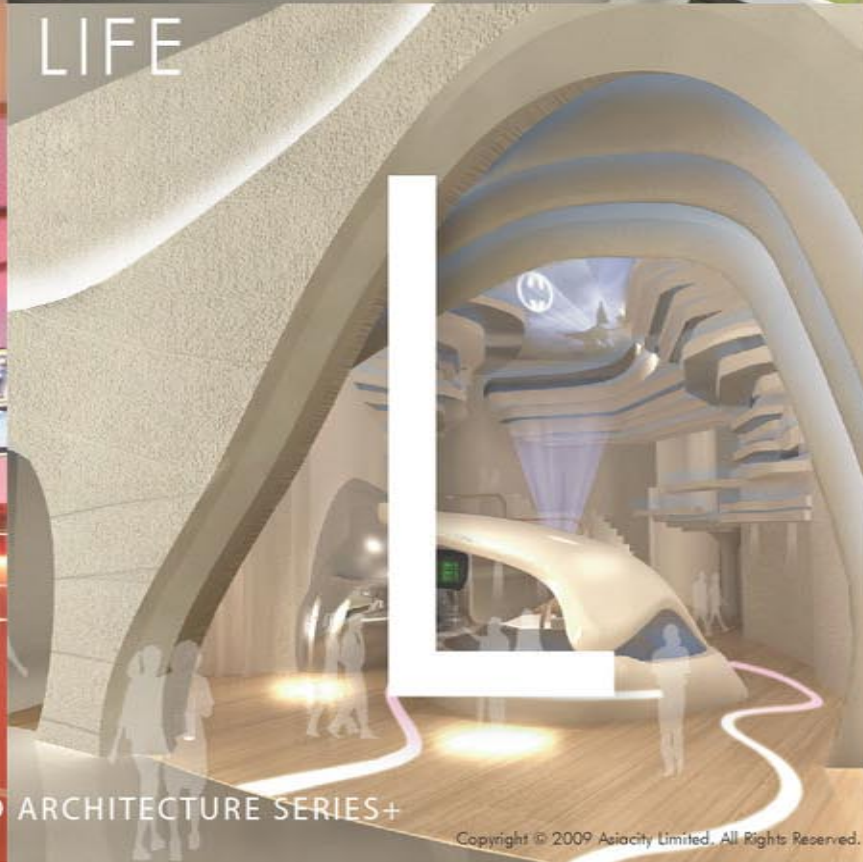
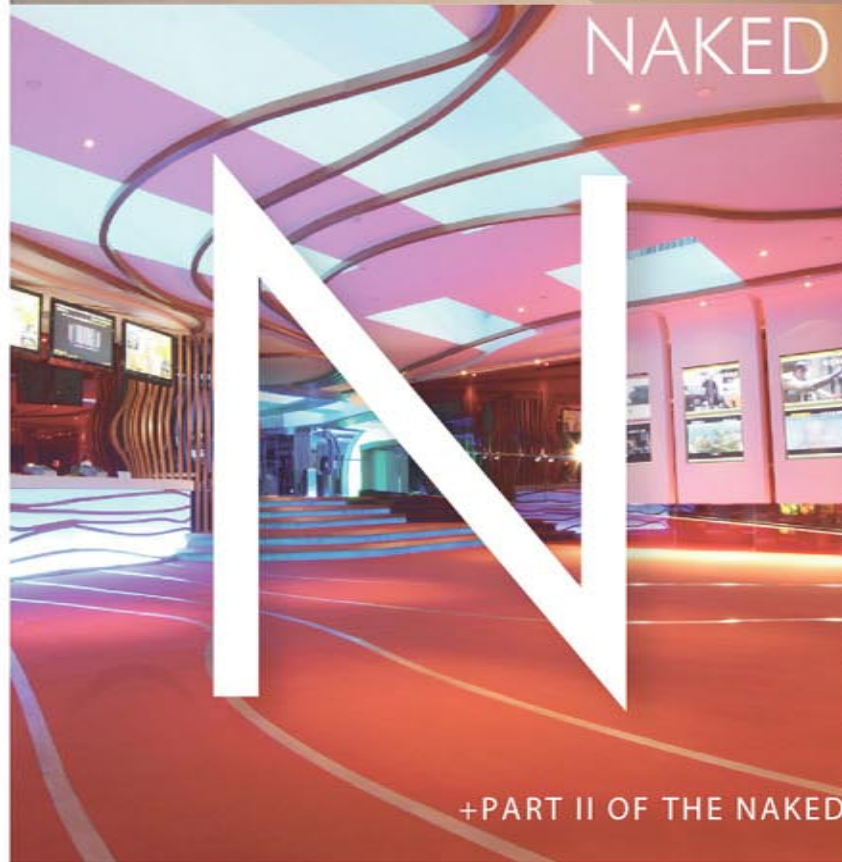




NAKED CITY
NAKED LIFE



+PART II OF THE NAKED ARCHITECTURE SERIES+

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Out of the Box

Local Design / Global Thinking

Asiacity is one of the last 5 Finalists and the only finalist from China (out of 162 International Architectural Teams including Zaha Hadid's Office) in this global competition selected by an international jury headed by Richard Meier. HKDI will be a leading design institute providing quality design education to cultivate professionalism and new talents for the global creative industries.



“ It is important that the buildings are mostly transparent encouraging positive interactions with the community and not acting as an intrusion... ”

A Voyage of Discovery

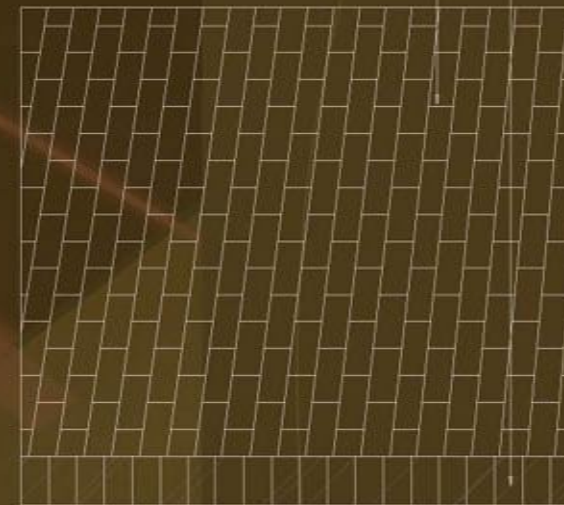
Another core idea in this scheme is to grow from the grass-root level - start small and evolve with the existing Tiu Keng Leng (TKL) Community which consists of many new developments. The outlook of the campus, composed of glass boxes, are inviting rather than intimidating to its neighbours. It is important that the buildings are mostly transparent encouraging positive interactions with the community and not acting as an intrusion in TKL. Besides sharing communal facilities like sports hall and canteen, the people of TKL should become friends with this Creative Institute by regularly commissioning students inside on projects, large or small - like designing a new wedding gown; or a video of a baptism; or the interior design of an apartment; etc. It is only through real life working experiences and experimentations that the students can try out their inventive ideas from design to budgeting to project management.

Furniture Box



Interior Modelling Furniture Workshop

Brown Glass
Plywood



Right next to the Gallery Box is the Furniture Box. One of the main entrances for the public on the ground floor from King Ling Road is a collegiate-like iron-gate set between these two Boxes. (Incidentally, this also serves as one of the main vehicular entrances for VIP Visitors on Special Occasions when these visitors arrive by chauffeured vehicles.) The Furniture Box enjoys high visibility on the ground floor with its Interior Setting Lab and Furniture Workshop. Students' works including prototypes of their furniture designs can be seen by pedestrians and attract interests as well as potential clients from the community on a daily basis.

Cinema as Surrealist Dreamscapes

Fantasy vs. Function

The essence of a cinema is to create a ritualistic experience where one enters a world of imagination, fantasies and super-realities. This unique function is very different from any other architectural genres or building types that are governed by a normal set of criteria based on practicalities. We normally do not think that dreams and fantasies could ever be a function per se because it represents what is impractical or even impossible to realize. Yet in this situation, dreams and fantasies are exactly the goals based on "Functionality" of the project. Using surrealist symbolism and fairy tales which are embedded with powerful notions and ideas that translate into design syntaxes, this approach strengthens the character of the cinema allowing it to cater for as well as go beyond the expectations of each and every individual fantasy.



The Liquid Bar:

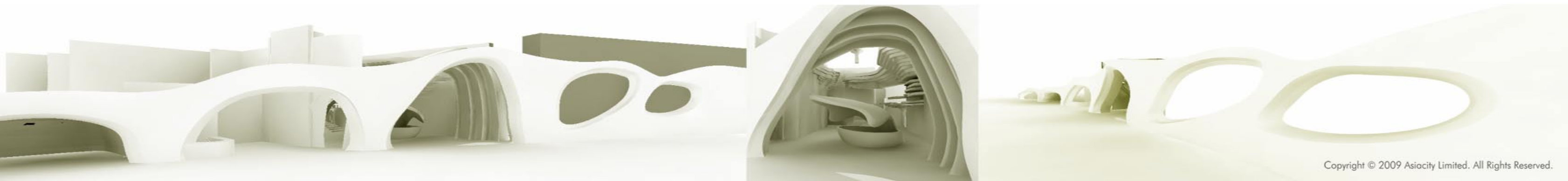
Marshmallow Clouds over Silver Pebbles & Blue Waters

Going up the curvilinear "Grand Staircase" brings you to the Liquid Bar, which is a dreamscape set deep in ocean blue mirrors with giant glowing UA logos on walls reflecting on floors of transparent glass that constantly change colours. On the ceiling, the organic timber strips from our dematerialized columns continue to flow freely leading our movie-goers to reach their final destination signified by giant silver pebbles acting as signage of each movie house. Just before entering, the Liquid Bar (with its sweeping concession counter on one side) will entice you with soft drinks and popcorn all displayed under a wall of traffic mirrors disguised as silver bubbles above the horizon reflecting the giant UA logos opposite. Designed in a stylized fashion not unlike a real wine bar out of a Hip Hotel, kids will love this sweeping statement that allows everyone to act up looking like adults in a club-like environment – just one thing, there is no alcohol being served here. In fact, one could find nothing less innocent than white marshmallow clouds drifting quietly above the bar counter in silence.



“Cinema as Doorway to the Future”

The Approach is to create a dynamic, fun and exciting spatial environment that is truly unique and memorable, providing a first hand experience for all movie-goers who are ready for the latest in entertainment, design and lifestyle. The UA Cinema will be like a Portal to the Future built atop a mall (MOC) that symbolizes the most sophisticated and very best of urban living, all in a city ready for its transformation into the 21st Century.



SKY BOX OFFICE

The cinema is covered in a mix of pure geometrical and random organic texture with bold composition of dynamic forms comprised of the Avant-Garde Box Office called "Sky Box Office".





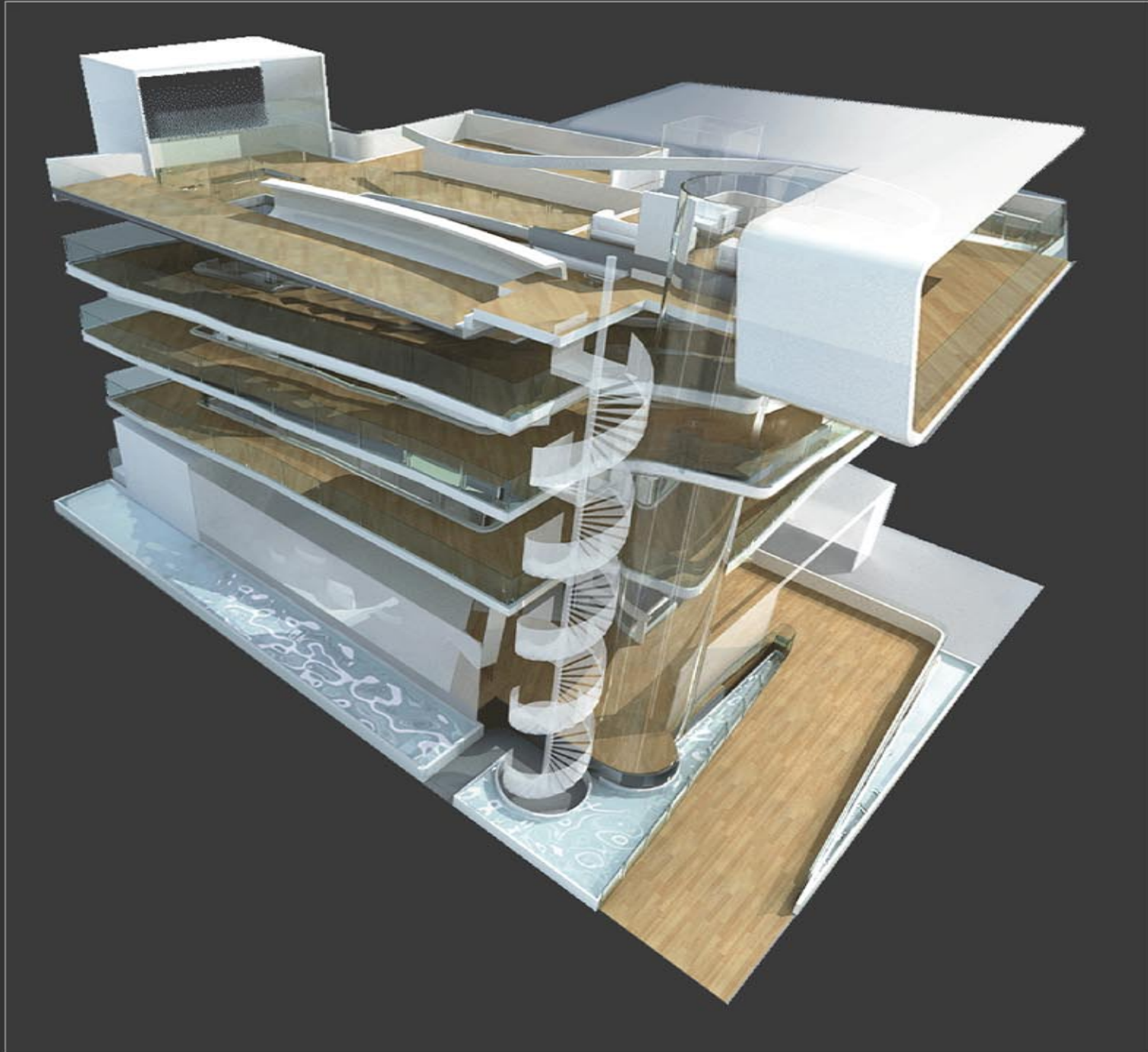
A DYNAMIC BEACON of UNLIMITED POTENTIAL

Design Concept

The Hong Kong Pavilion for Shanghai Expo 2010 is an abstract Chinese Lantern portraying Hong Kong as a Beacon of Unlimited Potential; a brilliant World City that shines with unique connectivity to Mainland China and beyond. Inside this Bright Light is a Dragon Promenade providing a walk-through experience illustrating the dynamic qualities of Hong Kong Living whilst also providing a powerful symbol of our Chinese heritage.

The Approach

Entering directly from the Main Plaza, this glowing Chinese Lantern-like structure sitting on a reflecting pool, transparently displays an array of high-tech and innovative exhibits with the greatest ease of accessibility.



The Dragon Promenade

Interior

Arriving at the Grand Foyer which leads to the atrium, one is introduced to a series of ramps which form a symbolic "Dragon Promenade" serving as exhibition spaces. This arrangement creates a visual montage which alludes to the physical form of a Chinese Dragon. Partaking in this spiraling journey, one passes through a series of interactive galleries displaying exhibits suspended in mid-air or embedded in the balustrade as well as on floors of the ramps.



Level 2



Ground Level Entrance Floor

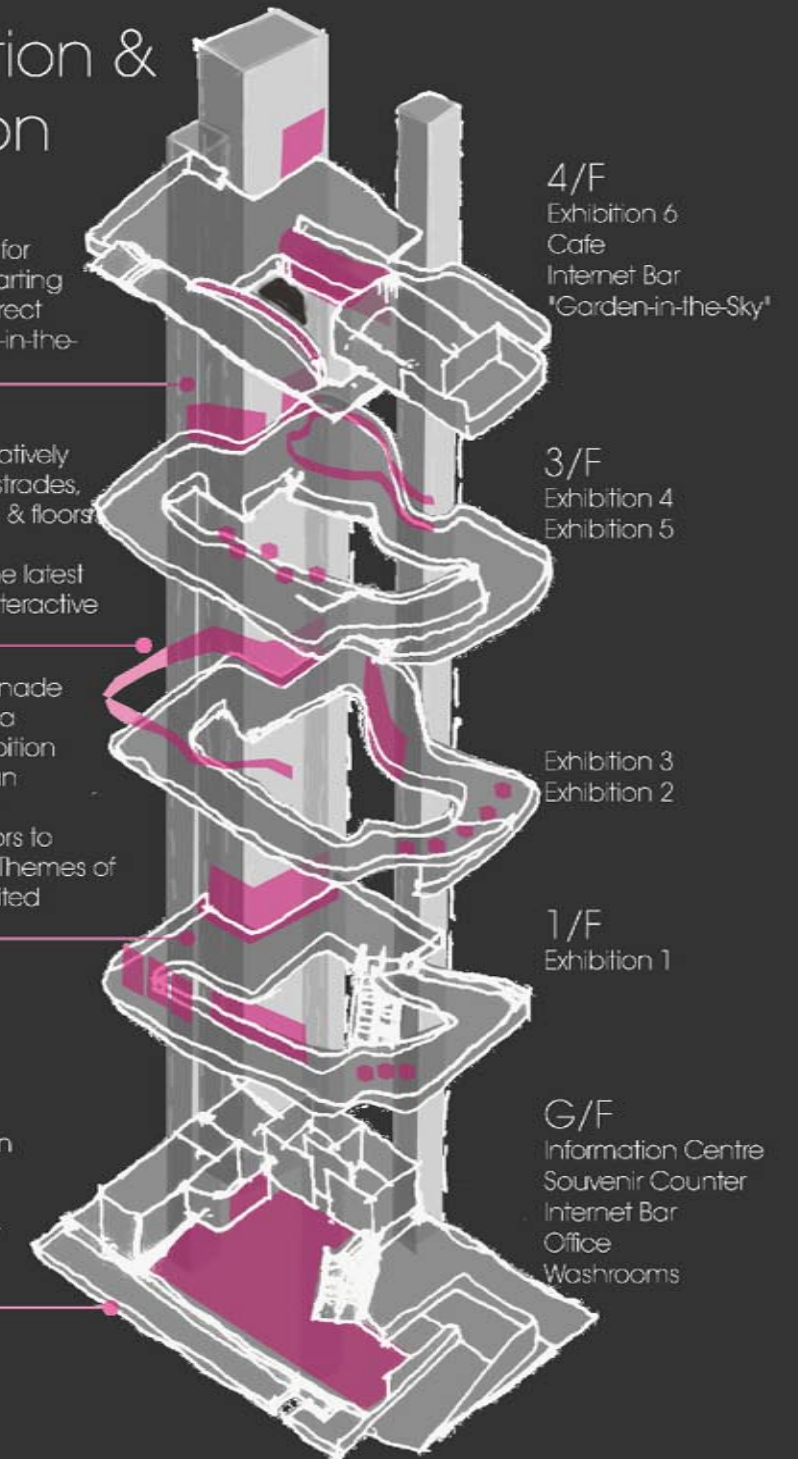
Circulation & Exhibition

Vertical circulation for disabled and departing visitors as well as direct access to "Garden-in-the-Sky" for VIPs

Exhibits are imaginatively displayed on balustrades, suspended panels & floors along the Dragon Promenade with the latest technology from interactive communications

The Dragon Promenade spirals upwards as a continuum of exhibition space serving as an exciting journey of exploration for visitors to experience the Six Themes of Hong Kong's Unlimited Potential

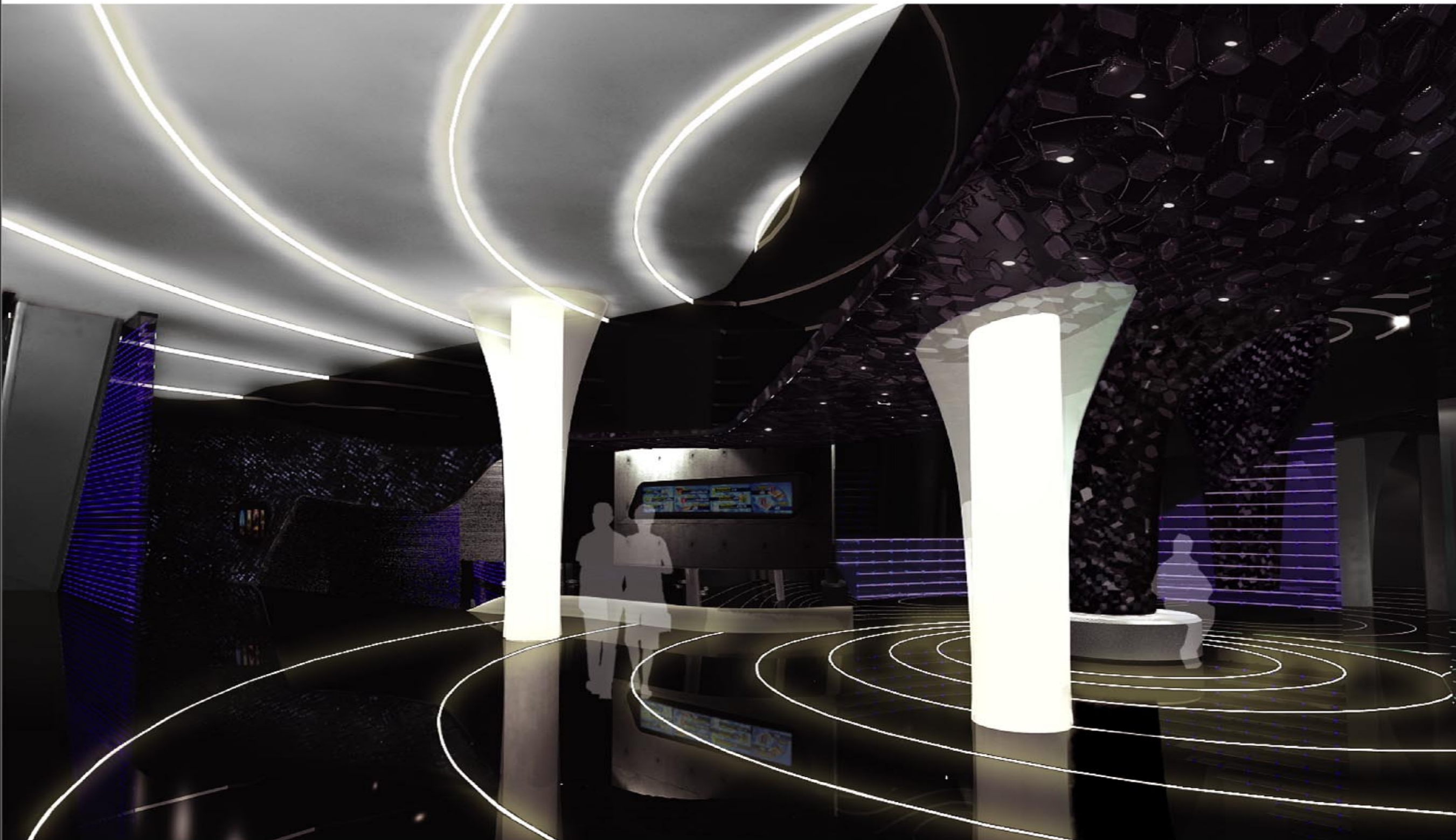
Ground level foyer displays the latest in interactive art & technology and also provides other essential facilities for the general



Le Café Blanc

In strict contrast to the main entrance lobby area with Bar Nuit & Box Office is the Le Café Blanc, which glows in a translucent white space offering many different surprises not just visually but also providing provocative aroma and gastronomic attractions for our olfactory senses and taste buds respectively.





Sound Garden

Descending further down by escalator, movie-goers are brought deeper into a sensual and exciting underground world of colours and sounds like no other. This is a conceptual garden like an underground Sound Garden which will be the first of its kind. Here, imaginative patterns of lights are displayed combining the audible sounds, artificial or natural, all re-created for the fascination of our senses. "Sound Lines" & "Sound Patterns" are manifested visually as art forms of the Avant-Garde. Within this abstract landscape of light and darkness, in between its sound and music, giant screens showing the latest upcoming movie attractions will undoubtedly posit an indelible mark in the memories of our cinema-lovers.