

# GINZA Shadow Programming 影スクリーン

**SHADOW- Commercial Multifunctional Complex based on curved multimedia screen wall and projection design**

Ginza is a shining place forever. It is brilliant and brilliant, and it is the dream of all cities.

It has colorful buildings, in the continuous colorful and rich facade, people seem to be lost in it. But she is not only a city of light, but also a city of shadow.

When people walk in the city, in the heavy shadows cast by the heavy steel buildings, we inadvertently lose the richness of light and shadow. When the wind passes through the woods, the shadows of the trees are whirling, and the light spot is beating, can that flexibility return in another way through the space of the building?

What we have never noticed is the shadow of Ginza. When the wind of Ginza blows, there should also be some sounds and light and shadow of Ginza, beating here.

Ginza is always the most diverse, inclusive, splendid and lively city. Then in the shadow of Ginza, there should not be only heavy gray.

Want to go for a walk in Ginza Shadow?

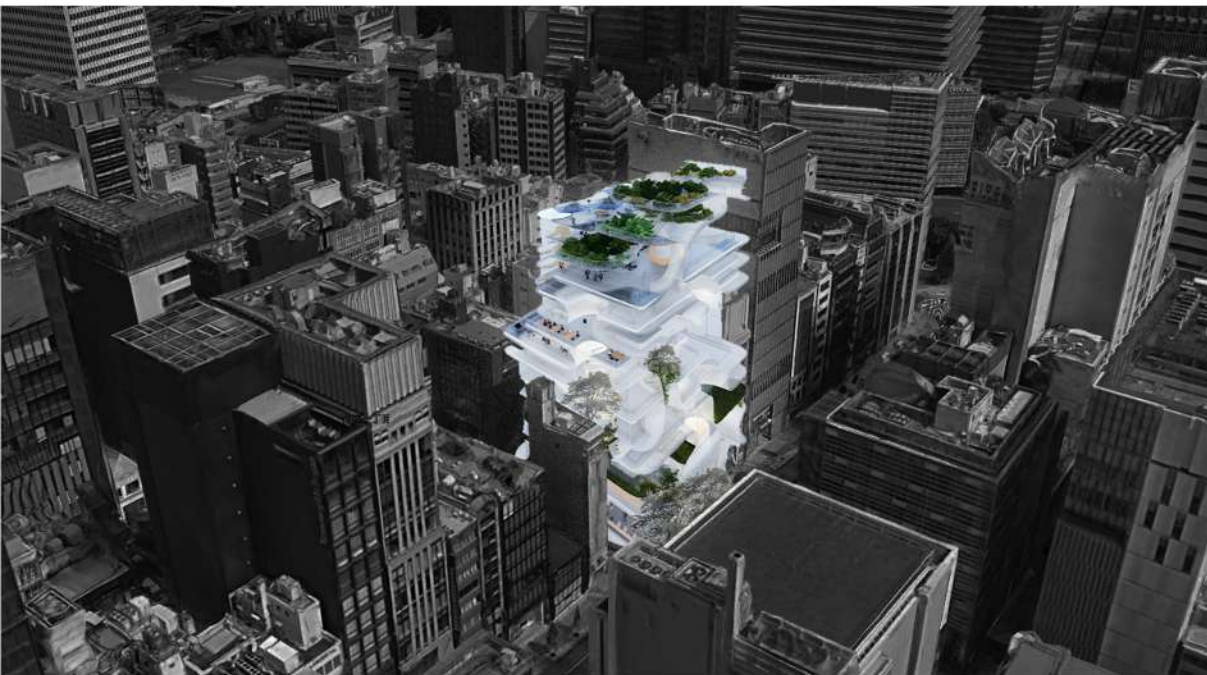
Good idea! The shadow there are so beautiful during the day.

The evening is awesome too. lol

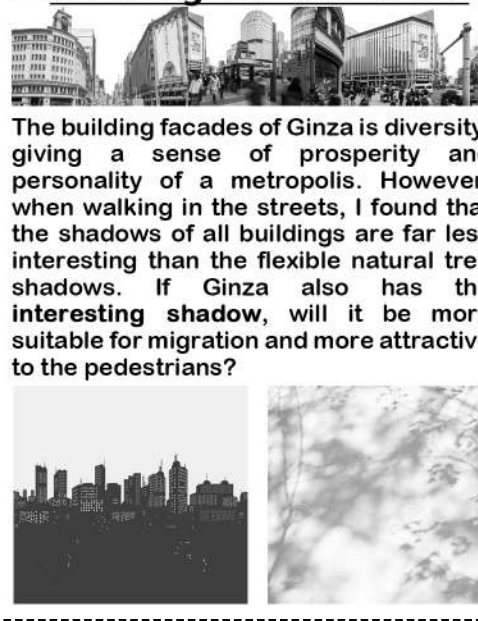
There are no billboards, and all the media are projected on the wall.

I've heard of it! Moreover, many non fixed stores will not carry out decoration, as long as they project their own graphic design in their own area

When passed by last night, I saw the shadow of a bike on the wall! Do you think THAT brand is going to be settled in?



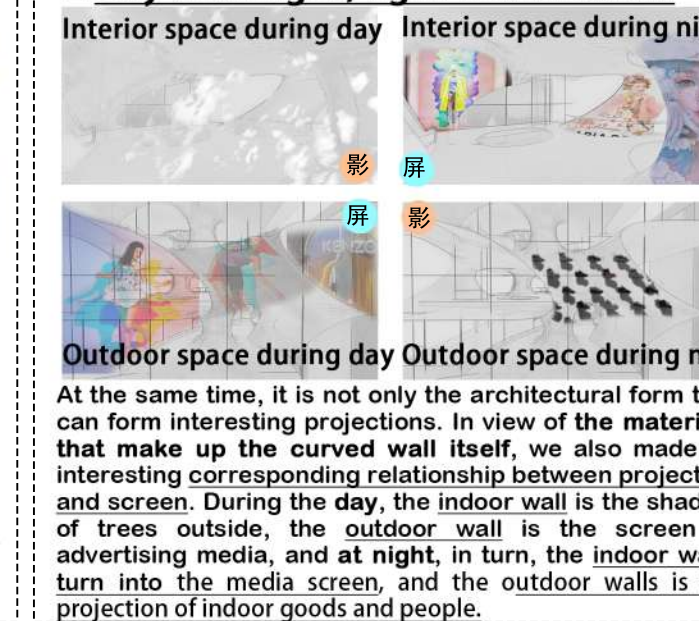
## ■Ginza light and shadow



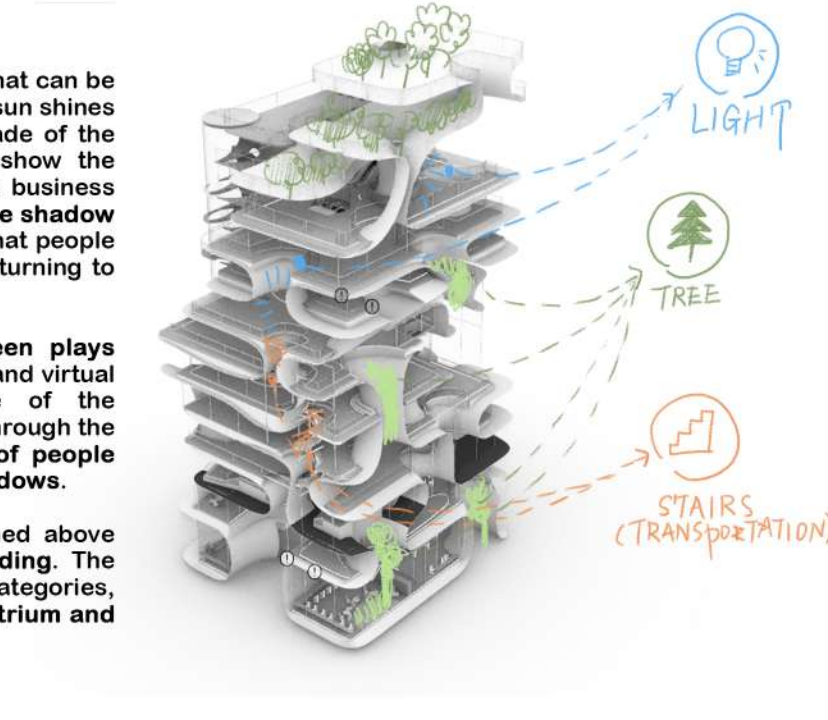
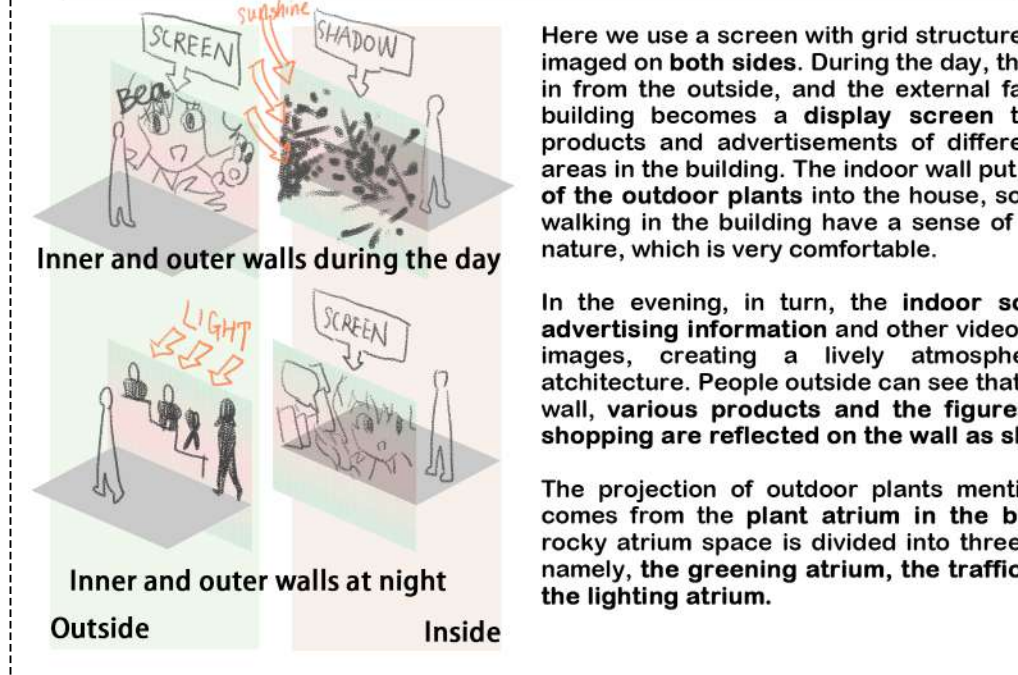
## ■Stone with porous structure



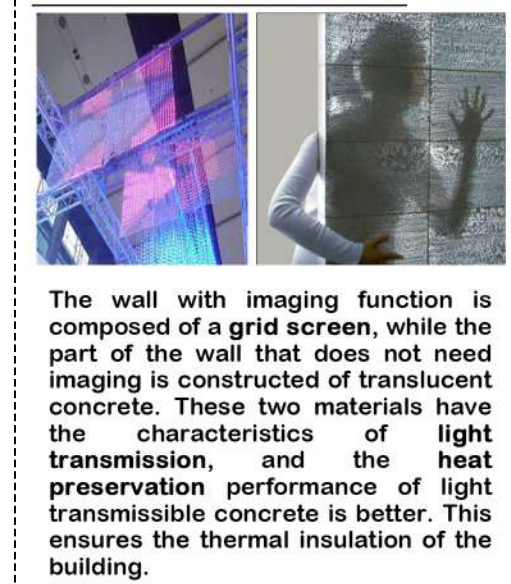
## ■Day and night, light and shadow



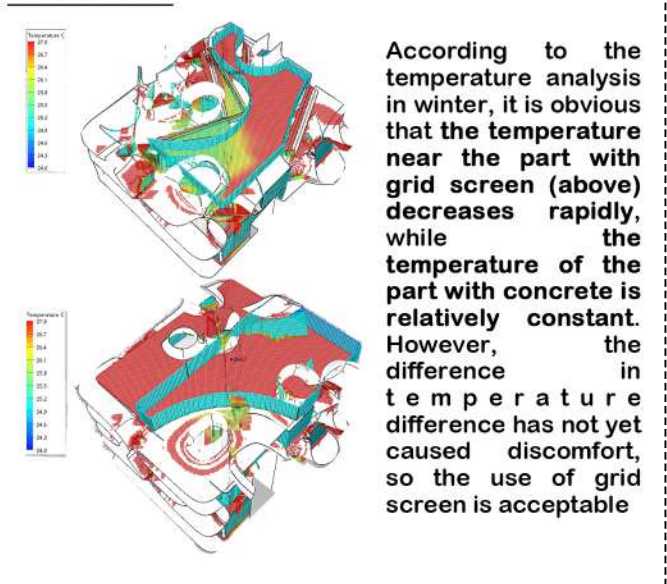
## ■Natural shadow and artificial screen: two sides in one



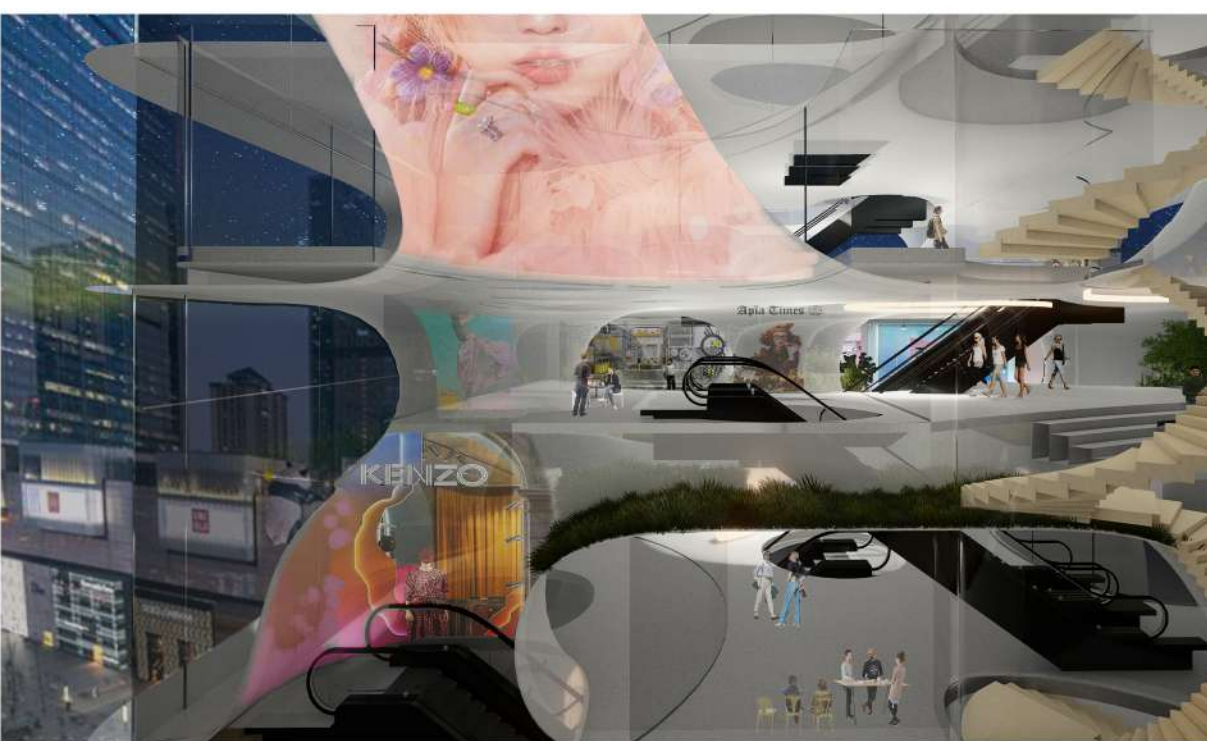
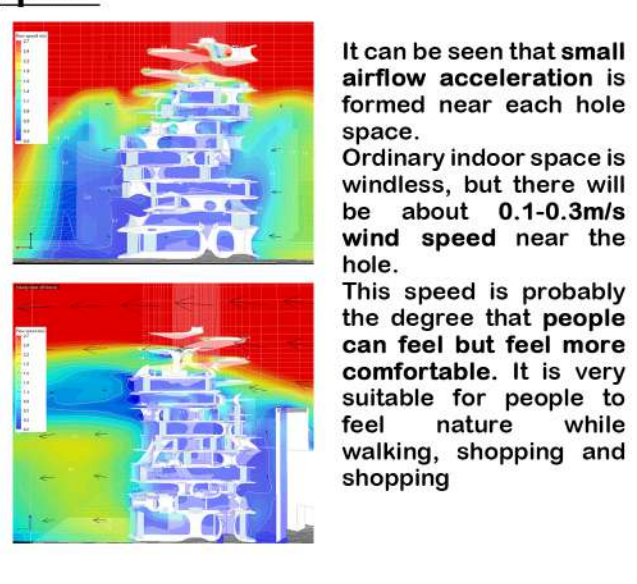
## ■Grid screen and Translucent concrete



## ■Thermal insulation analysis of two materials



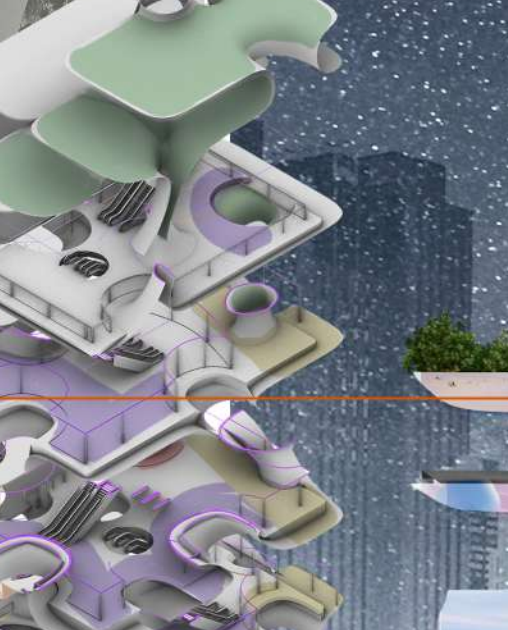
## ■Analysis of wind speed in cavity space



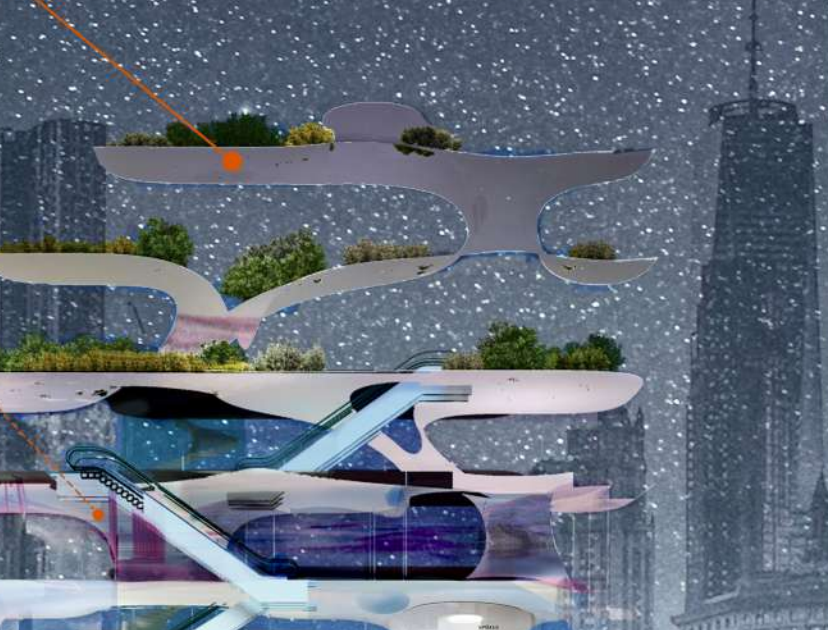
## 12f-13f Screen/Shadow as SKY



## 10f-11f Screen/Shadow as SHOW



## 7f-9f Screen/Shadow as EXHIBITION



## 4f-6f Screen/Shadow as SHOP DISPLAY



## 1f-3f Screen/Shadow as BACKGROUND



## -2f-1f Screen/Shadow as guidance

