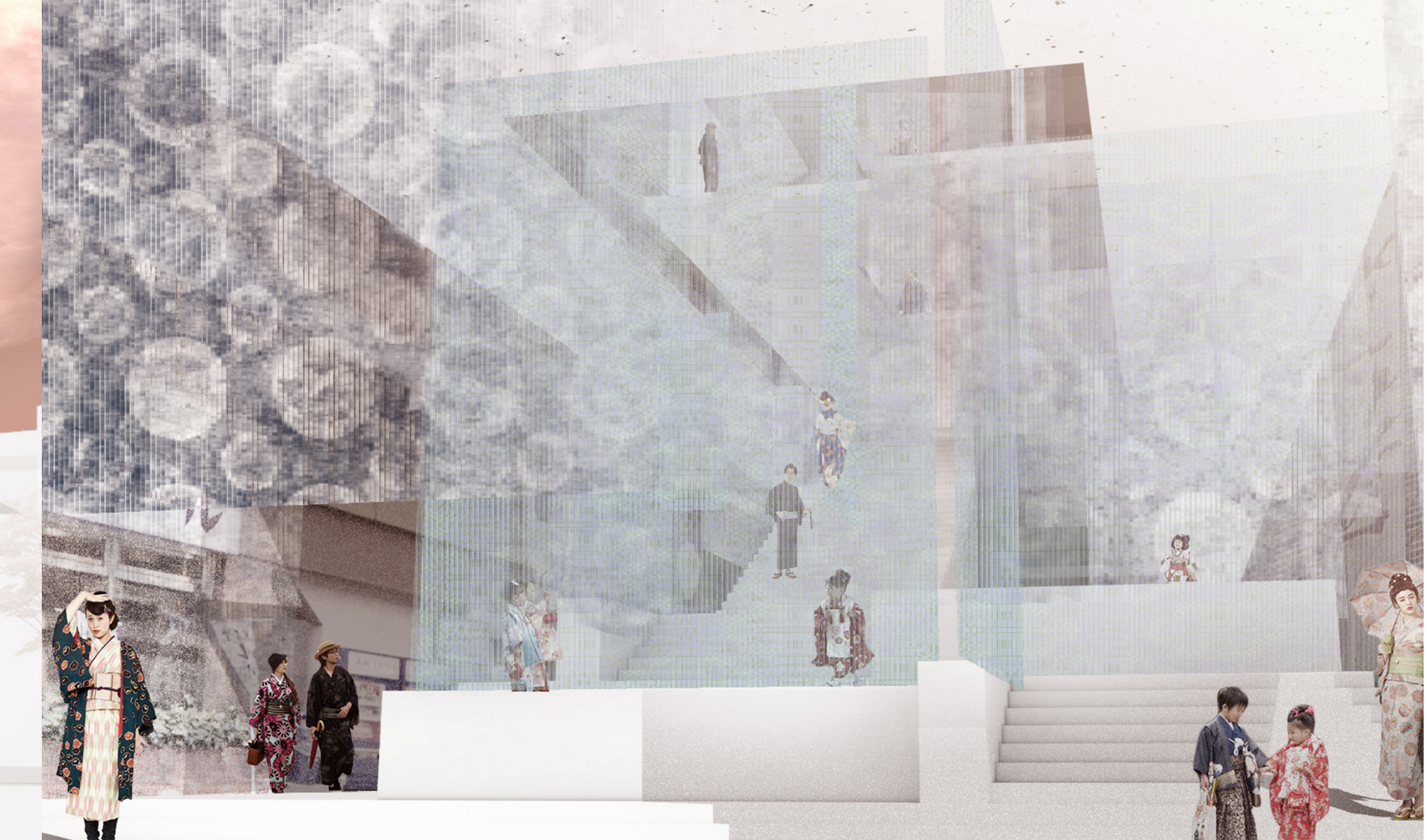
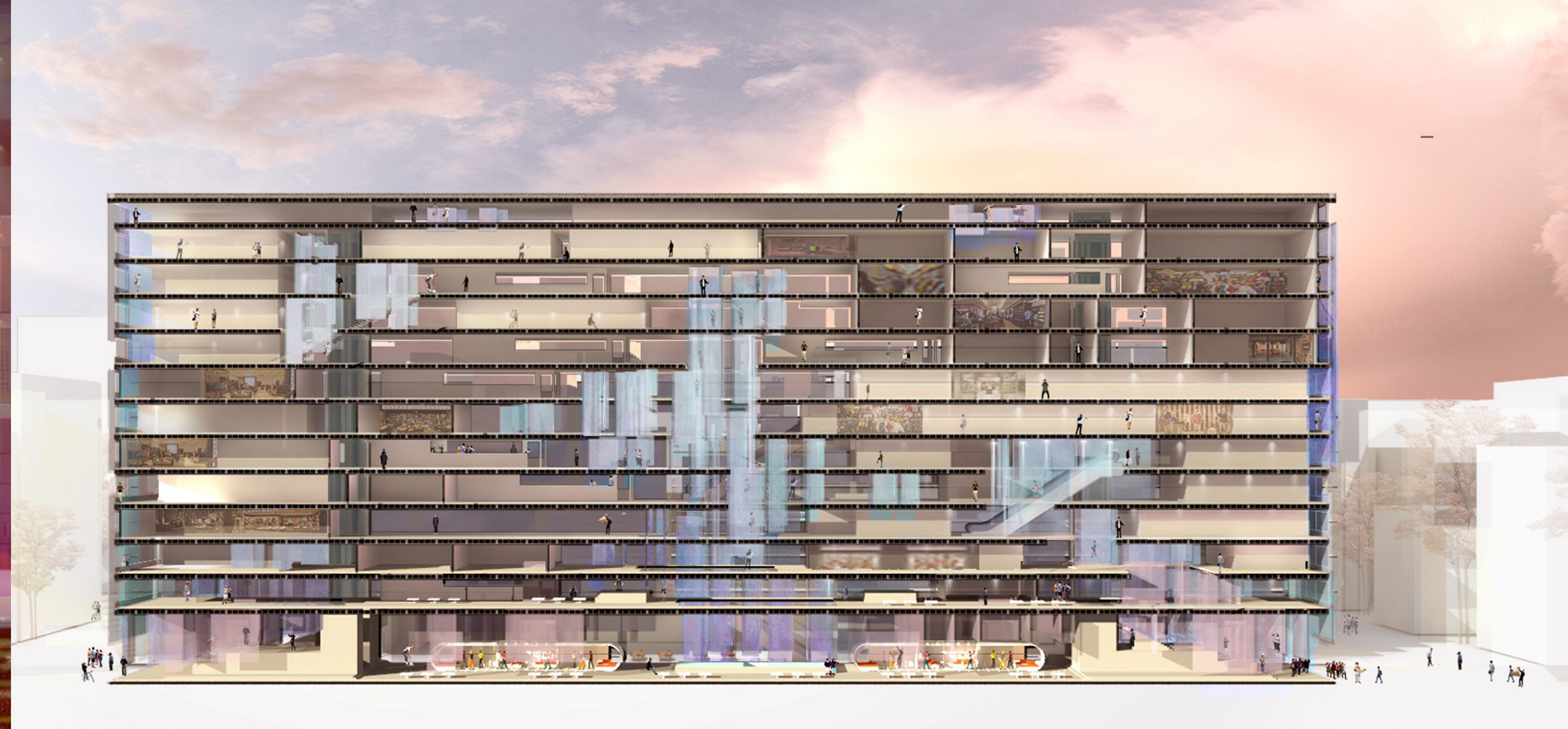





IRIDESCCENT COMPLEX

Advertising board of Dyeing workshop

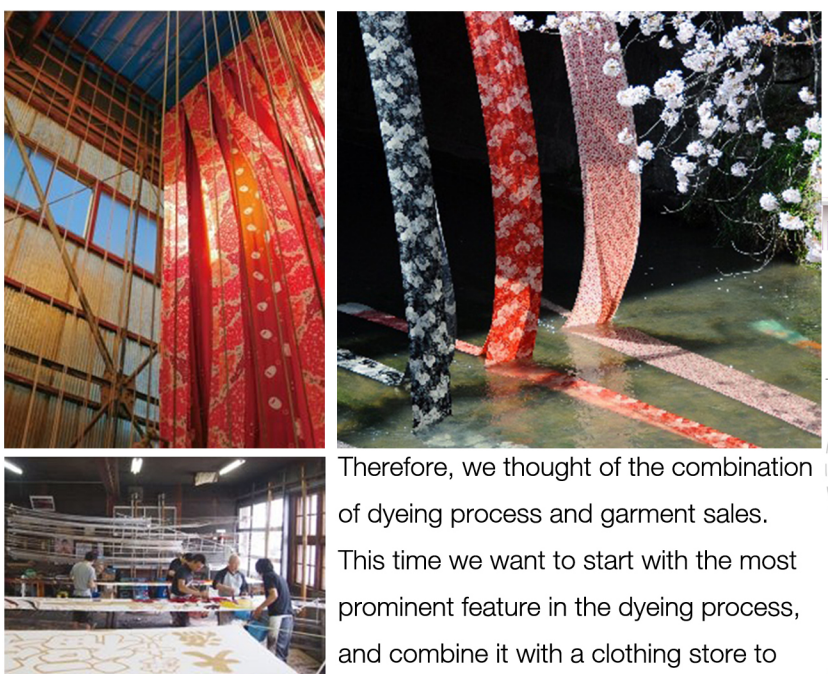


■ The fastest media




There are many high-rise buildings in the surrounding area. If the commercial building is not used for publicity, it is difficult to attract new customers by building itself. Therefore, in such a narrow and secluded area, **we want to design a special tentative building with its own advertising effectiveness.** And, we combine traditional culture with modern fashion, so that people can regain attention on traditional culture in the modern development .

■ Cloth with water and light and space

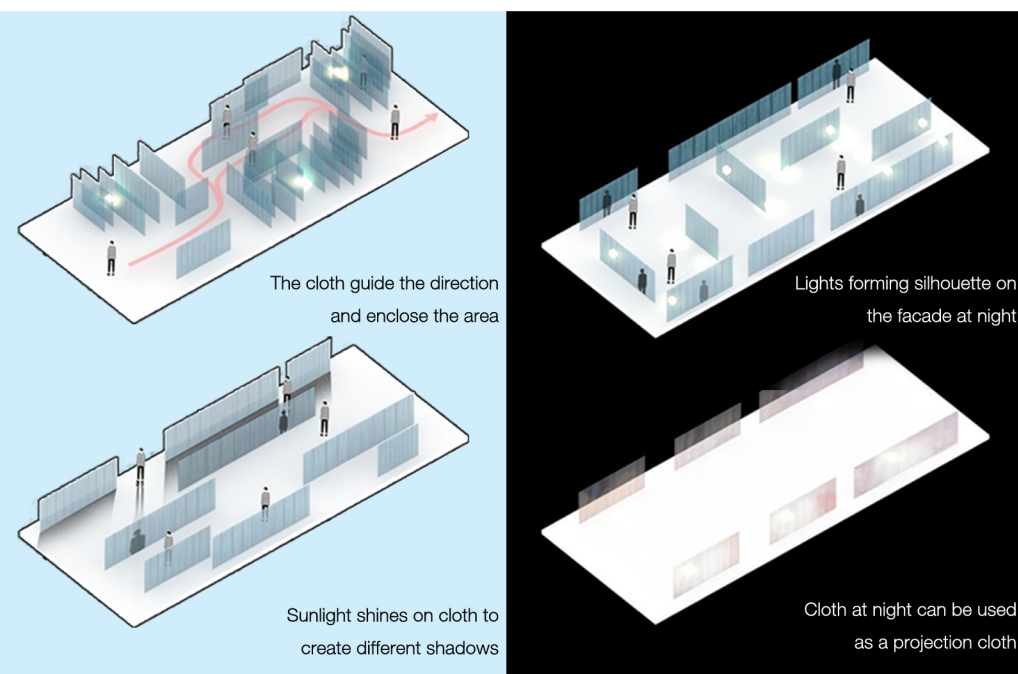


Therefore, we thought of the combination of dyeing process and garment sales. This time we want to start with the most prominent feature in the dyeing process, and combine it with a clothing store to create a commercial complex that connects experience, leisure and shops. **Cloth are interspersed inside and outside the building as a type of semi-transparent curtain wall or partition, which also has the function of display advertising.**



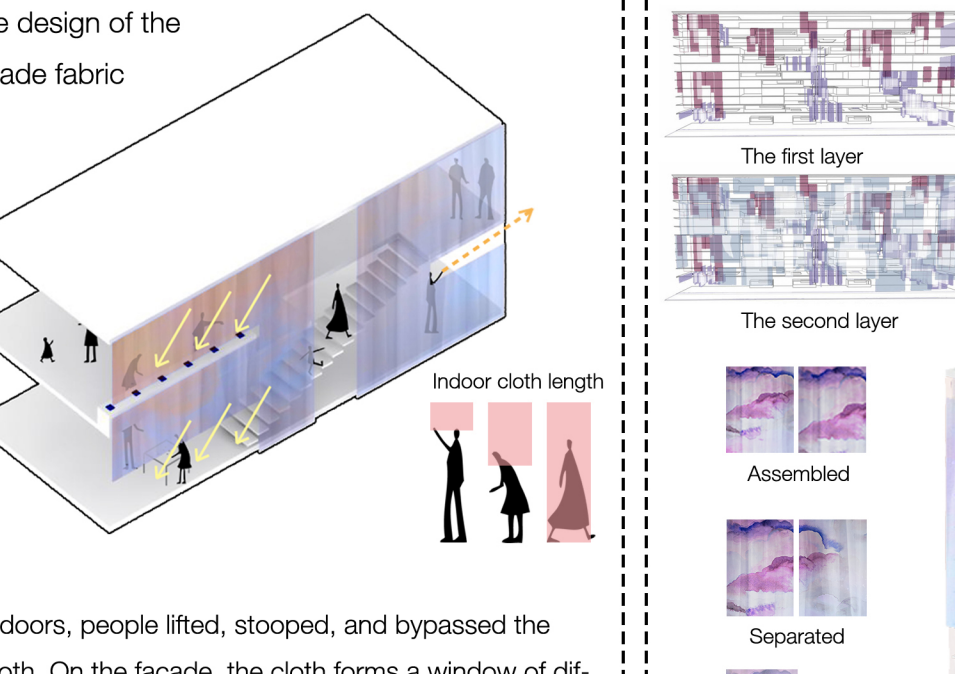
The cloth acts as a translucent material and reacts differently to light. We also hope that cloth can interact with people, guide the line of sight while separating the space.

■ Cloth-enclosed space and human interaction

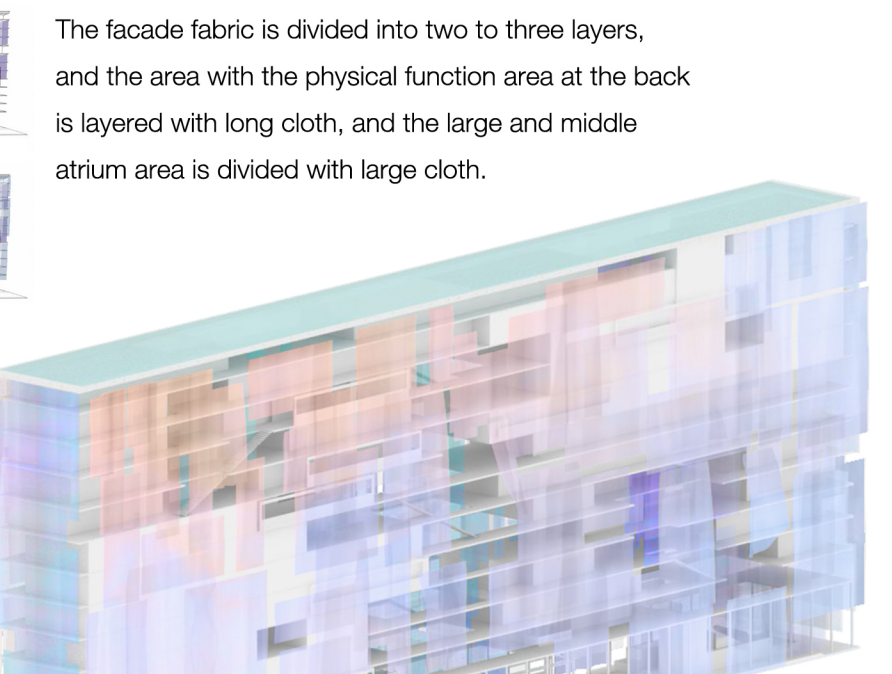


The patterns and colors of fabrics are ever-changing, and there are many changes in the selection and matching of different plant dyes. **We hope that the fabric in the building will be based on the company's new quarterly or trendy colors, and the motifs or shades will change every season as the season changes.** Not only through the Internet and fashion magazines, the building itself also serves as a vehicle for propaganda, displaying and promoting new products in shops, attracting customers, and stabilizing customer sources.

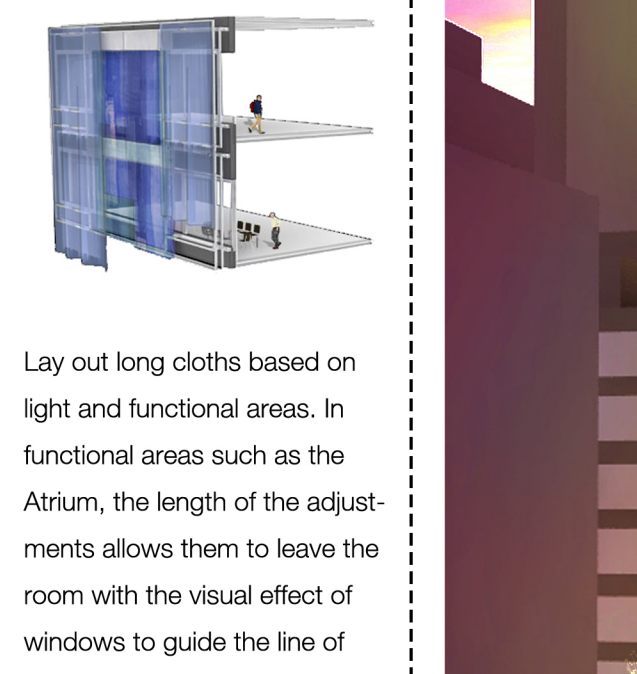
■ Relationship between facade and building block



The facade fabric is divided into two to three layers, and the area with the physical function area at the back is layered with long cloth, and the large and middle atrium area is divided with large cloth.



Lay out long cloths based on light and functional areas. In functional areas such as the Atrium, the length of the adjustments allows them to leave the room with the visual effect of windows to guide the line of sight.



To create a variety of three-dimensional placement effects.

