Project Name: Kabel Chinese Headquarters

Proprietor: Guangdong Kabel New Material Technology Co., Ltd.

Project Location: Greenland Center, Shunde, Foshan, China

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

Chief Designers: Wang Zhike&Li Xiaoshui

Design Team: Lu Zhongwen, Lan Jingwei, Lai Yuqin, Liu Zhu ,Su Jianming, Li Ziying, Deng Jianfeng

Soft Decoration Design: Topway Space Design

Brand Consultant: YL Brand

Project Area: 1000㎡

Design Time: 2022.04

Completion Time: 2023.03

Main Material: Kabel Art Paint

Photographer: Xu Yiwen

**Topway Space Design | KABEL Art Paint Headquarter Exhibition Hall**

Time and space flow

In the busting world

The paintbrush unleashes the fireworks of aspirations

Colors delineate exquisite stories

Light and shadow move freely, like a canvas of art.

Poetry surges as if in a dream

Art dances within tender and misty

The soul roams amidst vibrant dreams

**Colorful illusions**

The project owner, Kabel, is a brand primarily dedicated to art paints. The design inspiration originates from the artist's paintbrush. The unconstrained flowing wall resembles a work created through the artist's free brush strokes, and it also appears as a dancer's swirling motion path within the space. Each curve represents a creative moment, outlining the artist's boundless imagination and creativity.

In the lobby area of the exhibition hall, a set of dazzling round colorful acrylic lights resemble stars. The lighting is poetic, as it traverses the colorful acrylic lights, gently caressing the walls and floors, transforming the space into a dreamy, colorful universe. This clever design, like a lingering melody, not only plays beautiful notes visually but also imparts a unique soul and temperament to the exhibition hall, further poeticizing the main theme and characteristics of the paint exhibits.

The verses of the colorful acrylic lights resonate with the rhythms of light and shadow, providing visitors with a picturesque experience. This interactive encounter is like constructing a rainbow bridge between visitors and exhibits, guiding them to explore an uncharted world of colors.

**Exploring the light**

This place resembles a garden of boundless creativity, where vibrant brushwork and paint are in fervent creation, and digital art and virtual reality take flight with the wings of freedom. Here, visitors can explore digital tools and transform every nuance of color into a one-of-a-kind digital artwork that is unmatched worldwide. With virtual reality equipment, they have the opportunity to immerse themselves in a virtual universe crafted from colors, encountering and understanding art from a completely fresh perspective and perception. It's an art form that is entirely distinct from the reality we know.

In the core of the circular materials selection area, stands an elegant and beautifully decorated piano. It resembles a guardian of music, exuding a subtle woody fragrance. The piano's black and white keys resonate with the rich and vibrant colors around, together interpreting the captivating interplay of music and colors.

**Seeking shadows**

In this exhibition hall, the space serves as the stage, with colors taking on the leading roles. Light is cast into every corner of the space. Curved walls resemble an artist's brushstrokes, splashing vivid and colorful traces in the air, immersing visitors in a dialogue with art. Each space showcases different textures of art paint, presenting the diversity of the products.

The curved walls within the exhibition hall are like poetry, displaying a dynamic and elegant quality that spans throughout the space. Their streamlined forms look as if the graceful movements of an artist's brush, evoking imagery of shooting stars across the night sky or flowing water on the earth. These curved walls intersect with each other, akin to a group of dancers gracefully performing on a stage, interpreting a concerto of motion and fluidity. They not only harmonize with the surrounding exhibits and decorations but also exhibit their unique charm, offering a sense of poetic beauty.

The crisscrossing walls and circular ceilings are adorned with art paint such as Kabel microcement, microcrystalline cement, Milan velvet, and Breya. They flow dynamically, presenting the interplay of time and space, as if stepping into a contemporary art gallery with a surreal touch.

This place serve as both a showcase for art paint products and a color-themed art gallery. Microcement imparts a simple, natural atmosphere to the space. Microcrystalline cement showcases a unique modern and technological feel. Milan silk velvet creates a luxurious and elegant ambiance, while Breya adds a touch of dreamy charm to the space.

In this leisure area, comfortable seating complements the elements of nature, just like a poet's pen, using comfortable design to write verses that allow people to bask in the embrace of nature, temporarily escaping the hustle and bustle and pressure, and enjoying a moment of tranquility and relaxation. At this moment, body and mind are surrounded by greenery, as if gently cradled by nature, serene and peaceful.

**Mountain View**

Through clever color combinations, different atmospheres and emotional experiences are created. The leisure area is transformed into a mountain valley, with slanting tree shadows and a subtle fragrance, concealing the tranquility and serenity of nature. It guides the visitors' emotions into a peaceful natural paradise. These colors are like a spring breeze brushing over the lake, gently soothing the soul, making one's mood light, cheerful, and relaxed, both mentally and physically.

DIY experiment stand, the dream of a color palette, takes on the shape of a 'Tree of Colors.' It gestates from the womb of art, growing upward with endless vitality. The branches are adorned with transparent glass test tubes, each filled with colorful solutions, resembling a poem of nature and an artist's brush. They hang in the air, bursting with brilliant colors. Each glass test tube tells an inspirational story, representing a unique natural hue, showcasing the brand's distinctive products, and serving as a wellspring of inspiration.

This space creatively merges art, nature, and technology. The color palette table, glass test tube containers, and tree-shaped frame together form a captivating visual spectacle. It presents the richness of the product's colors and the concept inspired by nature in a creative and symbolic manner. In this space, viewers can experience the vibrancy of colors and the wonders of nature, resonating with the brand's creativity and innovation.

Art and technology embrace each other, complementing one another to create a beautiful tableau. It seems to whisper the secrets of nature, allowing people to immerse themselves in the dynamic interplay of color and technology, experiencing the brand's advocacy of the integration of art, nature, and technology.

**Returning to the forest**

Upon entering the water bar area, your eyes are greeted by an inverted forest of light, an artistic installation that unfolds like a poetic scroll. Sunlight filters through a nearby glass brick wall, intertwining green, black, and white as if dancing in the interplay of light and shadow, creating a poetic natural ambiance.

The air is filled with the breath of life and a sense of mysterious power. In this small, poetic space, the hustle and bustle of the city dissipates, allowing one's spirit to calm down, offering a moment of tranquility and respite.

We create a tranquil meditation environment, guiding individuals to immerse themselves using light sculptures. At the intersection of self and the outside world, the past and the future, a mingling of the tangible and intangible, it sparks leisurely contemplation. In this space, inner serenity, introspection, and profound awareness take center stage, like an unfinished poem, where one's thoughts drift.

项目名称：卡百利（Kabel）中国总部

业主名称：广东卡百利新材料科技有限公司

项目地址：中国佛山顺德绿地中心

设计公司：佛山市拓维室内设计有限公司（（www.topwayspace.com））

主案设计：汪志科&李小水

设计团队：卢仲文 兰菁薇 赖玉琴 刘铸 苏建铭 李子颖 邓鉴锋

软装设计：TOPWAY SPACE DESIGN

品牌顾问 ：有料策划

设计面积：1000平米

设计时间：2022年04月

竣工时间：2023年03月

项目主材：卡百利艺术漆

项目摄影：徐义稳

拓维设计新作 | KABEL(卡百利）艺术涂料总部展厅

流转的时空

纷繁的世界

画笔挥洒出梦想的花火

色彩勾勒出绮丽的故事

光影恣意如画

诗意涌动似梦

艺术舞动在缱绻迷离上下

心灵徜徉在斑斓梦境左右

**幻彩**

项目业主卡百利（Kabel）是一家专营艺术涂料的品牌。展厅的设计灵感源自艺术家的画笔，任意流动的墙面造型犹如画笔肆意涂抹出来的杰作，又仿佛是一个舞者在空间中旋转的动作轨迹，每一道曲线都是一次创作的瞬间，勾勒出了艺术家无穷的想象和创造力。

在展厅的大堂领域，一组绚丽的圆形彩色亚克力灯片宛如星辰点缀。灯光如诗，穿越彩色的亚克力灯片，轻轻抚摸过墙面和地面，把空间幻化成梦幻的彩色宇宙。这一巧妙的设计，如同旋律绕梁，不仅在视觉上演奏出动人的音符，更赋予了展厅独特的灵魂和气质，进一步诗化了涂料展品的主旋律和特色。

彩色亚克力灯片的诗篇与光影的韵律相互激荡，为参观者带来了一种如诗如画的体验。这种互动式的体验，仿佛在参观者和展品之间搭建起了一座彩虹之桥，引领他们探索未知的色彩世界。

**寻光**

这里仿佛是创意的繁花盛开之地，不仅有画笔与涂料的热烈创作，更有数字艺术和虚拟现实翅膀的自由飞翔。参观者们在此可以尝试掌握数字工具，将色彩的点点滴滴转化为全球独一无二的数字艺术作品。而虚拟现实设备则让他们有机会深入探索色彩构筑的虚拟宇宙，以全新的视角和感知来接触和理解艺术，那是一种与现实世界截然不同的艺术表现形式。

在圆形选材区的核心位置，耸立着一台气质高雅、装饰华丽的钢琴。它宛如一位音乐的守护者，散发出淡淡的木香。钢琴的黑白键盘与周围丰富多彩的色彩相互映衬，共同演绎着音乐与色彩的交互魅力。

**觅影**

在这个展厅中，空间是舞台，色彩是主角，光投射在空间每一个角落。曲面墙体犹如艺术家的笔触，在空中挥洒出了绚丽多彩的轨迹，让人沉浸其中，与艺术对话。每个空间都展示了不同的艺术涂料纹理，呈现出产品的多样性质感。

展厅之内，曲面墙体如诗如画，灵动而优雅，贯穿于空间之中。它们的流线型姿态宛如艺术家的舞动画笔，似流星划过夜空，又似流水流淌于大地。这些曲面墙体相互交错，如同一群舞者在舞台上翩翩起舞，演绎着动感与流动的协奏曲。它们既与周围的展品和装饰物相映成趣，又能够独立展现出自己的独特魅力，让人感受到一种诗意的美感。

纵横穿插的墙面和圆形天花由卡百利微水泥、微晶水泥、米兰丝绒、布莱娅等艺术涂料装点而成，它们以流动的姿态，展现时间与空间的交织，犹如进入了一个超现实的当代艺术画廊。

这里既是艺术漆产品的秀场，同时也是一个以色彩为主题的艺术画廊。微水泥赋予空间一种朴素、自然的气息；微晶水泥则展现出独特的现代感与科技感；米兰丝绒带给人一种奢华而高雅的氛围；而布莱娅则使空间流露出一种梦幻般的韵味。

在这个休闲区域，舒适的坐椅与自然元素的装饰相互映衬，如同诗人的笔，用舒适的设计写下诗行，让人能够沐浴在自然的怀抱中，暂时远离喧嚣与压力，享受片刻的宁静与放松。此刻，身心被绿色环绕，宛如被自然轻轻拥抱着，静谧而安详。

**观山**

通过色彩的巧妙搭配，营造出不同的氛围和情绪体验。将休闲区营造成一处山谷之境，树影横斜，暗香浮动，隐藏着大自然的静谧和安宁。将参观者的情绪引入一片宁静的自然胜境。这种色彩如同春风拂过湖面，轻轻抚慰着人的心灵，使人的心情变得轻松愉快，身心舒畅。

DIY实验台，调色板的梦想，化作一棵“色彩之树”的形状，它从艺术的母体中孕育，向上生长，无尽的生命力。树枝上挂满了透明的玻璃试管，那里面盛满了彩色的溶液，像是大自然的诗篇，又如同艺术家的画笔，悬挂在空中，绽放出绚烂的色彩。每个玻璃试管都是一个灵感的故事，它们代表着一种独特的自然色彩，是品牌产品的独特展示，更是灵感的源泉。

这个空间创意将艺术、自然和科技巧妙地融合在一起。调色板桌子、玻璃试管容器和树形架子共同构成了一个引人入胜的视觉景观。它以富有创意和象征意义的方式展现了产品的色彩丰富性和灵感源自大自然的概念。观者在这个空间中能够感受到色彩的活力和大自然的美妙，同时也对品牌的创意和创造力产生共鸣。

艺术与科技相互拥抱，彼此衬托，形成了一幅美丽的画面。它仿佛在低语着大自然的秘密，让人们沐浴在色彩与科技的灵动之中，感受品牌所倡导的艺术、自然与科技相融合的理念。

**归林**

进入水吧区，映入眼帘是一片上下颠倒的光之丛林艺术装置，就如同一幅诗意的画卷呈现在眼前。日光从一旁的玻璃砖墙透出，绿色、黑色和白色交织在一起，仿佛在光影中跳跃，构成了一片诗意的自然之境。

空气中弥漫着生命的气息与神秘的力量，城市的喧嚣与忙碌在这一小片诗意的空间中消散，让人的心灵沉静下来，得到片刻的宁静与喘息。

构筑一个静谧的冥想之境，借助光之雕塑引导人们沉浸内心。在自我与外界、过去与未来的交汇点，有形与无形的交织中，引发人们闲适的遐想。在这个空间里，内心静谧、自省与深情感知成为焦点，宛如一首未完的诗篇，让人们的思绪在其中飘渺。