

ARCHITECTURE · INTERIOR DESIGN · LANDSCAPING · M.E.P. SYSTEMS

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SEAB

SOUTHEAST ASIA BUILDING

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45
YEARS IN ARCHITECTURE
1974 - 2019

Chongqing Zhongshuge Bookstore

Chongqing, China

ARCHITECTURE + INTERIOR Retail

SPECIAL FEATURE Architectural Glass

ARCHITECT'S CORNER Interview with Anna Mae Lamentillo, Chairperson of the Build Build
Build Committee of the Department of Public Works and Highways (DPWH) in the Philippines

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Yoho Mall Chow Tai Fook Experience Shop

One Plus Partnership adopted the concept of gift box in the interior design of the shop.

Jewelry is often associated with celebrations. It is one of the most popular gifts for newborn, birthday, wedding, festivals, and many key occasions in one's life. The designers adopted the concept of gift box in the interior design of the shop, illustrating the sense of celebration and joy regardless of presenting or receiving jewelry as a gift. As this store signifies the launch of the brand's Young Line, pastel colour tone is adopted to create a young and energetic atmosphere.

Overthrowing the cliché of local traditional jewelry shop's image of gold and shiny, this experience shop is designed with numerous identical gift boxes of various colours and materials. A total of 1070 gift boxes are giftboxes of various colours and materials. A total of 1070 giftboxes are installed, extending from the wall, ceiling, cashier, workshop table, to the groups of display stands in the center of the shop. Upon entering the shop, the customers would feel as if they are standing among piles of gifts, indulging in a space of young, joy and fun.

Another highlight of this experience shop is the unconventional layout that creates a close and interactive space between the staff and customers. Unlike the classic one on one consultation across a long glass display table, the display cabinets are set on both sides and in the centre, greatly enhancing the mobility and creating a comfortable shopping experience. The display cabinets are made of glass boxes, in which some are slightly extended out from the two sides along the wall that serve as mini consultation tables. In the centre area, various groups of display cabinets are surrounded by colourful sitting cubes in a causal manner, allowing the customers to sit down and take time in choosing their jewelry. The sitting cubes are made with different fabrics, patterns and shades of pink to resemble the magnificent giftwraps.

Digital screens in the shop display graphics are related to the products, establishing a modern and cyber theme while enabling customers to find out more about the products. Splice screens are also installed at the entrance, showing motion graphics that demonstrate the design theme of the store.

The carpet used in the shop is customised in which the abbreviations of the brand's name, CTF, are abstractly printed on the carpet in different colours. The eye-catching carpet is very uplifting, and matches with the colour scheme of the shop.





The shop displays tools for jewelry production, sketches and prototypes, which are all specifically chosen by the designers. These displays not only decorate the shop, but also create a platform for the staff to explain to customers the production procedures behind every piece of jewelry, enhancing the personal touch in their service to customers.

While choosing a gift for themselves or their loved ones, the customers are presented with a gift from Chow Tai Fook – reliable and heartwarming service in a joyous environment.

PROJECT DATA

Project Name: Yoho Mall Chow Tai Fook Experience Shop
Location: Hong Kong
Client: Chow Thai Fook
Architect Firm: One Plus Partnership
Size: 222 square metres
Completion: 2017
Photos: © Jonathan Leijonhufvud & Ajax Law

“Jewelry is often associated with celebrations, which is signified through the theme of giftbox in this design. 1070 giftboxes of various colours and materials are installed, surrounding customers like piles of gifts. Unconventional shop layout and specially designed display cabinets enable a close interaction between sales and customers.



Virginia Lung (left) and Ajax Law, Design Directors, One Plus Partnership