

THE FLORESCENCE

Kind Of Business /
: EXHIBITION HALL

Theme /
: 3000 FLOWER PETALS

Area /
: 3466 m²

Client _VANKE
Location _GUANGZHOU



CONCEPT

The design started with studying the unique regional cultural memory of Huadiwan followed by extracting and deriving the flower-themed IP for the project.

The extensive use of curved shapes and open-space layout help create a wrap-around space experience. The whole space is shaped like a blooming flower, which is an element featured throughout the design. The large white flower petals in the reception area is the statement piece of the design while other elements such as the themed pendants and the background wall in the sandbox area are different interpretations of the flower theme.

Seven modules of themed scenes, including floral art, coffee, books, bakery, children and parents, among others, are integrated to offer visitors multiple experience options and create a wholistic atmosphere for living, allowing people to immerse in it and unconsciously conceive the real life scenes of the future, and updating people's awareness of the future urban community life.

The transparent glass curtain walls indicate different themed scenes in the space, exuding artistic appeal, just like theme windows, which not only fulfil the basic commercial functions required by the brand, but also create an innovative theme experience to attract visits from the social media.



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BACKGROUND

Founded in 2008 by Kyle Chan, Karv One Design offices in Hong Kong, Singapore, Guangzhou, Shenzhen, Nanjing, Chengdu and Wuhan. Specialized in large-scale composite spaces, with more than 50,000 square feet designed area. Through design, it is able to bring space closer to more people, and get them connected. And through the thoughtful creation of contexts, it turns the

audience into participants and even co-creators of the design. In this way, it has managed to change people's way of life more profoundly. Experienced in planning and designing complexes with multi-dimensional scenes, Karv One has successfully designed many innovative commercial spaces. The company can provide clients with holistic design services including brand image packaging and

space design. It studied the iconic features of many different cities. The idea is to blend those unique local characteristics with the brand design. This combination adds unique value to the brand in the local area.