Project Name: Cang 41

Project Location: Chongli,Hebei, China

Project Area: 270㎡

Design Date: 2023.03

Opening Date: 2023.10

Design Firm: JUMGO Creative (www.jumgodesign.com)

Design Service: Strategy, Brand, Space Design, Furnishings

Chief Designer: Holy He

Design Team: Ciyoung Chen, Lemonda Luo, Jekker Zhang, Andy Xing

Photographer: Chuan He

**Cang 41 | A Sanctuary in Snow**

After the 2022 Beijing Winter Olympics, people's enthusiasm for winter sports, such as skiing, has been reignited. Chongli, a town known for skiing, has also re-catched people's attention.

For Skiers, Chongli means more than a small town in Hebei. Therefore, a group of passionate skiers came up with an idea to establish a unique and professional coffee bar in here. The new business mode and local culture have generated new collisions and integration. The brand has invited JUMGO as one of the founders responsible for the strategic design, creating the concept of “ North Latitude 41° Ski cellar,” which is the origin of the name- “Cang 41.”

The first step in attracting consumers is to have an appealing storefront. In addition to that, an excellent brand needs to integrate with the local environment.Considering the prime operating season of Cang 41 undoubtedly is the snowy season, the designer comes up with the concept of a "sanctuary in snow," drawing inspiration from "polar research stations." With this concept, the storefront of Cang 41 has been designed to be the most visually striking in a snowy world.

When we talk about romantic relationships, people often say, we firstly attracted by the outside but ultimately enchanted by the inside. The same principle applies to brand development. In terms of functional planning, the designer intends to incorporate various business forms into the space. The relationship between the "inside" and the "outside" is established through an "indifferent" door. Once you open the door and step into the space, a warm scene that contrasts with the cold snowy world will unfold before your eyes in an untraditional way.

The spatial planning clearly separates the areas of darkness and lightness, catering to the form of a daytime café and a nighttime bar. Visitors can experience the gradual transition of spatial functions within the limited space.

Creating a small but exquisite space is an effective tool for a new brand to quickly establish trust with customers. The designer hopes that customers can find their own space within the space, regardless of the time or mood.

From a business perspective, the designer certainly hopes that Cang 41 can become an instant hit and continue to attract customers, rather than becoming a trendy shop that loses popularity after the marketing hype dies down. The key to retaining customers lies in the products and details. Therefore, the brand places great emphasis on product development and meticulous attention to detail.

Independent artists have customized a series of installations called "Seed Repository" for Cang 41. This creative concept brings rare greenery to the winter landscape of Chongli, creating a soothing atmosphere that uplifts the mood.

The furniture is also independently developed, adding more playful and funny elements while maintaining the brand's overall tone and style.

With the idea of establishing a unique business model, we continuously engage in deeper reflections on business while serving brands. Whether it's participating in the construction of new brands or focusing solely on space design, our commitment to breaking through in design and products remains unchanged. Beyond aesthetics, we aim to create an experience where customers can truly feel the brand's meticulous attitude.

Cang 41 is not just a business of a group of people pursuing their interests; it is also an "ideal sanctuary."

As a new brand born in the skiing paradise, Cang 41 undoubtfully embrace business potential which is evident from its initial idea to its successful completion and wide popularity. Starting from Chongli, the brand has begun planning for its next store, with the goal of further expanding its influence.

项目名称: 仓41

项目地点: 中国·崇礼

项目面积：270㎡

设计时间：2023年03月

开业时间：2023年10月

设计机构：JUMGO 浆果创意

设计服务: 策略、品牌、空间、陈设

主持设计: 何靓

设计团队: 陈紫阳、罗萌、张书博 、海穗

空间摄影: 贺川

**仓41｜雪场下的“庇护所”**

# concept概念

2022北京冬奥后

冬季运动的热度再次呈现在公众视野当中

与之伴随的滑雪圣地——崇礼

也再次被人熟知

在众多滑雪爱好者的涌入之下

这个曾经的小县城也被赋予了更为特殊的意义

新的商业配套思维与在地文化之间

产生了新的碰撞与融合

因此

建立一家足够{特别}与{专业}的咖酒基地的想法

在一群热爱滑雪的资深玩家脑中

产生萌芽

JUMGO受邀参与了策略设计的打造

建立{北纬41度雪场酒仓}的概念

并为其命名

仓41

# attraction吸引力

【超级门头】

让品牌占领消费者心智的第一步

永远是拥有一个足够吸引人的门脸

不仅如此

好的品牌更需要结合在地环境做出融合

仓41的黄金运营时段一定是雪季来临之时

因此以{极地科考站}为灵感而建立的{雪场庇护所}概念

成为了雪白世界当中最为瞩目的存在

# Experience体验感

【双区设置】

{始于颜值 终于品格}在品牌发展中同为适用

在功能规划当中将全业态融入其中

形成{内}与{外}的关系

通过看似{冷酷}的仓门之后

逆向呈现一个极为{温暖}的场景

通过空间规划将采光面与暗区完全区隔。

分别服务于白天CAFE及夜晚BAR的形态

在尺度不大的场域当中

给体验者提供了{循序渐进}的空间感受

小而精

是新生品牌的破圈利器

我们希望

不同的时段不同的情绪

在此都能有自己的一方独立空间

# Comfort舒适度

【外刚内柔】

从生意角度

我们希望仓41能够足够的{爆火}

但同时又不想它像众多{流量网红}一般昙花一现

因此

对于产品和细节的打磨

都成为了体验者{驻留}的关键

通过独立艺术家为仓41

量身打造的{种子库}系列装置

更是为冬季的崇礼带来了一丝难得的绿意盎然

为仓41独立开发的家具

在符合品牌调性的基础上

强调了更多的趣味性

# Transmissibility 传播性

【综合感受】

无论是关于{新品牌}的构建

还是{新店铺}的设计

在经历过众多品牌服务的过程当中

我们也在不断地尝试更加深入的切入到

品牌的商业逻辑当中

去打造出独一无二的商业模式

而不只是{好看}

不断的通过设计与产品的打磨

让体验者能够真正的识别到{品牌的态度}

仓41的建立

不仅仅只是一群理想追随者的{生意}

更是为{雪圈}造的一个{理想庇护所}

这一切仅仅只是一个起点

从最开始的小理想到呈现后的快速出圈

{仓}已经初具潜质

这个依托滑雪圣地而生的品牌

已经开始在构建下一个经纬坐标