



CBRE

# CBRE Beijing

Project Profile

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<b>Specifier</b>	Gensler
<b>Location</b>	Beijing, China
<b>Products</b>	Tac-Tile + Custom Akustika 10 Wall
<b>Felt Color</b>	150 Weiß
<b>Substrate Color</b>	02 Medium Grey
<b>Photographer</b>	Yunfeng Shi from Fujue Photo

CBRE—a commercial real estate services and investment firm—wanted its Beijing offices to fit its locale. So at the main reception area, the character of 'Cheng' from the Ming and Ch'ing dynasties, which denotes knowledge, is translated into Tac-Tile acoustic tiles that bring to mind the glazed tile roofs of the Forbidden City and stacks of open books. The dimensional acoustic wallcovering transitions away from the reception desk into custom Akustika 10 Wall panels with cut-outs that keep the pattern (and sound absorption) going strong.

