

PRESS RELEASE NOVEMBER 25, 2021

# Paradise Walk Jiangchen



**With the nearby Yangtze as key inspiration for the building and its inner workings, Paradise Walk Wuhan Jiangchen evolves around river themed interior spaces that distinctively enrich retail experience and social encounter in a notion of water and movement. Centrally located in Wuhan's CBDs on top of a multi-line transport node, the mall takes on multi-level TOD characteristics, to discharge, channel, host, and gather large visitor volumes within its V-shaped footprint.**

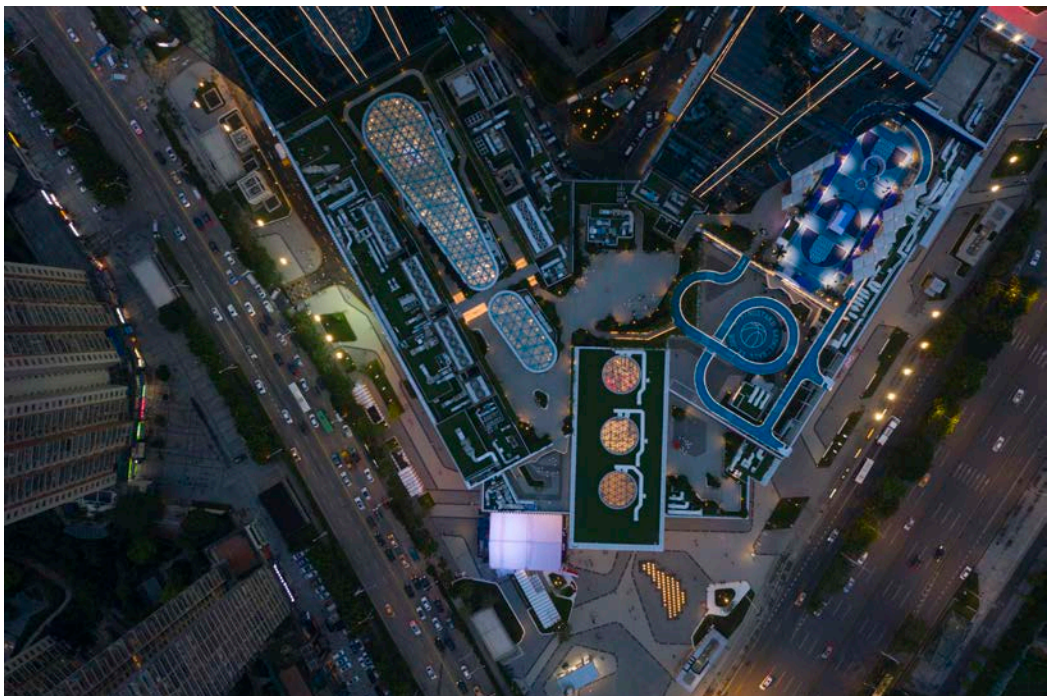
## CENTRAL CHINA'S FLAGSHIP

As one of Central China's flagship malls, Paradise Walk Wuhan Jiangchen sets new standards for large scale urban retail in conjunction with mixed-use and TOD

components: Its site straddles Wuhan's Central Business District and Financial Street Business District on top of Fanhu Station, served by 2 metro and 25 bus lines.



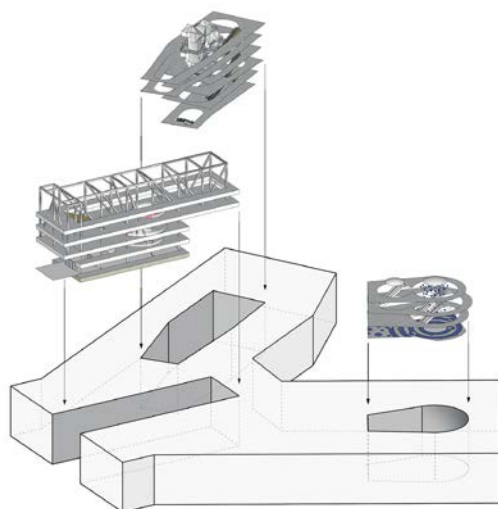
This transit base induces a dichotomy in the functional setup of the retail floors: its hub character strives to swiftly accept, channel, and distribute large passenger volumes vertically into the business zones, while the retail aims at attracting and retaining visitors to dispense them horizontally into its multiform commercial environment.



On a triangular plot topped by two office towers, the 110,000 sqm mall's two wings converge towards the apex of the site, informing the placement of key spaces, their hierarchical order, and their distinct shape.

## THE BRIDGE, THE SOURCE & THE GORGE

Reflecting Wuhan's strong river bond, three key interior zones take up water themes, articulating them in spatial layout and material choice, to consequently evoke emotional reaction in visitors:



The Source stands as the origin of water as it emerges from the ground. The spherical multi-storey atrium symbolises concentrated power in concentric monochrome patterns that energetically direct movement. The dense ceiling orbits are mirrored in the the black-and-white circles of the floor to anchor the space at its base. Mirror accents in the vertical circulation create bright visual effects, with escalators appearing to cascade as they transport people from one level to another. Connecting to the metro hub, the Source is the discharge point of all action into the development.





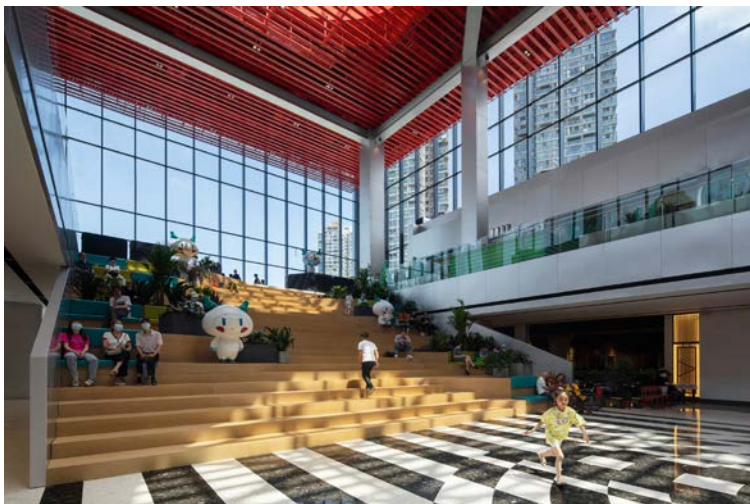
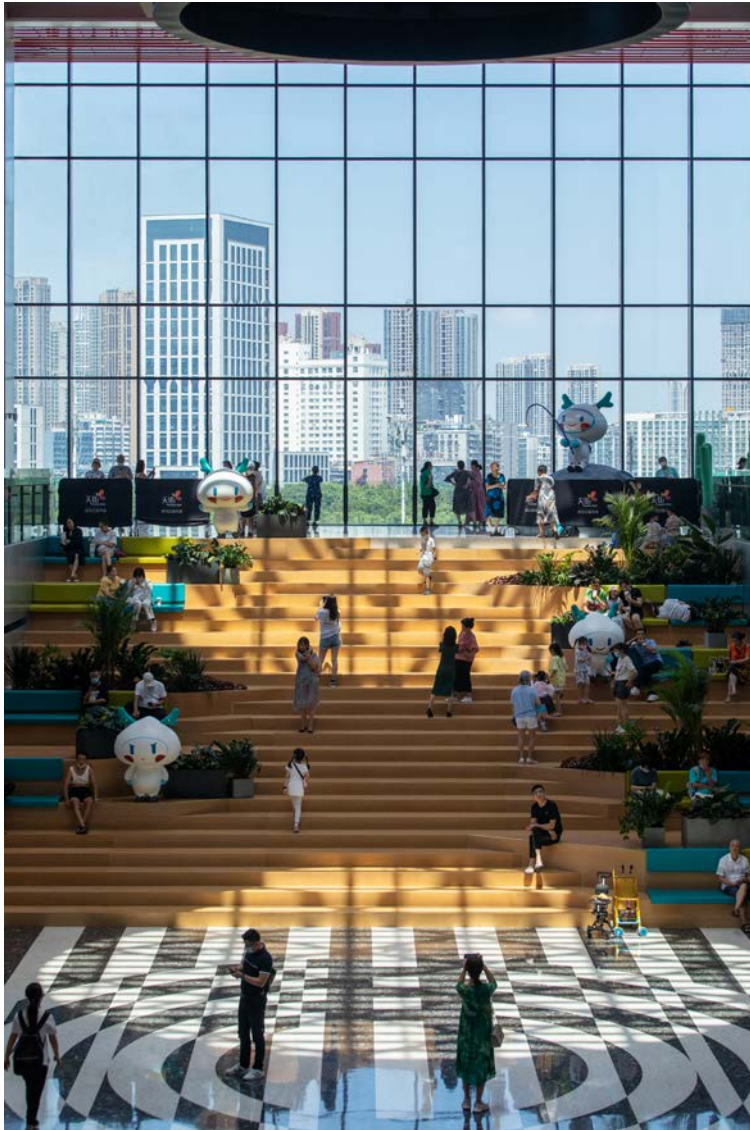
In the opposite wing, the Gorge creates a very different atmosphere: like a deep ravine, a narrow, elongated atrium extends across several storeys, offering select skyward views. Levels differ in strata-like banding to provide distinct spatial experience with every turn, in an ascending move towards the large skylight. Narrow wood-clad bridges crisscross the void, introducing a natural character that is taken up by the warm tones of the vertical surfaces.



The Bridge, the connecting element between the two wings, acts as a spatial and metaphorical hinge: a central zone for encounter and celebration, a communal gathering point, and a vertical and horizontal distributor. Red feature escalators cross a cylindrical void on multiple levels, moving visitors vertically through this pivot point.



From here, a linear event space stretches out to culminate in a full-width landscaped stair that leads up to a panoramic window: an elongated cantilever that prominently reaches out into the surrounding cityscape. The bridge narrative continues in the industrial feel of the bright red exposed ceiling structure.

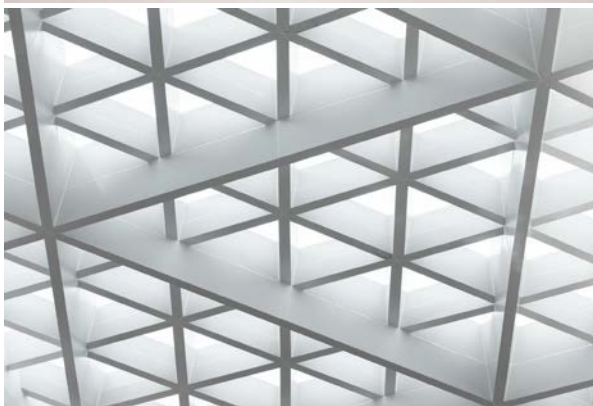


## IDENTITY COLOURS

Throughout the mall, strong colour accents mark spatial importance and activity. Diverse floor and ceiling patterns emphasise different ways of movement: waves and linear



stripes create directional dynamics, while circles establish focal points. Clustered circles evoke 'bubbling' aesthetics that highlight feature zones. Ancillary and transitional spaces take up the bold patterns together with softer colours and warm textures.



## COLOUR-CHANGING FAÇADE

The interior key zones and their dynamics are reproduced in the approach towards the exterior façade design:

The V-shaped massing is bisected by the focal glass protrusion of the Bridge, with the adjacent volumes receding in terraces, a gesture to the park across the intersection. Key functions such as cinema and sports zone are volumetrically expressed in protruding cuboid volumes that mark the building corners, entrance zones, and programmatic highlights.



In addition, the corners set out the colour identities of their respective adjacent facades, with each side of the triangular footprint represented in an individual colour scheme of gold, red, and blue. The strong hues diffuse in a dynamically pleated façade that adds three-dimensional depth and a clever twofold colour play, allowing for different aspects from every view angle.





Perforated metal screens feature diverse intensities in corrugation for further articulation and visual layering along the extended sides. This introduces lightness and differentiation to the stacked volumetrics, effectively breaking down building mass.

Advertisement panels and oversized 'shop windows' create rhythm and animation, their scale reacting to the respective viewing distance they respond to: the urban level, the speed of passing by, and the human scale that eventually attracts and draws individuals into the mall.



This multitude of spatial experiences helps create an environment that encourages visitors to return and explore time after time.



## PROJECT INFORMATION

Project Name: Paradise Walk Jiangchen  
Type: Shopping Mall, Office Tower, Residential  
Client: Gezhouba, Longfor  
Location: Qingnian Rd, Wuhan  
Construction Area: 370,000 sqm (Retail 138,711 sqm)  
Architecture/Interior Design: CLOU architects  
Design Team: Jan Clostermann, Zhi Zhang, Jianyun Wu, Wenlei Ma, Christopher Biggin, Sebastian Loaiza, Jingshuang Zhao, Sara Fontana, Tiago Tavares, Principia Wardhani, Baolin Shen, Nan Zhang, Florencia Carvajal  
Model Maker: Yuelun Yang, Dandan An  
Planning Design & Towers: Tianhua  
LDI: Central-South Architectural Design Institute Co.,Ltd., Shanghai Kangye  
Facade Consultant: Keyuan Facade  
Lighting Consultant: COPA  
Signage Consultant: Trycool  
Photography: Arch-Exist, Wang Haibo

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## ON CLOU ARCHITECTS

**CLOU is an award-winning international design studio with multi-disciplinary expertise in masterplanning, architecture, interiors, and landscapes. The team design their projects on a variety of scales around community connectors and social spaces.**

At CLOU, a team of more than 65 experienced architects from China and all over the world enjoy working collaboratively and imaginatively on a wide range of projects. Clients include retail and mixed-use developers, residential investors, hotel operators, and governmental and educational institutions. Across design and implementation, CLOU architects strive to create projects that positively influence the people involved in the making, the immediate and extended environment, and the communities that occupy and inhabit them.

## ABOUT JAN CLOSTERMANN

Jan Clostermann is the Principal of CLOU and an award-winning architect with 20 years of international experience. Following his architectural studies at the Technical University in Berlin, Jan received his Diploma in 2001 from the Architectural Association in London.

Before founding CLOU in 2015, Jan collaborated with a Stirling Prize winning practice from their studios in London and Rotterdam, later leading their Singapore, Shanghai, and Beijing offices, and had the opportunity to realise a broad range of projects worldwide.

Since his move to Beijing in 2005, he has conceptualised and delivered numerous high profile mixed-use and retail projects, as well as masterplans and interiors.



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