

RETAIL INTERIOR

**LAGUARDA.LOW**

ARCHITECTURE • PLANNING • URBAN DESIGN

**壹方城购物中心**

UNIWALK MALL





Laguarda.Low Architects (简称LLA) 创立于2000年，是一家享誉国际的美国建筑设计公司，总部位于纽约，并在北京和东京设有办公室，提供总体规划、城市设计、建筑设计和室内设计等服务。LLA设计的项目遍及全球主要地区，二十年来，取得了骄人的业绩，形成了独特的优势。LLA设计服务涵盖的项目类型包括项目类型包括城市综合体、TOD、文旅商综合体、特色小镇、购物中心、街区商业、酒店、写字楼、公共建筑、公寓、别墅等。

Based in New York City, Laguarda.Low is an award-winning international architectural practice founded in 2000 by a close-knit group of design-oriented architects. We continue to evolve and expand our expertise in developments of all types and sizes including master plans, mixed-use centers, retail & entertainment venues, transportation-oriented developments, office complexes, residential, private resorts, and public projects.

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## 项目介绍 Introduction

项目位置  
中国深圳

项目规模  
109,215 m<sup>2</sup> | 1,175,580 ft<sup>2</sup>

设计范围  
购物中心商业布局及室内设计

业主  
深圳鸿荣源集团

阶段  
建成, 2017年开业

获奖  
中国体验式商业地产领航奖 | “体验无界·创意案例”项目  
今日头条深圳区域2018年度受关注地产项目

### 体验感丰富、个性独特、品质高雅的城市生活目的地

作为一个城市生活目的地，地上五层的壹方城购物中心是深圳一个城市综合体开发项目的重要组成部分。LAGUARDA.LOW ARCHITECTS的设计是一个充满自然光线的空间系统，使得游客能够完整而轻松地探索和体验这一零售中心。

在完善商业动线和人流引导的同时，该项目的设计还为这一大型购物中心营造了空间收放以及视觉变幻的趣味。贯穿整个项目的完整的设计语言不但塑造了一个购物目的地，也使其成为一个炫亮的展示场地。

自开业以来壹方中心已跃居深圳最负盛名前20座购物中心的榜首，提升了其所在区域的价值，为其目标市场提供了超过400个品牌。

Designed as an urban destination, Uniwalk Mall is a five-story retail addition to a mixed-use development in Shenzhen. LAGUARDA.LOW ARCHITECTS' design is defined by a system of light-filled spaces that orient and work together allowing visitors to easily explore all the retail center has to offer.

The project adds scale and visual interest while also enhancing circulation and navigation throughout the nearly two million square foot center. With the integrity of a consistent design language throughout the project, the center is both a retail destination and a dramatic exhibition venue.

Since its grand opening in 2017, Uniwalk Mall was ranked number one among the top 20 retail destinations in Shenzhen, elevating the area's status and offering over 400 brands to its target market.



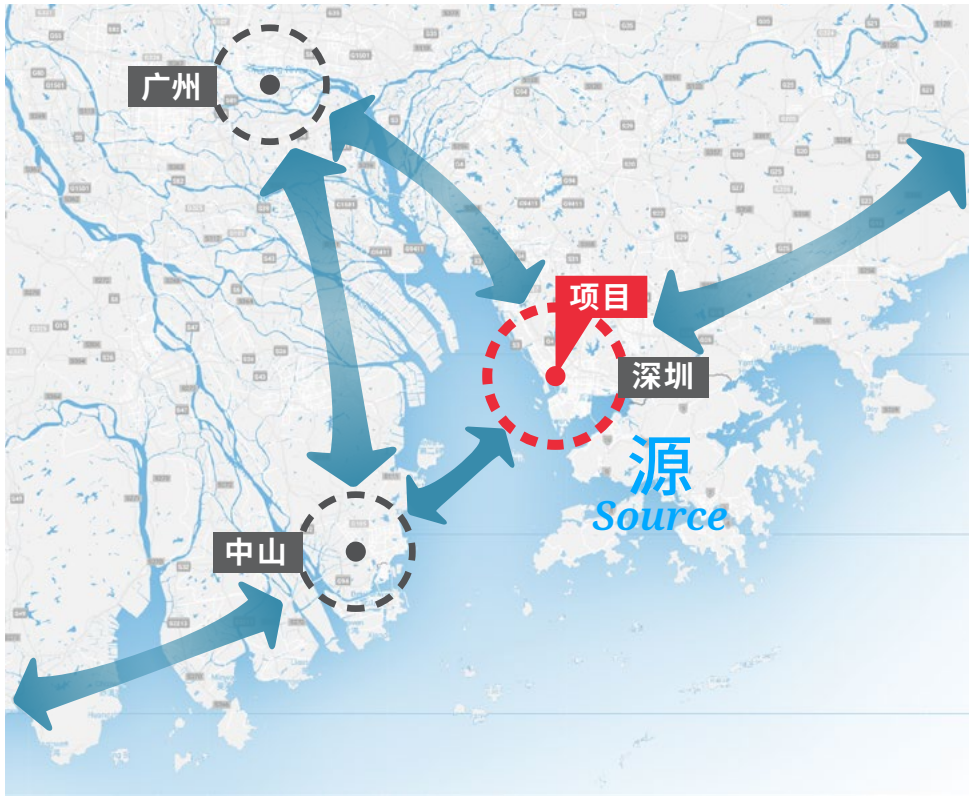
## 项目背景 Context

作为大湾区的一个重要城市，深圳也是中国高科技和信息工业重镇。随着整个地区经济的高速发展，其基础设施的完善和迅速改变的面貌也造就了成熟的城市建设投资机遇。

在这一轮新的发展浪潮中，作为一个具有多栋塔楼的重要城市综合体项目的有机组成部分，LAGUARDA.LOW ARCHITECTS设计了这一地上5层的商业。该项目为营造一个融入其周边环境的重要购物目的地提供了的良好机遇。

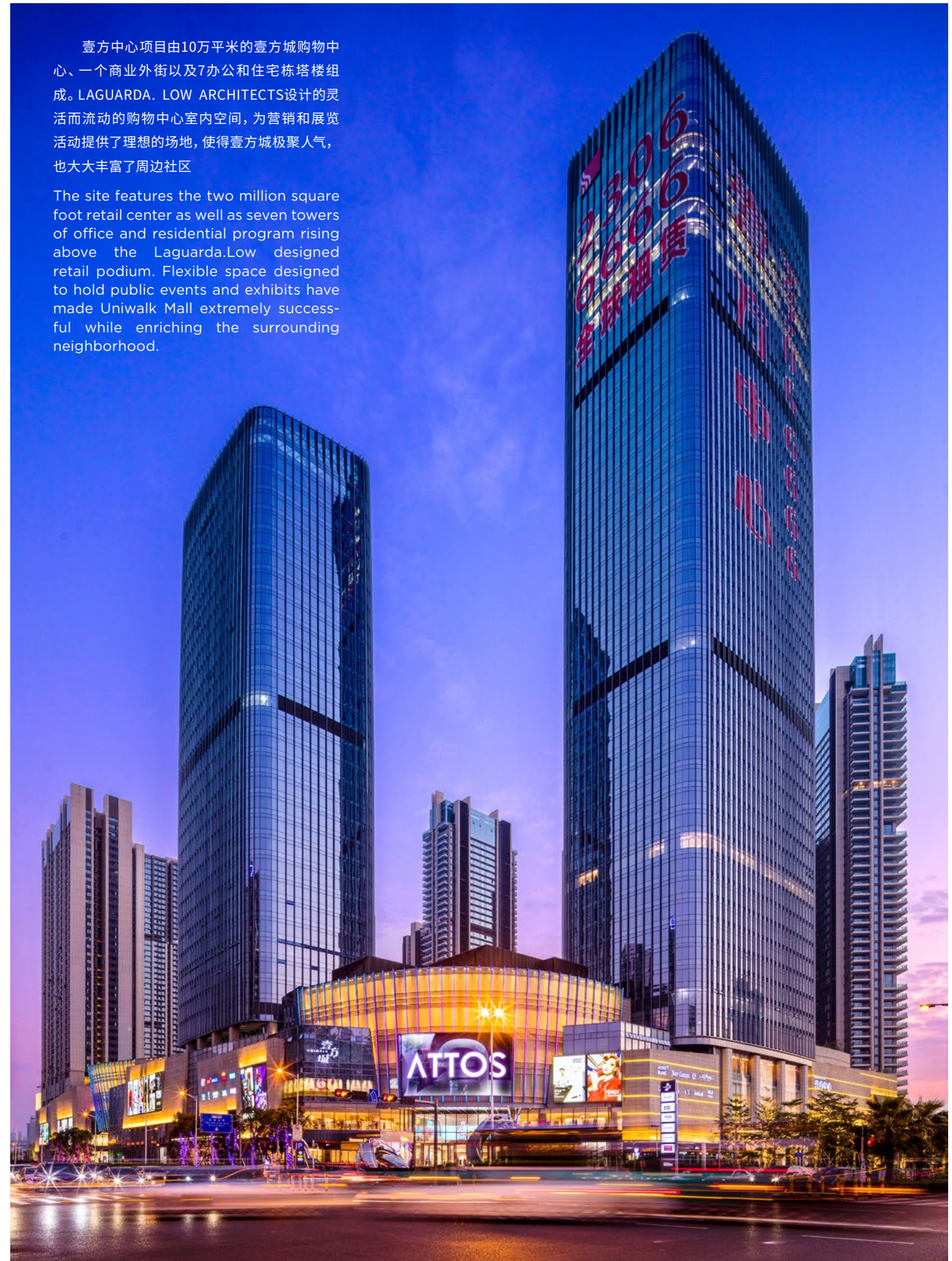
A major port city in the Pearl River Delta region, Shenzhen plays a significant role in many of China's high-tech industries. With a heightened economy and new development throughout the region, the area's enhanced infrastructure and rapidly changing character is ripe for investment.

As part of this new wave of development, LAGUARDA.LOW recently designed a five-story retail addition to a multi-tower, mixed-use development. The project offered an opportunity to deliver a shopping destination that is thoughtfully integrated into the surrounding context.



壹方中心项目由10万平米的壹方城购物中心、一个商业外街以及7办公和住宅栋塔楼组成。LAGUARDA.LOW ARCHITECTS设计的灵活而流动的购物中心室内空间，为营销和展览活动提供了理想的场地，使得壹方城极聚人气，也大大丰富了周边社区

The site features the two million square foot retail center as well as seven towers of office and residential program rising above the Laguarda.Low designed retail podium. Flexible space designed to hold public events and exhibits have made Uniwalk Mall extremely successful while enriching the surrounding neighborhood.

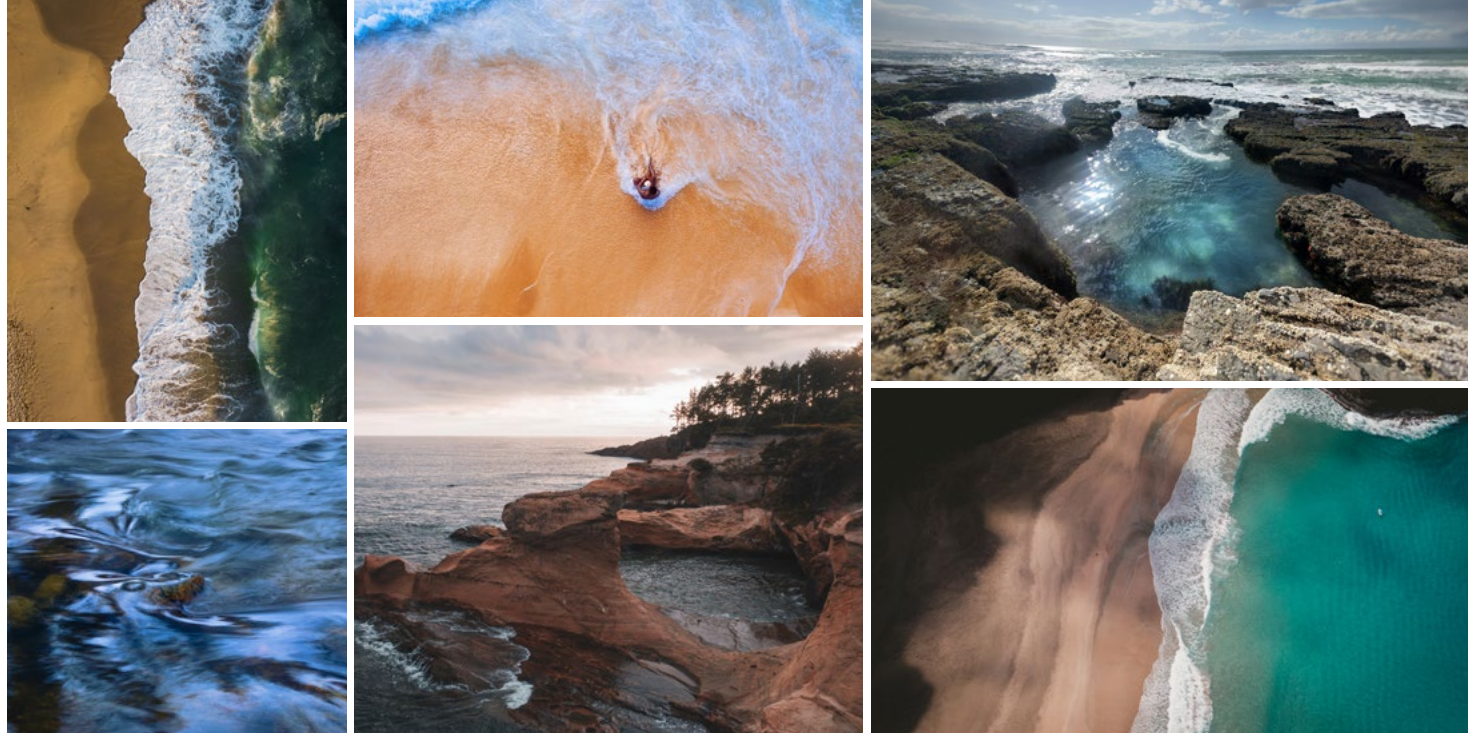




## 设计概念 | 方法论 Design Concept - Methodology

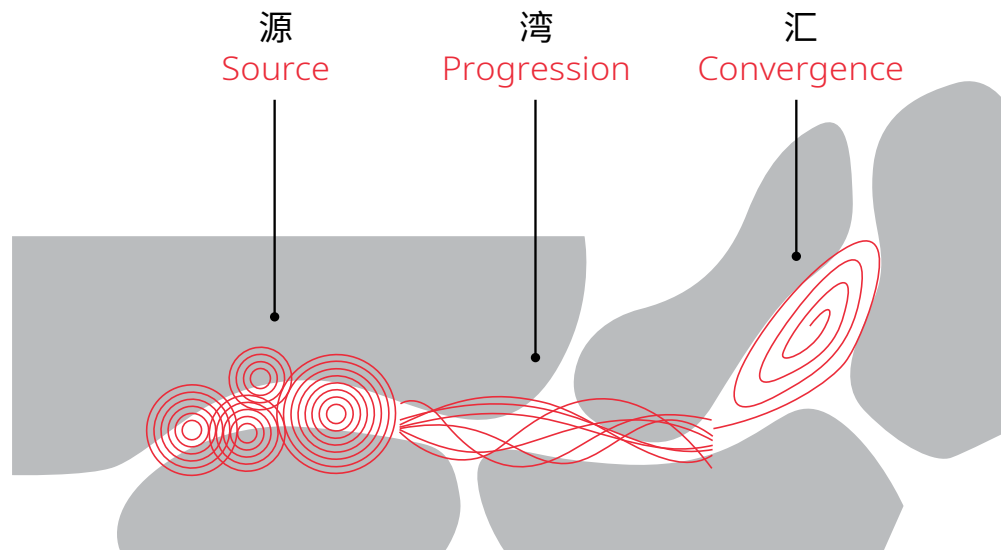
壹方城商业布局和室内设计的概念构思基于水与大地地的相互作用。经过千百万年，水不断地雕琢、磨蚀和塑造着原本生硬的形体，最终形成和谐的形式。通过对这一设计理念的演绎和运用，最终实现了流动的造型、材料、材质和形体。

在壹方城购物中心，一个关键的设计灵感是流动的水。这个主题驱动着其商业布局和室内设计的方方面面，从拦河到天窗设计。三个自然采光的中庭各自反映了这一主题的一种不同表达：源、涧和汇。



The project is conceived by mimicking the intersection between water + earth. As water carves, smooths, and shapes rigid forms, a harmony is achieved. The outcome is a design concept fluid in massing, materiality, texture, and form.

At Uniwalk Mall, the key inspiration is water in motion. This theme drives every aspect of the design from the bulkhead section to the skylight design. Each of the three daylit atriums reflect a different expression of this theme: **source**, **progression**, and **convergence**.



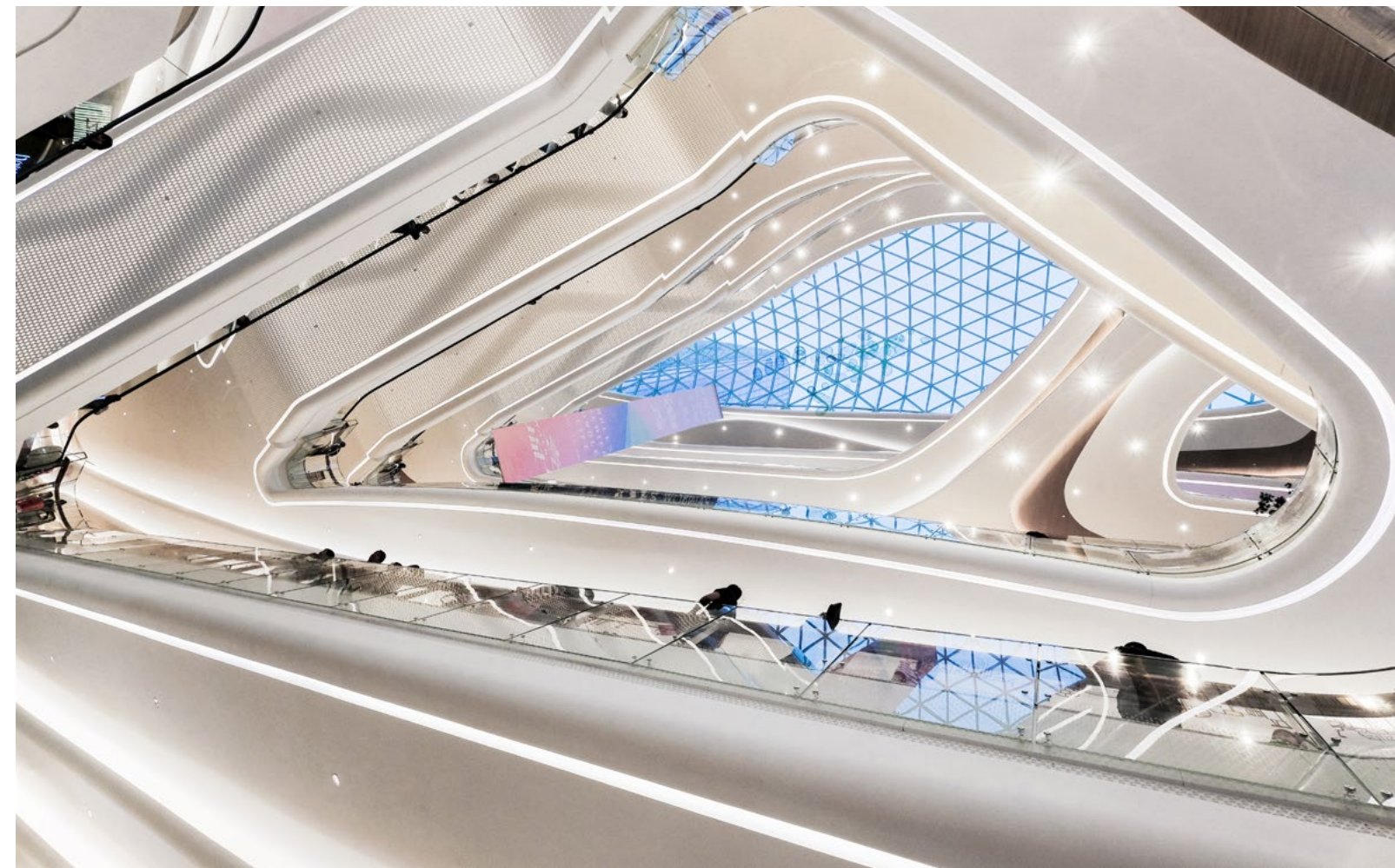
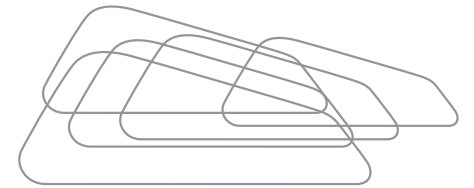
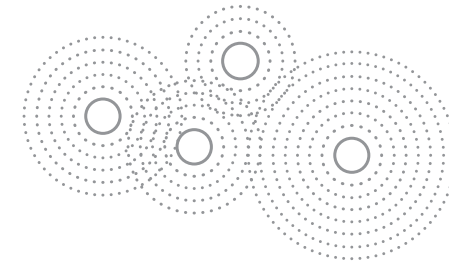
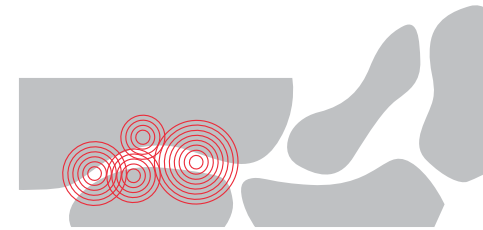
### 源 | 涟漪 Source: Ripple

涟漪沿着面层精致地展开，有节制地舒缓扩展。  
The Ripple opens delicately along the surface, a gentle expansion executed with restraint.



概念元素

设计元素

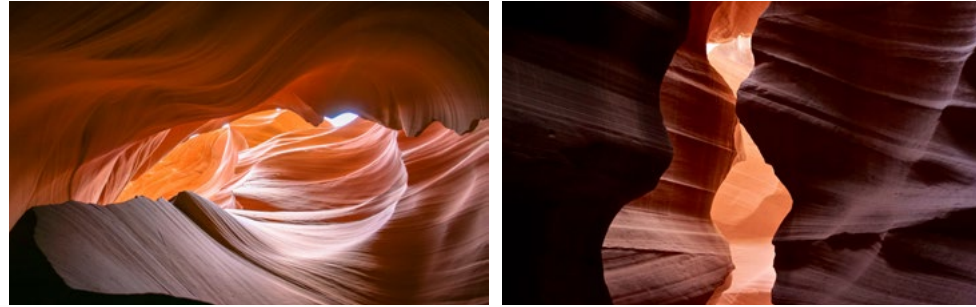




# 湾 | 波浪 Progression: Wave

波浪起伏往复地奔涌向前，时而又意外地峰回路转

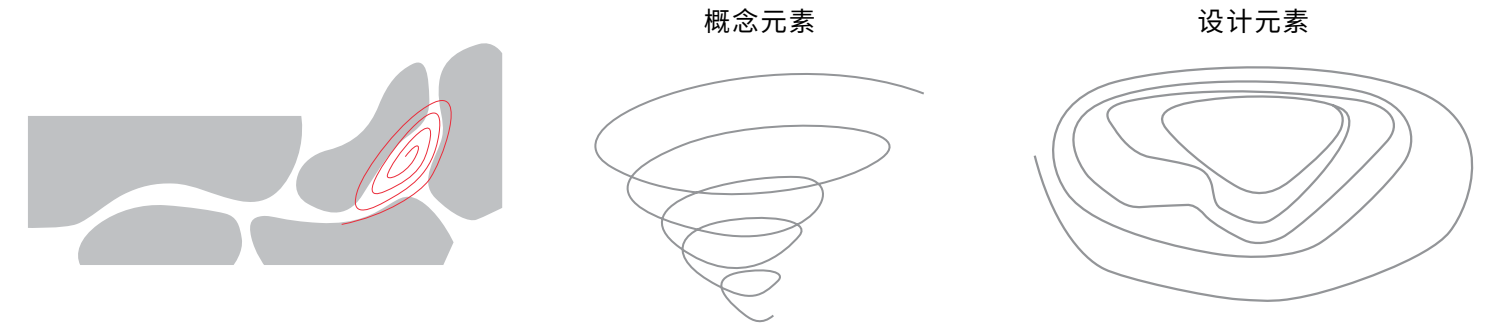
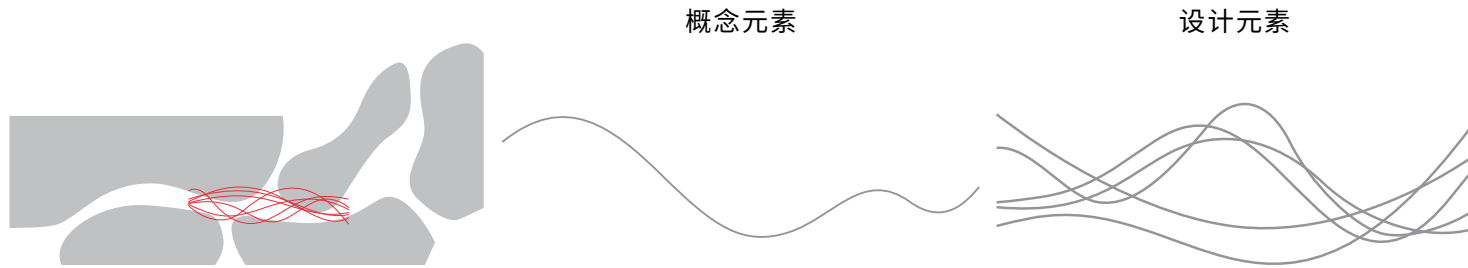
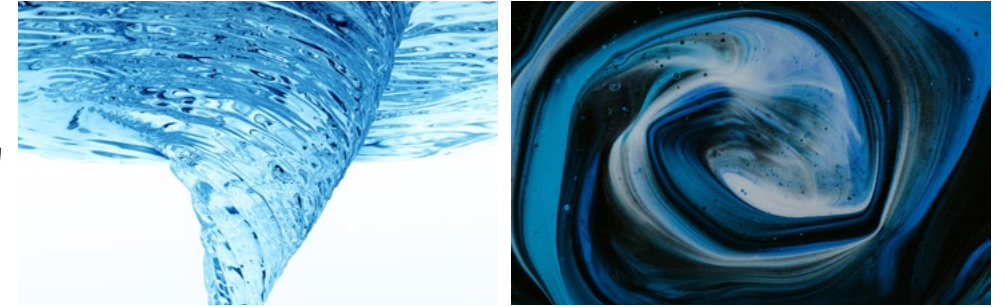
The Wave sways back in forth in an undulating fashion, giving way to unpredictability at times.



# 汇 | 漩涡 Convergence: Vortex

漩涡以螺旋运动的方式吸引着运动的与静止的物体，聚集在它的核心。

The Vortex pulls in a helical motion attracting both moving and static objects to converge at its core.



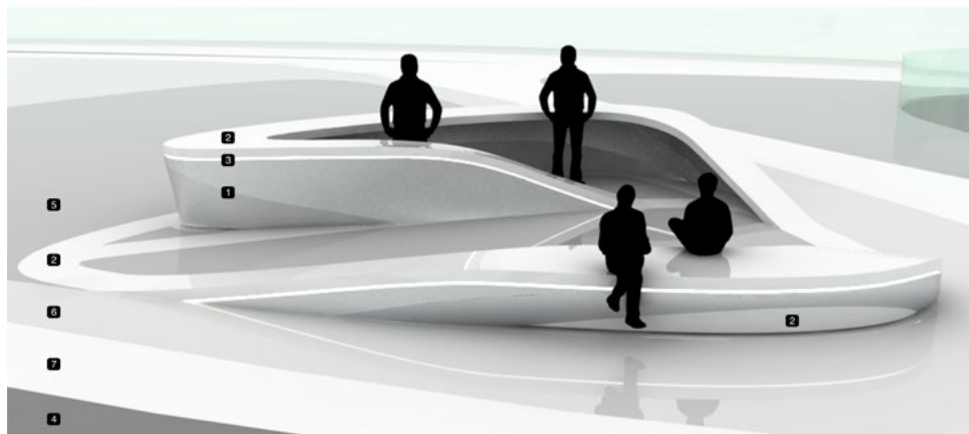


■ 访问者的参与  
Visitor Engagement



以游客整体体验为愿景，我们的解决方案力图提供一种灵活性，衔接线上和线下，将每一个时刻融入舒适的公共空间。

Tasked with envisioning the overall visitor experience, we sought solutions that would offer flexibility and bridge digital and physical interfaces to transform each moment into an amenity-rich public space.



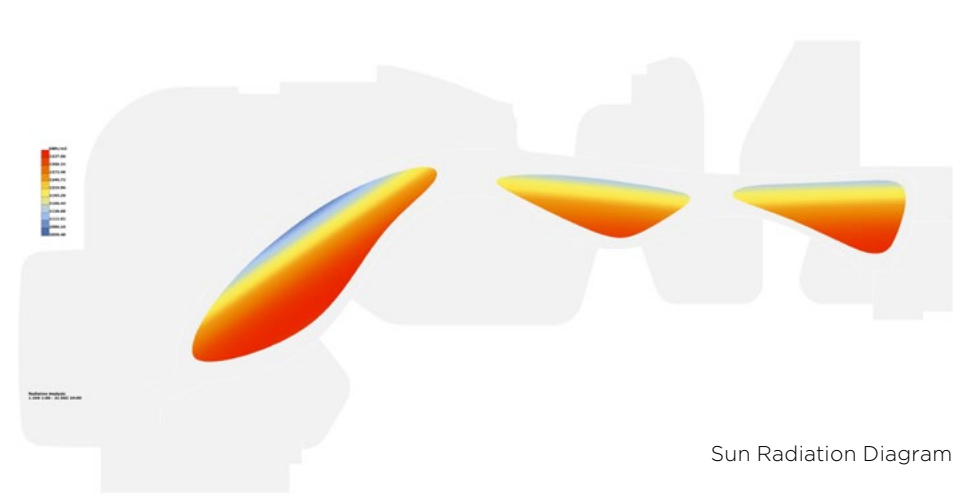
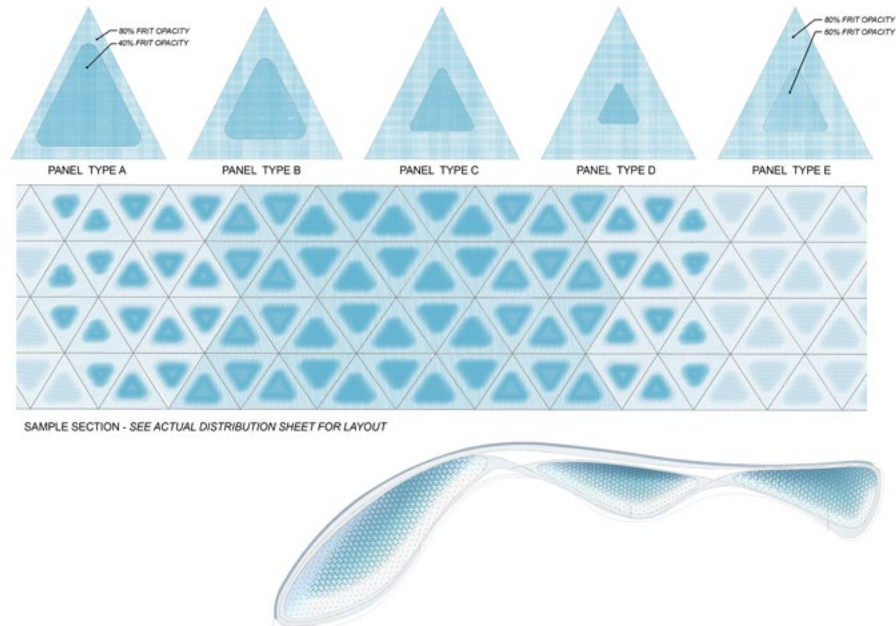
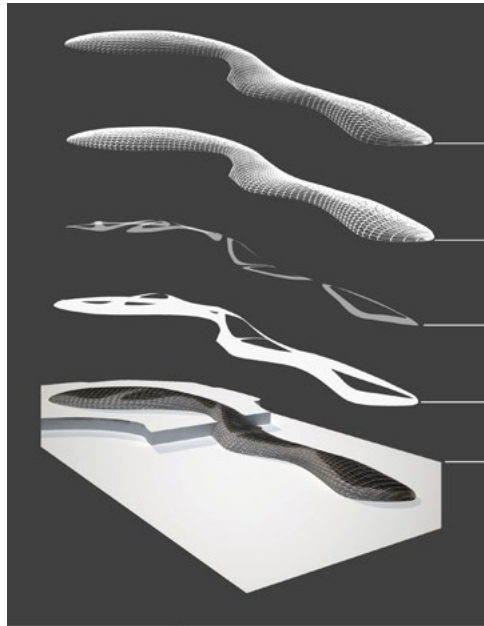
■ 舒适性设计  
Amenity Design

通过设计把优雅的材料和色系相结合，以连贯的建筑语言将各功能空间整合为一体。

The design incorporates sleek materials and color palette to unify the mall's amenity spaces with a coherent architectural language.



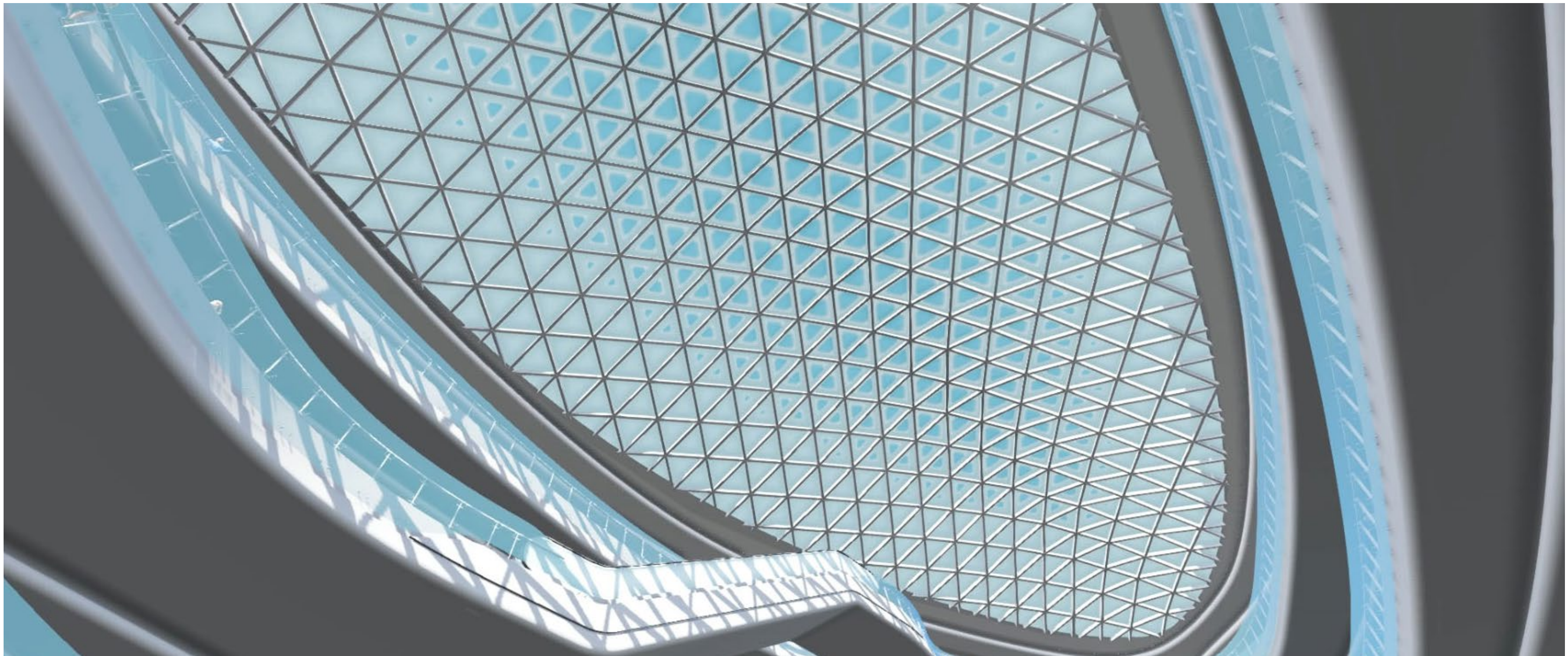




■ 材料性  
MATERIALITY

壹方城三个中庭的天窗为室内公共空间引入了充足的光线。天窗包含了简单的形状和渐变曲线到复杂的设计，彩釉玻璃的使用在减少眩光和降低制冷成本的同时也形成了独特的外观。

The skylight elements in each of Uniwalk Mall's three atriums bring an abundance of light into the corridors. With patterns ranging from simple shapes and gradients to intricate designs, fritted glass was selected for its ability to help reduce glare and cut cooling costs, while also providing the exterior with a distinctive look.









壹方城购物中心  
UNIWALK MALL



CALVIN KLEIN JEANS

CALVIN KLEIN JEANS

UNIKLE JEANS

L1-088





室内设计以大面积的贯穿整个商场长度的天窗将大量自然光引入室内公共空间、具有高科技感的饰面处理、以及精心设计的流线图案，创造一个极富体验感的购物环境。该项目室内设计避免了购物中心室内传统的缺乏活力的感觉，创造了流动性 and 具有人性尺度的人与建筑之间的互动。

The interior uses abundant natural light through an expansive, mall-long skylight, high-tech finishes, and choreographed circulation patterns to create an experiential retail environment. The design avoids a traditionally static interior feeling, opting instead for fluidity, creating human-scale interaction between people and the architecture.



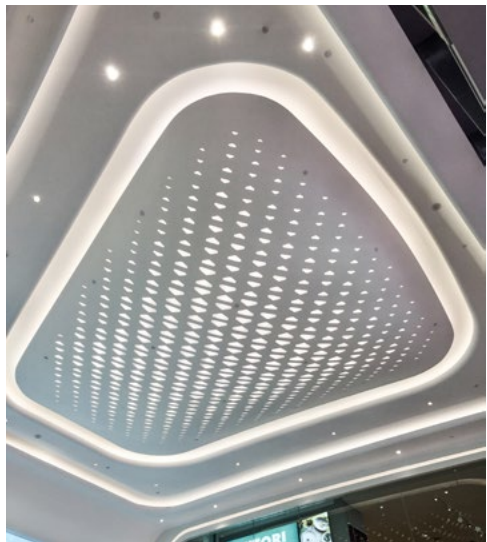




购物中心屋顶设置的大面积天窗将自然光线引入到整个商场的每一个楼层，也帮助将游客吸引到上面的楼层。

Throughout the mall, expansive skylights bring natural light to all levels of the building and help to draw the visitor experience to the upper levels.



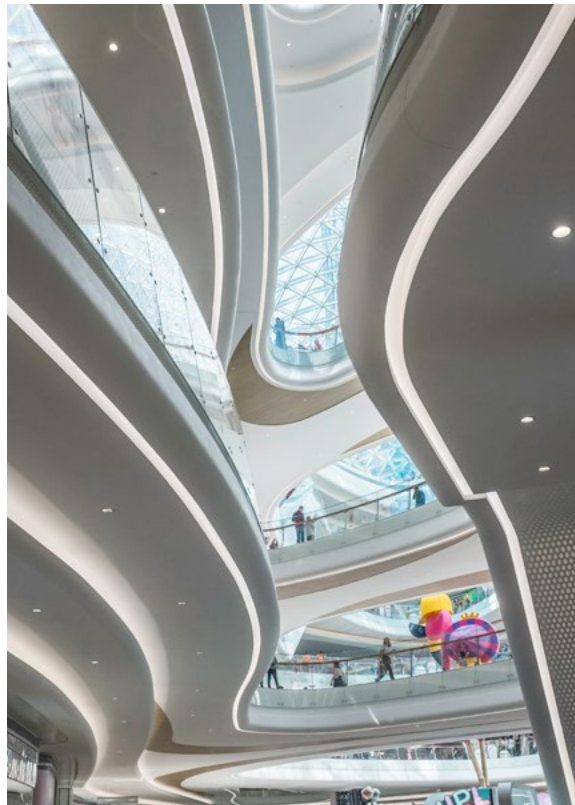
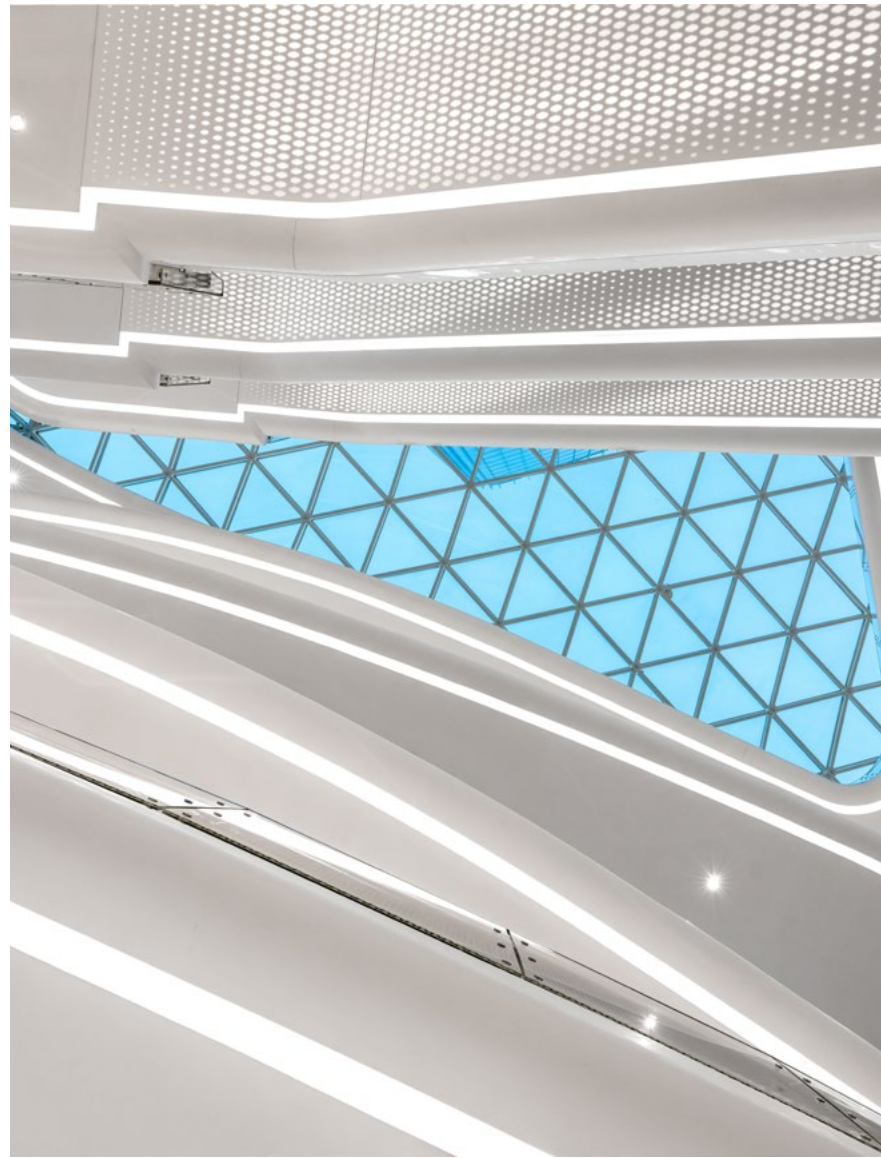






Middle Atrium





各楼层向上移动中，楼面及其边界层叠、偏移和退台，形成一个个具有活力的购物街道，向着如波浪般造型的天窗。

The various floors layer, offset, and recede to form a vibrant flowing shopping street, as each level moves upwards towards a filtering wave-like skylight element.







## 可持续设计 Sustainability

通过分析日照以及建筑的位置、朝向和光照路径，天窗设计充分利用了被动式太阳能原理来提高了商场的舒适度和经济价值。

By analyzing the impact of the sun as well as the building's location, orientation, and daylight access, the skylights take full advantage of passive solar energy increasing the comfort and financial value of the building.







The Secondary Atrium

L3  
↑



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