

**【标题 1】 塑造一辆未来建筑的“概念车” ——AUDI「形能可见」 e-tron GT 限时艺术展**  
**Crafting a "Concept Car" for Future Architecture - AUDI "Make the Energy Visible" e-tron GT Touring Exhibition**

**【标题 2】 与奥迪一起探索未来的建筑——AUDI「形能可见」 e-tron GT 限时艺术展**  
**Exploring the Future of Architecture with AUDI - AUDI "Make the Energy Visible" e-tron GT Touring Exhibition**

**【标题 3】 AUDI「形能可见」 e-tron GT 限时艺术展——一次探索未来的进取之旅**  
**AUDI "Make the Energy Visible" e-tron GT Touring Exhibition - a Journey of Endeavor in Exploring the Future**



© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

关键词: #数字媒体 #艺术装置 #城市雕塑 #情绪共鸣

Keywords: #Digital Media # Art Installation # Urban Sculpture # Emotional Resonance

House of Progress 是奥迪近年来在全球范围打造的用户强感知体验空间，以“突破进抵新境”的姿态，向人们传递奥迪的进取理念。「形能可见」e-tron GT 限时艺术巡展是由一汽奥迪与芭莎艺术联合主办，由 THEMiS 总策划的一次巡展项目。通过艺术家，设计师和建筑师的创造，分享“未来是一种态度”的进取理念。

House of Progress is an experience space with a strong sense of user perception that Audi has been creating globally in recent years, serving as a platform to communicate the brand's progressive philosophy. The touring exhibition of "Make the Energy Visible" e-tron GT is jointly organized by FAW-Audi & Bazaar Art and planned by THEMiS. Through the creativity of artists, designers and architects, it aims to share the progressive idea that "the Future is an Attitude."

SODA 以人类熟悉的自然形态为灵感，将气流涌动的能量赋形本次巡展的建筑外观，结合动态数字媒体的强烈表达，呈现出一个具有生命活力的建筑。艺术馆犹如一座可移动的城市雕塑，在数月间，穿越上海市中心的繁华，再抵杭州西湖之畔。

Taking inspiration from the familiar natural forms of human beings, SODA shapes the appearance of this pavilion with the energy of airflow, combined with the strong expression of dynamic digital media, presenting a building with vitality. The art pavilion is like a movable urban sculpture, traversing the bustling downtown of Shanghai, then arriving at the banks of West Lake in Hangzhou over a month.

## 能量赋形 / MAKE THE ENERGY VISIBLE

建筑并非是固定且永恒的，也可以是变化且流动的。能量是无形的，但亦有有形的载体。Rather than remaining unchanged or eternal, architecture can adapt and evolve. Energy is an intangible force that manifests itself through tangible vehicles.

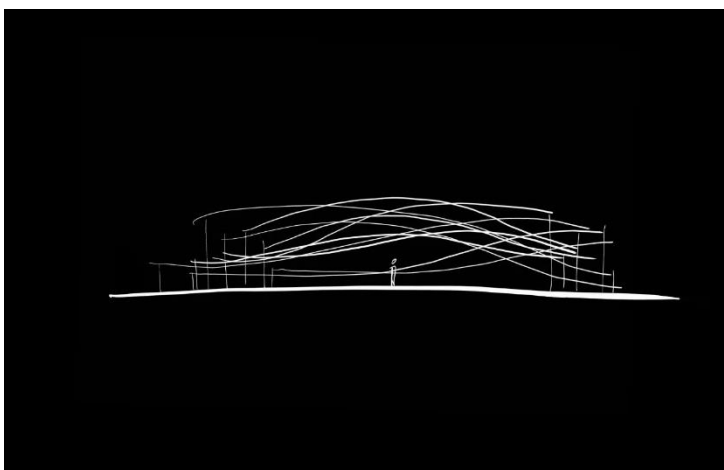


▲ 奥迪「形能可见」e-tron GT 限时艺术巡展宣传片, Advertising Video of the Exhibition

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

「形能可见」e-tron GT 限时艺术巡展是一次先锋的艺术展现方式。通过探索艺术赋形的过程，让“能量”以不同的方式可见、可感、可知。SODA 与奥迪一起，将这种探索做出了进一步延伸——去探索一种未来建筑的雏形，或者说，去尝试塑造一辆未来建筑的“概念车”。

Audi e-tron GT exhibition is a pioneering way of showcasing art. By exploring the process of artistic shaping, "energy" can be seen, felt, and known in different ways. As architects, SODA collaborated with Audi in pushing the boundaries of innovation - whether it be envisioning the future of architecture or crafting a "concept car" that serves as a muse for future architectural endeavors.



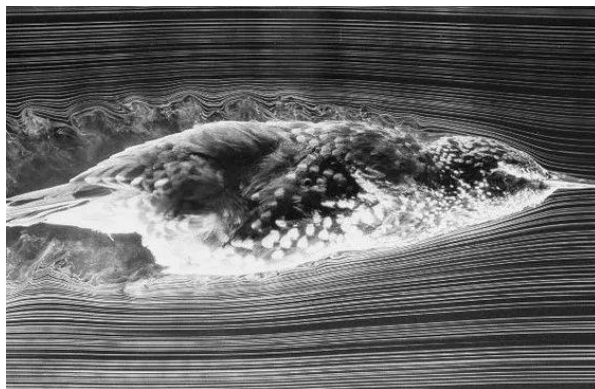
▲ 装置设计手绘稿， Design Sketch of the Main Installation © SODA

对于 SODA 来说，设计的“能量”即是通过空间体验让人们感动的力量。通过尺度，形态，色彩，动态，媒体，交互等元素，去激发人们情绪共鸣的力量。SODA 认为共鸣激发的最佳途径，是以深植人类基因中的那些自然形态进行创作。

For SODA, the "energy" of design is the power to move people through spatial experience. By using elements such as scale, form, color, dynamics, media, interaction, etc., to stimulate the power of emotional resonance in people. SODA believes that the best way to stimulate resonance is to create through natural forms deeply ingrained in human genes.

在这个作品里，“气流”“能量”“速度”“形态”是最核心的创作灵感，当我们尝试将这些元素联系在一起，发现其背后有着更多线索。

In this project, we draw inspiration from "airflow", "energy", "speed" and "form". As we explore the connections between these elements, we discover more clues that lie behind them.



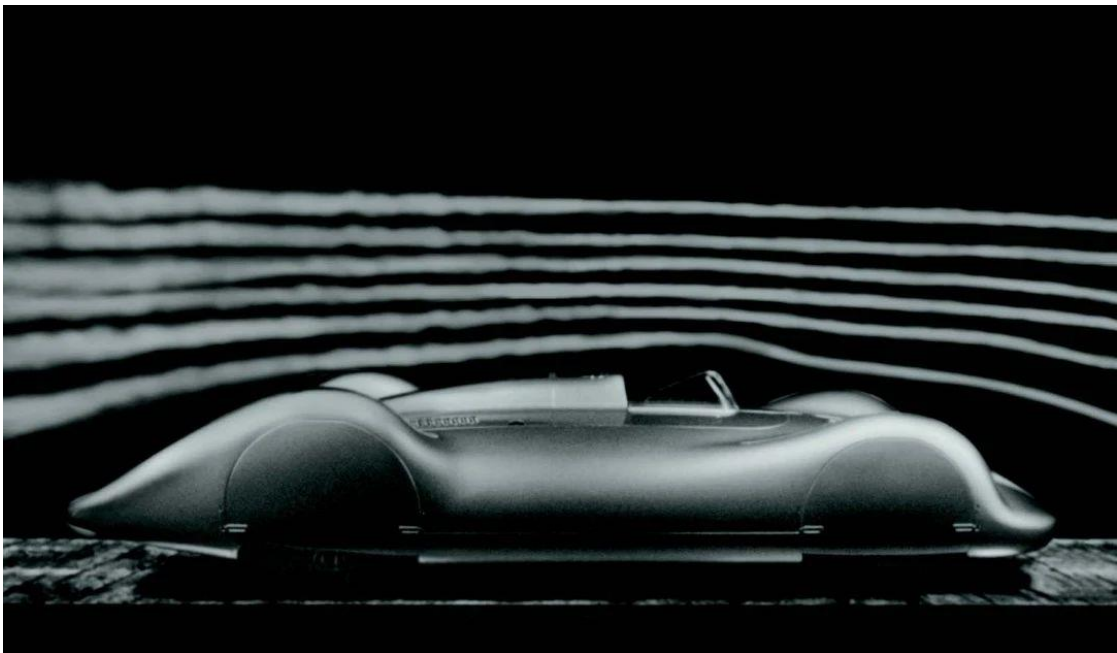
▲ 鸟飞行时在空气中的动力形态， the Flight Dynamics of Birds

自然界中运动速度最快的动物是鸟类，鸟类的身体形态和飞行速度是高度相关的。翅膀的形状、面积、倾角和振翅速度，都会影响其飞行能力。当鸟振翅，翅膀产生向下的气流，鸟因此获得升力实现飞行。为了追求更低的风阻，身体自然进化成了流线造型。可以说鸟的外形就是大自然为高速飞行提供的最佳解决方案。

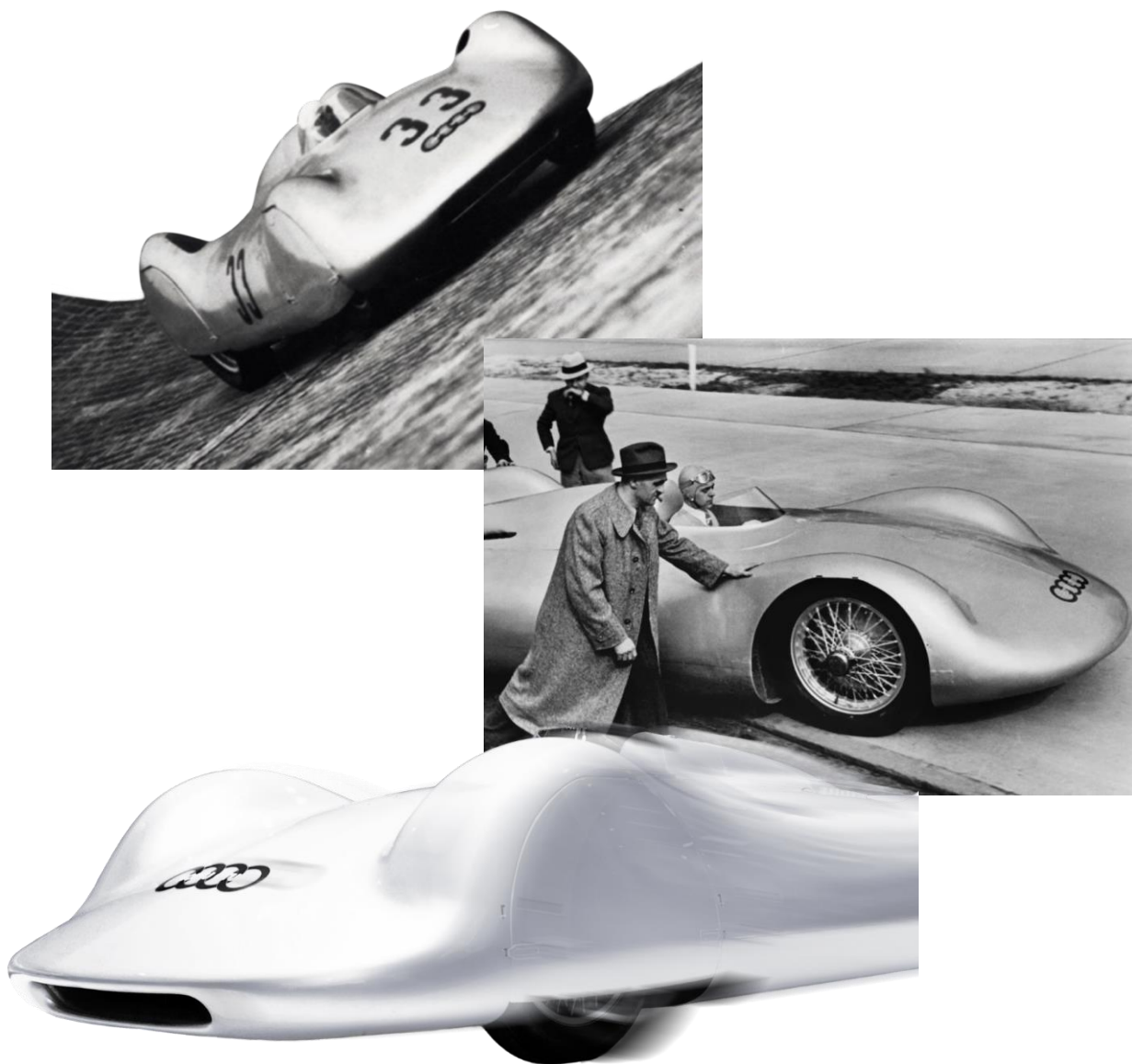
*Birds are the fastest-moving creatures in nature, and their body shape is intricately linked to their flight speed. The shape, size, obliquity, and flapping speed of their wings all play a crucial role in determining their flying capabilities. As a bird flaps its wings, it generates downward airflow that provides the lift necessary for flight. Through evolution, birds have developed a streamlined body shape to minimize air resistance. It can be argued that the form of a bird represents nature's optimal solution for efficient flight.*

回到汽车上。二十世纪初，空气动力学的基础雏形已经形成，普朗特等流体力学家的研究成果逐渐为那个时代的人们所了解。这也深深影响着汽车行业——许多航空工程师在转投汽车业时，将跨界的空气动力学知识应用到汽车的外形设计上，使车身的形状适应气流。时代催生了许多优秀的作品，也让汽车爱好者们逐渐认识到——风阻对极速的影响。

*In the realm of automobile design, the foundation of aerodynamics was laid in the early twentieth century, coinciding with a deeper public understanding of fluid mechanics including Ludwig Prandtl's analyses that significantly impacted the automotive industry. Knowledge from aviation engineers was integrated into car design to optimize airflow dynamics. This era saw the emergence of numerous outstanding works, leading car enthusiasts to recognize the critical role of minimizing wind resistance in achieving top speeds.*



▲ 这是一张 Auto Union（奥迪的前身“汽车联盟”）Type C Stromlinie 赛车在风洞中的历史照片。Stromlinie，在德语中是“流线”的意思，表达着奥迪强烈的造型意识。©AUDI AGA historical photograph of the Auto Union Type C Stromlinie (German for “streamline”) racing car in the wind tunnel. It expresses Audi's profound styling sensibility. ©AUDI AG

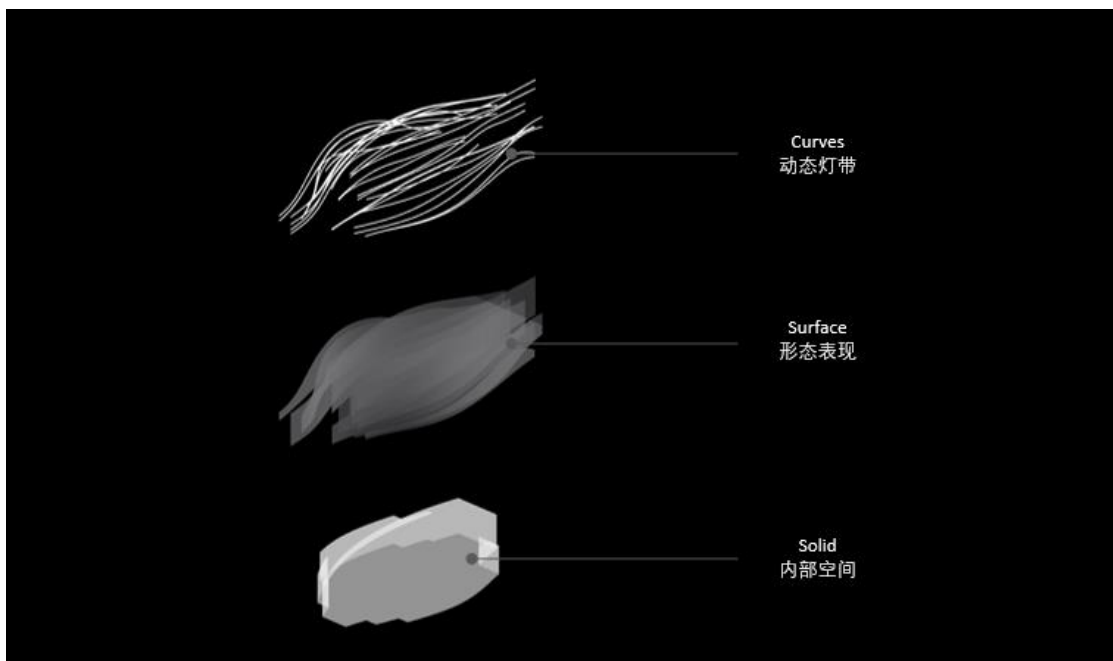


诞生于 20 世纪 30 年代的 Type C Stromlinie，在法兰克福至达姆施塔特的高速公路上创造了人类的极速历史——第一次在普通路面上以 406.3kph 的速度移动，而当时的飞机时速在 200-300kph 之间。在奥迪辉煌的历史展台中，这件世界巅峰的科技艺术品，述说着奥迪与空气动力学的灵感故事。

This racing car, born in the 1930s, etched a remarkable milestone in human history, tearing through the Frankfurt to Darmstadt highway at a mind-boggling speed of 406.3kph, while the aircraft at that time had speeds between 200-300kph. Inside Audi's illustrious history, this world's pinnacle technological masterpiece narrates the inspiring tale of Audi's groundbreaking advancements in aerodynamics.



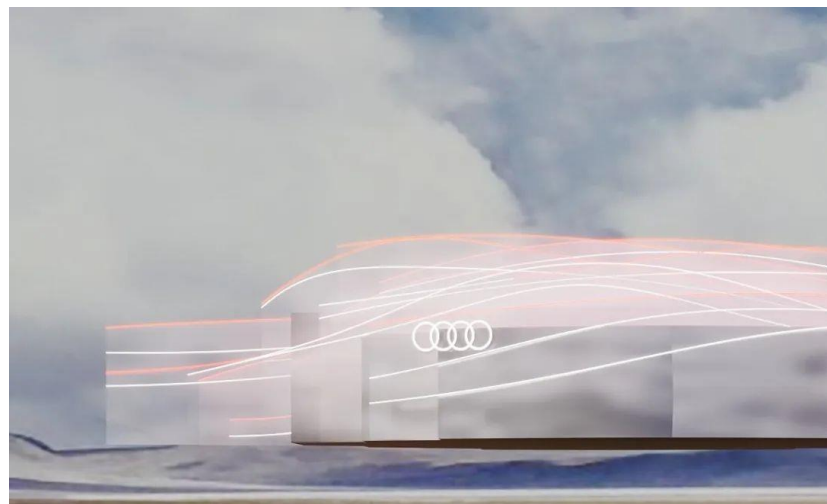
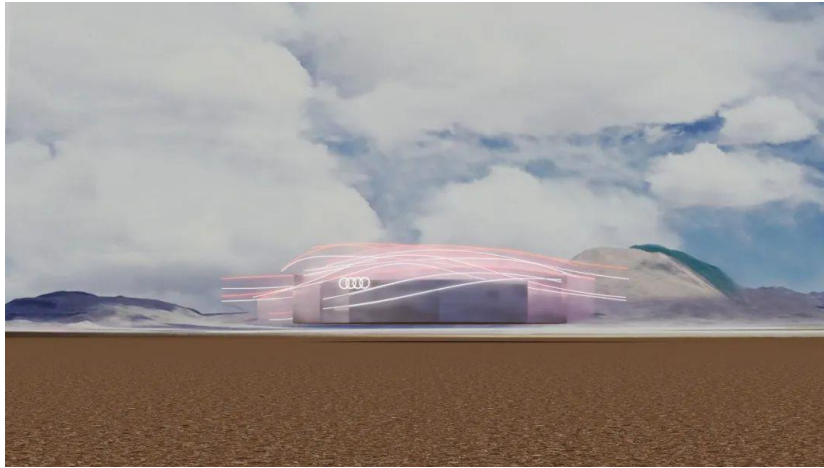
▲ 装置结构生成图, Structure Design © SODA



▲ 装置分解图, Explosion Diagram © SODA

今天的奥迪展现着它在纯电美学下的全新姿态。我们从 e-tron GT 卓越的空气动力学设计着手，以数实融合的方式，将气流涌动的形态化作人们可感知的艺术，用建筑来表达动态的能量之美——曲面实体捕捉气流的美感，动态光效演绎速度的张力。

Audi is unveiling its cutting-edge design aesthetics for pure electric vehicles. Starting from the excellent aerodynamic design of the Audi e-tron GT, we adopted a blend of digital and real approaches to transform the surging shapes of airflow into tangible art for viewers to appreciate. Here, the architecture is a way to express the beauty of dynamic energy, with curved surface entities capturing the beauty of airflow and dynamic light effects interpreting the tension of speed.



▲ 装置效果图

Rendering © SODA

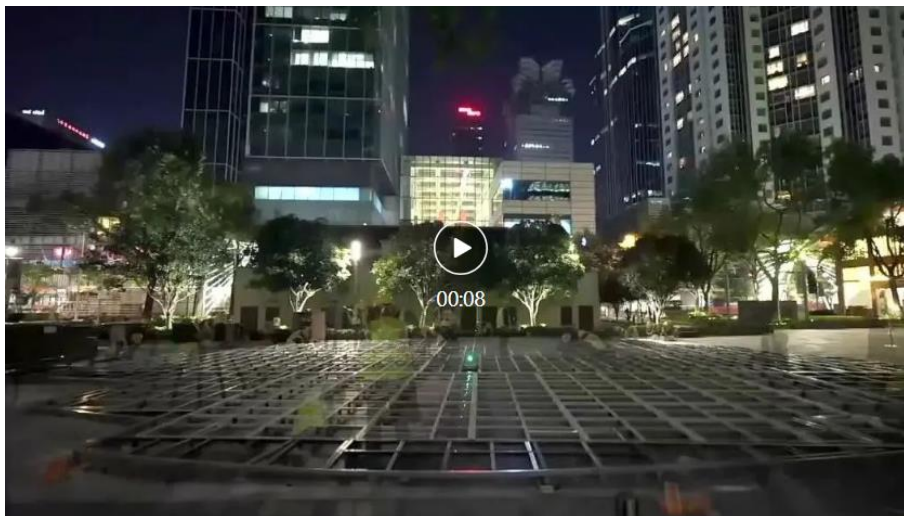


▲ 装置顶部的动态数字媒体效果  
Dynamic Digital Media Effect © SODA

## 情绪共鸣 / EMOTIONAL RESONANCE

无论是对于形态，线条的美学推敲，或是对新技术，材料的创新应用，SODA 在创作时所坚持的唯一也是最极致的目标，是希望引发人们内心深处的情绪共鸣。

Whether it is the aesthetic elaboration of forms and lines or the innovative implementation of new technologies and materials, the primary and ultimate objective that we pursue in our creative endeavors is to evoke a sentimental resonance deep in people's hearts.



▲ 2023 年 11 月，艺术馆落地繁华的上海静安嘉里中心, On November 2023, the Art Pavilion was completed at Jing An Kerry Centre, Shanghai © 一汽奥迪 & 芭莎艺术 © 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art





▲ 外观, Appearance of the Pavilion

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 建筑鸟瞰, Bird View of the Pavilion

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

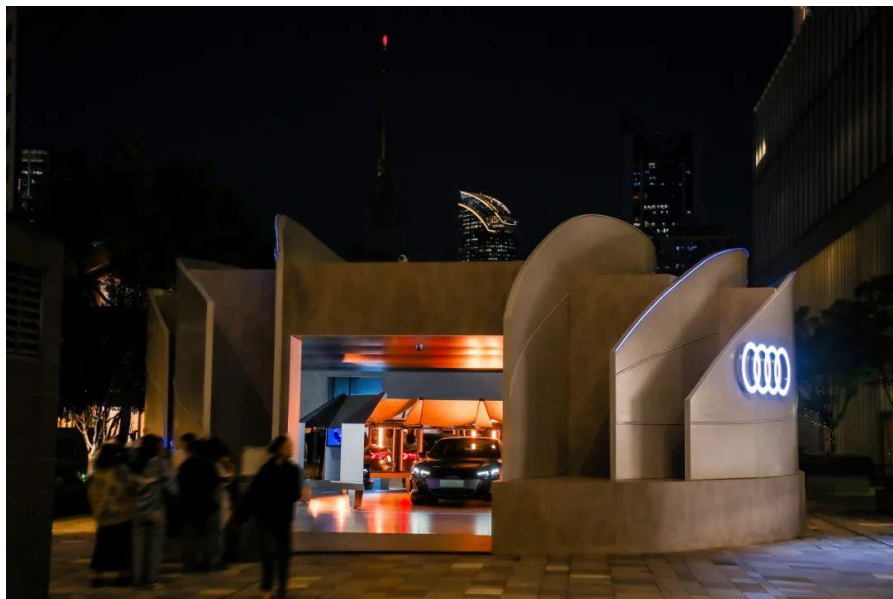
在这个项目中，建筑是艺术空间与城市环境之间的媒介，因此，SODA 希望它本身就如同出现在城市中的一座「生命力雕塑」，让人们哪怕街道远处，也可通过它充满未来感的外形和散发出的动态“能量”，体验到展览主题意图传递给观者的印象。

In this project, architecture acts as a medium between the art space and the urban context. Therefore, our goal is to craft a structure that resembles a striking sculpture within the cityscape, drawing attention from afar with its futuristic form and vibrant energy, thus evoking a connection to the overarching theme of the exhibition.



▲ 建筑鸟瞰, Bird View of the Pavilion

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 夜景下的艺术馆, Pavilion in the Night View  
© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 入口， Entrance of the Pavilion

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

步入展馆，空间的主色调延续了城市道路的中性灰色，以简洁而富有质感的氛围映衬着展示其中的当代艺术作品。艺术品的动态效果借助形态、光线和声音实现，因此，空间的设计从形态到光环境都需要根据作品量身而造。在公路般的环境中，当动态形体，影像与折射的光影交织汇聚，犹如夜晚在城市公路上飞驰时，窗外建筑影像的叠加与重构。

Upon stepping into the exhibition hall, the predominant color scheme of the space seamlessly extends the neutral grey tones of the city streets, fostering a clean and tactile ambiance that harmonizes with the modern artworks showcased. The dynamic impact of the art pieces is accentuated through a synergy of form, light, and sound. As a result, the spatial design is meticulously curated to align with the artworks, ensuring a cohesive integration from the forms to the ambient lighting. In a highway like environment, when dynamic shapes, images, and refracted light and shadow intertwine and converge, it is like the superposition and reconstruction of building images outside the window when speeding on urban roads at night.



参加这次展览的艺术家和设计师，都在以不同的方式回应着“为进取的能量赋予可知可感”的创作初衷：  
The artists and designers involved in this exhibition endeavored to interpret the core concept of 'manifesting tangible enterprising energy' through diverse creative approaches.

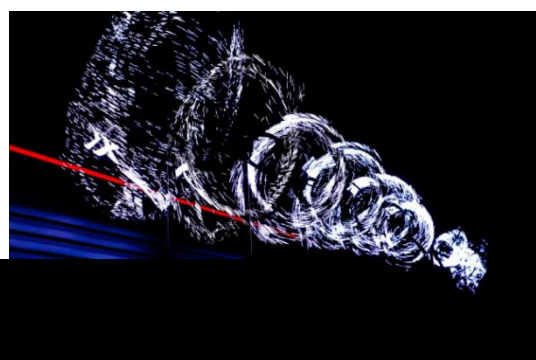
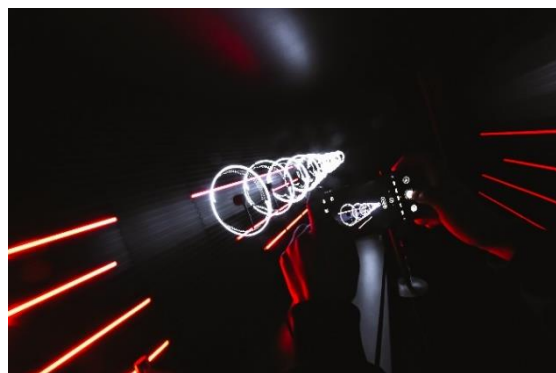


▲ 《形能演进》© 一汽奥迪 & 芭莎艺术

艺术设计团队 Todomuta Studio，借由形式与功能的探索，将能量赋形于金属勾勒出的轮廓，呈现 e-tron GT 形随机能的完美共生。

▲ 「The Energy Metamorphosis」© FAW-Audi & Bazaar

The Energy Metamorphosis delves into the interplay of form and function Todomuta Studio presents a functional art collection called “Massless”. The artists harness the power of heat to render heavy metals remarkably malleable, unveiling the fluidity and lightness of life while seamlessly merging with their textures.

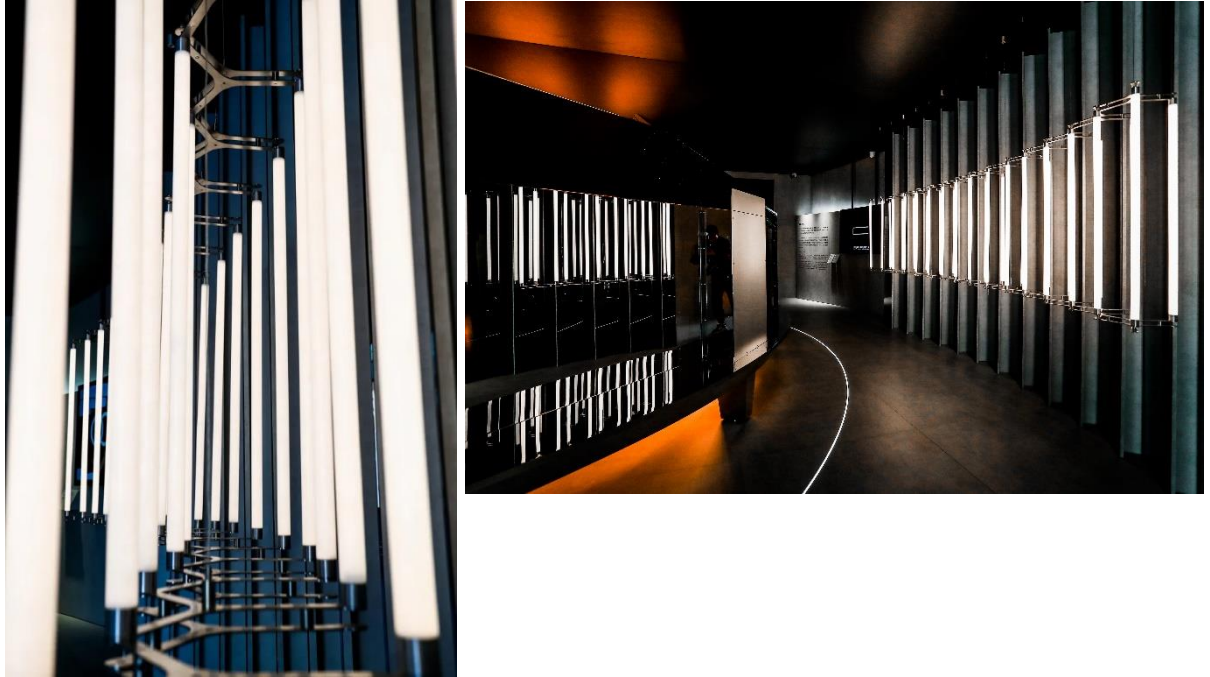


▲ 《数能共鸣》© 一汽奥迪 & 芭莎艺术

TUNDRA 团队借算法技术营造出声景共振的场域，将不可见变为可见。在这件全息视听装置里，象征性能速度的“光轮”随声音高速旋转并展示出能量的变幻，演绎“速度的绘画”。

▲ 「The Energy Resonance」 by TUNDRA © FAW-Audi & Bazaar Art

The Energy Resonance seeks to create landscape where sound and vision resonate harmoniously using algorithm technology. It explores the emotional resonance in the context of future digital technologies.



▲ 《循能未来》© 一汽奥迪 & 芭莎艺术

由可持续设计的代表人物蔡烈超打造，「马扎灯 3.0」将最简单的灯光单元通过矩阵与模块化的构建呈现出理性而诗意的场景，随空间的形态变化进而生长成一个弧面的灯光装置。能量延续在作品生命的可持续生长中。

▲ 「The Energy Circularity」 by Liechao CAI © FAW-Audi & Bazaar Art

The “Mazha Lighting System 3.0” transforms the a simple lighting installation rationally, poetically, utilizing a matrix and modular structure to create scenes that evolve with the morphology of space, culminating in an arching lighting installation. Sustainable Design is not only about the use of materials but also about ideology. Sustainable Design leads the way for future design trends and explores the aesthetic boundaries of sustainable thinking.



▲ 《完美平衡》© 一汽奥迪 & 芭莎艺术

在展览的中心位置，艺术家张鼎呈现的环形镜面剧场无尽的反射拓宽了物理的空间尺度，灯光与声音的变化则隐喻着驱动创造的无尽能量，以光现形。

▲ e-tron GT × Ding ZHANG © FAW-Audi & Bazaar Art

Ding ZHANG excels in creating immersive art that emphasizes sensory experiences through technology and multimedia. At the heart of the exhibition, Zhang Ding has crafted a theater-like “highway space”, constructing a dynamic energy field. The e-tron GT, sculpted like a dynamically moving entity, engages in a dialogue within this mirrored theater.



## 创新的共性 / COMMONALITY of INNOVATION

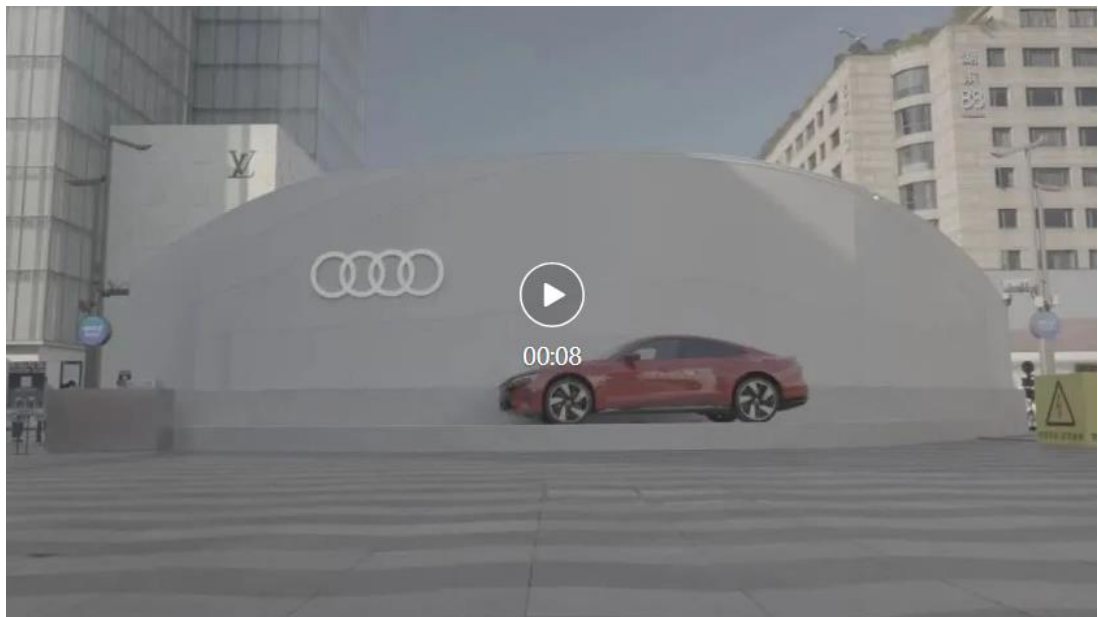
在 e-tron GT 身上我们看到，设计，艺术与建筑的边界已然消融，这是一件可行驶的艺术品。当艺术品可被驾驶，建筑亦可在城市中运动。

The e-tron GT is a striking example of the merging worlds of design, art and architecture. This elegant vehicle blurs the lines between form and function, envisioning a future where buildings can also move and transform in the cityscape.



▲ 展览场地，西湖一瞥 West Lake at a Glance

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 正立面，Façade

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art





▲ 人来人往的杭州湖滨步行街，艺术馆继续吸引着众多目光， in the Bustling Hangzhou Hubin Pedestrian Street, the Art Pavilion Continued to Attract a lot of Attention

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

SODA 合伙人、主创设计师姜元认为，汽车本身就是一个移动的空间，一座运动的建筑，甚至是人们居所空间的一种延伸。如果一个设计师研究的是人与空间的关系、让人舒适的材料、结构赋予的安全性，那么，几乎无法区分他的工作主体是一辆汽车还是一座建筑。

SODA's partner and chief designer Yuan Jiang believes that a car is a moving space and architecture that can even be considered as an extension of our living space. If we agree that the work of a designer is studying the relationship between people and space, comfortable materials and safe structures, it becomes challenging to tell whether their work objects are automobiles or buildings.



▲表皮细部, Detail of the Pavilion Surface

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 夜晚，当顶部灯带亮起，展馆轮廓也被点亮，The Pavilion under the Ever-changing Luminous

© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

在 SODA 的设想中，未来的建筑都会是动态的。我们生活的时代一切都向着更数字化，智能化，交互化的方向发展。而作为人们生活基底的建筑，也必然需要以全新的姿态适应生活方式的变迁，探寻其更为深邃的存在意义。

In SODA's vision, architecture will be dynamic in the future. As society becomes more digitalized, smart, and interactive, buildings that serve as the foundation of human life need to adapt to the changes and explore new ways of existence, explore itself deeper meaning of existence.





© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art

我们坚信，设计的目标是“人”，是营造尽可能“以人为本”的体验。今天的数字媒体，其体验优势集中于视觉与听觉的精妙感知。如何将这些感知与我们人类千百年来所积淀的全感官质感实现完美融合，是 SODA 一直追寻的答案。我们渴望通过综合感官的呈现，将数字世界的机械化作为温度和生动，使人们在享受科技带来便捷高效的同时，也能感受到生活的美与真实。

By placing the focus on people, our design goal is to create human-centered experiences that integrate all aspects of human senses with smart and digital technology, while maintaining the full-sensory texture that we have been familiar with for thousands of years. This is the most important direction for our future design. We aspire to transform the mechanical nature of the digital world into warmth and vividness through a comprehensive sensory presentation, so that people can not only enjoy the convenience and efficiency brought by technology, but also feel the beauty and reality of life.

对于奥迪来说，这是一场艺术与设计的审美对话。「形能可见」e-tron GT 限时艺术巡展开创了一次全新的艺术展现方式。通过探索功能与美学的共生可能，启发可持续的未来图景，形塑可感知的未来。

For Audi, this collaboration represents an exchange and exploration of art and design. The Audi "House of Progress" e-tron GT Exhibition is an innovative way to showcase this symbiosis between function and aesthetics, aiming to inspire a sustainable framework and cultivate a future that is both human-centered and remarkable.



▲ 一场艺术与设计美学的对话与探索，A Dialogue and Exploration of Art and Design Aesthetics

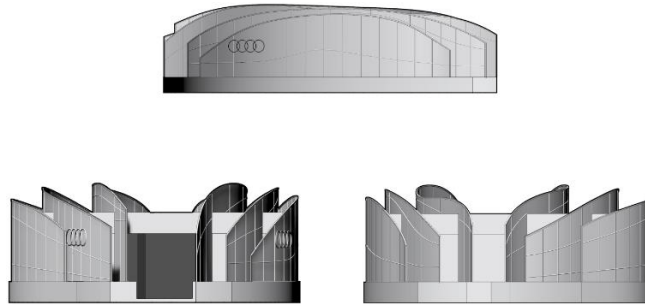
© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



▲ 杭州站画上句点，关于未来的探索之旅不会停止。

The exhibition in Hangzhou came to an end, the exploration journey for future never stops.

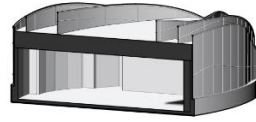
© 一汽奥迪 & 芭莎艺术 © FAW-Audi & Bazaar Art



立面图  
Elevation



俯视图  
Top View



剖面图  
Section

---

© SODA

### 项目信息

项目名称: AUDI「形能可见」e-tron GT 限时艺术展

项目地点: 中国·上海 / 中国·杭州

项目面积: 300 m<sup>2</sup>

联合主办: 芭莎艺术×一汽奥迪

项目总策划: THEMiS

参展艺术家: 张鼎、Todomuta Studio、TUNDRA、蔡烈超

参展建筑师: 姜元

设计机构: SODA 建筑师事务所

设计团队: 何悦, 张雪莹, 李汉威, 董建盛, 桑茂森, 杨娇, 王雪, 王莹

主要材料: 轻钢龙骨, 轻质软膜, 混凝土板, 程控多媒体灯光系统

设计时间: 2023年5月-10月

竣工时间: 2023.11 上海站 / 2023.12 杭州站

组稿/文字: 高怡

图片及视频: 实景照片及视频由 THEMiS 提供

联络: office@soda.archi

## Project Information

Project: AUDI "Make the Energy Visible" e-tron GT Exhibition

Project Location: Shanghai / Hangzhou

Gross Area: 300m<sup>2</sup>

Jointly Organized by: FAW-Audi & Bazaar Art

Planned by: THEMiS

Participating Artists: Ding ZHANG, Todomuta Studio, TUNDRA, Liechao CAI

Participating Architect: Yuan JIANG

Design Studio: SODA Architects

Design Team: Yue HE, Xueying ZHANG, Hanwei LI, Jiansheng DONG, Maosen SANG, Jiao

YANG, Xue WANG, Ying WANG

Main Material: Light steel keel, lightweight soft film, concrete slab, programmable  
multimedia lighting system

Design Time: May. – Oct. 2023

Completion Year: Oct. 2023 for Shanghai / Nov. 2023 for Hangzhou

Written by: Yi GAO

Photo and Video Provided by: THEMiS

Contact: office@soda.archi