

K11 Musea Carpark Transportation Hub by K11 Musea

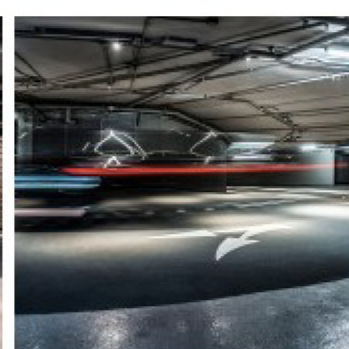
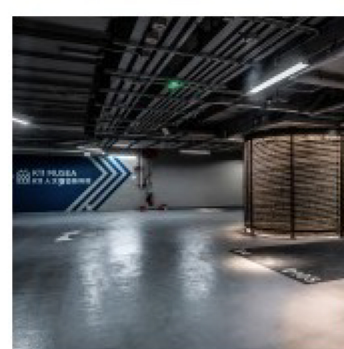
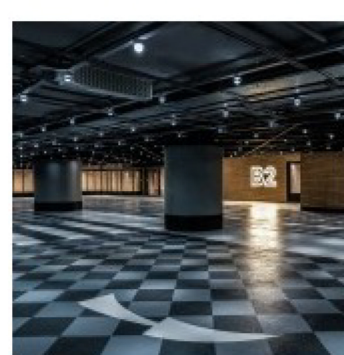
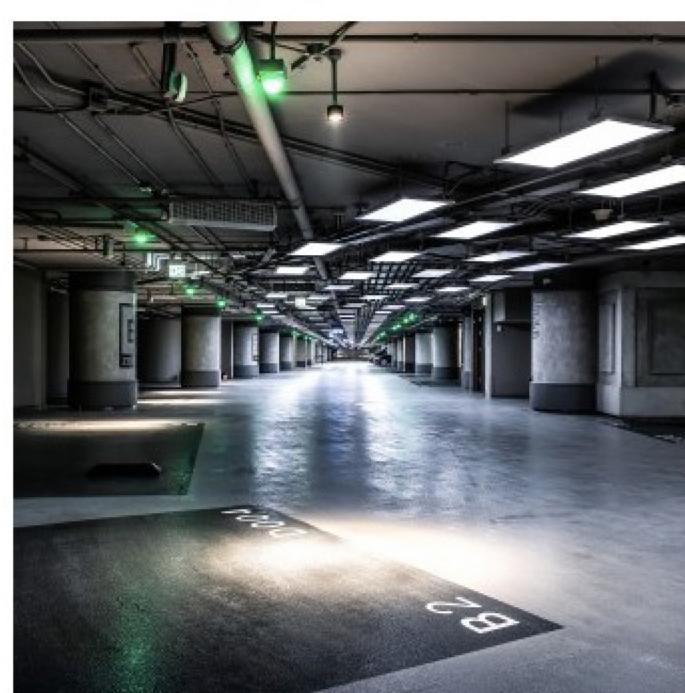
Home > Winners > #103099



A' DESIGN AWARD
& COMPETITION

AWARD WINNING DESIGN
SILVER A' DESIGN AWARD

2020



DESIGN DETAILS

DESIGN NAME:
K11 Musea Carpark

PRIMARY FUNCTION:
Transportation Hub

INSPIRATION:
In general car park lacks design elements. In a high traffic project such as Victoria Dockside, K11 aim to resolve the mundane and enhance the experience of the visitors. Each floor is identified by a unique colour to create visual memory of the space. The lights are carefully planned and designed to achieve a sense of harmony among the floors. The transition between the car park and the entrance of the shopping mall has been connected with Broadway-style light bulbs and metal-framed doors.

UNIQUE PROPERTIES / PROJECT DESCRIPTION:
Victoria Dockside, the new three-million-square-foot, global art and design district right on the promenade of Hong Kong's waterfront, has recently come into spotlight for its range of innovative and artistic elements reinventing the historic site. The design concept of the car park reflects this target and offers a kaleidoscope of experiences for visitors to unwind from the mundane of the gray space of usual car park. The concept for the car park is artistic, unconventional and human.

OPERATION / FLOW / INTERACTION:
The concept of this car park is full of surprising details, the old alongside the new, the conventional and the contemporary, the interior and the exterior, the colours and the monotone. All of these are found here to meet and merge into a harmonious existence. Unlike a forgotten space, a car park can also be vibrant, cultural and still very functional, deserving much love and attention as the rest of the space. It is an integral part of the property creating a holistic experience for people.

PROJECT DURATION AND LOCATION:
The project started in 2016 and finished in August 2019 in Hong Kong.

FITS BEST INTO CATEGORY:
Interior Space and Exhibition Design

PRODUCTION / REALIZATION TECHNOLOGY:
Inside the 4-storey car park, a dynamic atmosphere arises from the interplay of vibrantly coloured walls and floors, innovative traffic signs and striking contemporary graffiti by leading artist Caratoes. Connected to the entrance to the shopping mall is the B2 level of the car park, which is fitted with grids of light bulbs, metallic ceilings, red brick walls and checkered floors in the style of a classic Broadway theatre front.

SPECIFICATIONS / TECHNICAL PROPERTIES:
Total 3 floor area is 2.5m sqft

TAGS:
Victoria Dockside, K11 Musea, car park design, retail, art, art mall

RESEARCH ABSTRACT:
Car park is a functional space, therefore there are a number of traffic guidelines that we must follow and hence limiting the creativity. The research of the car park resulted in the application of visual language such as colours, paints and lights, which are not necessary high in cost and yet capable of enhancing the atmosphere of space. K11 team focus on the application of these visual language on walls, floors and ceiling to achieve a balance of the traffic and aesthetics.

CHALLENGE:
Space planning has been a challenge as we need to envisage the flow of traffic. Working in tandem with the traffic consultant, the team have respected the needs of driving. As a result, most of the design elements are created as visual language. The use of different colours of paint, lighting and road marks leave ample of space for circulation. The issue of the low ceiling is resolved by having the ceiling open and having the lights paved along the direction of traffic to guide the flow of cars.

ADDED DATE:
2020-03-03 01:32:48

TEAM MEMBERS (1) :
Dr. Adrian Cheng Chi-Kong JP (New World Development Company Limited & K11) + Stefano Tordiglione (ST design)

IMAGE CREDITS:
Stefano Tordiglione (ST design)

Visit the following page to learn more: <http://www.k11musea.com>

CLIENT/STUDIO/BRAND DETAILS

NAME:
New World Development Company Limited



PROFILE:
Founded in 1970, New World Development Company Limited ("the Group", Hong Kong stock code: 00017) was publicly listed in Hong Kong in 1972 and is a constituent stock of the Hong Kong Hang Seng Index. A premium brand infused with a unique personality, New World Group's core business areas include property development, property investment, roads, aviation and construction. Its operations in Greater China, especially the Greater Bay Area, had a total asset value of approximately HK\$503.3 billion as at 30 June 2019. The Group's two listed companies are NWS Holdings Limited and New World Department Store China Limited. New World China Land Limited is wholly owned by the Group. The Group is confident of the development of the country and has been actively seeking development opportunities. As at 30 June 2019, the Group's existing investments in Mainland China has exceeded US\$20 billion, spreading across four municipalities and spanning more than 20 provinces. The Group has a strong commitment to sustainable development and adopts a 3Ps approach to its daily business operations that involves maintaining a balance between making profit (Profit) and fulfilling the company's responsibilities towards the environment (Planet) and the community (People). New World's brand personality is best defined by The Artisanal Movement, a cultural vision, a philosophy for living. In the age of machines, we want to celebrate something more human and kindle the artisan spirit in us. Through Collect, Connect, Collide, The Artisanal Movement becomes an incubator for ideas, and a channel for audiences to experience them.

AWARD DETAILS



K11 Musea Carpark Transportation Hub by K11 Musea is Winner in Interior Space and Exhibition Design Category, 2019 - 2020.

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