Project Name: Vanke Liangzhu Bir Land

Project Location: Liangzhu Cultural Village, Yuhang District, Hangzhou, China

Project Area: 68934㎡

Proprietor: Vanke, Hangzhou

Design Time: 2022.11

Open Time: 2023.5

Commercial Scene Design: Fun Connection (www.funconn.com)

Bir Land Architectural Design: Zhejiang Qingmo Architectural Design Co., Ltd.

Warehouse Architectural Design: Deshaus Architecture Design

Landscape Design: Change Studio

Interior Design: Hangzhou Pan Tianshou Environmental Art Design Co., Ltd.

Curtain Wall Design: Zhong Nan Institute of Curtain Wall Design&Research

Lighting Design: Shanghai Zuo Yi Lighting Design Co., Ltd.

Outdoor Landscape Furnishing: Tifanlife, Hangzhou

Wayfinding Design: Shanghai Gengxin Architecture Design Co., Ltd. & Shanghai Youyi Engineering Co., Ltd.

Sculpture Design: Shanghai Shu Yuan Sculpture Art Design Co., Ltd.

Construction Company: Hangzhou Chang Yuan Tourism Development Co., Ltd.

Civil Engineering & Steel Construction: Hangzhou Construction Engineering Management Group Co., Ltd.

Curtain Wall Installation: Hangzhou Dayan Construction Co., Ltd.

Photographer: Aqi

Bir Land in Hangzhou | A Relaxing Commercial Scene for Micro-vacations

Bir Land, located in Liangzhu cultural village, Hangzhou, is an artistic commercial complex designed for micro-vacations. As the final piece of the commercial puzzle, it not only meets the increasing daily consumption demands of the villagers, enhancing the attractiveness and convenience of the residential area, but also serves as a artistic destination with its own unique spirit.Continuously attracting visitors from the Yangtze River Delta with high-quality cultural, artistic, and design content, Bir Land appeals to a group of micro-vacationers who have long admired the lifestyle represented by Liangzhu.

Bir Land is a microcosm of the lifestyle in Liangzhu, serving as a stage for community, a platform for branding, and a habitat where spiritual ideals coexist with a relaxed lifestyle.

**Atmosphere in Micro Vacation Commercial Scene**

Fun Connection has employed a variety of design techniques to create a vibrant commercial atmosphere in Bir Land, gradually injecting more commercial ambiance and vitality into the suburban vacation setting at different levels.

Considering different business formats and commercial atmosphere of each area, comprehensive suggestions have been provided for exterior areas, including type of furniture, arrangement styles, and even materials and colors. By appropriately and strategically integrating outdoor seating into overall planning, the boundary between wild nature and artificial environment has been eliminated, providing more opportunities for people to meet and get closer to nature in a leisurely atmosphere.

The 'birds' perched on the trees will light up along with the streetlights as night falls. At this moment, the small nest-like lights on the trees sway gracefully, while the lights in the landscaped lawn create a cute and lovely atmosphere. The warm and coordinated lighting at different locations adds a touch of lively ambiance to Bir Land during nighttime.

**“Conductor” behind the non-standard business**

Bir Land has introduced nearly a hundred brands, creating a distinctive commercial project through non-standard customization. These brands cover diverse formats, including those that evoke memories of the villagers, promote vibrant social interactions, offer artistic experiences, and cater to a high-quality lifestyle. They not only cater to the artistic clientele who enjoy their vacation in Bir Land, but also creates hustle and bustle with numerous brands enriching local community’s way of life.

Traditional brand visual expression merely focused on storefront sign. How to strike a balance between the diverse brands identity and the context of Bir Land? Fun Connection acts as an invisible hand, orchestrating and coordinating the facade designs of different brands in Bir Land.

Fun Connection breaks down the dimensions of facade commercial design into smaller components. All the stores has been micromanaged, from typography design for storefront sign to materials, colors, installations, lighting, and even providing suggestions for facade materials, visual design, and furnishing for both indoor and outdoor spaces. A truly symbiotic relationship between nature and art in the everyday life of Liangzhu is built by focusing on the details.

**Branded Spatial Visual Presentation**

The logo of Bir Land is derived from the “Jade Bird”, a cultural relic discovered from the Liangzhu archaeological site. It is composed of four simple and flat circular patterns, forming an abstract representation of the “Jade Bird.” The core of the brand has been reinforced by applying logo to singage, urban furniture and atmospheric ornaments all around the streets.

Later, the logo will serve as the creative theme for the plaza and park in the core area. Significant symbols that shape the collective memory of the community will be created by extracting its design language and adopting different materials.

Fun Connection further extends the logo in various ways. This includes transforming the flat form into a gradient 3D form or using color blocks as carriers to create different visual styles. Thus, the brand material for different areas, seasons, and mediums finally get done through reinterpreting the interestingness of the cultural symbols within the existing visual framework.

By infusing grand artistic and cultural elements into everyday visual symbols, branding seeks to promote in a non-traditional and indirect manner. In Bir Land, architecture, landscapes, spaces, visuals, installations, lighting, all become mediums of artistic expression, constituting an essential part of the brand. With its pleasant natural scenery and relaxing atmosphere, Bir Land offers a healing experience for everyone who is weary and stressed out.

项目名称：杭州万科良渚玉鸟集

项目位置：杭州市余杭区良渚文化村

项目面积：68934㎡

业主：杭州万科

设计时间：2022年11月

开放时间：2023年5月

商业场景营造设计：宇合光年

玉鸟集建筑设计：浙江青墨建筑设计有限公司

大谷仓建筑设计：大舍建筑设计事务所

景观设计：承迹景观

室内设计：杭州潘天寿环境艺术设计有限公司

幕墙设计：浙江中南幕墙设计研究院泰幕咨询所

照明设计：上海佐一照明设计有限公司

室外景观软装：杭州缔凡休闲用品有限公司

导视设计：上海更新建筑设计有限公司&上海优逸标识工程有限公司

雕塑设计：上海纾塬雕塑艺术有限公司

建设单位：杭州长源旅游发展有限公司

土建/钢结构施工：杭州市建设集团有限公司

幕墙施工：浙江大燕建设有限公司

摄影师：阿奇

杭州玉鸟集｜打造松弛感的度假商业场景

玉鸟集是位于杭州的良渚文化村内的文化艺术轻度假商业体。作为良渚文化村中的最后一块商业拼图，满足了村民日渐升级的日常消费需求，提高住区的吸引力与生活便利度，也是一处具有独特精神场域的文艺生活目的地。源源不断地以高品质的文化、艺术、设计内容吸引着来自长三角的对良渚长久以来所代表的生活方式充满了向往的微度假客群。

玉鸟集成为了良渚生活方式的缩影，是社区生活上演的舞台，是品牌的发声场，更是一处精神理想与松弛生活共存的栖息之地。

**01.微度假商业的氛围营造**

宇合光年在对玉鸟集的商业氛围营造上使用了丰富的设计手法，从不同层次循序渐进地为近郊度假场景注入了更多的商业氛围感和活力。

在街道适当的位置规划外摆区域，根据不同区域的业态与商业氛围，给出了详尽的外摆建议，涵盖了家具、道具选型建议、组合形式，甚至材质、颜色等等，将玉鸟集的户外场景整体统筹规划，消弭了边界，为人们创造了更多亲近自然的休闲氛围与停留相聚的可能性。

站在树木上的“鸟”会在夜幕降临时，和全街区的灯等一同的亮起。此刻，树上的小巢灯摇曳生姿，景观草坪中亮起的氛围灯光也显得俏皮可爱。不同点位上温暖协调的灯光将夜间的玉鸟商业气氛衬托得更多了几分烟火气。

**02.品质非标商业背后的“指挥家”**

玉鸟集中引进了近百个品牌，以差异化打造了一个非标定制的特色商业项目，品牌涵盖了村民记忆、活力社交、艺术体验、品质生活等各异的业态，既服务于将玉鸟集当作度假目的地的艺文客群，也有数量众多的品牌滋养这良渚本地社区生活的烟火气。

传统的店铺设计在品牌视觉表达上还仅仅停留在店招设计，如何让这些纷繁多样的品牌拥有符合自己品牌调性的同时又能在玉鸟集的语境内达成和谐统一的店面标识，宇合光年在这里像一个看不见的手指挥着玉鸟集中不同的品牌的立面设计。

宇合光年从更细的颗粒度拆解了立面商业设计的维度，一店一案、事无巨细从针对店招招牌上字体设计，到材质组合，颜色搭配，安装方式，灯光选型等，再到针对特定品牌甚至还有立面材质选配、立面视觉设计甚至有内部及外摆的软装建议，从细节处着手，真正呈现了在良渚让自然与文艺反哺日常生活。

**03 品牌化的空间视觉呈现**

玉鸟集的LOGO脱胎于良渚遗址的出土文物玉鸟，以四个简约的扁平感圆形图案组合成为了抽象的“玉鸟”形象。宇合光年将其原始图形进行提取、演变，应用于街区随处可见的导视、标识、城市家具与氛围小品中，在玉鸟集空间中强化着品牌的核心符号。

未来将在核心区域的广场和公园上用玉鸟集的LOGO图形为创造母题，提取其中的设计语言，以不同的材质创作出具有标识性的雕塑和装置作品。以艺术作品天然的昭示性，塑造社区公共记忆的重要符号。

宇合光年还以此图形为蓝本进行多种延伸——可以从扁平到渐变立体，也可以将色块转化为载体性质，以此变化出不同的画面风格，在既有的视觉框架体系内将趣味性与文化符号进行再不断的演绎，最终形成了针对不同区域、不同时节、不同载体的品牌物料。

颠覆了以往商业中相对强势直接的宣导，玉鸟集转而以将宏大的艺文渗透进随处日常可见的视觉符号之中。在玉鸟集，建筑、景观、空间、视觉、装置、灯光等等都成为艺文的介质，构成为玉鸟集品牌叙事的重要组成部分，以宜人的自然风光和松弛的度假氛围疗愈着每一个疲惫又紧绷的人。