



if design award china
yearbook 2009

Product/Project

Guang Tai Sales Center (So very blue)
Display space

Design

CIMAX Design Engineering (HongKong) Ltd.

Bo Li (Designer)

Kailiang Gao, Qijing Lu, Shan Lizeng (Assistant
Designer)

Guojun Xie (Photographer)

Shenzhen, China

Manufacturer/Client

CIMAX Design Engineering (HongKong) Ltd.

Shenzhen, China

As the selling period of the sales offices is in the summer time, considering the feelings of the purchasers, we use the "So very blue" theme to present a design concept of "transparency". In such a season, it's also easier to retain customers in this space by "transparency". With the exterior, made by green material GGG, and the blue glass inside, the building is unique and inimitable! More about designer's ideas will be discovered when stepping into the room: white and blue is everywhere, filling each corner; however, mustard yellow is added implicitly to decorate this peaceful space, which enriches and modernizes its shape and interfaces in no time.

由于售楼及销售期处于夏季，考虑到购房者的心理感受，“透”的含义自然而生。在这样的季节里，“透”也更容易把客户留在这个空间中。用绿色材料GGG搭建的造型界面内衬蓝色玻璃，把整个建筑独一无二地铭立在人们的视线中！入家后更会发现设计的心思。白和蓝的结合充斥著每一个角落，而一抹芥末黄色又巧妙地分隔著这个稍显宁静的空间。造型体和介面立划为之丰富、现代。室内地面通过深浅不一的蓝色变化与粉丝图案，同样反射在相同位置的天顶上，空间的层次在这里得到体现。

