SAMUELE MARTELLI

Design Director

Samuele obtained his Master Degree in Architecture in Florence, Italy, where he started to work on international projects.

A registered architect, he has been working in Asia since 2004, first as member of a team of consultants from the University of Florence, then with his own practice, with offices in Hong Kong and Guangzhou, China.

He relocated to Singapore in 2014 and today Oobiq Architects has presence in Singapore, Hong Kong and Mumbai.

Samuele`s expertise is in retail and mixed used development. He has also worked intensively on workplace and hospitality projects. Samuele`s portfolio includes concept for retail for the leading Asian brands and hospitality projects for Double Tree, Hilton and Sofitel, amongst others.

In 2012 Samuele was named one of the Top 40 talents Under 40, by Perspective Magazine, a leading Hong Kong publication for the interior and architectural design industries.

SELECTED PROJECT HISTORY

Retail and Commercial

North Star Mall and North Star Department Store Zunyi, China; Parispring Department Store Changchun, China.

Concept for the image of the fashion brands: Costume National \ C`N`C \ Geox \ Joeone \ Gentle \ L`Orfeo \ Song of Song \ Alla Scala \ Tangy Collection \ Eighth Sin \ Cantomotto \ SCFashion \ Giammabruns \ Mark Fairwhale Jeans \ Faye Browne etc.

Concept for the image of furniture stores for: HED \ Artie \ Paterson etc.

Hospitality

Hilton Huangshan, China \ Double Tree by Hilton Hefei, China \ Double Tree by Hilton Jiujiang, China \ Sofitel Guiyang, China \ Rosslyn Hotel, Hungary \ Drop Club Shanghai, China \ FoodCourt K11 ArtMall Wuhan, China etc.

Workplace

Hang Seng Bank Kowloon Bay Tower, Hong Kong \ K11 Development Headquarters, Hong Kong \ Dallmeier Asia Headquarter, Macau \ Cantomotto Fashion Headquarter, Shenzhen, China \ Huayuan Development, Beijing, China \ Central Sumatra Energy, Jakarta, Indonesia \ Magneti Marelli factory, Guangzhou, China \ Luxottica factory, Dongguan, China \ De Longhi factory, Dongguan, China etc.

OOBIQ ARCHITECTS