

觸 THE TOUCH



The Bund 外灘

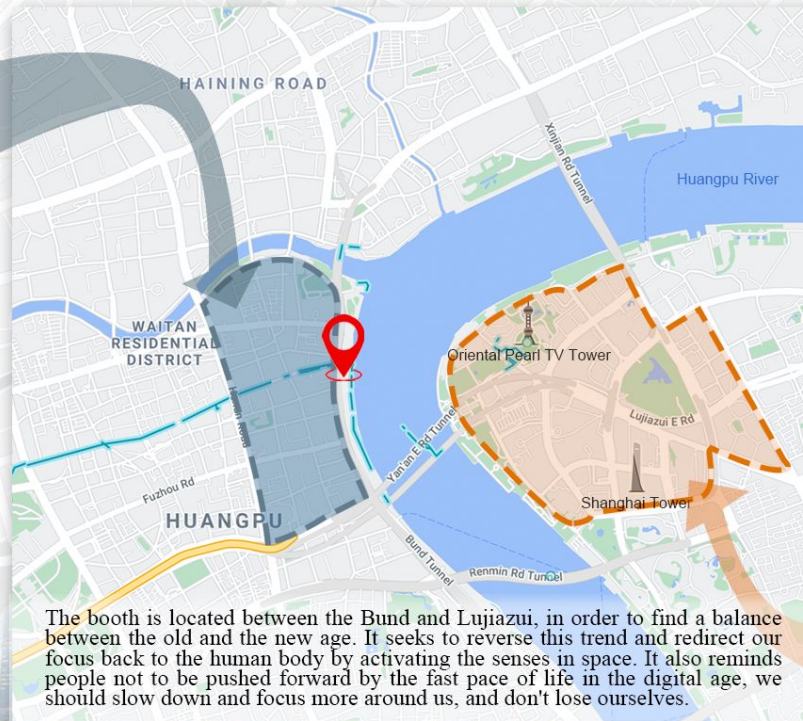


1940



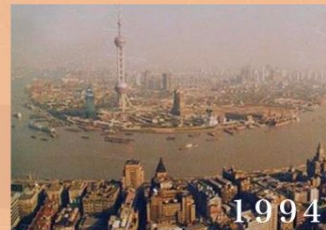
2020

The Bund represents the traditional culture and form and perception, the continuation and preservation of the industrial age, it have barely new building in the past 60 years.



The booth is located between the Bund and Lujiazui, in order to find a balance between the old and the new age. It seeks to reverse this trend and redirect our focus back to the human body by activating the senses in space. It also reminds people not to be pushed forward by the fast pace of life in the digital age, we should slow down and focus more around us, and don't lose ourselves.

Lujiazui 陸家嘴



1994



2020

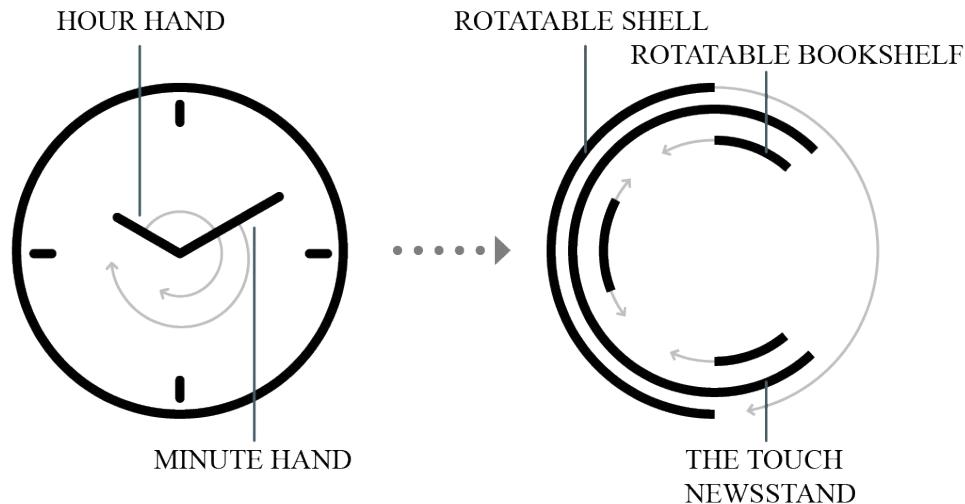
The Lujiazui represents the rapid development of the digital age. In just 25 years, from a barren land with only the Oriental pearl TV tower to today's super prosperous urban area.

上海
Shanghai

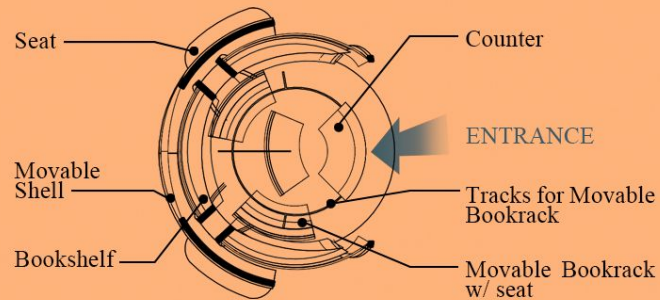


CONCEPT: TURN

The minute and hour hands of a clock may turn at different speeds, but they always rotate around a common center. Similarly, in Shanghai, the rapidly developing Lujiazui area and the slower developing Bund area both have their own unique characteristics, but they are both integral parts of the city's identity. The hour hand can be compared to the Bund, with its bulkiness and slow development, while the minute hand represents the fast-paced growth of Lujiazui. Together, these two areas create a distinctive and dynamic cityscape that is emblematic of Shanghai's enduring charm.



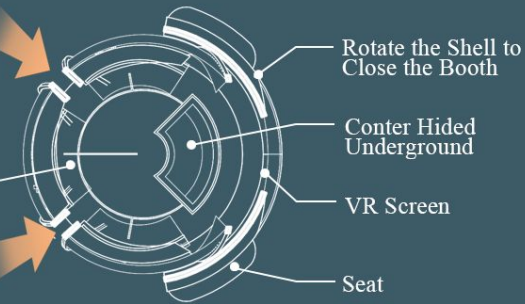
DAT-TIME



ENTRANCE

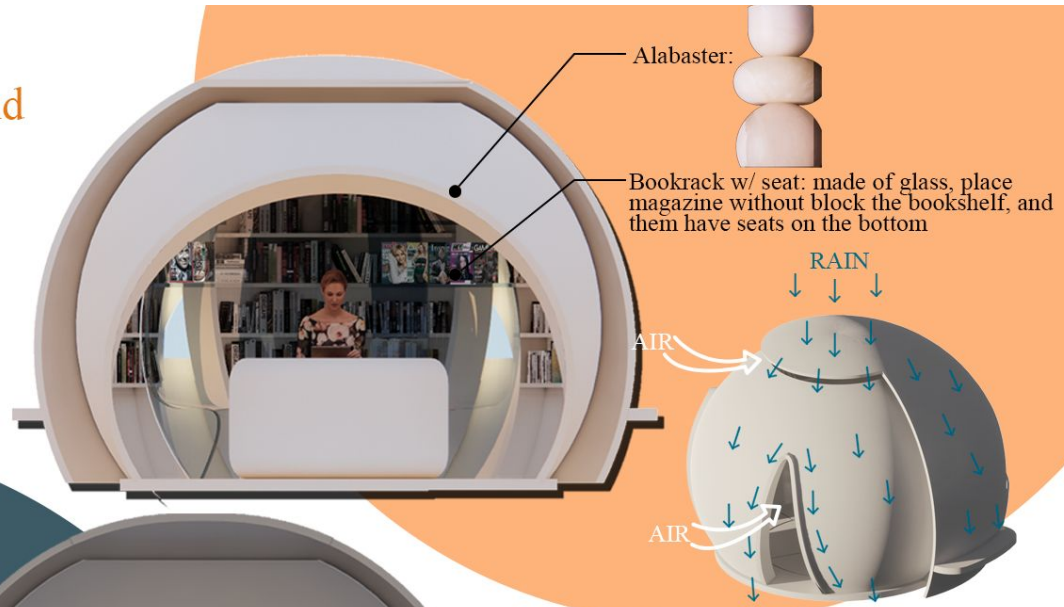
Bookracks Moved to the Position Become the Bookshelf-Cover w/ seats

ENTRANCE



NIGHT-TIME

Newsstand



VR Screen: make stary night above this flashy city

Seat: for people sitting without block the VR screen

Bookrack: move to the position at night, could be the bookshelf cover and seats

Counter: go down to underground at night



Holographic Station

ROTATABLE SHELL



Alabaster: has waxy feel, unlike other stone, it feels soft, more like fabric. Encourage people to touch.



Holographic technology to make people to see the starry night even in a city like Shanghai.



NIGHT
DAY



Newsstand

Holographic Station

