Project Name: Golde Ceramic Tiles Headquarter

Project Location: Shiwan, Foshan, China

Project Area: 5000㎡

Design Time: 2020.04

Completion Time: 2023.03

Design Firm: Topway Space Design (www.topwayspace.com )

Chief Designers: Wang Zhike&Li Xiaoshui

Design Team: Lu Zhongwen, Lai Yuqin, Qiu Wenfeng

Soft Decoration Design: Yang Shiwei/IRIS HOUSE

Project Owner: Guangdong Hongyuan Ceramics Group

Main Materials: Golde Ceramic Tiles, Sintered Stone, LANSEN

Photographer: Xu Yiwen

**Topway Space Design | A dancer with elegant steps**

The butterfly flutters its wings

Emerging from its chrysalis after the storm

Dance gracefully like the wind

Spread its wings like a blooming flower

Its colors are vibrant like clouds

Its movements are elegant like romantic poetry

Butterfly, an art weaver, a dancer destined for fashion

**The brief history of Golde**

In 1920’s Paris fashion show, Golde Schwab met COCO CHANEL,an up-and-coming designer at the time. The two hit if off and discussed the development trends of the fashion. They claimed to co-found a ceramic brand with a logo of double G. In February, 2010, Jean got interested in a new type of stone from Hongyuan in CEVISAMA, an exhibition hold by Valencia Government with the aim of promoting the Spanish ceramics. He thought it was a suitable material for wall-curving which can perfectly integrate the art of carving with the product.Both sides showed a strong cooperation intention, therefore , Jean Schwab officially cooperated with Hongyuan in October, 2010, truly realized the envision of double G. That’s how Golde Ceramic was born.

Golde originated from the encounter of two fashion enthusiasts and now has an old and long-standing history. It still maintains a deep collaboration with Hongyuan to this day. Golde, with a unique understanding of art&fashion and a deep researching of natural textures, has successfully achieved a perfect fusion of fashion elements with their products. The ultimate simplicity of lines expresses a discreet luxury, presenting consumers with a gluttonous feast of art and fashion.

**A butterfly emerges from its chrysalis**

The designer draws inspiration from the process of butterfly emerging from its chrysalis. This marvelous transformation process showcases the brand's rebirth and rejuvenation. The exhibition is characterized by an extremely black, white, and grey color palette.We are able to sense the brand's commitment to Italian minimal style in the exhibition decorated by the deep grey cement-textured walls, statuary white marble staircase and pure white silk-screened painted glass backdrop. The stainless steel butterfly in the corner highlights the brand’s consistent taste of fashion.On the other hand, the front desk, made of indigo luxury stone, reflects the discreet luxury of the brand. For observers who are immersing themselves in this unique space, they can feel all-round exquisite taste of the brand. When the sun shining through the grid glass window in the morning，every corner of the lobby is illuminated. It outlined a sense of mystery and sacred beauty, with the interplay of light and shadows filling the space and emanating a unique and elegant atmosphere. The double-layered structure in hollow design, with incorporation of geometric elements and interlock square blocks, enhances both the exquisite quality of the products and artistic atmosphere of the space.That’s how a unique brand symbol formed.

When the shadows from outside the window are cast upon the white silk-screened glass wall in the center of the lobby, it feels as if we are appreciating an abstract yet emotionally rich artwork from nature.The artistry light adds depth and layers to the wall whereas the delicate texture of the wall presents elegance, immersing viewers in the beauty of nature. This design is not just a wall, but also a unique expression of emotional connection in the pursuit of simplicity and elegance. It has became a marvelous place where nature and the soul engage in a dialogue.

The designer has layered blocks on the branding wall, creating a multi-dimensional interplay of blocks that carries a sense of power and order and also serves as memory cues within the space.The exquisite silk-screened art glass backdrop, along with the navy-blue luxury stone front desk, both accentuate the fashionable and luxurious essence of the brand. The deep grey matte-finished products and white marble, as the main tone, create a decent space with elegance.

Stepping through the end of the lobby, one can enter into a secret forest where you can fly with the wings of imagination and integrate body and mind as one, experiencing a close connection between soul and nature. The designer has created a forest-like realm through stainless steel columns in different thickness，merging reality and illusion. Within the “jungle”, fog machines are strategically placed to create a misty ambiance that beautifully contrasts with the virtual frosty forest. The addition of a U-shaped pathway cutting through the jungle enhances the sense of ritual upon entering this space.

Dancer is becoming a fairy in the white forest where flowing mist and wafting clouds are spinning around, creating a sense of mysterious. She turns and spins in elegant steps, as if a fluttering butterfly.

Merging in the nature and taking a meditation in tranquility, one can completely free themselves from hustle and bustle and immersing themselves in the serene beauty and finally become a part of nature. The soul gets a brief moment of rest, like a butterfly gracefully perched upon a petal, swayed by a gentle breeze that casts shadows upon the leaves. Life unfolds like an artistic masterpiece, accompanied by the enchanting fragrance of flowers filling the air. Within this serene space, humans harmoniously coexist with nature. The white walls and verdant walls depict a dreamy ecological tableau, inviting people to immerse themselves in the tranquility of the natural world.

The benefits of the products, such as degradation of formaldehyde, antimicrobial effect and reduction of interior decoration pollution, are the main points the designer wants to show in the space.To achieve this, minimalist cultural symbols are chosen to exemplify the continuous release of far-infrared rays and negative ions from the product.This allows people to immerse themselves and experience the functionality of the product.In the "purification space" defined by the white color, a transformative LED wall visualized the far-infrared rays, allowing people to clearly observe the trajectory of light as they spread.

项目名称：Golde（高德）瓷砖总部

项目地址：中国 佛山 石湾

设计面积：5000平米

设计时间：2020年4月

竣工时间：2023年3月

设计单位：佛山市拓维室内设计有限公司

主案设计：汪志科&李小水

设计团队：卢仲文 赖玉琴 邱文峰

软装设计：杨仕威/佛山市采虹空间设计有限公司

项目业主：广东宏源陶瓷集团

项目主材：高德瓷砖 岩板 朗生板

项目摄影：徐义稳

**拓维设计I 蝶变.优雅的舞者**

蝴蝶抖动翅膀，

历经风雨，冲破束缚，

如风般徐徐，如花般绽放。

如云彩般绚丽，如诗歌般梦幻。

仿佛是艺术的织梦者，

又似乎是时尚的舞蹈师。

**品牌.源起**

1920年，Golde Schwab在巴黎的时装展示会上与崭露头角的COCO相遇，两人一见如故，共同探讨了潮流的发展趋势，并笑称要推出一个双G的陶瓷品牌。2010年2月，Jean在西班牙陶瓷展上看到了宏源企业的新型石材类产品，认为该产品更适合墙面雕刻的工艺要求，能够使雕刻工艺与该产品完美结合，于是双方初步确立了合作意向。2010年10月，Jean Schwab与宏源正式合作，并把Golde和COCO所说的双G陶瓷品牌变成现实。Golde瓷砖品牌由此诞生。

Golde瓷砖的品牌故事源远流长，始于两位热爱时尚的灵魂相遇，并延续至今日与宏源企业的深度合作。品牌秉承着对时尚与艺术的独特理解，通过对自然质感类产品的精心研究，将时尚元素与产品进行完美融合，极致简约的线条，表达出内敛奢华的气质，为消费者呈现出一场时尚与艺术的饕餮盛宴。

**破茧.蝶变**

项目的设计灵感来自一只破茧而生的蝴蝶，它的故事如同一场奇妙的变化，展现出品牌的重生与焕新。展厅空间采用了极致简约的黑白灰调性，深灰色的水泥质感墙面以及白色连纹大理石楼梯加上纯白色丝印烤漆玻璃背景墙，单纯而宁静中透出的高贵优雅，彰显品牌对意式极简美学的坚持。大堂角落幻彩的不锈钢蝴蝶装置凸显品牌一贯的时尚感，深蓝色的奢石前台则展现了品牌的低调奢华的一面。观者沉浸于这个独特空环境中，全方位感受品牌的精致与时尚。清晨，暖暖的阳光透过整面的方格玻璃窗，轻柔地洒落在大堂的每一个角落，勾勒出一种神秘而神圣的美感，光影弥漫在空间之中，散发着独特的优雅氛围。中空通过两层结构造型，运用几何元素，以方形体块进行穿插叠加，营造空间立体感的同时，也使得产品精致感与空间艺术感相得益彰，以此形成独特的品牌符号和性格IP.

大堂中央的白色丝印玻璃墙如一片宁静的画布，窗外光影投射其上，仿佛大自然在这展现一幅抽象而富有情感的画作。每一束光线都是艺术的笔触，为墙面增添深度和层次。细腻的纹理呈现出一种雅致的艺术氛围，使观者沉浸在大自然的抒情画卷中。这设计不仅是墙面，更是品牌对空间情感表达的独到之处，展示出对简约与高雅的追求，成为大自然与人类心灵对话的美妙之所。

设计师将体块叠加在形象背景墙上，多层次的体块穿插关系，暗含力量的空间节奏和秩序，也成为了空间场域的记忆线索。精致的丝印艺术玻璃背景墙以及蓝色奢石的接待台，都凸显出品牌既时尚又雅奢的品牌定位，深灰色的哑光质感产品和白色的大理石作为主调，使空间沉稳而不失优雅。

**曼妙.蝶舞**

穿过大堂尽头，恍若进入一片森林秘境，无限的延展与放飞想象，让身心合一，感受心灵与自然亲密接触。设计师在这里用虚实相加的手法营造了一片森林秘境，用粗细不同的不锈钢圆柱做成丛林，在丛林中设置造雾器使云雾弥漫开来，和虚拟的雾凇林相互映衬，穿过丛林的一条U形栈道增加了进入该空间的仪式感，

洁白的丛林、流动的雾气、飘散的云雾，给空间增添些许神秘感，舞者犹如翩翩仙子，优雅地转身、旋转、起舞，像飞舞的蝶，舞动着时尚的华彩。

**自然.栖息**

融入自然，静心遐思，没有喧嚣，没有纷扰，只有恬静的美在蔓延，在这片宁谧之中，与自然融为一体，心灵得到了短暂的片刻休憩。如同梦幻中的蝴蝶停歇在花瓣上，微风轻拂花影摇曳。生命如画，花香弥漫四周，在这片静谧的空间里，人与自然共存，洁净的墙面和植物墙构成一幅如梦如幻的栖息画卷，让人沉醉在大自然的宁静之中。

**幻变.蔓延**

设计师在此空间重点表达了产品的健康能量功能，在空间的整体留白中以极简的文化符号，诉说产品持续释放出的一种远红外线和负氧离子，让人沉浸其中，感受产品降解甲醛、抗菌、降低室内装修污染的物理性功效。健康体验空间，整体以纯白的色彩氛围，构造出“净化空间”的意境，通过一面变幻的LED墙面，将远红外线具象化，让人一目了然它的光波渐变蔓延和扩散的轨迹。