

Retail

- Flying Tiger Copenhagen Osaka
- Bee House Seoul
- Agatha Paris Seoul
- Gap Seoul

Our Ethos

The WFP is an architectural services company that employs highly qualified and motivated individuals that deliver for the client. Each member of the partnership has evolved professional skills that are tailored to the client's requests and needs. Whether it is interior design, project management, construction management or 3D visualization, the WFP guarantees customer satisfaction.

Our breadth of experience and knowledge of the Japanese market gives the client confidence that we can deliver. We are experienced in working with foreign architectural firms tasked with branding and rolling out stores in Japan. Our CM and PM expertise blended with the western understanding separates us from our competitors. We work for the client as an advocate placing their needs above all others.

As a design company we have always striven to incorporate the principles of PM into the design process whenever possible. Our feeling is that this sort of process creates a better project for the client and actually maximizes the budget by smoothing out the lines of communication between the client, contractor and us as the designer and project manager. Rolling projects into a design/build framework allows the customer to have quicker turn around thereby saving money.

We have also never focused on one type of design. It is our opinion that limitations on creative process produces negative results. We also believe that clients often have valuable insight as to what they want. Our role as the steward of a project is to deliver a design that gives the client this but also what they need. Our design skills are anything from restaurants and bars to offices and retail stores.

The Team

Edwin Henry Folk IV - Managing Partner

Edwin H. Folk started the WFP in 2006 with only one goal: providing clients with the best architectural services in the Japan market. Edwin has spent the last 18 years in Japan working and has over 25 years of international PM, CM and design experience. He has a sense of materials and detail that have been refined over time. As a designer with a background in PM and CM gives him the ability to deliver on time and on budget complex projects. Edwin has done PM for some of the largest foreign companies in Japan with a high degree of satisfaction. Being both bilingual and bicultural Edwin knows the Japanese market and how to measure the expectations of the client and deliver on time and budget.

Ivan Pazos - Senior Project Architect

Ivan Pazos has almost 20 years of international experience in some of the most prestigious design firms. The experience as a senior architect and team leader at SOM has given Ivan the ability to not only create cutting edge designs around the world but also deliver according to the needs of a specific project. Most recently Ivan has worked as a senior architect for Nihon Seikkei in the international division where he worked on large and medium scale civic, commercial and hospitality projects. Ivan is qualified as a licensed architect in both the United States and Spain.

Ikuko Ota - Project Architect

Ikuko Ota is a first class registered architect in Japan. With over 15 years experience working with some of the best know companies and designers in Japan she offers not only the skills of an architect but the innate knowledge of Japanese PM . Ikuko has a strong foundation in interior architecture and a strong sense of material usage and spatial coordination. Ms. Ota has also been instrumental in working with Japanese construction companies in both CM and PM roles in order to bring projects in on time and on budget.

Ryota Naruhashi - Project Manager

Ryota Naruhashi is a bilingual second class registered architect in Japan. He has over 10 years experience working as both a designer and project manager on a variety of projects ranging from new residential construction to light commercial and health care. Ryota was a central PM doing vendor bid analysis and procurement for the 22 million USD P&G corporate relocation in Kobe in 2016.

Miwa Yokotani

Miwa Yokotani is a multilingual second class architect in Japan. Miwa has over 25 years of practical experience in interior design firms in Tokyo. She is particularly knowledgeable regarding the technical and government requirements for particular projects. Her experience is vast and includes hospitality, interior offices, restaurants and residential towers among other others.

David Hall

David studied at architecture the University of Western Australia, The National University of Singapore and Kobe University before working in Ban Shigeru's office in Tokyo. While at Ban's office he worked on a variety of projects including the facade design for the Chanel

Flying Tiger Copenhagen

Tiger Copenhagen, located in Osaka, is the first Tiger store in Japan for this fast growing Danish retailer. With six stores opening per month in Europe, Tiger is aiming to become a retail force in Japan. Working closely with the European team we fitted out a 425 m² shop space with a tight deadline and a equally tight budget. The difficulty of doing a fit out in Japan for a foreign company relates to keeping the brand and making it work within the limits of Japanese law. In this case it was critical. To keep the European feel of the store we followed the brand concept provided and attained the necessary elements that make the Tiger brand unique.

Osaka, Japan
425 m²
¥30,000,000







Bee House

Bee House is a relatively new Korean fashion brand targeting the Korean youth and hipster market. Located in the Hongdae neighborhood of Seoul. This project was designed by Ivan Pazos. At the wishes of the client the design requested unfinished surfaces and a chic urban feel for the store. The hexagonal furniture elements were designed by Ivan and based on the shape of the company logo.

Seoul, Korea

500 m²

Not Built





Agatha Paris

In 2015, French jewelry retailer had Bosssdesign design their Gangnam store. This project was executed by architect Ivan Pazos. As the local architect, Ivan worked closely with international design firm had to deliver the Agatha brand. As is common in retail fit-outs, local regulations must be adhered to in the delivery process making on site design decisions and close attention to the details critical. This shop was delivered on a tight timeline and budget.

Seoul, Korea

200 m²

USD 60,000





The GAP

The GAP in the Seoul neighborhood of Hongdae was completed in 2013. This international retailer used Ivan Pazos as the local architect to execute and deliver the project. Usually most well known international retailers have strict branding guidelines to follow in fitting out a space. However, in this case most of the prior interior work designed by Ivan Pazos for the Bee House flagship store were kept. Interior architecture elements, furniture and signage were added with close attention to the details crucial to the brand. The objective was to create a GAP store that has its own unique qualities while still being recognized as a GAP store.

Seoul, Korea
400 m²
Budget Not Disclosed



