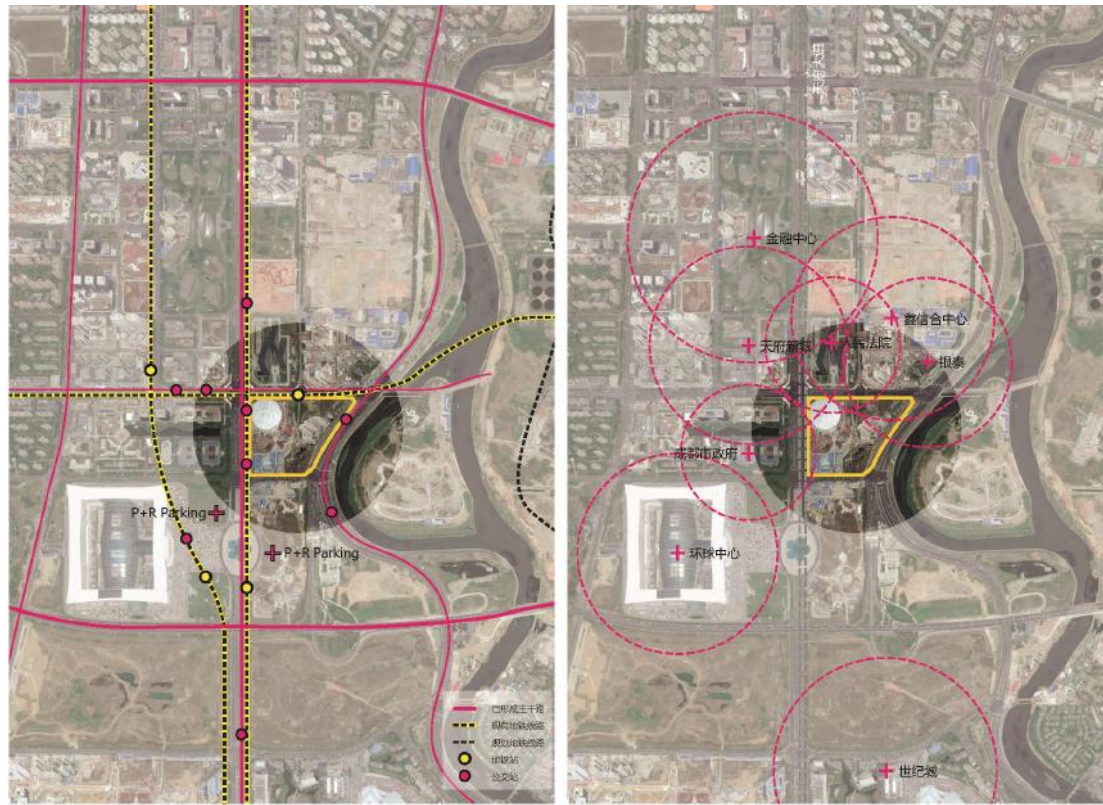


Chengdu Magic Cube

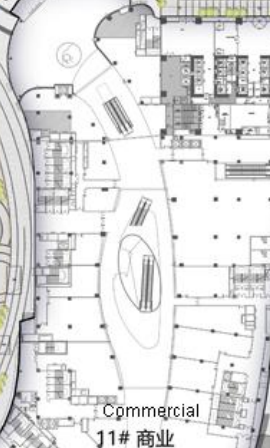
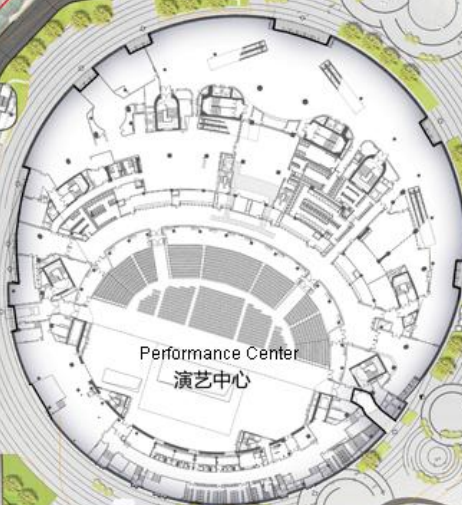




Project Statement: Located in the High-tech South District in Chengdu, China, the Chengdu Magic Cube is a complex that integrates technology, fashion, and entertainment. Facing Fuhe riverside, it combines local culture and new urban life to reflect an inclusive and diverse brand-new appearance of Chengdu. The project covers an area of 243,000 square meters with a total construction area of 1.12 million square meters. It accommodates diversified commercial open space. The surrounding traffic layout highlights the convenience and accessibility of modern high-tech cities. It has a large-scale comprehensive transportation system integrating railway, road, airway, and water transportation to bring the most pleasant and convenient entertainment experience. The project is adjacent to diversified industries such as the wetland ecological park, financial center, and high-tech zone, which serves the surrounding trillion-level high-end industries and practitioners with its own cultural and commercial charm. After analysis of the site constraints and problems, the landscape design aims to scientifically and rationally solve how to guide people flow, enhance commercial value, fully integrate nature, business, and space, improve the previous artistic expression, to create an attractive commercial venue. Finally, the design team has proposed five major design strategy frameworks: diversified site experience, dynamic circulation, visual connection, art re-creation, iconic IP, and themed interactive sculpture.

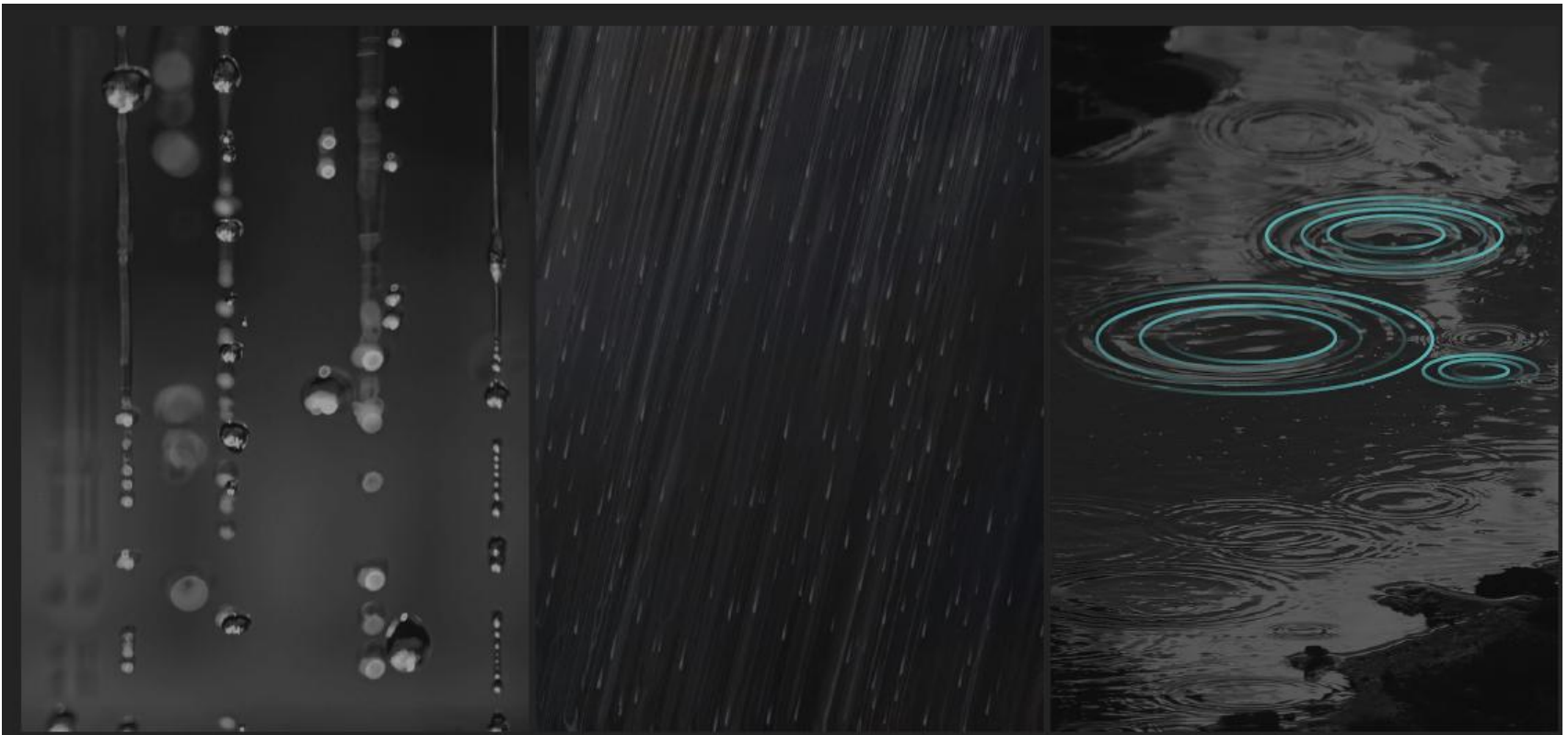
天府大道

Tianfu Road

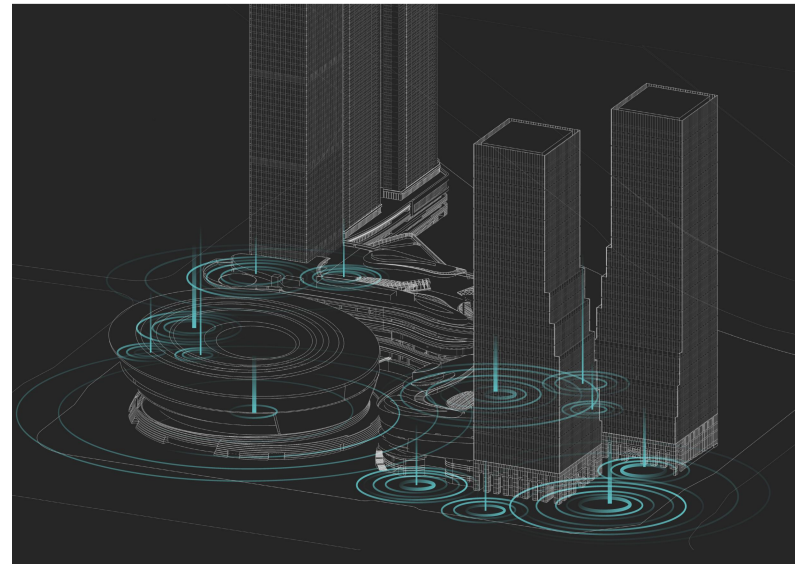


科
华
南
路

Kehua South Road



Project Narrative: The design concept comes from the designer's impression of Chengdu, which usually rains at night and becomes sunny in the morning. The three forms of the raining moments of precipitation, leap, and ripples symbolize cultural condensation, the development and changes of the times, and the ripples of the future, which are introduced into three spaces respectively to showcase a rain of time that connects the past and the future. At the southwest entrance, the ripples caused by water droplets falling on the ground at the moment are visualized into the ground pavement with rich curves, creating an immersive experience of walking on the rippling water waves.









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天际露营
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Linear Acceleration



招商 大魔方
The Magic
Let's Go





Themed the transition of rainwater with an implied meaning of the development and changes of the times, the central commercial area creates a three-story waterfall matched to the building facades, forming a big vertical height difference to bring a strong visual impact. The landscape plants have a sense of mystery in the rainforest, and their combination of waterfalls and fog forests gives tourists a different immersive experience. The roof garden is an activity space connected by running tracks on the roof, building a dynamic and fashionable roof space, activating the negative space, and creating a journey of exploration. The overall dynamic and quiet atmosphere meets the needs of various customers. The roof garden has five themed areas, including an outdoor theater, art park, exploration space, fashion market, and adventure park as a new generation of Internet celebrity base, which provides an entertainment venue for the young.







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