

WORKshop

issue 05
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*creative
commercial space
+ concept*

ENZO FERRARI MUSEUM

— A DRAMATIC COMBINATION OF ARCHITECTURE, INTERIOR AND CAR DESIGNS.

HOTEL THE EXCHANGE

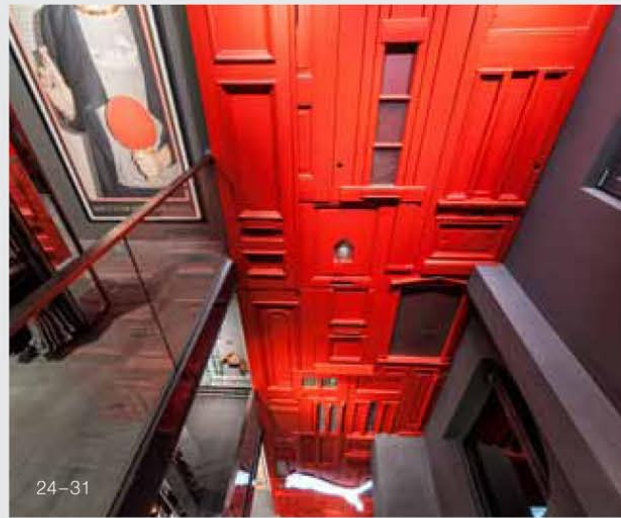
— GO FABRIC CRAZY WITH INA MATT.

VIRGIN ATLANTIC NEW UPPER CLASS EXPERIENCE

— SIP A COCKTAIL AT 30,000FT IN THE SKY.

ZUKUNFT 111

— CHEZWEITZ & PARTNER CREATES AN AMAZING DARKENED ATMOSPHERE.



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The box office grand hall houses a tremendous curved envelope formed by over 6,000 pieces of stainless steel panels in various shapes and sizes.

WUHAN PIXEL BOX CINEMA

_Ajax Law Ling Kit and Virginia Lung /
One Plus Partnership Ltd.

Films are composed by images that are made up of tiny pixels in a continuous and moving manner. The pixel, square in shape, is the theme of this design. The audience can immerse themselves in the world of movies complemented by the magical elements of pixels.

At the entrance, the concession counter and the leisure area are built up with boxes in various heights, serving as cashier counters, a food display cabinet, a serving counter, seats and tables. These box-like tables have LCD TVs underneath the glass top showing trailers, drawing people into the world of films and perceived as a warm-up for the theatre extravaganza. The feature display wall is decorated with a huge number of square strips protruding from

the wall, presenting the glamorous brand name of the cinema, Pixel Box. These strips also form the seating and tables, as another relaxing area for the customers. It suddenly reminds us of all the digital elements in our living environment. The bookshop area is another highlight, using the same theme. The designers cleverly make use of every surface of the boxes to display books.

The curved envelope of the box office grand hall is rooted from an oval shape and built up and transformed into a round top. The whole masterpiece justifies the exquisite quality and artistic reflection produced by the constructor. The reflection of lights enhances the infinite atmosphere and sense of space inside the area.



A huge number of square strips are protruding from feature display wall to present the cinema name "Pixel Box" stereoscopically.



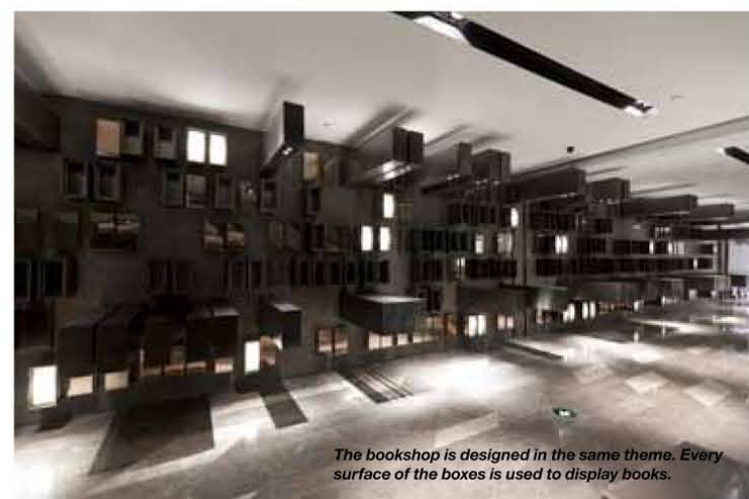
Entrance of the box office grand hall.



The concession counter and the leisure area are built up with boxes in various heights.



Classic movie scenes are shown on the LED walls.



The bookshop is designed in the same theme. Every surface of the boxes is used to display books.

In the centre of the hall, marble seats of various lengths act not only a resting and waiting area, but also remind us of the computer game Tetris.

Whenever you see the vivid and playful atmosphere created by the cubes, you will enjoy another perception of the Children's Auditorium. The pixel is still the axis of the design inside, covered by carpet in square pattern enriched with olive green and grey tones. Chairs are gradually arranged with different levels of green. Thus, the whole area is fulfilled with unlimited vitality.

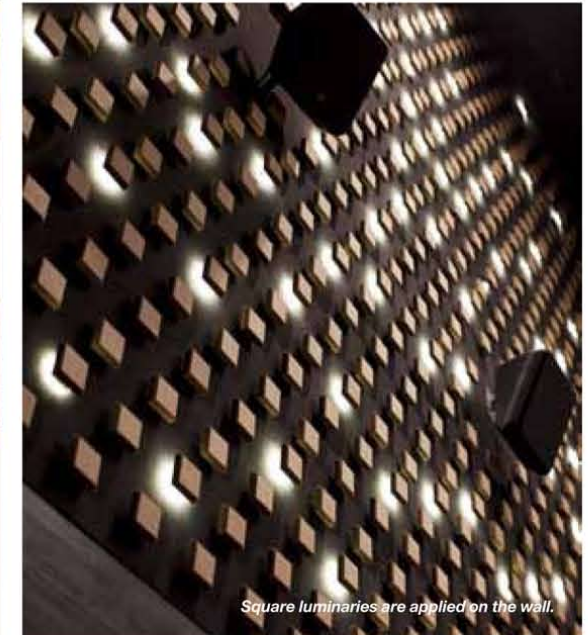
The lavatory is different from the traditional cubicle. Every toilet cubicle is deliberately designed with a distinctive height, facilitated by the reflective characteristics of mirror. Users will immerse themselves in the mysterious maze, attracted by the humorous space.



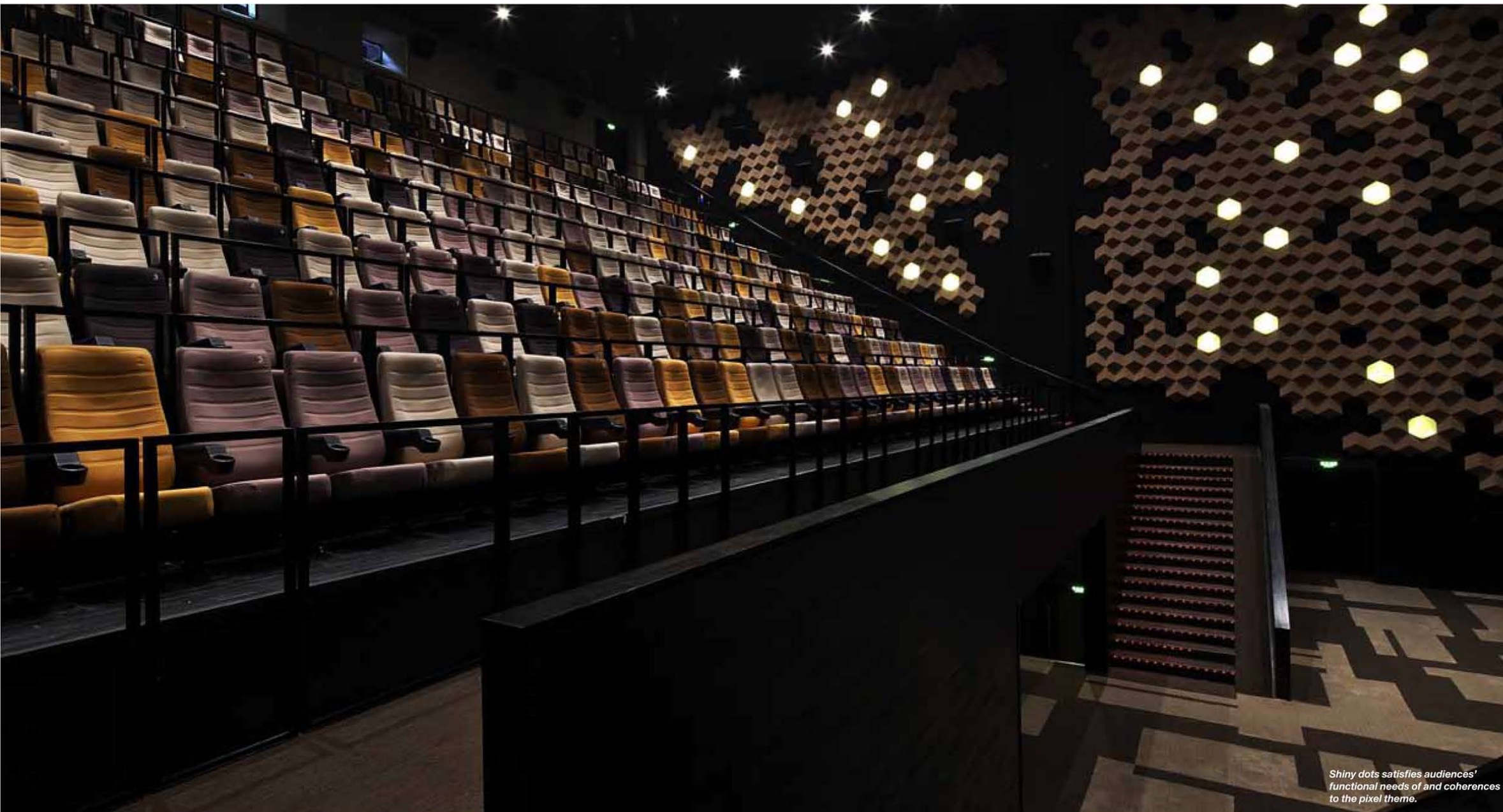
An artistic 'monument' is located outside the auditoriums.



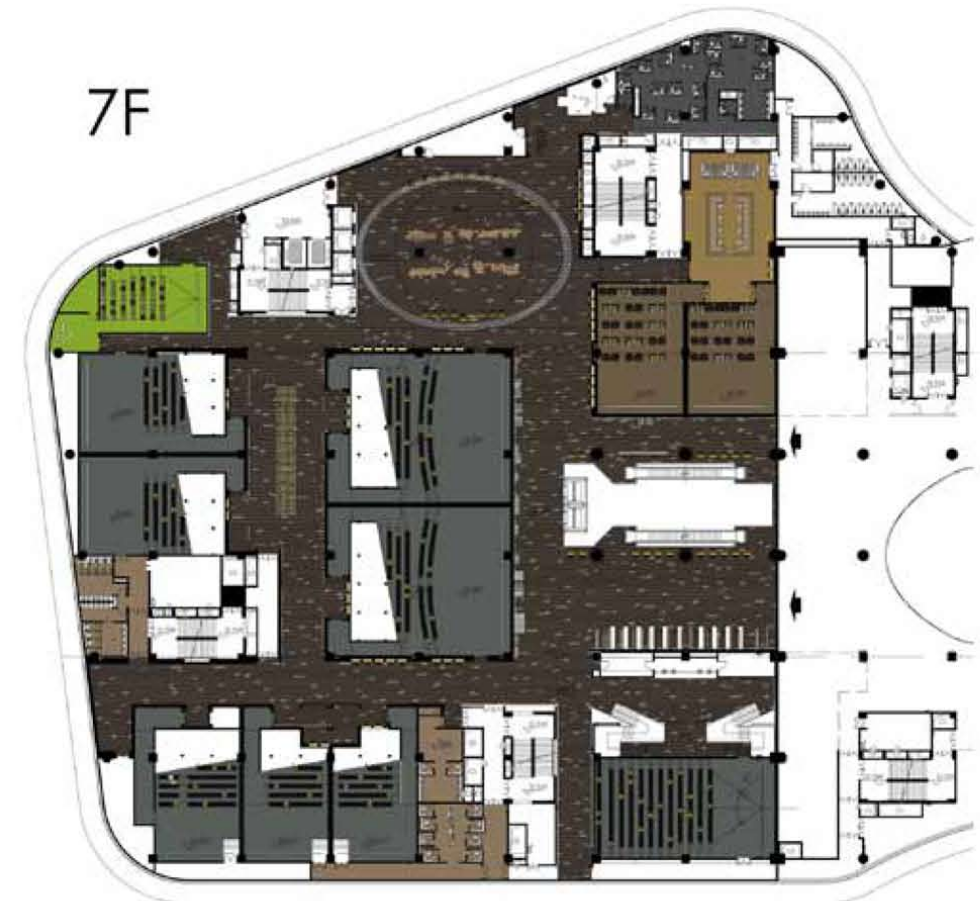
Every toilet cubicle is deliberately designed with distinctive height.



Square luminaries are applied on the wall.



Shiny dots satisfies audiences' functional needs of and coherences to the pixel theme.





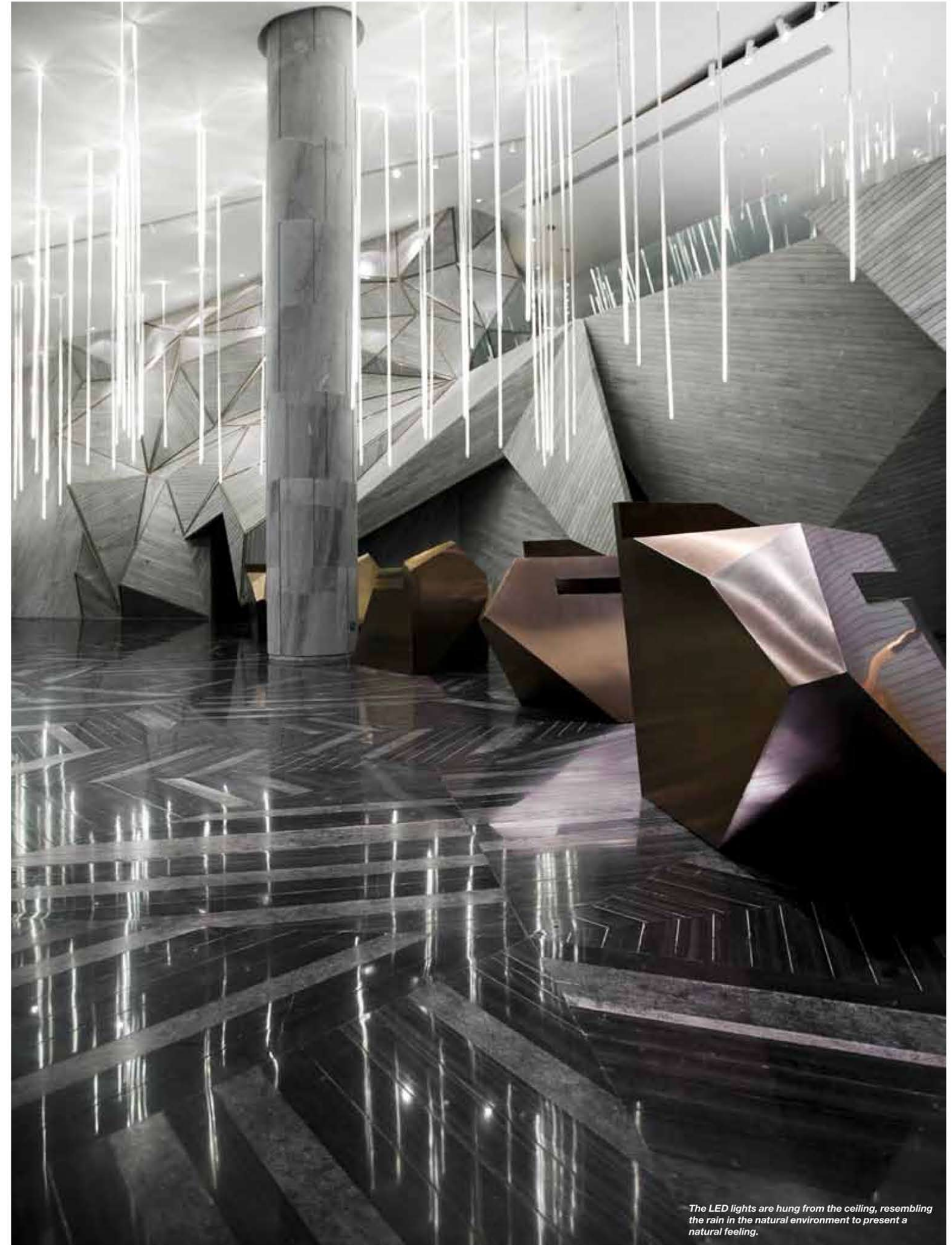
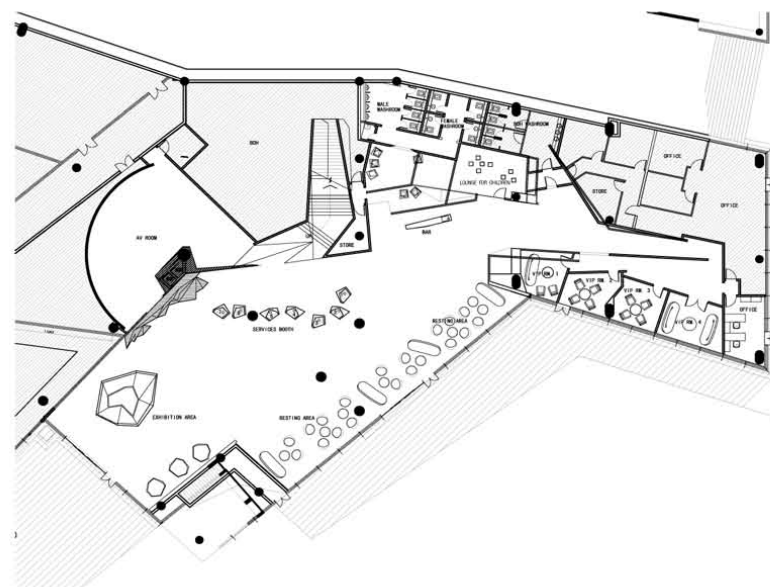
CHONGQING MOUNTAIN & CITY SALES OFFICE

_Ajax Law Ling Kit and Virginia Lung /
One Plus Partnership Ltd.

'Mountain' is the main theme of this clubhouse and real estate sales office. The design is inspired by the location of the project – Chongqing Nanshan District, in a valley surrounded by hills. Inspired by the façade of the sales office designed by SPARK Architects and the geographical background, the grand slanted feature wall and the marble floor pattern are triangular.

The LED lights are hung from the ceiling, resembling the rain in the natural environment to present a natural feeling. The massive triangular features are a direct visualisation of the 'mountain' concept. The pattern of grey marble on the floor forms a triangular shape. Along with the feature wall and the irregular shaped reception counters, the 'mountain' concept is demonstrated. In addition, the stairs connecting the floors are designed as a passage through the cave.

Grey is the theme colour of the space. The reception counters are a gold champagne colour, and there are no additional decorations. The designers used minimal materials and colours to enhance the 'natural' feeling.



The LED lights are hung from the ceiling, resembling the rain in the natural environment to present a natural feeling.

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