Silence · Calmness · Nature · Breathing

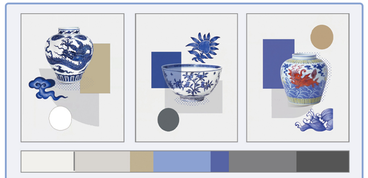
Preliminary design concept

Design vision

Preliminary space design intention

The light and winding walls are used to divide the space into a streamlined shape. Meanwhile, solid and simple rocks are placed within the space. The smooth and rough surfaces collide with each other, creating a rich visual hierarchy. This enables visitors to be in a relatively quiet space and immerse themselves in viewing the blue-and-white porcelain.

Spatial color conception



The gentle and simple colors create a low-key and restrained atmosphere, contrasting with the clear and bright beauty of the blue-and-white porcelain.

Spatial form conception

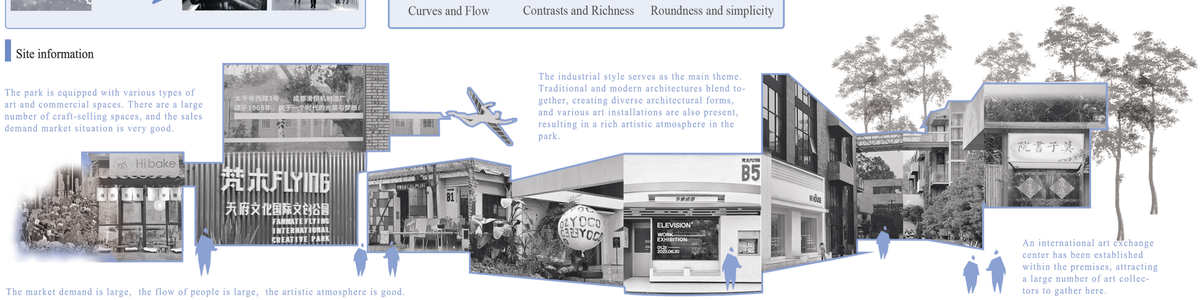
Space atmosphere conception

Prudent　　Flow　　Simple

Site information

The park is equipped with various types of art and commercial spaces. There are a large number of craft-selling spaces, and the sales demand market situation is very good.

The industrial style serves as the main theme. Traditional and modern architectures blend together, creating diverse architectural forms, and various art installations are also present, resulting in a rich artistic atmosphere in the park.

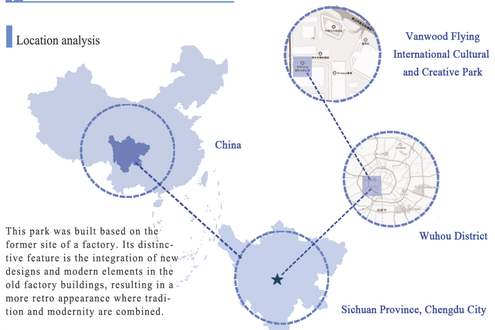


The market demand is large, the flow of people is large, the artistic atmosphere is good.

An international art exchange center has been established within the premises, attracting a large number of art collectors to gather here.

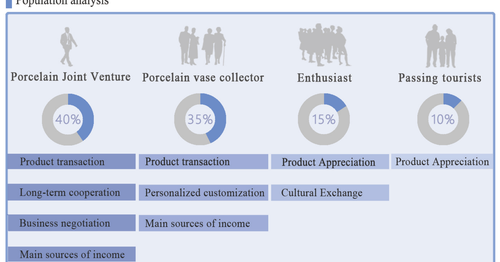
Project details

Location analysis



This park was built based on the former site of a factory. Its distinctive feature is the integration of new designs and modern elements in the old factory buildings, resulting in a more retro appearance where tradition and modernity are combined.

Population analysis



The proportion of functional properties and functional areas

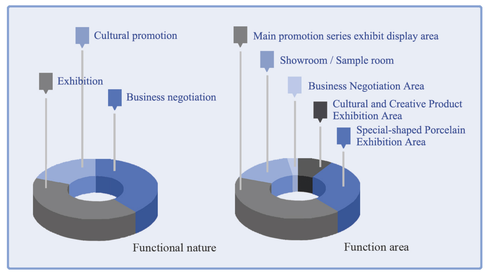
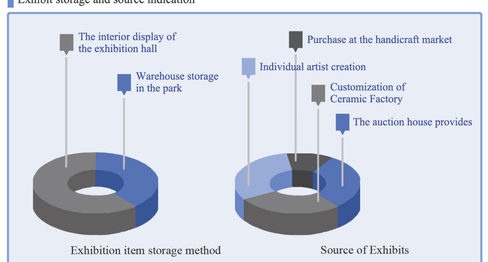


Exhibit storage and source indication



Brand graphic design

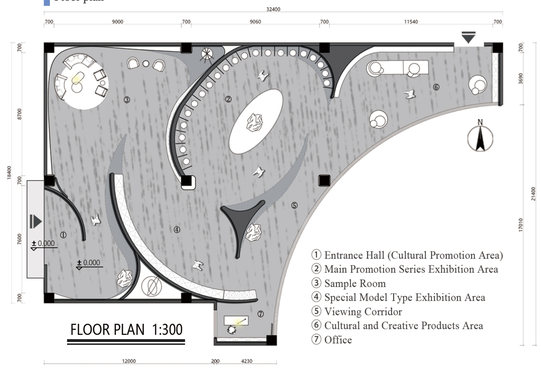
Exhibit category indication

Cultural context

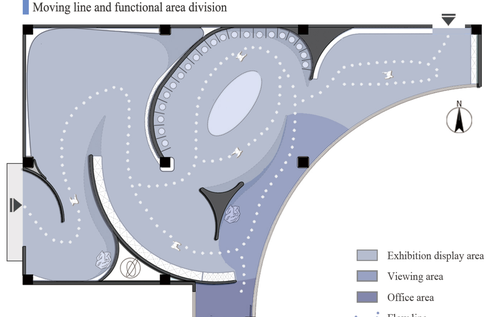
"The blue and white porcelain culture has a long history, flourishing since the Tang Dynasty and still renowned to this day. It represents the representative of Chinese craftsmanship aesthetics..." The related cultural introduction is displayed on the cultural publicity wall. Before visitors enter the exhibition area, they are introduced to the blue and white porcelain culture.

Plan details

Floor plan



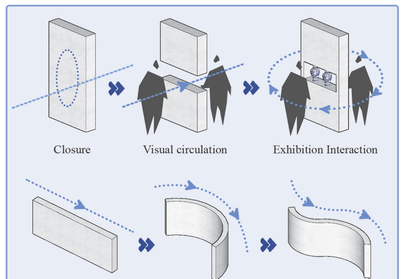
Moving line and functional area division



The layout is mainly in a curved form, and some areas are arranged in a circular pattern around the exhibition stand. The gentle flow of the layout not only enhances the spatial connectivity but also enriches the walking routes for visitors, making the viewing angles more diverse.

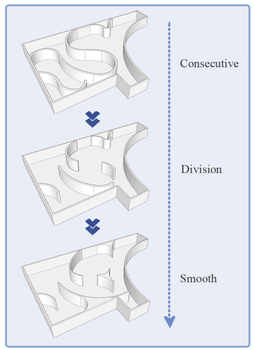
Spatial block composition evolution

Wall design



With smooth and gentle walls guiding the winding movement path, the walking routes of visitors within the space become more flexible and diverse, enhancing the comfortable viewing experience while enriching the changes in spatial forms.

Morphological evolution of wall



The main space block composition evolution

Volume evolution

Basic type

The ceiling design echoes the shape of the exhibition stand vertically.

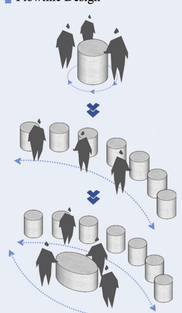
Division & Reduction

Divide the ring-shaped wall into sections
Reduce the ceiling to a bottle-mouth shape

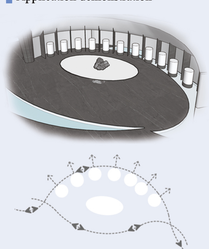
Rich forms

Deformation of ceiling and wall surfaces
Displaying individuality through rocks

Flowline Design



Application demonstration

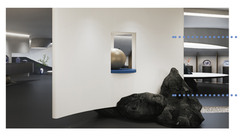


The curved display stands arranged in the main exhibition hall extend and smooth out the movement path, allowing visitors to view more exhibits without increasing their pace of movement.

Color application scheme

Using a grey color scheme as the main tone for the space creates a calm and grand atmosphere, while contrasting with the brightly colored blue-and-white porcelain, making the exhibits the visual center. Adding bright yellow brass and cobalt blue from the porcelain to embellish, gives the space a sense of vitality. The material application aims to highlight the texture contrast between the exhibits and the environment, making the space effect diverse.

Material application schematic



White microcement

Dark gray rock

Bronze matte metal sheet

Dark grey solid wood board

Cold gray matte metal sheet

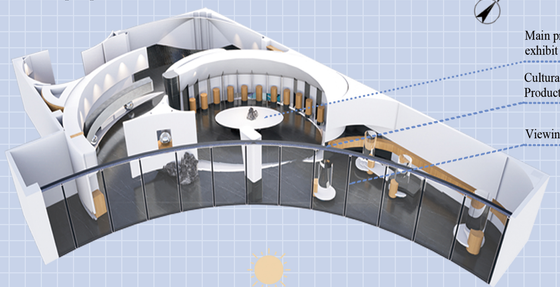
Flat glass

Oak-colored solid wood board

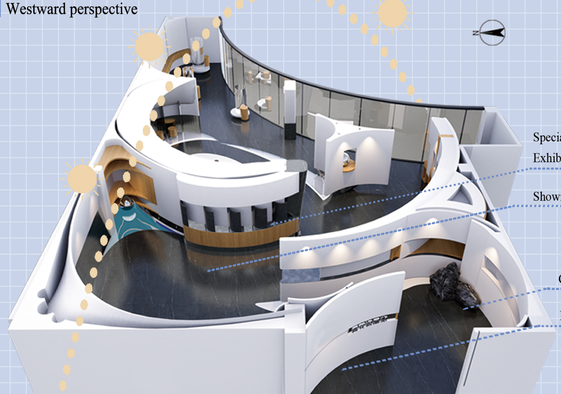
Dark gray cement

Axonometric diagram

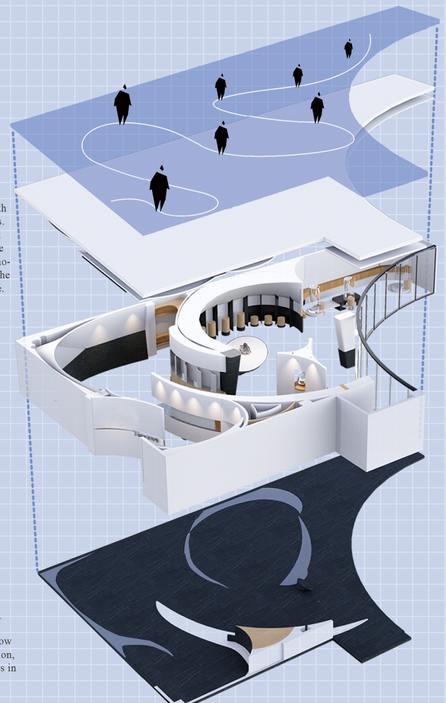
Southeast perspective



Westward perspective



Three-dimensional structural axonometric presentation



Ceiling panel

The main form is smooth without any undulations. Only an unconventional ceiling is installed at the center of the main promotion area, highlighting the dominance of this space.

Walls and exhibition stands

Adopting streamlined design to construct smooth curved walls

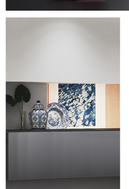
Ground pavement

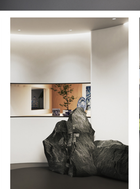
The wall is directly below it has a ground depression, highlighting the exhibits in that area.

Effect drawing

Foyer

Entrance of the exhibition hall





Foyer

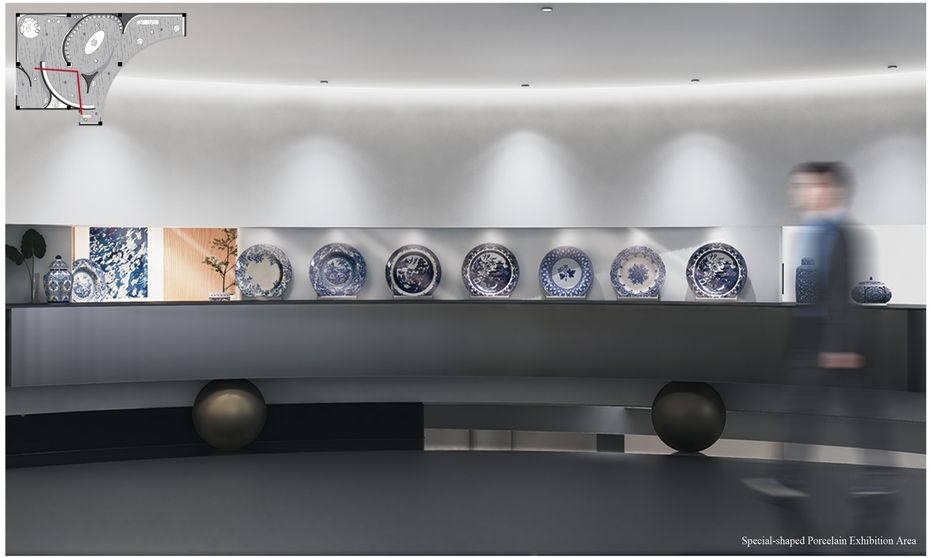
Effect drawing

Main promotion series exhibit display area

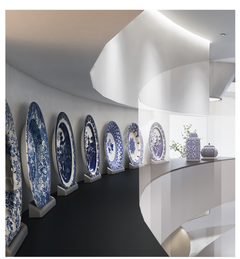
The main series of blue-and-white porcelain are neatly arranged on the exhibition stand, allowing visitors to directly compare the effects presented by different shapes and also to enjoy them up close.

Those who have purchase intentions can also apply for the staff to move the exhibits to one of the sample rooms. According to the buyer's requirements, they will be displayed in a real scene, allowing them to have the best viewing experience.

Showroom / Sample room



Special-shaped Porcelain Exhibition Area



The special form exhibition area updates a certain form as a special exhibit from time to time.
This area, to accommodate the curved wall, has a triangular wall structure connecting multiple areas, highlighting the transitions in the visual relationships of each space and enriching the diversity of the spatial form.

Cultural and Creative Product Exhibition Area