

Orange Glass Box Breathes New Life into the Cityscape

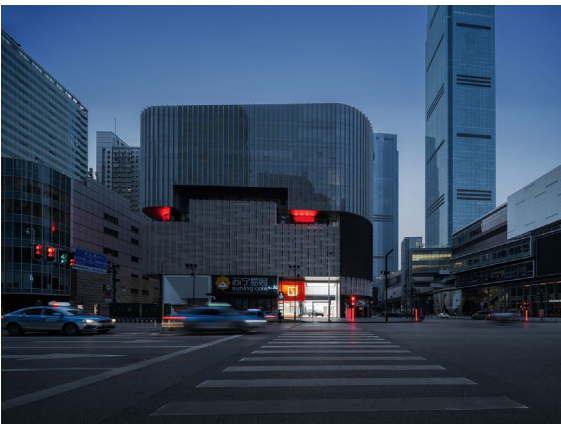
ZEEKR Center – Wuyi Square, Changsha



“ZEEKR’s aesthetic concepts are accentuated through the highly charged architectural language of its new center, which is complemented by various scene settings that reflect the richness of urban culture.”

Overview

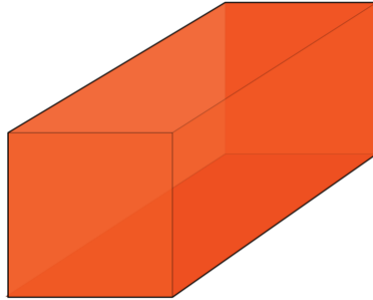
Situated at the bustling crossroads of Wuyi Square in China, the project breaks away from the conventional commercial design approach.



Rather than following traditional see-through logics, the designers dared to think outside the box and offer a fresh interpretation. The result is a stunning suspending orange transparent box that connects the exterior and interior. The bold design not only enriches the urban landscape, but also initiates a dialogue with the neighborhood through its tense colors and unique structure.

Suspending box

悬浮的盒子



Facade and Structure

The building's facade boasts a simplified yet striking frame and structure. The use of consistent materials enhances the dramatic color contrast, while the hollow structure of the lobby creates a pathway for the suspending orange glass box to penetrate into the interior. It adds depth and complexity to the space and effectively injects the brand's spirit and playfulness.



By combining the brand's color with the architectural form, the design caters to the youthful and fashionable culture of both the brand and the city, breaking free from the traditional approach.





The orange glass box extends into the interior, creating a complex spatial hierarchy that adds depth and character to the design.

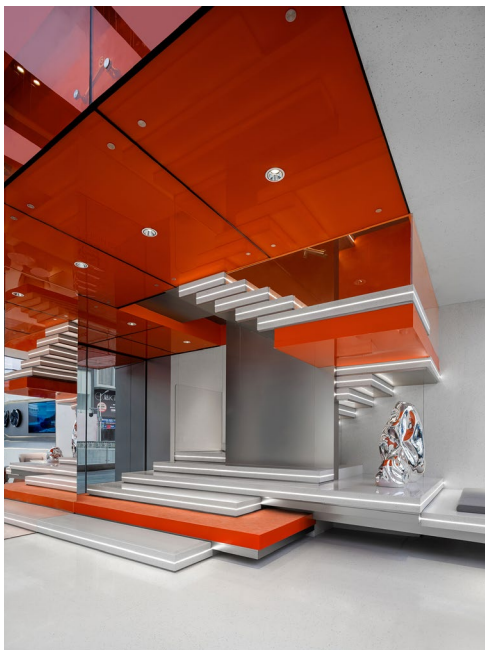
Movement and Stillness

The suspending box can be accessed by steps leading up to the second floor.





Detail of orange glass box



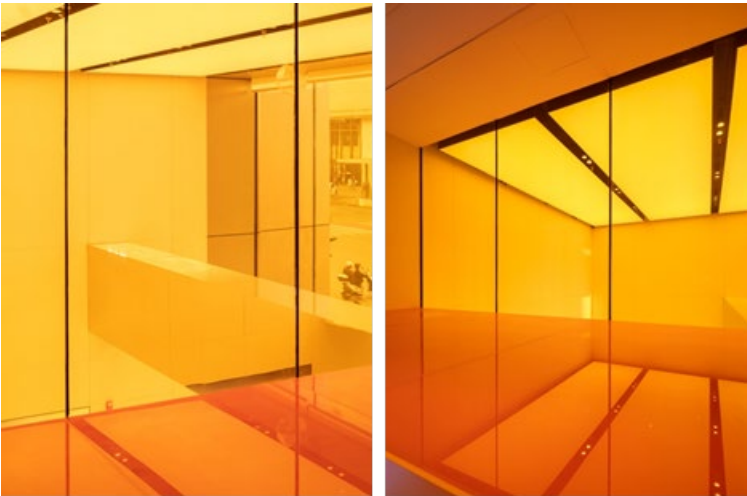
Detail of steps

The designers effectively separated the interior space from the busy street through the use of a receding lobby facade and the orange glass box. This approach achieves a delicate balance and

precise articulation between the bustling energy of the street and the peaceful silence within, creating a fully immersive environment for users to enjoy.



Looking from the steps to the first-floor showroom.

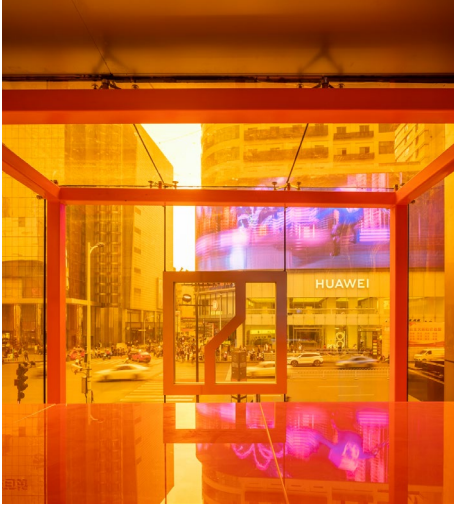


Looking outside from the orange box



The integration of urban culture

*“The humanity of the city –
half in the museum, and half in the vibrant streets.”*



The designers have made a conscious effort to reflect on the urban humanity, responding to the city's unique style and atmosphere through the scene planning and community setting.



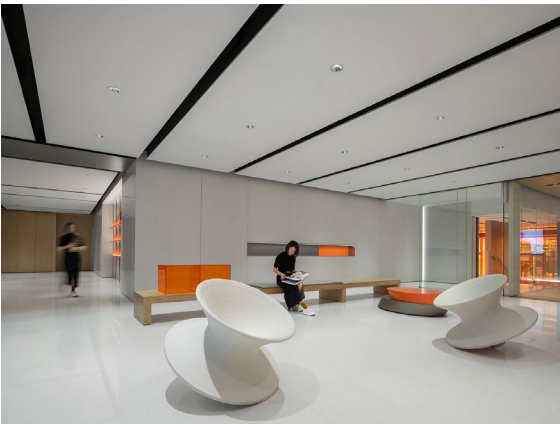
Entering the community space through the glass door.





(gif)

The staircase leads up to the second-floor gallery, while the transparent showroom offers ample room for events and exhibitions, including a meeting space for community gatherings and an open showroom – a flexible and versatile space to inspire people to explore the various possibilities and interactions of space and life.





Playful furniture complements the laid-back atmosphere and encourages user engagement.



The lounge area offers a view of the art gallery.



Detail of the display.

The designers opted to place the island bar at the center of the lounge area instead of on one side, as per conventional commercial logic. The objective was to encourage stronger interaction and communication among the visitors.





The island bar in the center





Detail of the lounge area

The bar was designed using a blend of lighting colors and shades that were responsive to the urban vibe. During the day, the atmosphere was conducive to coffee breaks and relaxation, while in the evening, it takes on a lively happy hour vibe.



(gif)



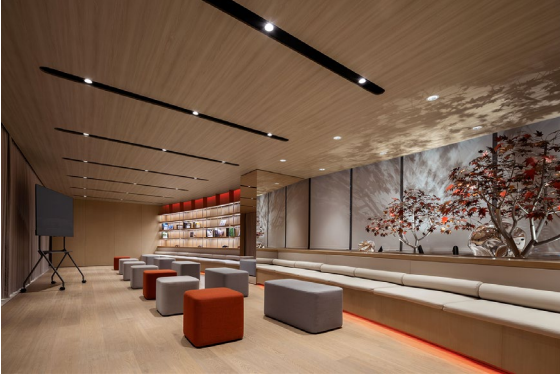
Detail of the bar

Across the bar, the designers have created a separated lounge area to cater to diverse needs, utilizing movable furniture in various arrangements.



The space can be sectioned off by a cloth curtain as required, allowing for smooth transitions between casual and more formal settings through furniture adjustments.





The metal maple tree installation is inspired by local tradition of visiting Mount Yuelu to admire the autumnal foliage.