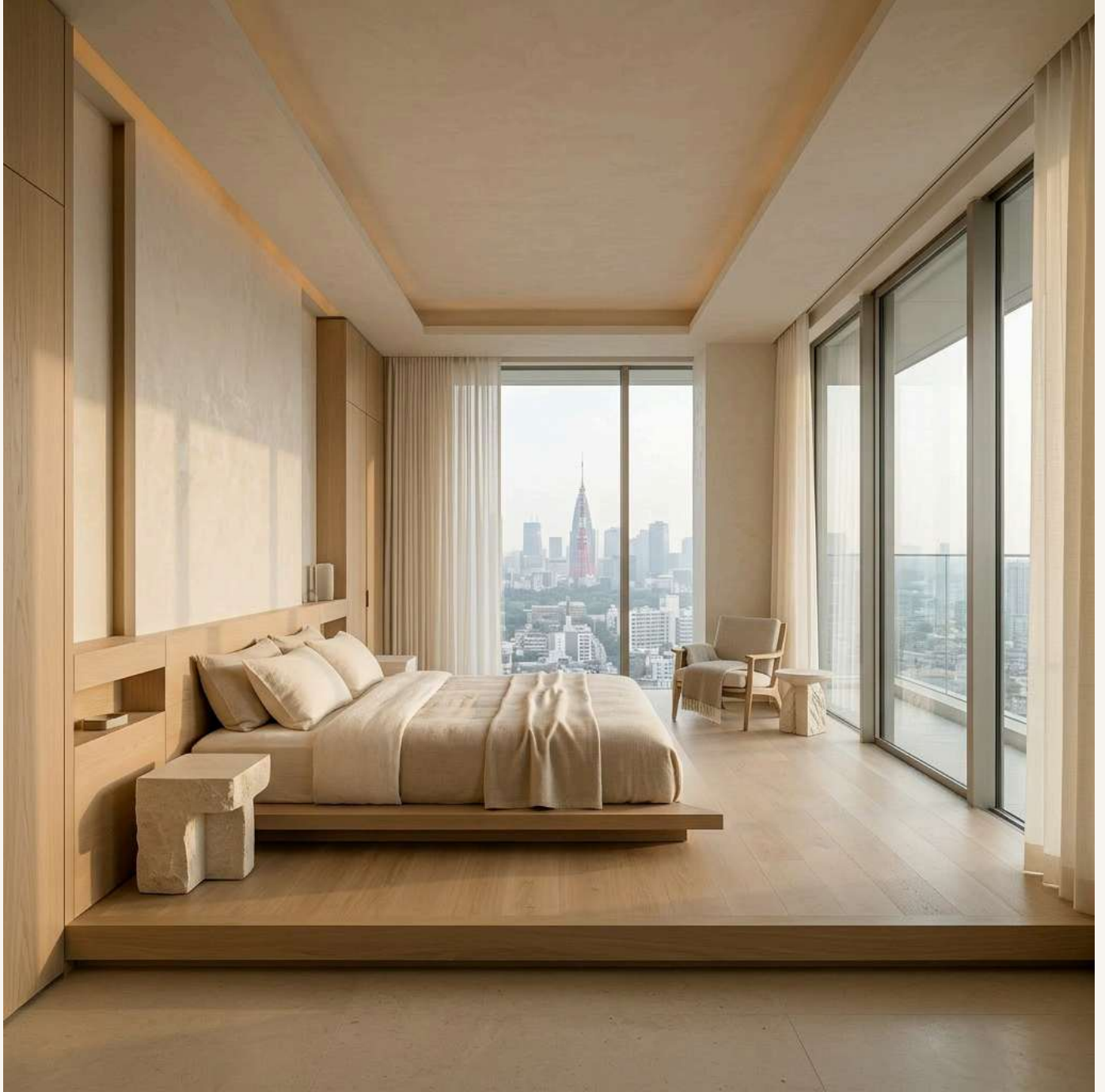
Recessed lighting and filtered natural daylight were designed together as a single system — emphasising proportion and material depth without ever becoming decorative. A single sculptural stone bench and one ceramic vessel are the only objects in the entrance gallery.

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340  
M<sup>2</sup>

3  
MATERIALS

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PROJECT 06 — ARCHITECTURE

# Kassel *Cultural Centre*

A civic institution for art, knowledge, and public life. Four programmes — exhibition, library, performance, and gathering — housed within a single architectural framework. Not a monument to visit on special occasions, but an everyday destination woven into the fabric of Kassel.

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28,000

M<sup>2</sup> GFA

4

PROGRAMMES

480

SEAT HALL

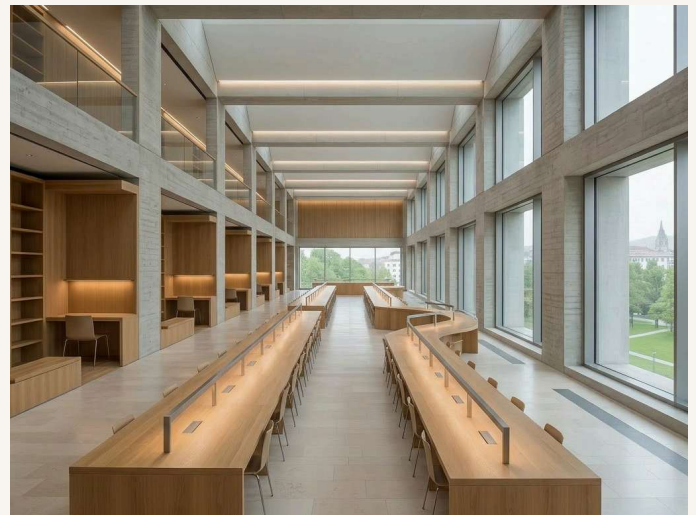
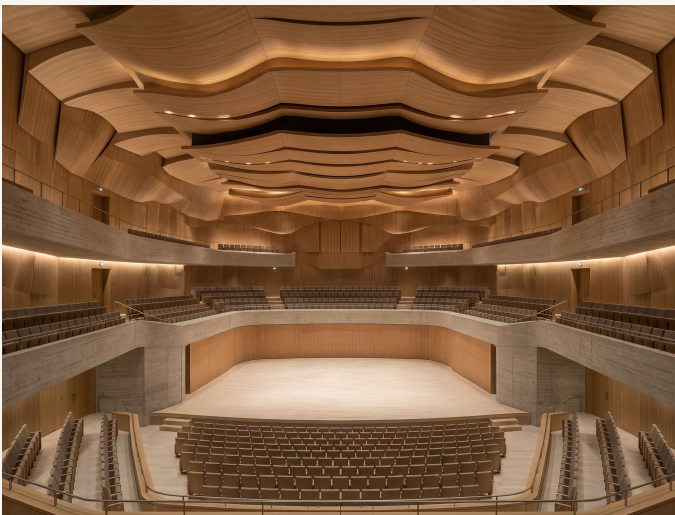
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PUBLIC GALLERY — GROUND LEVEL, FULLY OPEN TO THE CITY

The ground floor is entirely permeable — no barriers, no ticketing at entry. The building belongs to the city before it belongs to any programme. North-facing exhibition galleries receive consistent diffused light ideal for art display. Roof monitors and light wells distribute this quality throughout.

The primary atrium connects all four programmes vertically, allowing visitors to move between exhibition, library, performance, and public space without losing their orientation. Limestone, concrete, and oiled oak form a palette chosen for civic dignity and longevity.



LEFT: RESEARCH LIBRARY — FOUR OPEN STACK LEVELS · RIGHT: PERFORMANCE HALL



LANDSCAPE · RESIDENTIAL

# Duinweg Garden

BLOEMENDAAL, NETHERLANDS · 5 PAVILIONS · 4,200 M<sup>2</sup>

*"The dune is the architect. Our role was to make the building disappear into it."*



## FIVE PAVILIONS

Rather than a single house, the programme is dispersed across five low horizontal pavilions — living, sleeping, wellness, studio, and covered outdoor kitchen. The garden and dune paths between them become corridors. The sky becomes the ceiling.

4,200

M<sup>2</sup> SITE AREA

5

PAVILIONS



LEFT: LIVING PAVILION INTERIOR · RIGHT: WELLNESS PAVILION — OUTDOOR POOL WITHIN THE DUNE BASIN

- Untreated larch — all exterior cladding
- Honed limestone — interior floor surfaces
- Pale oiled oak — joinery & panelling
- Native dune planting — all landscaped areas



## Rijksduin *Courtyard*

Four protected courtyards carved into a coastal dune landscape in Bloemendaal. Handmade Dutch brick, Belgian limestone, and European oak — chosen for how they weather in the North Sea climate. The building mediates between exposure and intimacy.

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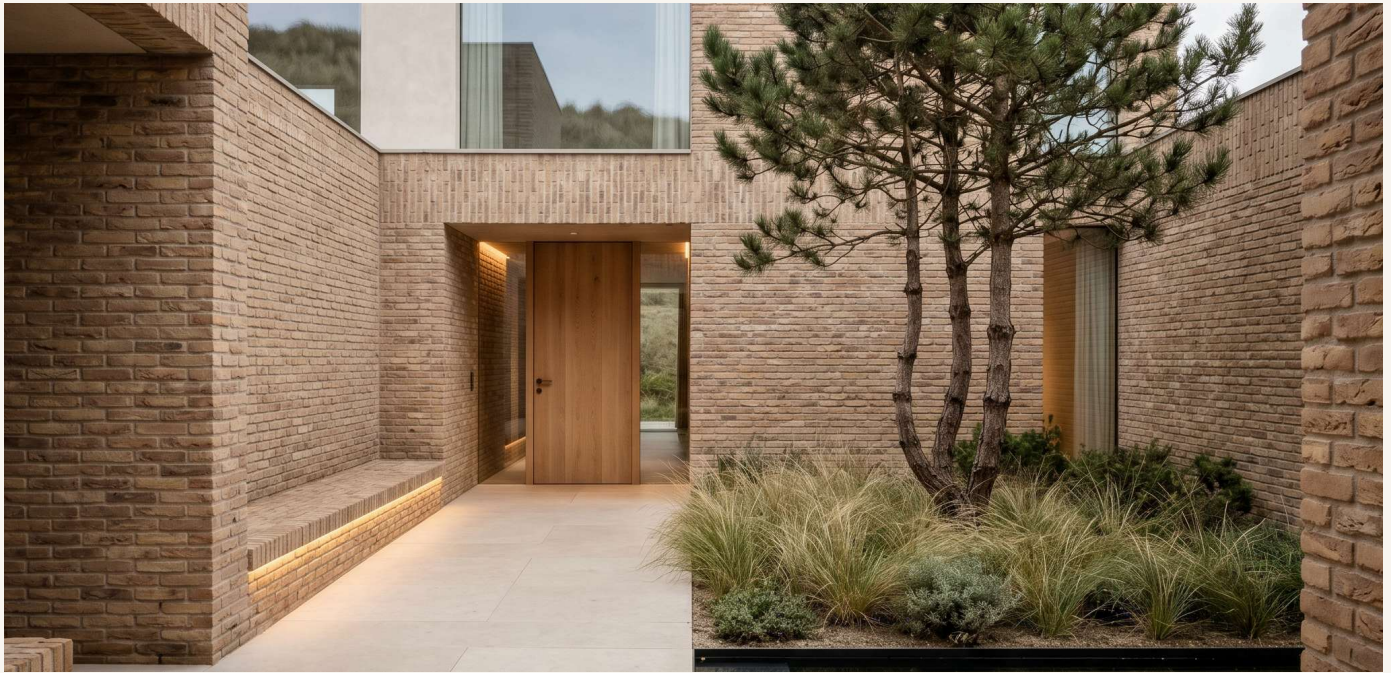
640

M<sup>2</sup>

4

COURTYARDS

Bloemendaal - 2024



ENTRANCE COURTYARD — HANDMADE DUTCH BRICK, BELGIAN LIMESTONE PAVING

*"A house is not a shelter from the landscape.  
It is a lens through which to experience it."*



LEFT: LIVING SPACE — LIMESTONE FLOORS, OAK JOINERY - RIGHT: INTERIOR COURTYARD RELATIONSHIP



PROJECT 09 — INTERIOR

# Atelier *Lumière*

PARIS, FRANCE · 68 M<sup>2</sup> · 2026

In 68 m<sup>2</sup>, living, working, and resting coexist without hierarchy — differentiated by light and materiality rather than walls or partitions. The most refined small space in the studio's portfolio.



### LIGHT AS MATERIAL

The riverside orientation provides soft, reflected light throughout the day. Window reveals were deepened to control glare while maximising ambient quality. Oiled oak flooring, limewashed plaster, and Haussmann-era parquet — preserved and integrated into the contemporary language.



LEFT: BATHROOM — HONED LIMESTONE · RIGHT: FLOOR PLAN — SINGLE OPEN VOLUME

"In a small space, every decision is visible. *The only option is precision.*"



TO  
INTERIOR · RESIDENTIAL

# The Meridian Penthouse

PARIS, FRANCE · 36TH FLOOR · 420 M<sup>2</sup> · 2024

*"Glamour is not decoration. It is the quality of a space that makes you want to stay inside it."*



#### TONAL DEPTH

The entire palette moves within a narrow band of deep tones — charcoal, smoke, midnight blue, and dark marble — punctuated only by warm brass and the glow of the city beyond. Curved smoked plaster walls wrap the space in continuous, seamless surfaces. No hard corners. No interruption.

#### ARCHITECTURAL LIGHT

No surface-mounted fixtures appear anywhere in the primary spaces. All light is integrated into the architecture — coves, reveals, and recesses that make the walls themselves luminous. The room glows rather than shines.



- Smoked Venetian plaster — all curved wall surfaces
- Dark Nero Marquina marble — flooring throughout
- Charcoal lacquer — all cabinetry & built-in furniture





PROJECT 11 — HOSPITALITY

# Arcadia

## *House Amsterdam*

A destination restaurant within a historic canal-side building in Amsterdam — conceived not as a single room but as a spatial journey. Three atmospheres, three colours, three social conditions. A Grand Central Bar at the heart of it all.

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3

ROOMS

I

GRAND BAR



GRAND GALLERY — THE ARCH SEQUENCE, HAND-PAINTED MURALS, EMERALD GEOMETRIC TILE



Red Room

Private dining. Celebration, intimacy, long evenings. Burgundy velvet and candlelight.



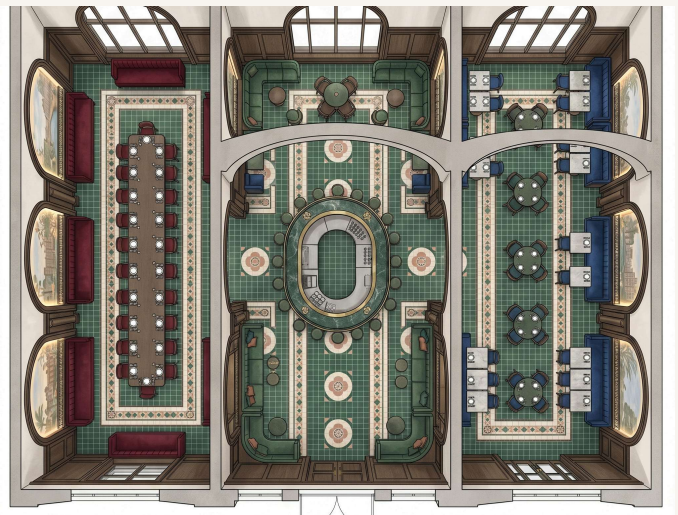
Green Room

The social heart. Emerald tile, bronze, the Grand Central Bar at its centre.



Blue Room

Quiet dining. Conversation and reflection. Canal-blue linen, lower light, longer spacing.



— CONTACT

# Begin a conversation with *Project Atrak*.

We work with private clients, developers, hospitality groups, and cultural institutions. Every project begins with a conversation — about the site, the brief, the ambition. We would be glad to hear from you.

[info@projectatrak.com](mailto:info@projectatrak.com)

[projectatrak.com](http://projectatrak.com)

*"We do not believe in architecture as spectacle. We believe in architecture as experience — in the daily quality of life that a well-designed space provides."*

— Project Atrak, 2026