

大型购物中心 II

Experiencing!

Shopping

海峡出版发行集团 | 福建科学技术出版社
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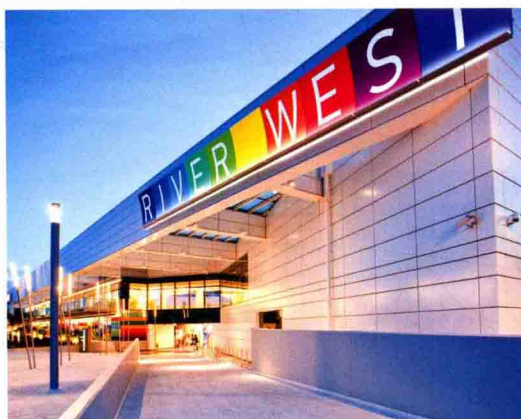
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Preface

A Distinction of Definition

Retail Place-making to Transform Malls into Much More...

We can all conclude that the typical mall is dead (just visit www.deadmalls.com for reference). Throughout the world, the standard formulaic mall approach can no longer accommodate people's universal need for newness, convenience and social space. The Jerde Partnership views retail entertainment as a vessel to create dynamic spaces and centers of attraction. In order to design these spaces, we focus on the expectations and desires of people wanting an experience within a compelling environment. Therefore, it is critical to illustrate and describe the true potential of retail centers when planned and designed with a priority on community and people.

As the world inevitably becomes more virtual, and online shopping only increasing, the pendulum will continue to swing and people around the globe will long for centers of social interaction. Historically, this interaction took place within town squares, commercial streets and public marketplaces – i.e. retail environments. These places became the hub for social exchange; they were parts of everyday activity and created over time in response to the characteristics of the City and people that lived there. The proprietors, vendors, or tenants that survived were well positioned to be seen and situated in that part of the City people wanted to go to. These types of natural pedestrian realms and holistic spaces are the true inspirations for our retail design works of today. With a careful understanding and integration of this approach on each project, the retail buildings and architecture

become complementary to innovative spatial sequences, collectively resulting in a new landmark district and destination quality that is much more than merely a mall.

Retail places that represent such authentic settings are achieved through the development of experiential design, innovative 'hard and soft' programming, along with events and activities that entertain, all integrated in a unique way to provide a place that satisfies people's need to be together. The goal in developing more retail in any market should be a focus on the public realm in order to transform what could typically be a standard mall into an urban village that becomes the communal soul of a host City. Whether it is Shanghai, Los Angeles, New York, Rotterdam, Warsaw, Tokyo, or Seoul – people want to interact and be social, but they need activated and compelling environments to do so.

We view retail projects as potential economic and social engines that can recreate the urban experience and transform its landscape. Understanding space and how people move within retail is to recreate the communal environment and gathering elements that served as the foundation of a city's appealing character. To mitigate the world from creating more placeless places and re-establish community, the design and planning of these environments must be for the people who live in, use and visit the City, with priority being given to the pedestrian experience and sense of discovery along and within a new enlivening urban fabric.

By Tammy McKerrow, Design Principal,
The Jerde Partnership, Inc.

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Wuhan, China

Hanjie Wanda Square

Hanjie Wanda Square is a new luxury shopping plaza located in the Wuhan Central Culture Centre, one of the most important areas of Wuhan City. The multifunctional organisation of the master plan - which includes cultural and tourist facilities as well as commercial, office and residential components – acts as an attractor to the area for visitors, inhabitants and commuters alike.

Following competitions with design entries from national and international architects, UNStudio's overall design was selected by Wanda as the winning entry for the facade and interior of the Hanjie Wanda Square. Construction is currently underway and the Hanjie Wanda Square is expected to be completed in 2013. It will house international luxury brand stores, world-class boutiques, catering outlets and cinemas.

UNStudio's design concept capitalises on the strategic location for the shopping plaza within the context of the master plan area. The concept of luxury is incorporated by means of ideas focussing on craftsmanship of noble, yet simple materials. Unstudio's approach considers the Hanjie Wanda Square as a contemporary classic, combining both contemporary and traditional design elements in one concept.

Synergy of flows

As water was utilised as a main organisational principle in the design for the Wuhan Central Cultural Centre the theme 'synergy of flows' is used as a starting point for the organisation of the buildings.

For the design of the Hanjie Wanda Square this entails guiding attention and visitor flows from the main routes towards the facades and entrances of the building. From the three main entrances visitor flows are guided to two interior atria.

The concept of synergy of flows is key to all of the design components; the fluid articulation of the building envelope, the programming of the dynamic façade lighting and its content design and the interior pattern language which guides customers from the central atria to the upper levels and throughout the building via linking corridors.

Interior concept

The interior concept is developed around the North and South atria, creating two different, yet integrated atmospheres. The atria become the centre of the dynamic duality of the two Hanjie Wanda Square identities: Contemporary and Traditional. Variations in geometry, materials and details define these differing characters. With two main entrances, the North atrium is recognised as a main venue hall, and the South atrium as a more intimate venue hall. The North atrium is characterized by warm golden and bronze materials reflecting a cultural, traditional identity. In the South atrium Silver and grey nuances with reflective textures reflect the city identity and its urban rhythm. Both atria are crowned by skylights with a funnel structure which connect the roof and the ground floor, in addition to integrating the panorama lifts. While the atria have strong and distinct identities, the corridors act as connectors between the two yet maintain their own character.

Façade design

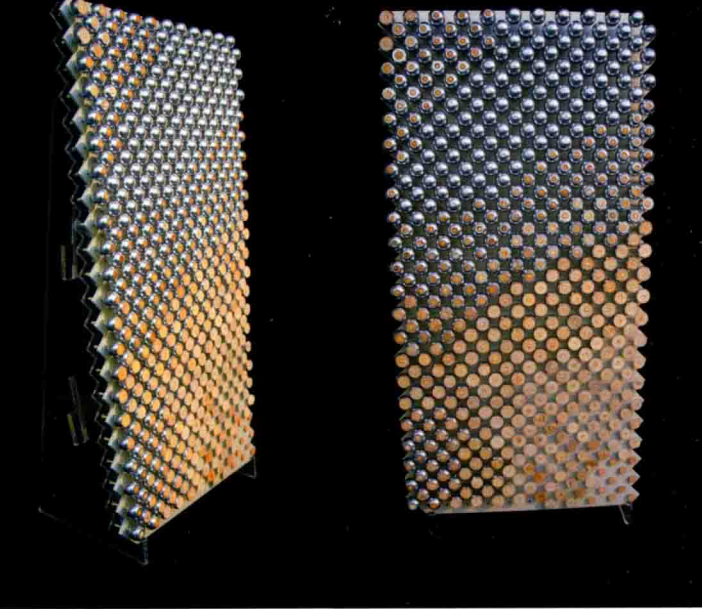
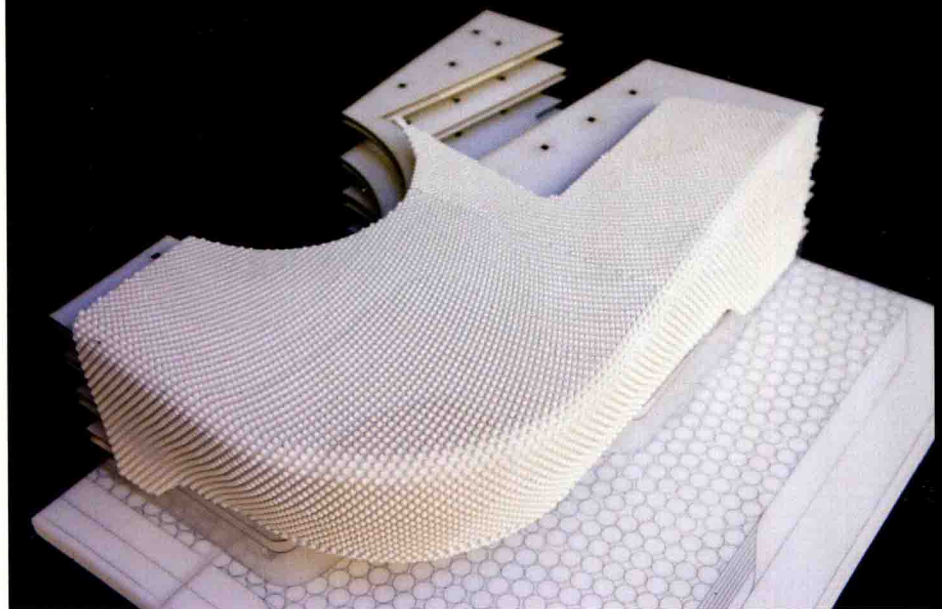
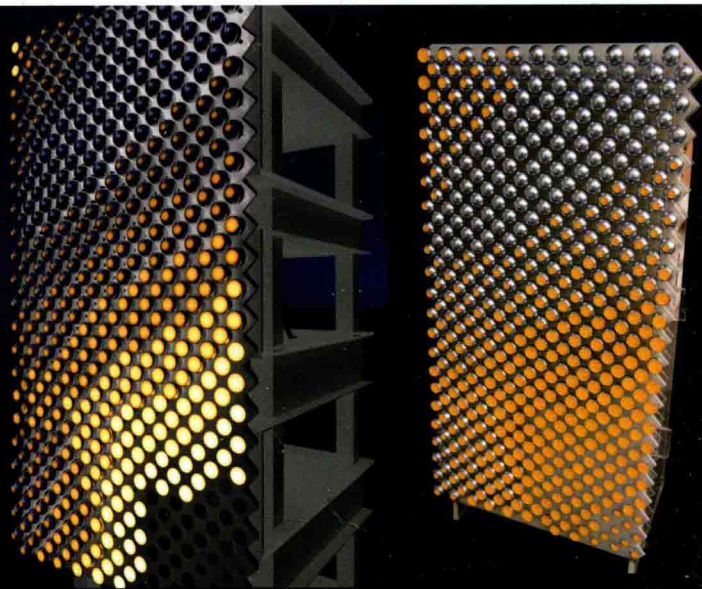
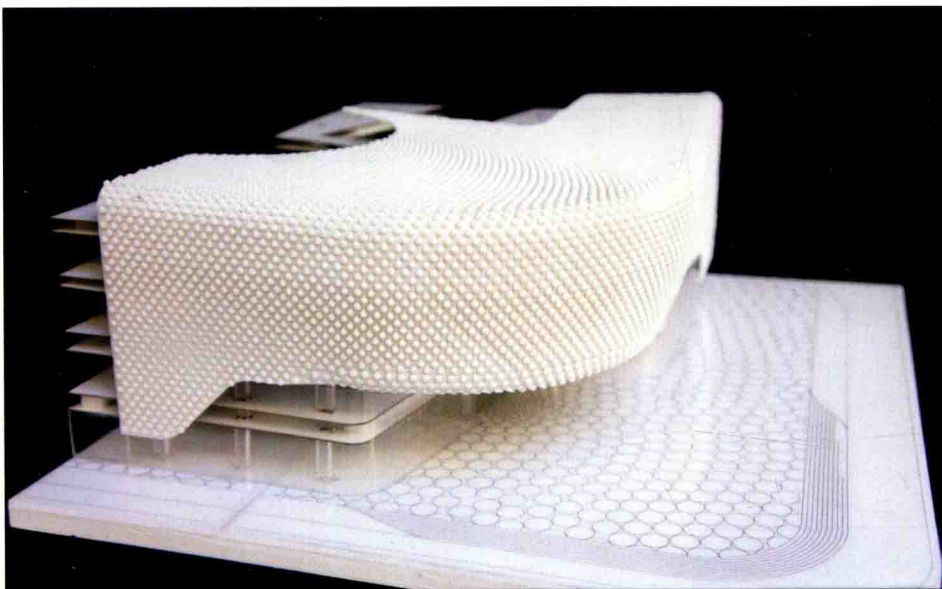
The façade design focuses on achieving a dynamic effect reflecting the handcrafted combination of two materials: polished stainless steel and Alabaster. These two materials are crafted into ten differently shaped, but standardized spheres. Their specific positions in relation to each other recreate the effect of movement and reflection in water, or the sensuous folds of silk fabric.

The geometry ranges from full stainless steel spheres to a sequence of differently trimmed spheres with Alabaster inlay. The spheres have a diameter of 600 or 500mm and are mounted at various distances on 900 x 900mm brushed aluminium panels, which can be preassembled and mounted on site.

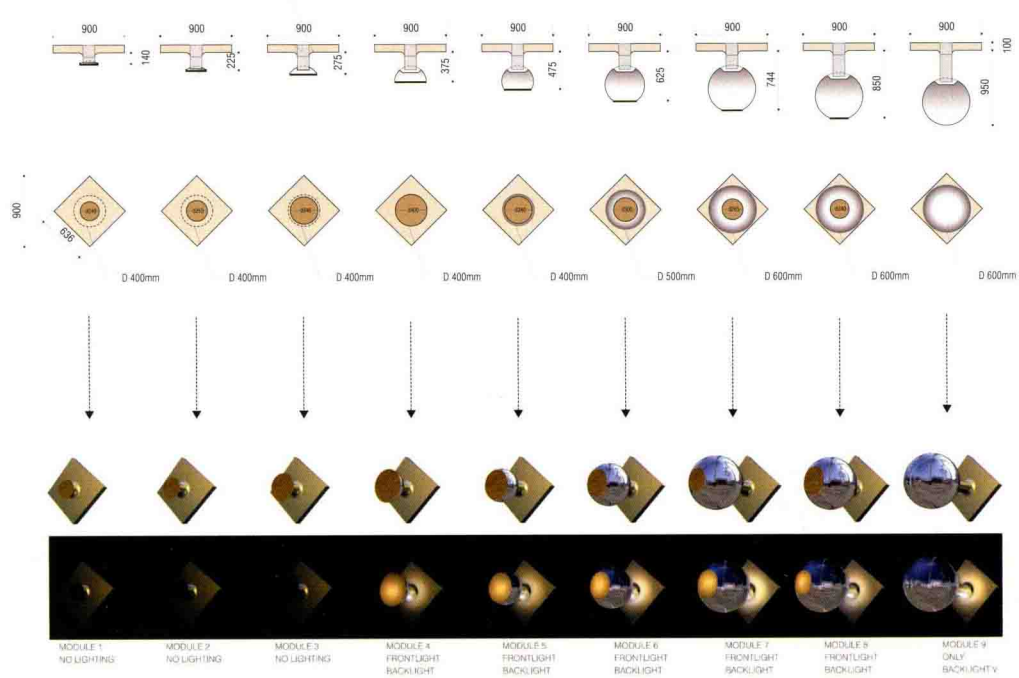
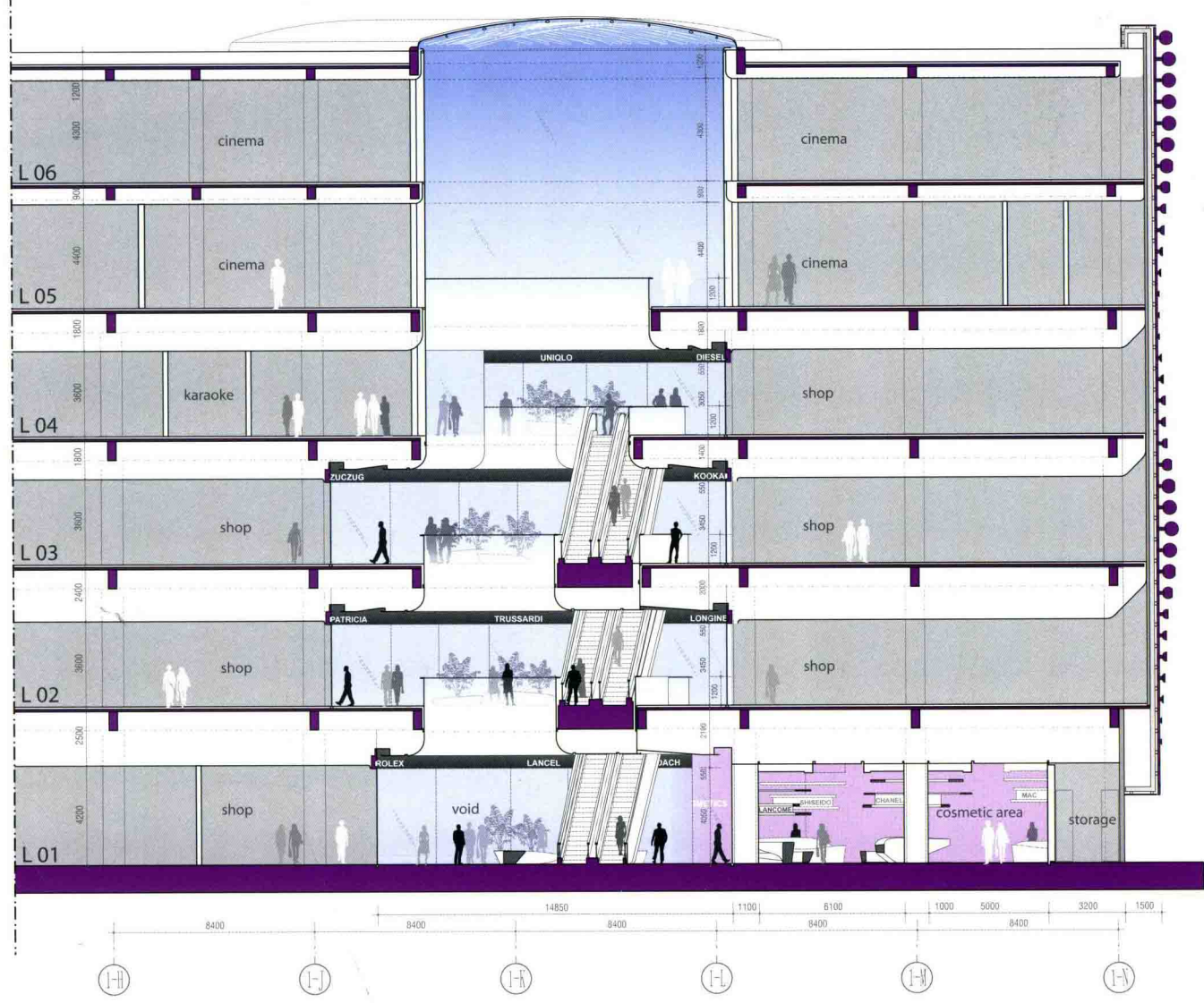
The architectural lighting is integrated into the building envelope's 42.995 modules. Within each sphere either one or two LED-fixtures emit light onto the alabaster to generate glowing circular spots whilst simultaneously creating diffuse illumination on the back panel. Various possibilities to combine and control these lights will allow diverse media lighting effects and programming of lighting sequences related to the use and activation of the Hanjie Wanda Square.







Cross Section Interior

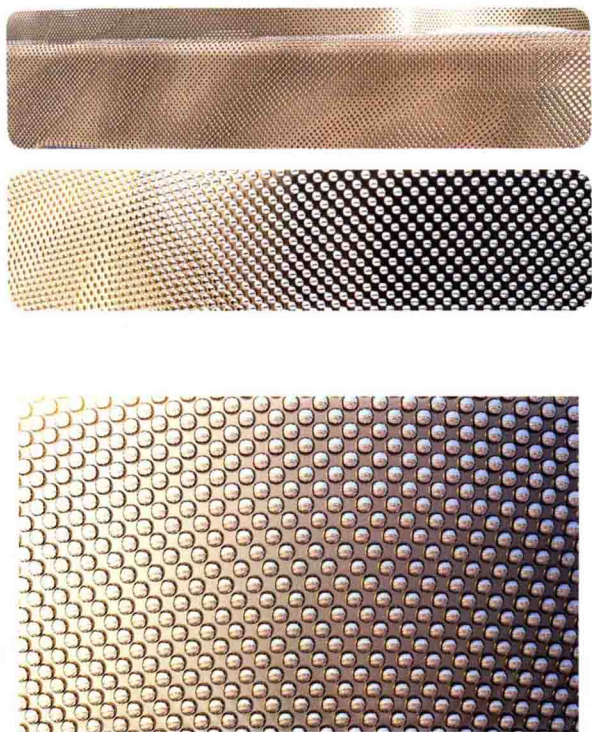


Facade Lighting

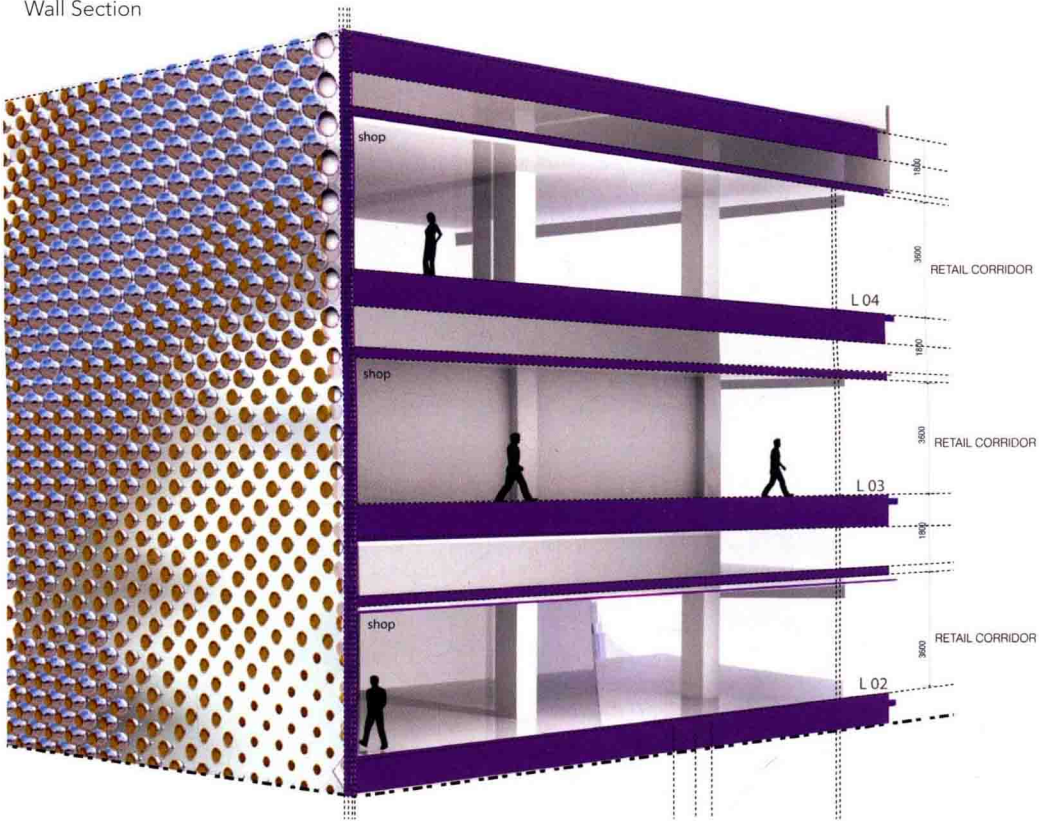


GRADIENT STUDIES

Facade Transitions



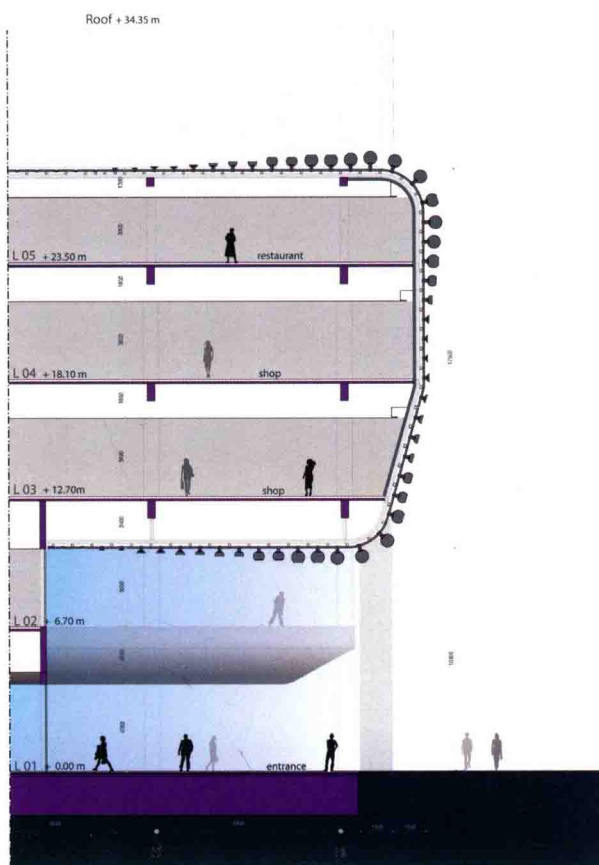
Wall Section



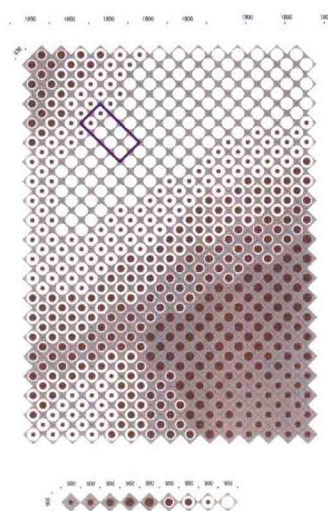
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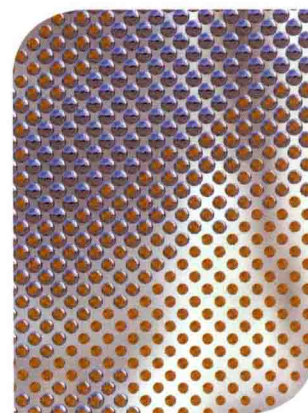
Facade Section



FACADE SECTION @ SECTION



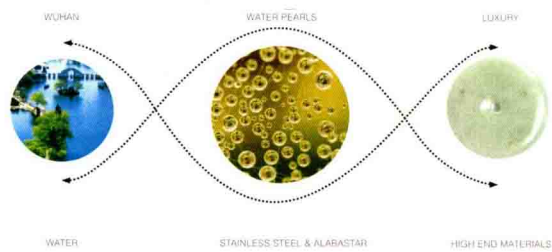
ELEVATION @ ENTRANCE



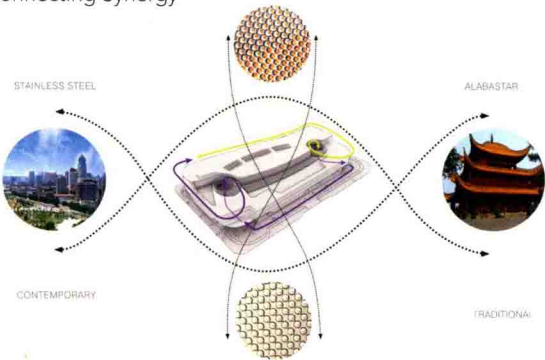
FACADE ELEVATION



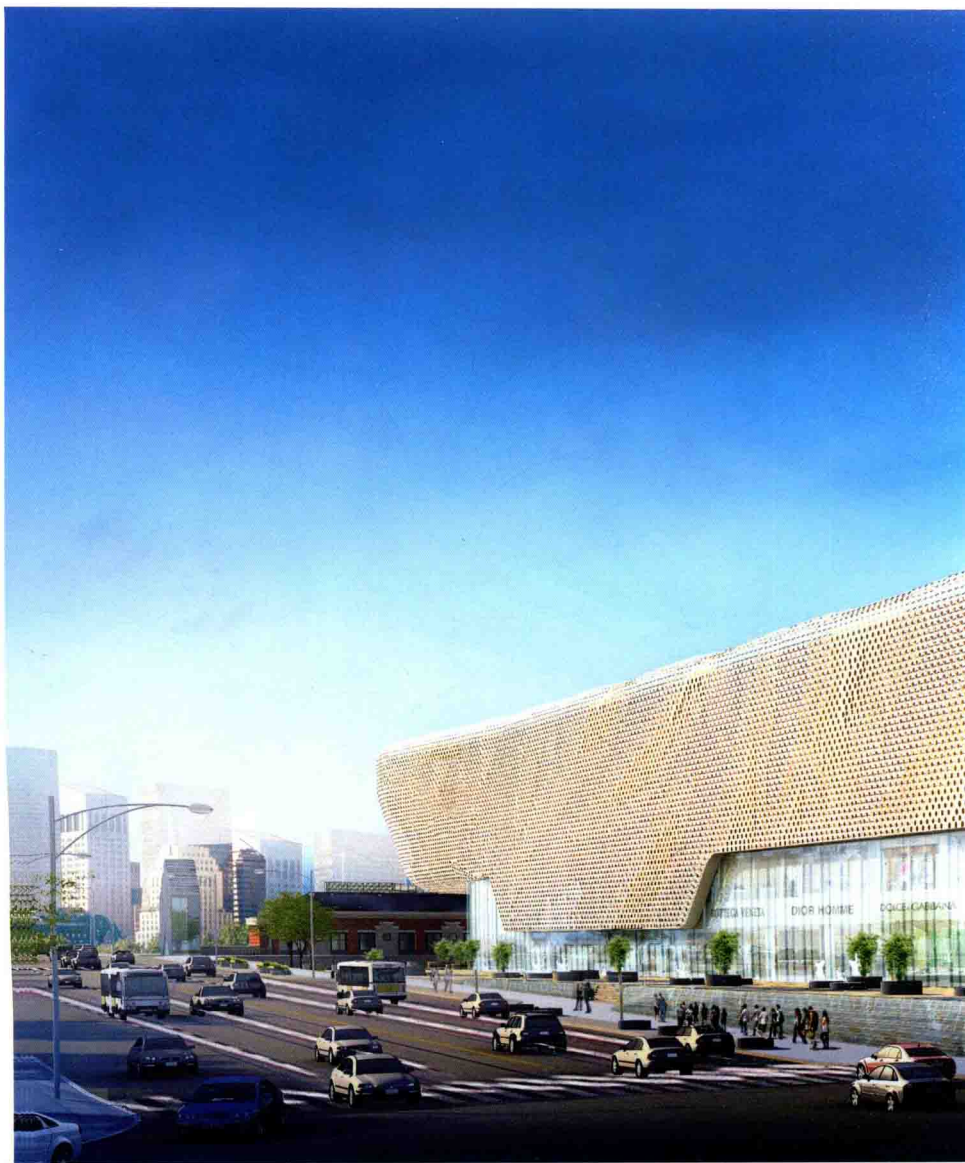
Synergy of Flow



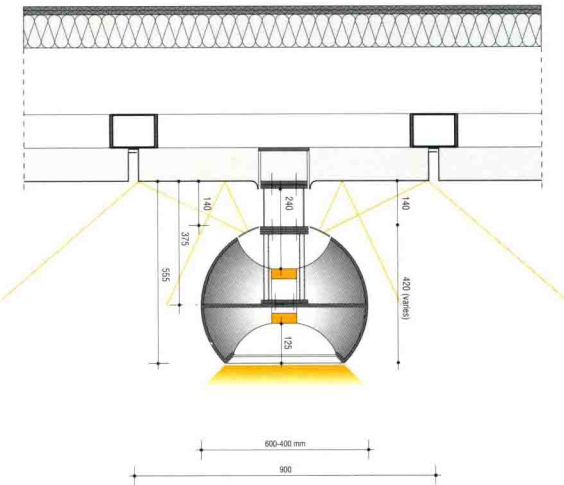
Connecting Synergy



Facade Assembly



Facade Detail



Exterior Detail

