

China News

May 2026

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- Project 1: Guerlain Spa at The PuXuan Hotel (Beijing)

1. GUERLAIN SPA

Project Overview

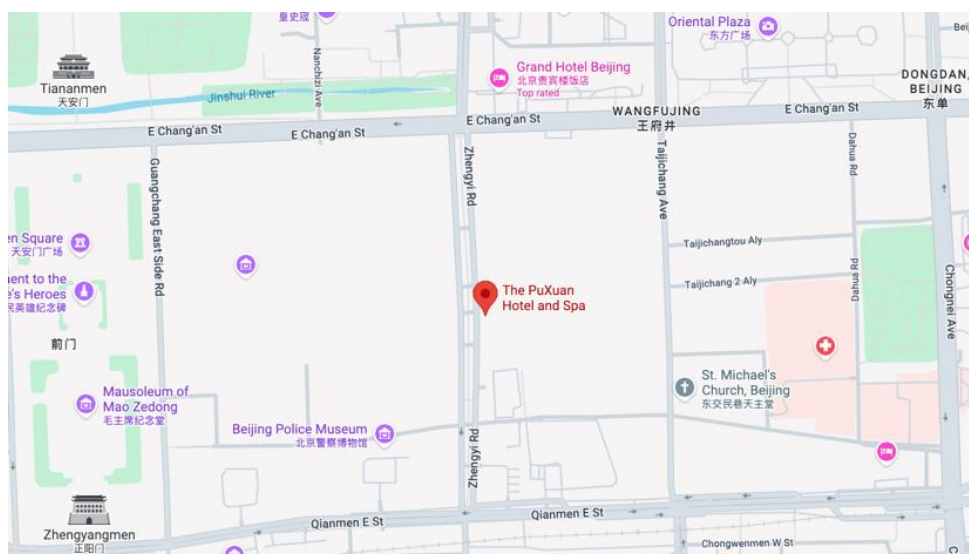
The Guerlain Spa at The PuXuan Hotel and Spa opened in early 2026 as the brand's first flagship spa in mainland China, located within the Guardian Art Center complex near the Forbidden City in Beijing. Designed by Ole Scheeren, the building is known for its basalt façade with circular glass openings inspired by traditional Chinese landscape painting. The development functions as a hybrid of hotel, gallery and cultural venue. Operated by Urban Resort Concepts, the hotel integrates hospitality with art and design, an approach the spa continues rather than treating it as a standalone branded space. Guerlain's heritage, dating back to its first beauty institute in Paris in 1939, is adapted here in a Beijing context.

The spa follows the hotel's restrained material palette of dark stone, timber, and metal, complemented by soft, indirect lighting. Set across two floors, the layout transitions from more enclosed to more open areas, creating a sense of privacy and a gradual, unhurried experience. Artworks and crafted objects are subtly integrated throughout, reinforcing the connection to the adjacent art center, while the overall design blends French brand elements with contemporary Chinese architecture.

Project Details

1. **Type of Business:** Spa
2. **Open Date:** Early 2026
3. **Location:** Floors 5 and 7, The PuXuan Hotel and Spa, Wangfujing Street, Beijing
4. **Developer/Operator (Hotel):** Urban Resort Concepts; <https://urbanresortconcepts.com/en/>
5. **Operator (Spa):** Guerlain
6. **Interior Designer:** MQ Studio; <https://www.mq-studio.com/>
7. **Website:** www.guerlain.com/sq/en-sq/c/querlain-spa-puxuan-beijing.html

Location map

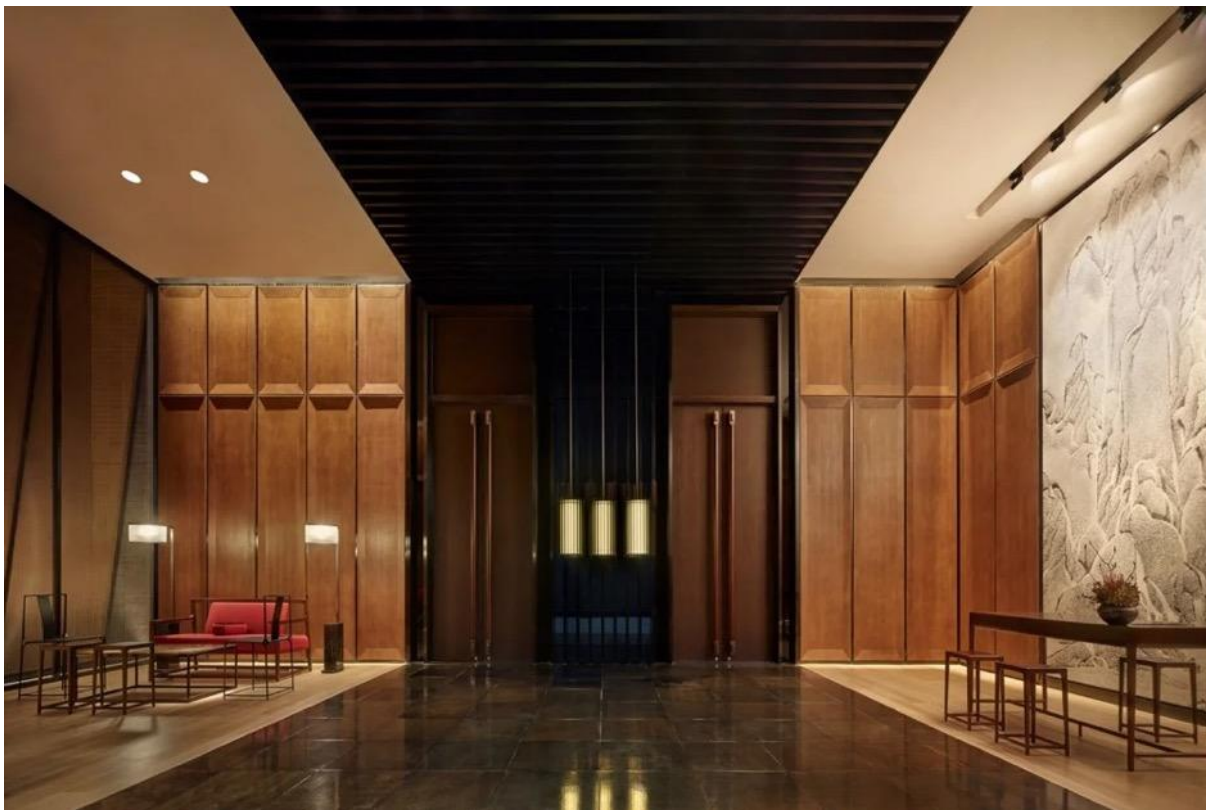




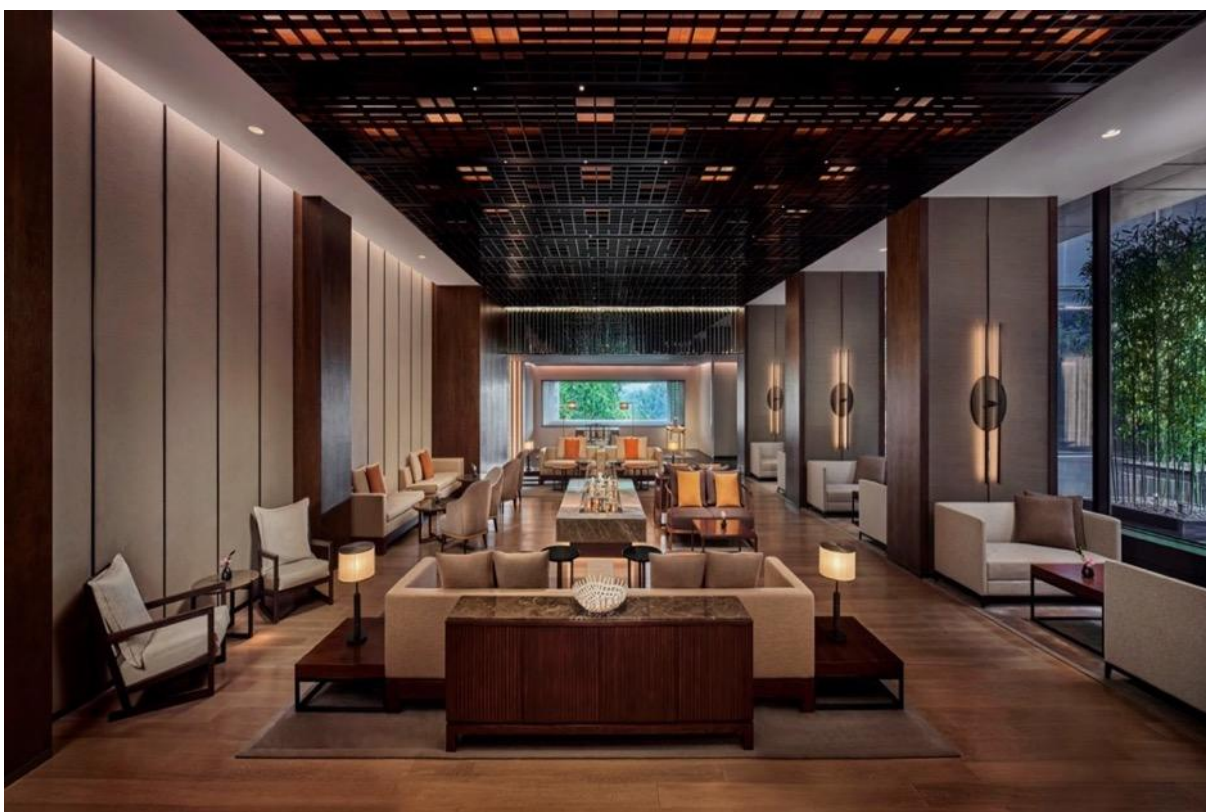
Designed by Ole Scheeren, the building features a basalt façade with 3,775 circular glass openings referencing traditional Chinese landscape painting.



The hotel is more than a place to stay, set within an art complex that brings together exhibitions, auctions, education, and hospitality in one place.



Arrival lobby inspired by traditional hutong entrances, with sculptural elements marking the transition into a calm interior featuring handcrafted furniture and subtle lighting influenced by Chinese design.



Lobby lounge.



The interior is calm and understated, built around a restrained palette of dark stone, timber and metal, softened by low, indirect lighting. Rather than decorative detail, the focus is on texture and material contrast, giving the space a quiet, grounded feel.





Fu-Chun-Ju Chinese-Restaurant



Hotel exterior.



Soft, indirect lighting emphasizes material texture rather than decoration.



The design is quiet and cohesive, combining French brand elements with contemporary Chinese architecture.



Artworks and crafted objects are subtly integrated, tying the spa to the adjoining art center, while the overall design blends Guerlain's refined aesthetic with a contemporary Chinese sensibility.



The interior palette of dark stone, timber, and metal creates a calm and controlled atmosphere.



Arranged over two levels, the layout moves from more enclosed treatment areas to slightly more open spaces, creating a gradual, unhurried flow and a sense of privacy throughout.

