



Spring Fusion

A Synthesis of Energy

Chinese New Year Installations

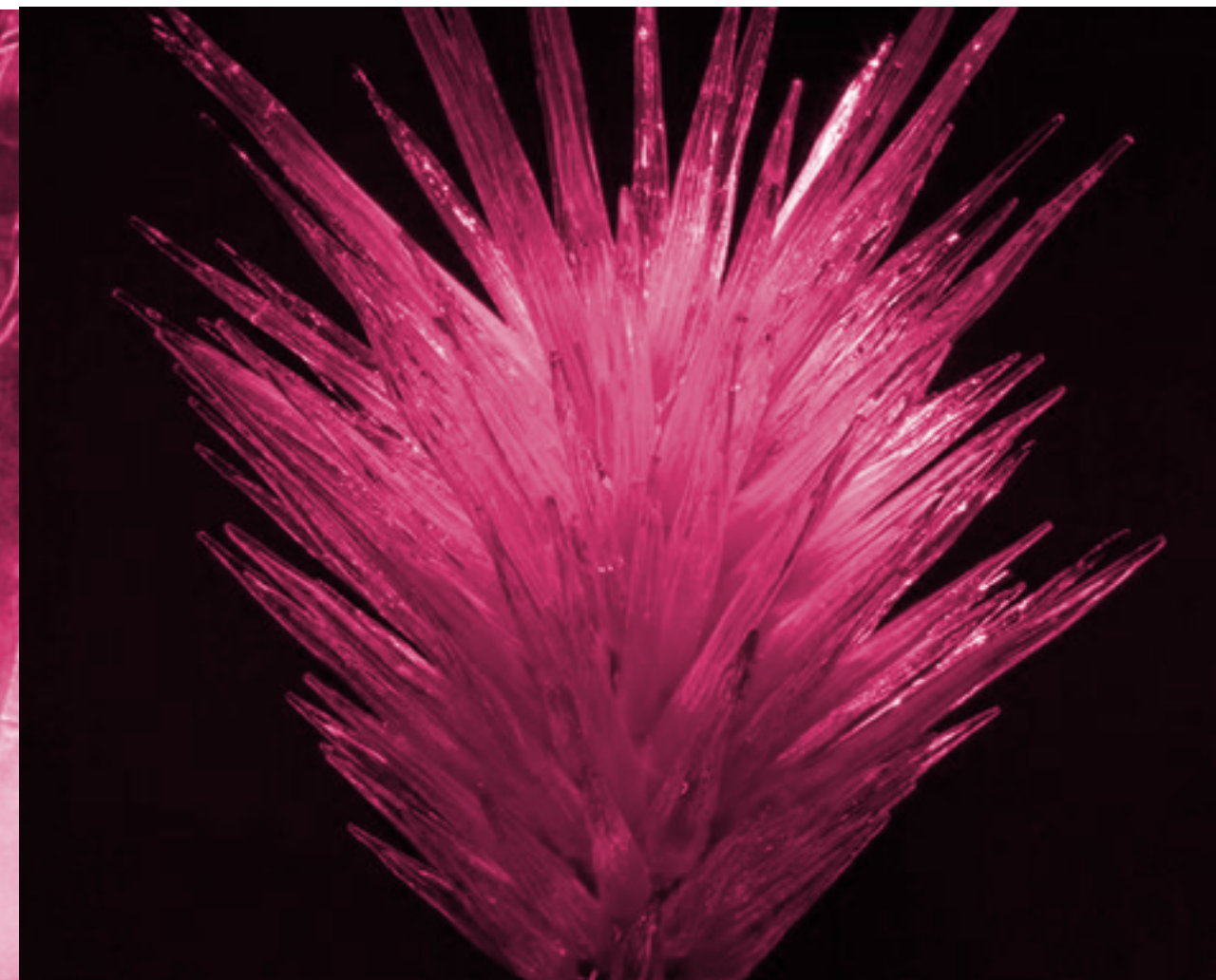
Creative Direction

CREATED BY



Unique Approach

We prioritized our installations to obtain the following:



To manage an immersive and visual journey for customers of UniWalk.



Create a captivating concept that will arouse curiosity and interest in the product and its origin.



Produce interactive, and high-end installations that represents the brand's bespoke quality.



Position UniWalk as a leading mall by allowing our installations to deliver unique experiences.

INTRODUCTION

An artistic blend of trend and tradition





Introduction

This coming Spring Festival, visitors of UniWalk will experience the bespoke quality of their branding through our installations.

We look to the cornerstones of UniWalk's core values and how it represents both trends and traditions.

Our team sourced very strong elements in nature, antiquated objects, as well as strong features that represents the Chinese New Year and used it to craft our concept with.

Concept

Reinvention meets Innovation



Concept

Spring Fusion's deeper inspiration is drawn from nature and culture.

Our innovation sprung from the energy that fireworks embodies, the beauty of the mountainous landscape where 'Nian' was conquered, the natural flow of water and how boats were used as a reliable method of transportation in ancient times.

It is vital that our use of natural elements such as metal, wood, water, glass, fire and artifacts all find a place within our concept, along with a storyline that immerses and entertains visitors of all ages.

Spring Fusion: Visual Reference



The Eruption of Fireworks



The Flow of Water



The Dragon

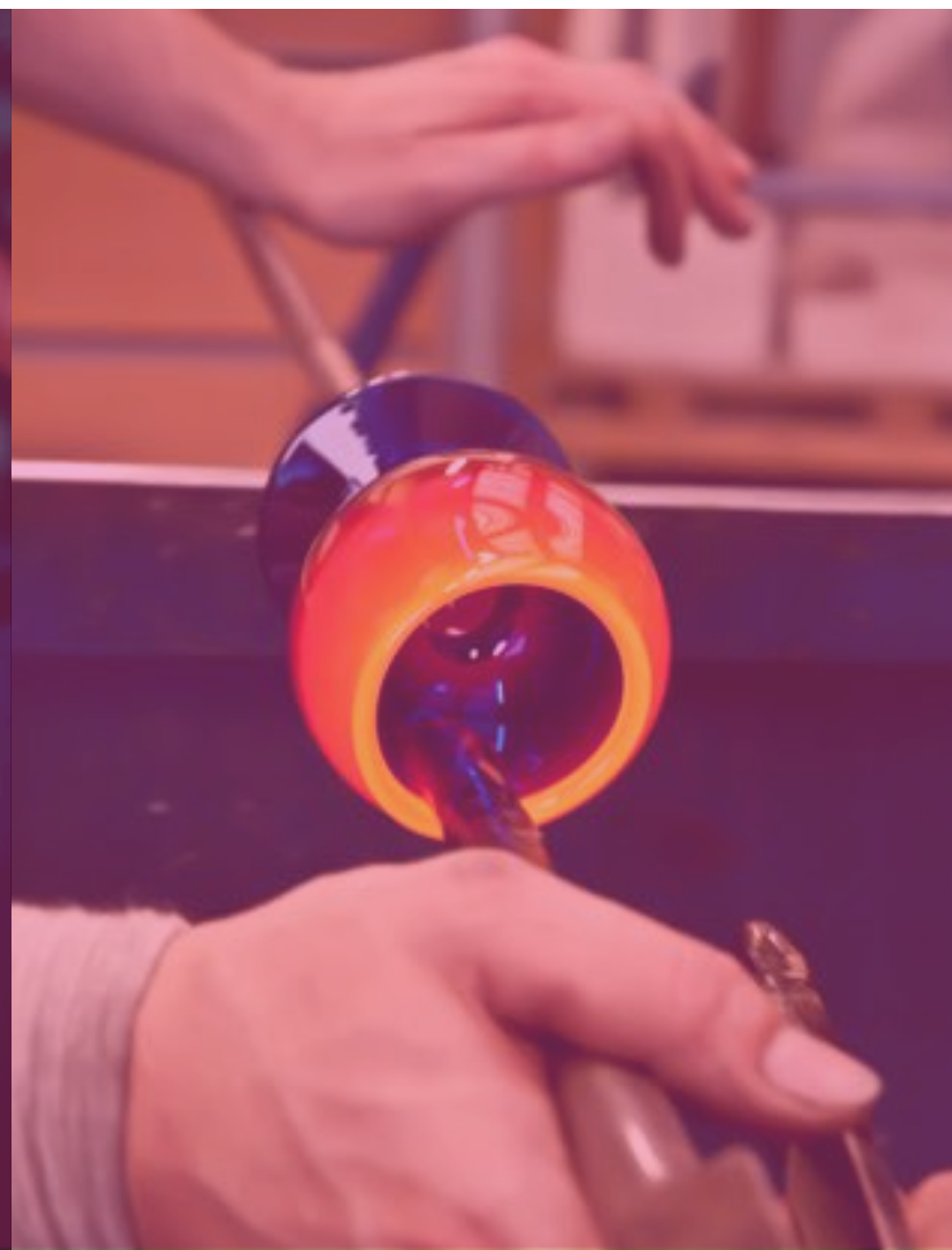


The Root of our Artistry

The unique craftsmanship of glass blowing forms
an essential link between the visual impact of our storyline and its elements
while carrying the rich heritage of Chinese New Year into this concept.

Spring Fusion's nature is bespoke and modern, but just like this ancient technique, all of
our installations feature certain elements of this craftsmanship that brings together the
values of both trends and traditions.

Glass Blowing: Visual Reference



Spring Fusion Workshop

Spring Fusion presents visually striking installations, but we hope to display the delicate, yet tenacious craft behind glass blowing too.

Visitors are welcome to focus on the artist at work and marvel over the intricate details of the ornaments that are created.

This workshop will not only serve as a visual point, but also as a store-front to purchase mini-installations that were featured in the mall.



The Installations:

A Collection that encapsulates the merging of old and new, but also looks to nature, its transformations and its most striking elements: wood, water, metal, fire and earth.

We gathered these elements to ensure an even flow of 'feng shui' that will favor the spirit of the festive season.

Installation 1

The Nativity of Chinese New Year

Nian was conquered and the people rejoiced.

The land grew prosperous and life was celebrated.

The glorious crimson tones of our installation shimmer brightly,
while the pathway along the waterfalls allows visitors to
experience the rare as well as festive elements of this installation.

Walk through the waterfalls with custom-designed raincoats
and enjoy that exhilarating moment of conquering a step forward into
something unknown...

Nativity of Chinese New Year:

Visual Reference





installation 1

Nativity of Chinese New Year – Day time



installation 1

Nativity of Chinese New Year – Night time

Installation 2

The Walkway of Luck

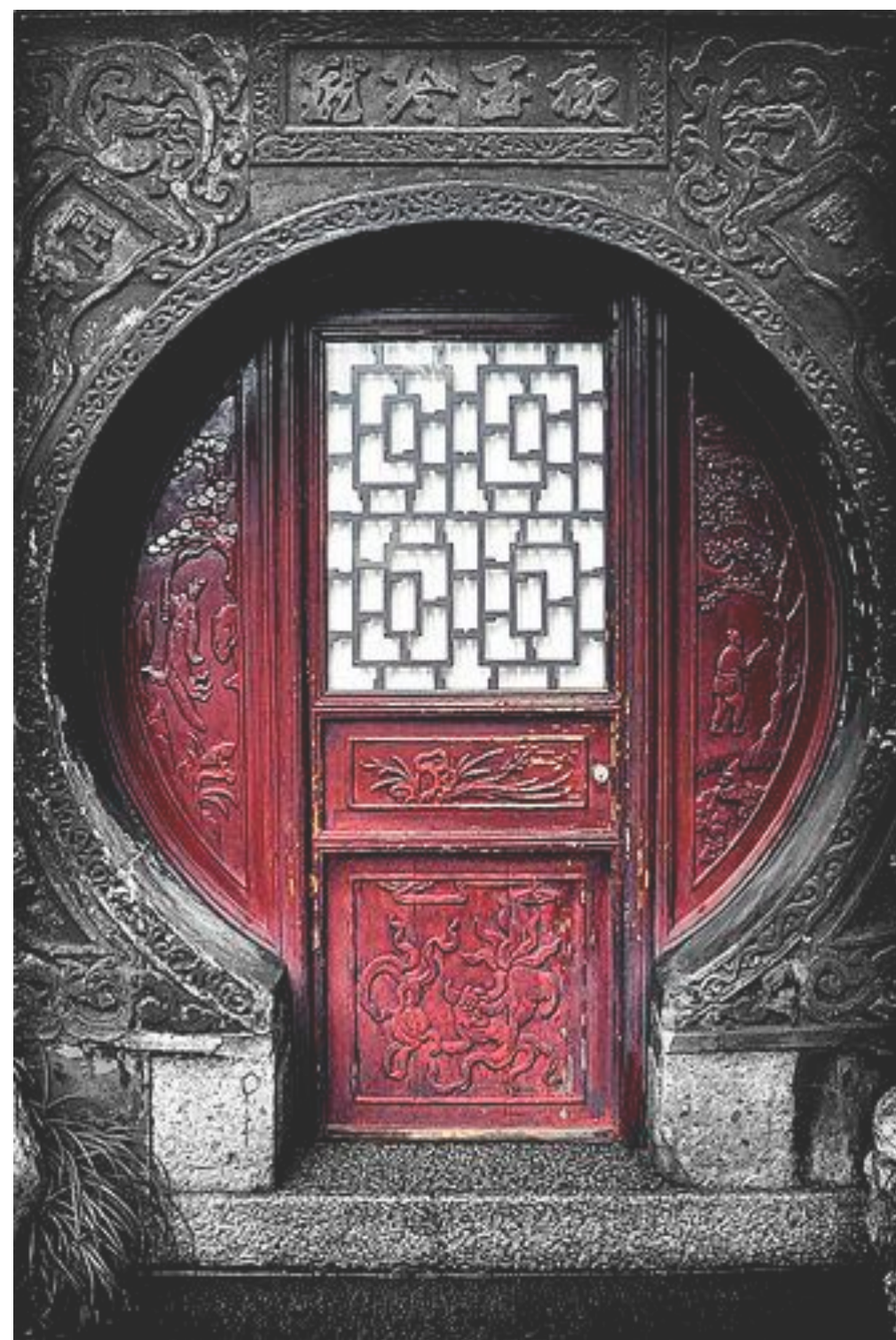
To set visitors of Uniwalk off on a fortunate journey of exploration within the mall and of that what lies ahead in 2018.

The Walkway of Luck features artistic representations of fireworks that decorate the entrance of an actual antique gate that leads to new beginnings.

Beyond the walkway, another element of design will allow visitors to enjoy the intricate design features that brings together modernity and antiquated heritage.

The Walkway of Luck:

Visual Reference





installation 2

The Walkway of Luck – option1



installation 2

The Walkway of Luck – option2

Installation 3

Lanterns of Scent

Our idea was to create a succession of installations that feature authentic antique fishing boats filled with ornaments and decorations that share a bond with the culture and heritage of Chinese New Year celebrations.

Within each boat, a collection of lanterns will become the centerpieces of attraction.

A story of flavors will entwine with the memories we share and present itself as an interactive installation that allows visitors to guess the flavors that the lanterns emits.



Installation 3

Lanterns of Scent

Spring Fusion: An Immersive Experience

All of our stations tell a story and it presents itself in a very unique fashion.
We delve into the exploration of our senses, the experience of total immersion
and
the message that lies behind every small detail.

With clever data-capturing, we allow visitors to scan a QR code and
then submit their answers of what 'Chinese New Year Aromas' they experience
to stand a
chance to win shopping coupons from selected stores within the mall.





installation 3

Lanterns of Scent



Lantern Vessel 1:

The Fruit Bowl

Vessel one's lanterns are ready to introduce its first surprise...

We'll start of with the easy ones and allow our visitors to gain their confidence.

With only two aromas that require your discovery, we'll allow our guests to scan a QR code and submit their first answer.

Shopping vouchers may be rewarded for a collection of all correct answers.



Lantern Vessel 2:

Fireworks and Candy

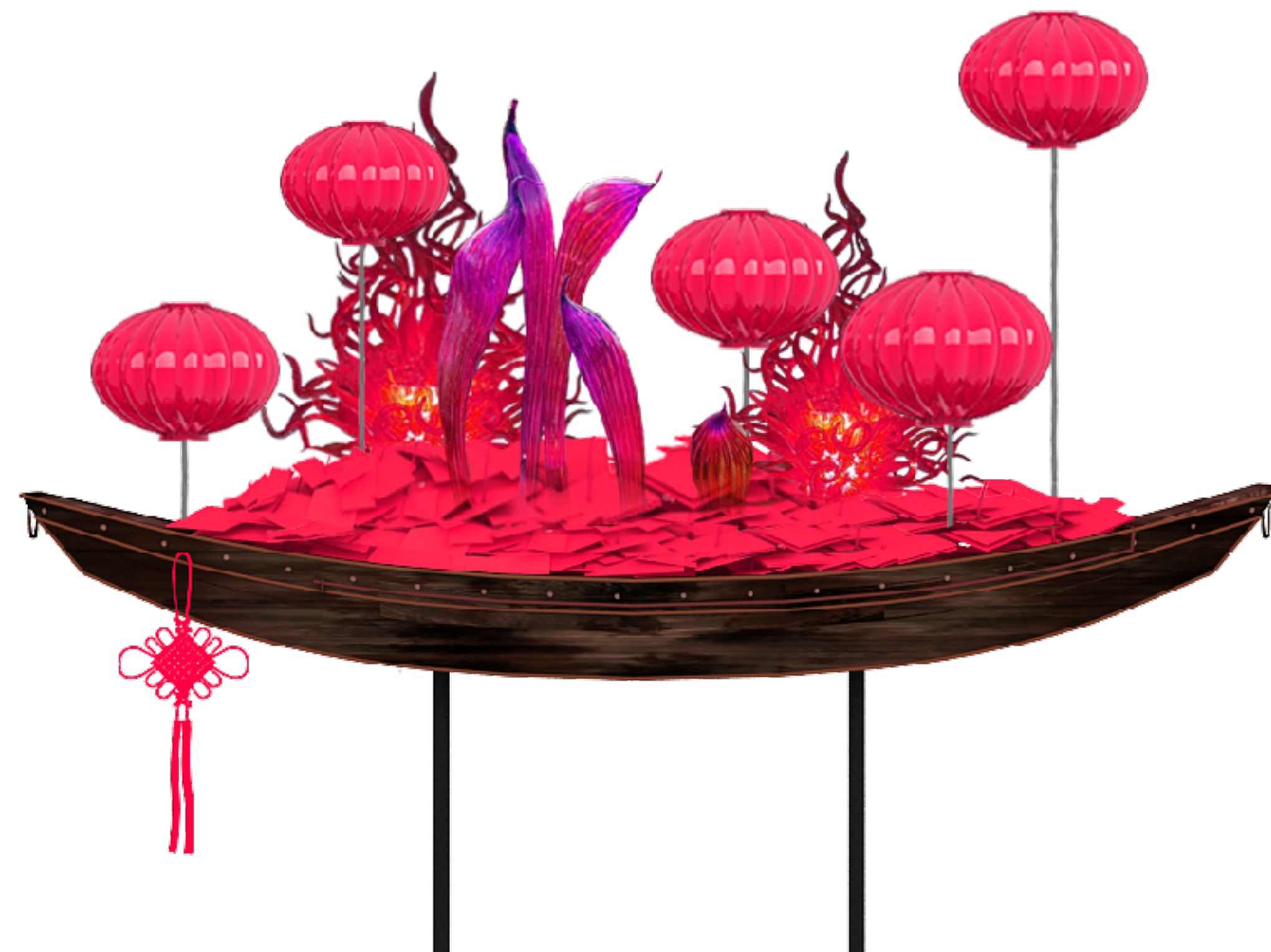
Vessel two carries forth scents that most people are quite familiar with.

This unexpected aroma will play tricks with some noses, while some will hit the nail on the head instantly.

While strolling along the street, we stop for some candy.

The unmistakable aroma of caramel is sure to bring back fond memories, but can our visitors guess exactly what their senses are telling them?

Submit your answer and find out if you are correct!



Lantern Vessel 3:

The Dinner Table

While not most of us can claim to be a fan of this drink, we are sure to recognize its scent from across the table.

We'll reduce this aroma to the bare necessities so that visitors of all ages can catch a whiff of this national treasure that flows like water during celebrations.

But before you sip on some Baijiu, you might need to savor some homemade dumplings.

Are you able to guess their fillings?

Installation 4

The Rice Paddies

We took our final inspiration from a stunning sunset that falls over the rice paddies to close off our collection of installations with.

The graceful element of water creates a calming effect that welcomes visitors of UniWalk and the blend of colors flawlessly matches the branding of the mall.

The Rice Paddies:

Visual Reference



installation 4

The Rice Paddies



Installation 5

Pillars of Fortitude

UniWalk celebrates their very first Chinese New Year
and thus, welcomes visitors from far and wide for a magical experience
within their mall.

The Pillars of Fortitude leads the way into a modernized experience
and an auspicious new year ahead.

Pillars of Fortitude:

Visual Reference



installation 5

Pillars of Fortitude



UniWalk Sky Bridge

Sunset Collage

The representation of the sunset over the rice paddies is to illustrate the dawn of new beginnings.

We opted for a collage of this very blend of colors that becomes a vibrant element of decoration for the sky bridge.

Not only does the above-mentioned colors have its own story, but it also forms a link between the tones and textures that we have selected throughout our process.

Sunset Collage:

Visual Reference





Design Concept

UniWalk Sky Bridge

Spring Fusion:

Key Visuals



壹方
UNIWALK
城

春潮壹方

Trends Meet Tradition
This New Year

KV

Main entrance

壹方
UNIWALK
城



壹方
UNIWALK
城

KV

Main entrance



KV

Main entrance



The Artist



Jean-Charles Penot



Jean-Charles Penot

Jean-Charles Penot having previously studied Art in Paris, is an award winning Creative director & artist whose settled in China six years ago after deciding to enhance his artistic skills with new inspiration. Seeing the difference in culture, inspired him to use materials that perhaps that were unconventional such as wood, soy sauce and fabric instead of paper and acrylics.

This is when he made his step away from traditional flat canvases to 3D mediums such as art installation, lighting and senses. Working in event design helped hone this thirst for this field allowing him to chose “Lighting” and “Interactive” methods as his preferred medium of choice when creating his installations. He draws inspiration from everyday objects in his day to day life and his travels throughout China and beyond.

PAST ART WORK AND INSTALLATIONS

Jean-Charles Penot

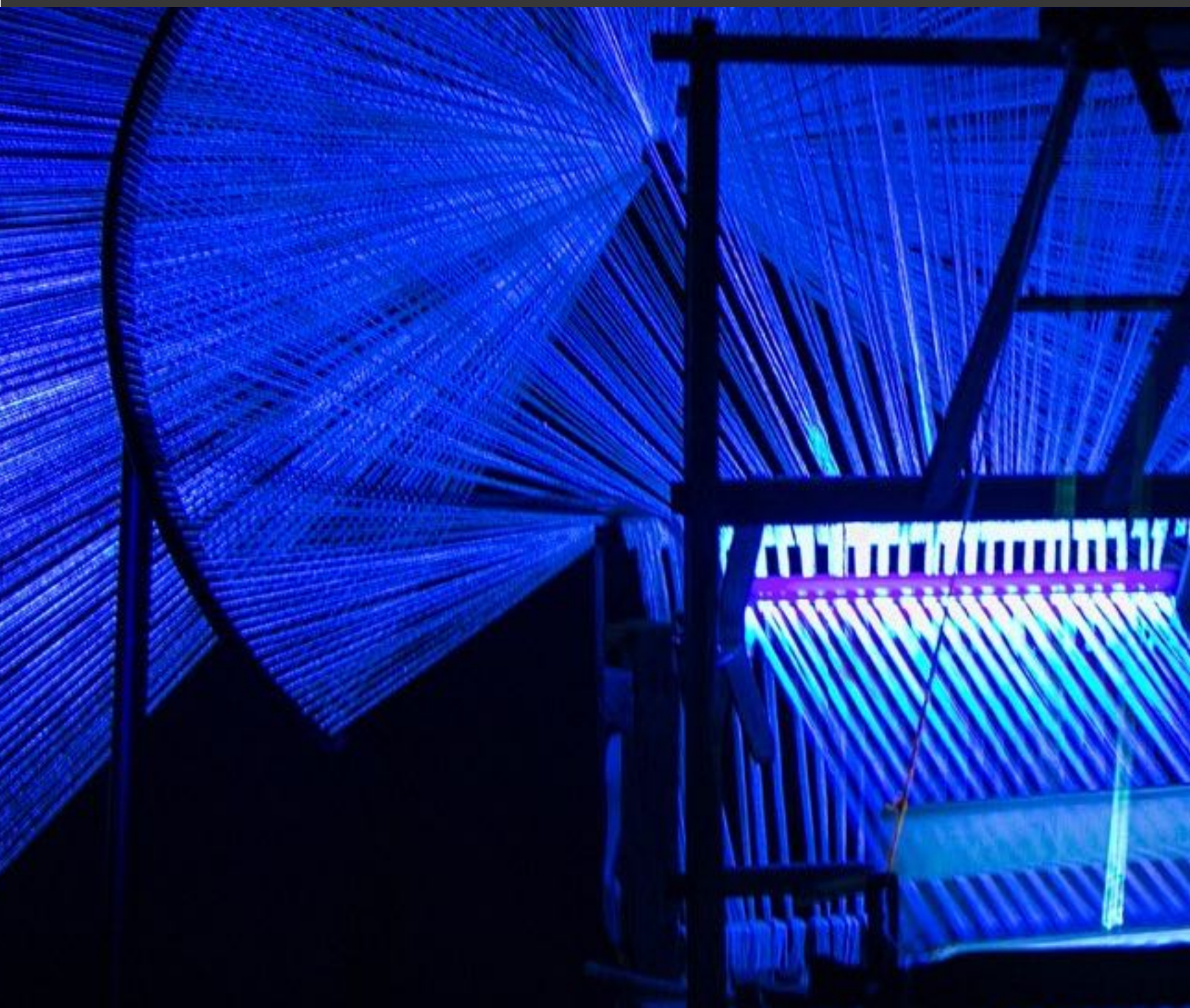
LOOMINATE

BEIJING DESIGN WEEK



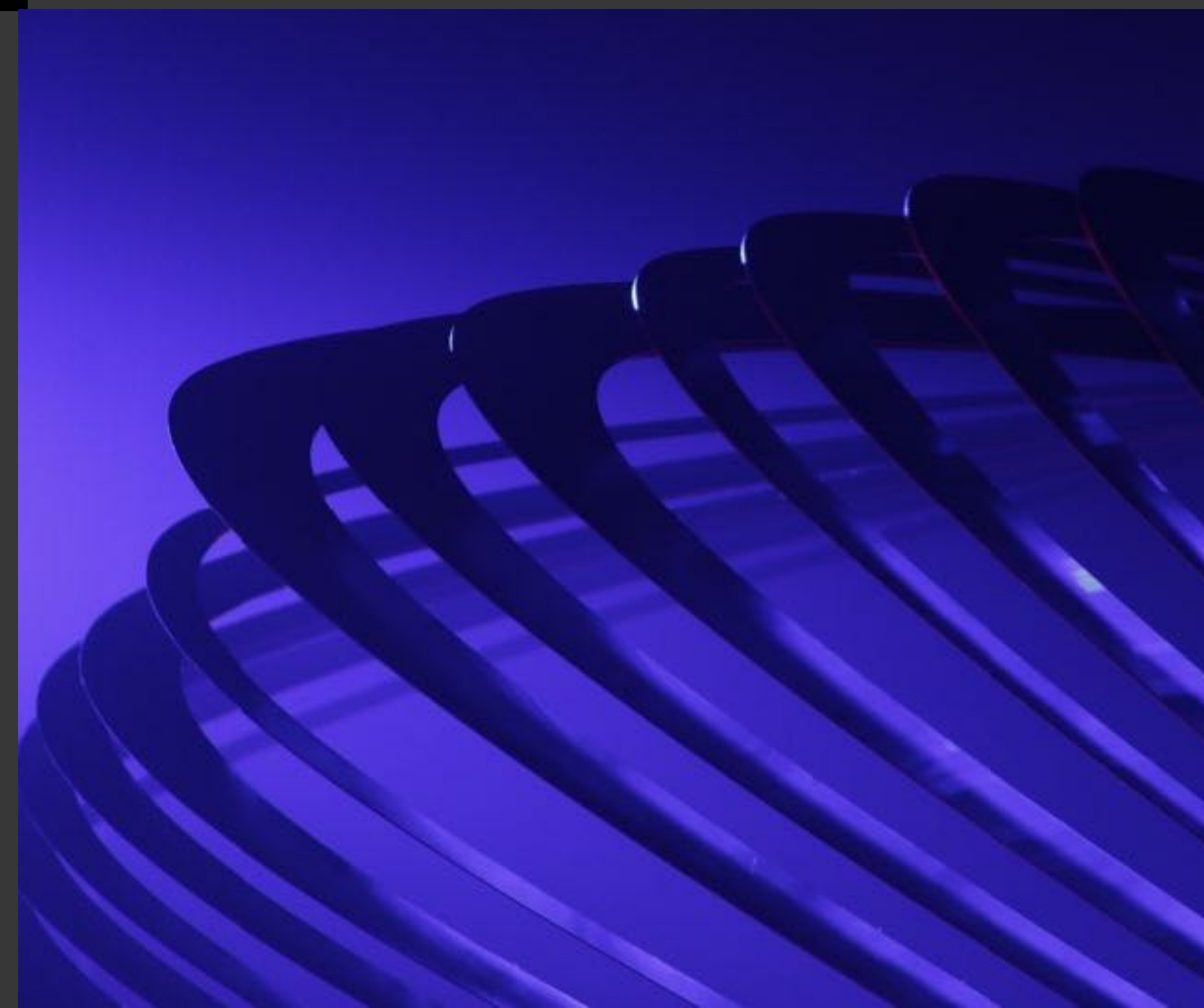
RIPPLE

BEIJING DESIGN WEEK



STREAK ARTEFACT

BEIJING DESIGN WEEK





BEIJING DESIGN WEEK

STREAK ARTEFACT

The challenge of this art installation was to alter antique vases into a modern and contemporary object. Streak Artefacts shows the importance of preserving our past knowledge and how we can transpose them into our modern society under different types of medium (architecture, furniture, graphic...) Streak Artefacts brings back the vivid colors of ancient ceramics from different dynasties including Zhou, Han and Jin and revives them into our modern society. The art installation uses ten authentic antique vases.

These vases, placed on rotating platforms allows the viewer to focus on the subject matter through the kinetic response. As the viewer approaches the vases they are further engaged with a whole new experience by using light and sound. Using a clear glaze painted onto the vases, small ultraviolet LED's are applied to the surface of the vase.

September 2015

BEIJING DESIGN WEEK

STREAK ARTEFACT

As the platform continues to rotate, a steady line of glowing light surrounds the vase giving the appearance that the light is directly engraving onto the vase unveiling the underlying pattern but at the same time adding a modern mood. As the vase rotates, the glow will slowly fade away as it moves further away from the light source. This continuous rotation of emerging and fading light is a reenactment of how even as we progress in time we can still constantly reinvent ideas through our past. This particular art installation also elaborates on the idea that we are still able to reuse methods from 2000 years ago and reinterpret into modern applications.







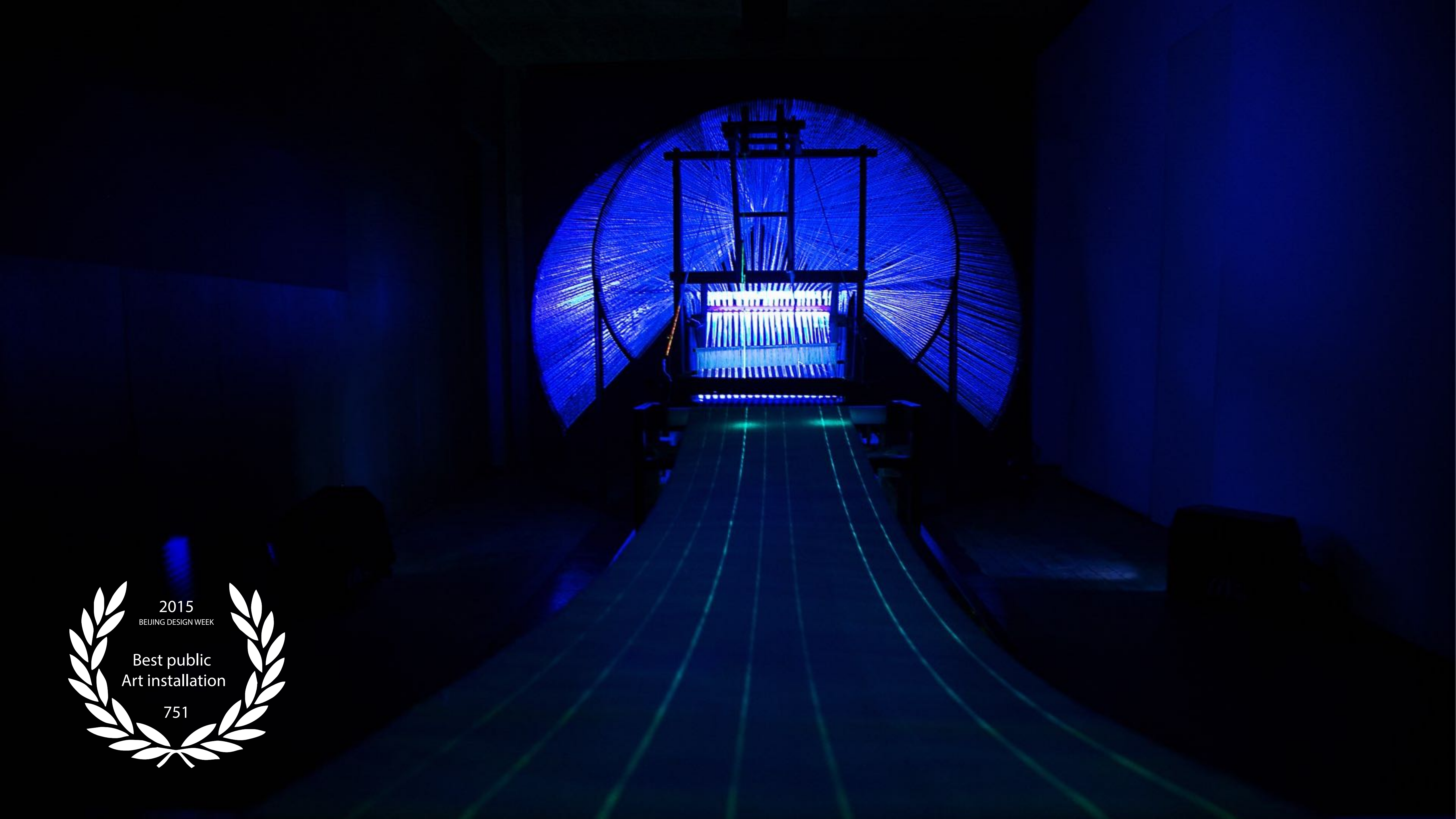




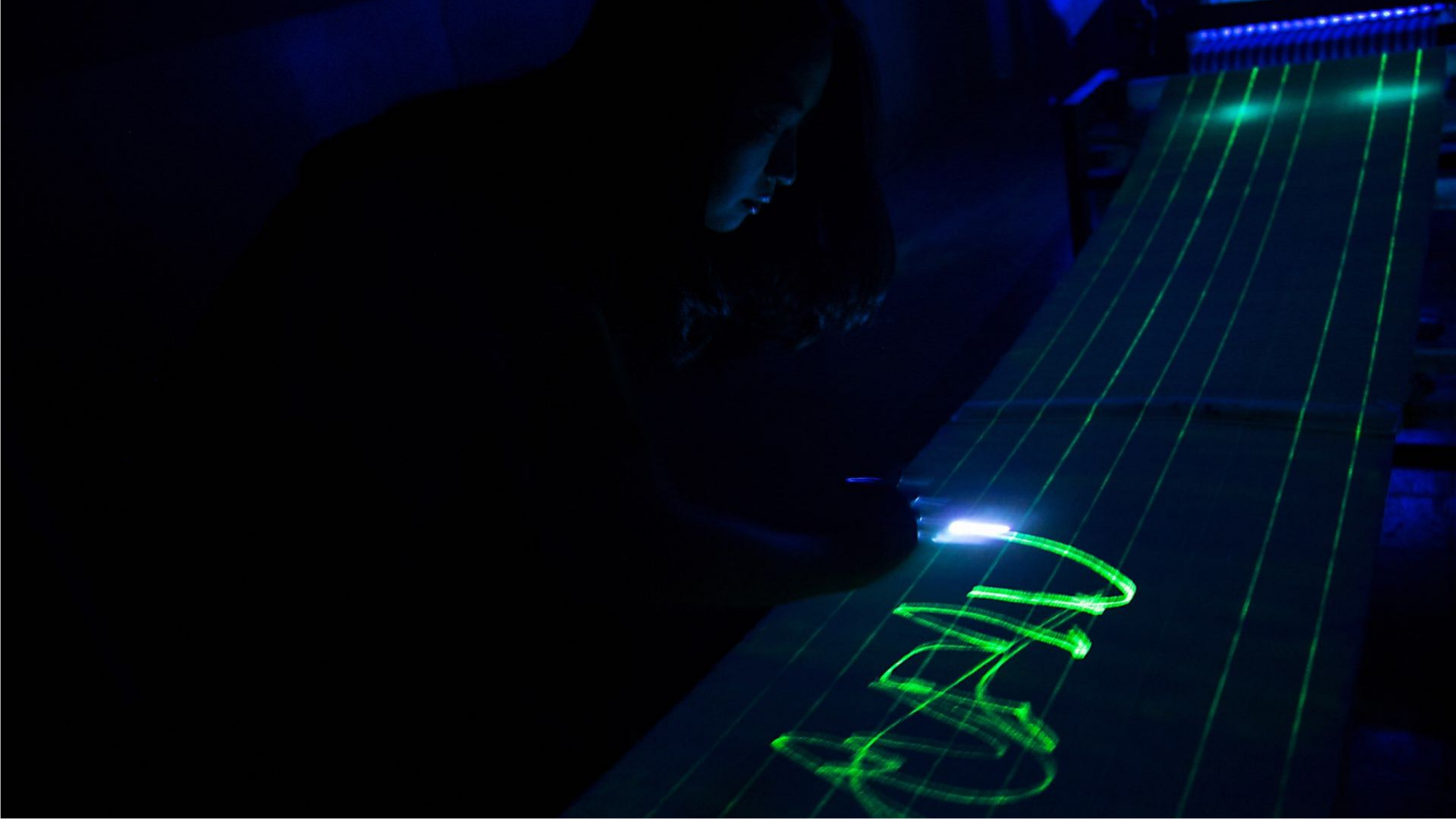
LOOMINATE

Located in the next space to the Streak Artefacts, 'Loominate' is part of the same series that further emphasizes how in this modern era, different media such as old traditional handcraft can also still be transcended into a modern interpretation. In this case a traditional Chinese loom once used to make fabrics now becomes a live kinetic installation. In this installation the rotating platform combined with the ultraviolet light and glaze similar to Streak Artefacts, create a consistent line of glowing light which also fades away as they move further away from the light source.

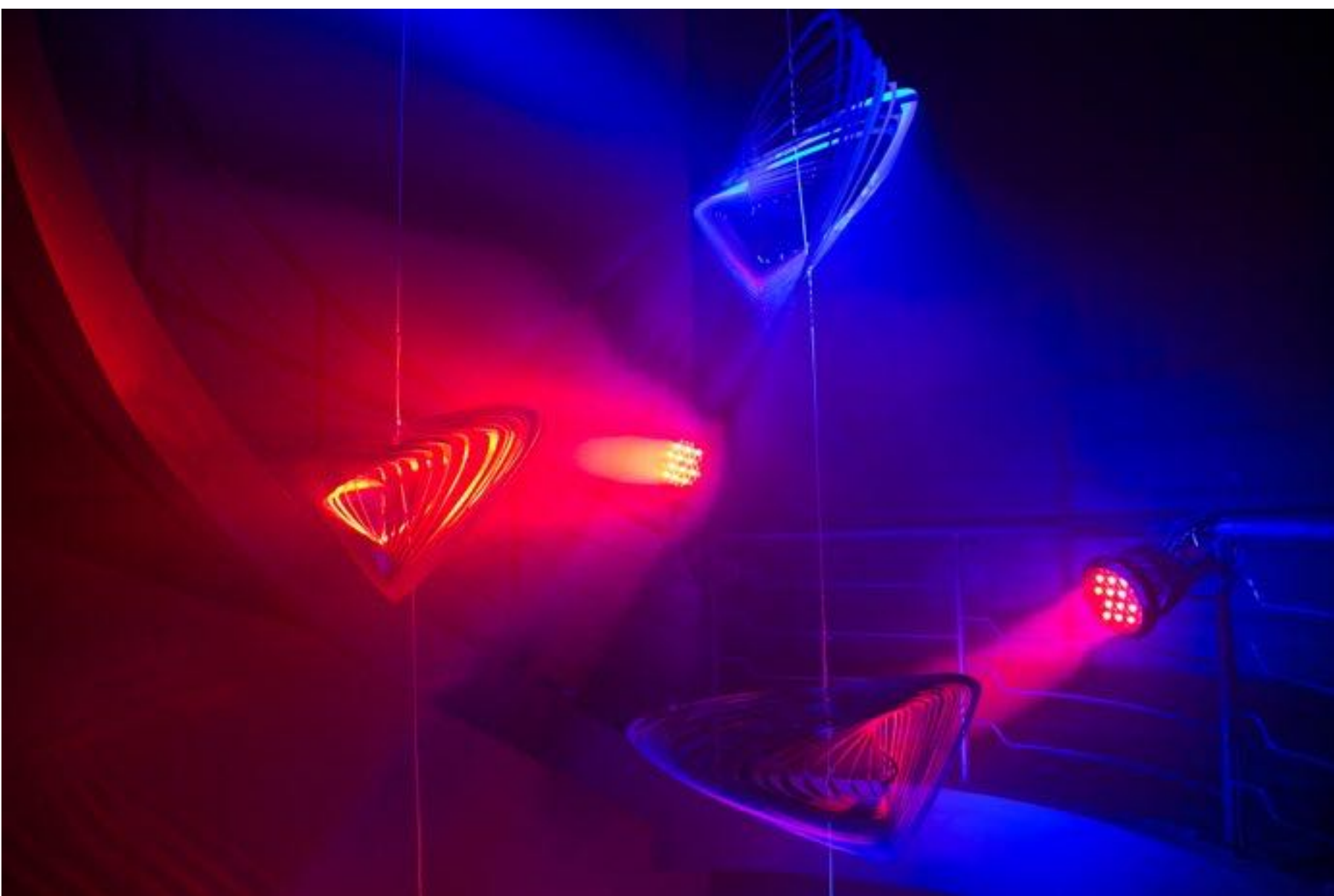
This installation represents the idea of revitalization and the flowing of ideas between past and present which in turn can turn into a harmonic realization.









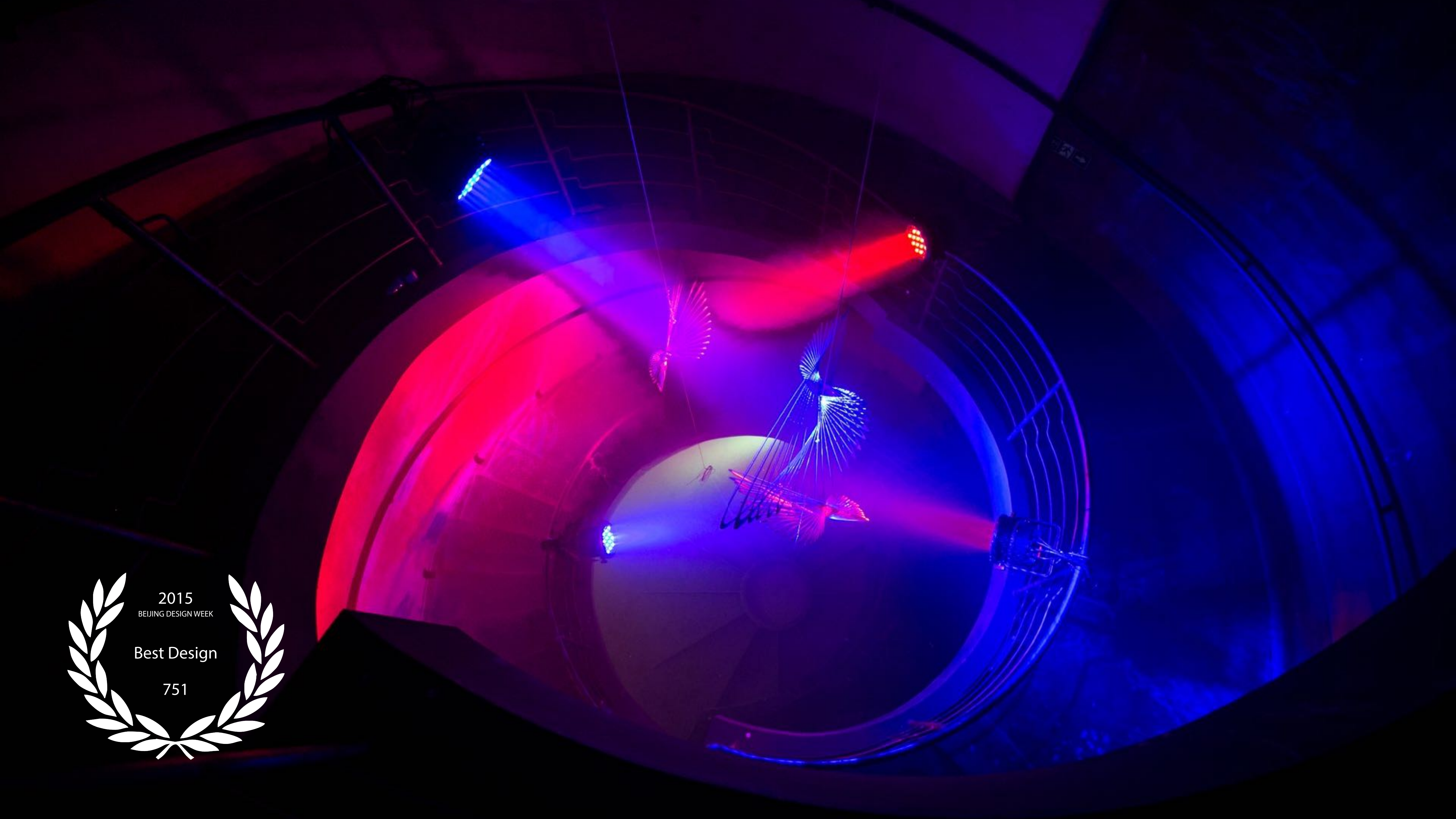


September 2015

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RIPPLE

Situated in the staircase of an industrial architecture space of 751, Ripple is a sequence of kinetic hanging installations developed by Penot&Ho studio. Using luminous lighting effects, material and motion, Ripple comes alive as it reacts with its surrounding environment. The viewer is fully immersed into the experience as each metal structure mimic the contours of the cylindrical tank in which it's placed in and together with the pulsating reflections of the light and metal, a sense of endless perspective and motion is created from within.



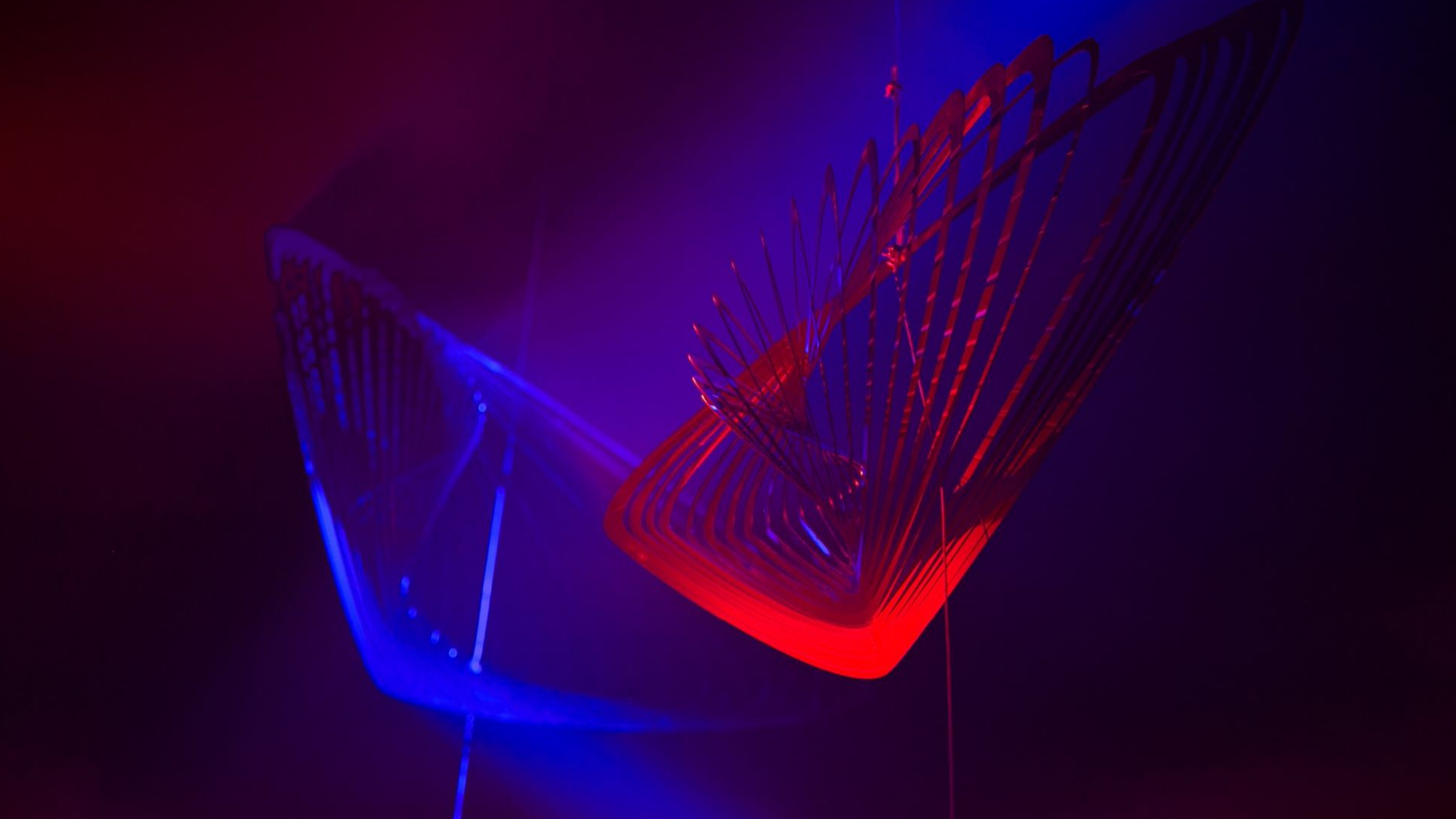
2015
BEIJING DESIGN WEEK

Best Design

751









KLORIS

FLAVOURS
OF THE HIDDEN
FOREST

AUXO
CREATIVE STUDIO


BRAND HEAD
CREATIVE MARKETING

WHAT IS KLORIS?



KLORIS is a concept of interactive entertainment that reaches into the 5 human senses through inventive forms of concept art and craftsmanship that flows into a journey through our hidden forest.

Let's unearth the creative process and all the insight you need to unravel the story behind KLORIS.

THE INSTALLATIONS

艺术装置



The Spirit of the Forest



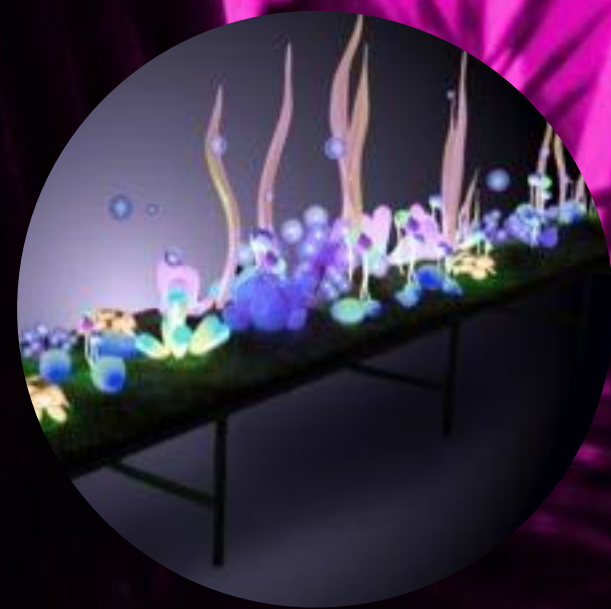
Domes of KLORIS



Venus Carnivorous



Sensorial Fragrance Counter



The Table of Curiosities



The Melted Forest



Neon Gelato Counter



The Glow Cocktail Counter







COFFEE

MUSK

















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