

PRESS RELEASE JANUARY 20, 2021

# UNIFUN Tianfu Chengdu

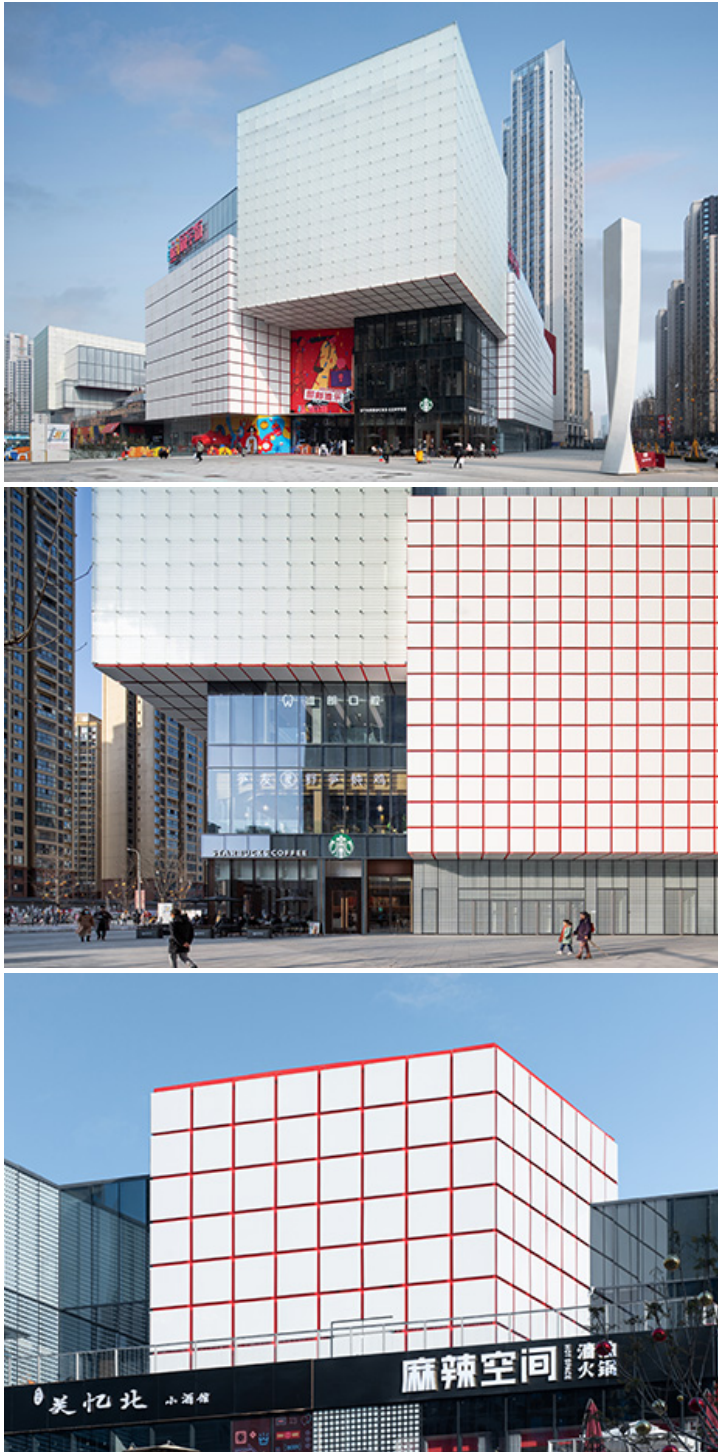
**The 42496.31 sqm UNIFUN Tianfu Chengdu is an online and offline architecture with a multi-media facade system and a large-area of outdoor social space. CLOU architects aims to integrate architectural form and digital promotion into a coherent whole.**



## ONLINE AND OFFLINE INTERATION

UNIFUN Tianfu Chengdu presents an aesthetic inspired by the Rubik' s Cube. White pixel modules with red details and large multi-media façade systems create different spatial and visual effects with the passage of time.





During the daytime, the cuboid volumes blend into the orderly surroundings of the community and introduce a large area of outdoor terraces for locals to enjoy the street life. While at night, light penetrates through the openings at the joints of aluminum panels, enriching the night cityscape with a sense of futurism. The architecture can be interpreted as an interface between the virtual and physical world.



## LIGHTING SYSTEM AND MEDIA FAÇADE

As early as 1936, Maison de la Publicité Project by Oscar Nitzchke with Hugo Herdeg is considered as a media architecture, the utility of lighting and photomontage transforms the building into a media devices that brings a new understanding of façade into architecture world. One of the important factors that affects the media facade is lighting technology, for instance, the visual of regular facade can be varied by lighting to present a series of free flowing patterns. Different lighting effects can be continuously adjusted to change the facade of the building, and will also interact better with the multi-media screen. From light to shade, colour and graphics changes of the façade system, CLOU architects expects to achieve different visual effects for UNIFUN from the outside.







## PROMOTION CANVAS

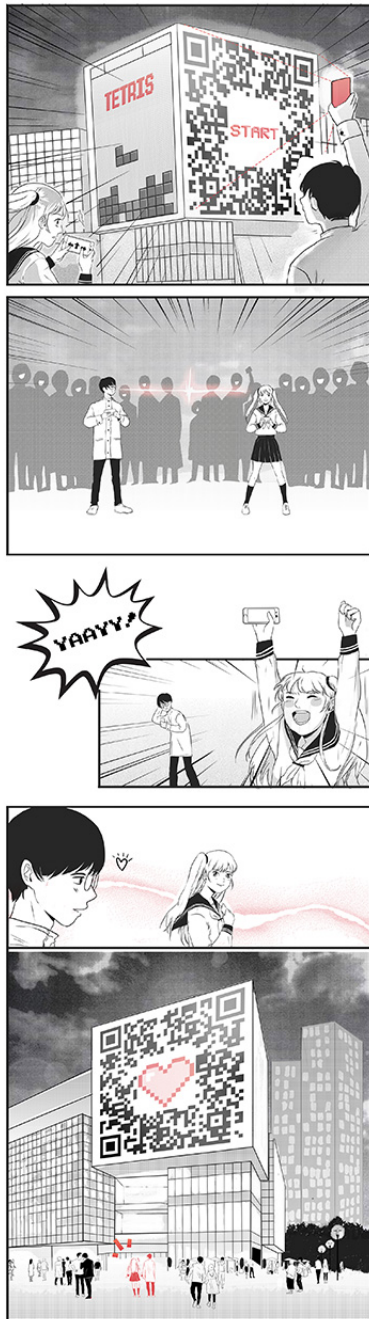
The project seeks to integrate both online technology and commercial sensibilities into the architecture through modulated interactive façade systems. The digital canvas, as an upgrade of traditional façade advertising, could broadcast exciting and informative content in real-time such as branding images, online advertisement, social media activities, and offline event information.





## FAÇADE GAMIFICATION

In addition to the concept of “cube”, the facade was also inspired by animated game culture in the age of social media. The design features glass panels with LED curtain that could be developed into architectural platform for digital context add-ons. Within this context, the aim here is to deliver an innovative design that responds to the exciting prospect of regional development while opening up the possibilities and extending the reach of architecture.



## DRONE VIDEO OF UNIFUN FAÇADE SHOWCASE

<https://vimeo.com/515162282>

by DrewDrones

## PROJECT INFORMATION

Project Name: UNIFUN Tianfu Chengdu

Type: Community Mall

Client: China Overseas

Location: Xianghe San Street, Tianfu District, Chengdu, China

Construction Area: 42316.9 sqm

Façade Design: CLOU architects

Design Team: Jan F. Clostermann, Lin Li, Wenlei Ma, Myungin Lee, Sebastian Loaiza, Na Zhao

LDI: Hong kong huayi design consultants (Shenzhen) LTD.

Façade Consultant: SuP Ingenieure GmbH

Lighting Consultant: Beijing Pro Lighting Design Co. LTD.

Interior Design: Callison RTKL

Photography: Arch-Exist

– ENDS –

## ON CLOU ARCHITECTS

**CLOU is an international design studio with award-winning expertise in architecture, interiors, and landscapes. Our extensive portfolio of built works encompasses mixed-use, retail, hospitality, education and exhibition projects.**

Founded by German architect Jan Clostermann, CLOU works closely with leading property developers and has delivered projects recognized for outside-the-box-thinking.

CLOU is committed to tailor each project to its unique challenges and local opportunities. We strive to realize projects that will positively influence the people involved in its process, the environment, and the communities who live and work there.

The CLOU team is a community of talents from all over the world who enjoy working collaboratively and imaginatively on bespoke, and integrated design solutions.

The word CLOU means the main attraction. Harnessing our technical expertise and attention to detail, we are devoted to seeking unexpected solutions, and realizing each project's potential to become a CLOU.

## ABOUT JAN CLOSTERMANN

Jan Clostermann is the Principal of CLOU architects. He is an award-winning architect with 20 years of international experience. Jan began his architectural studies at the Technical University in Berlin and in 2001 received his AA Diploma with a scholarship from the Architectural Association in London. Before founding CLOU in 2015 Jan collaborated with a Stirling Prize winning practice where he had the opportunity to pursue a broad range of projects from studios in London, Rotterdam, Singapore and Shanghai.

In 2005 following the success of the Clarke Quay and Shanghai Cruise Terminal projects, Jan moved to Beijing to direct the team designing Raffles City Beijing. Since then he has conceptualised and delivered numerous high profile mixed-use and retail projects.



## CONTACT INFORMATION

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