SPARK

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SPARK Completes Transformation of GRiD, Singapore
SPARK 新加坡 GRiD 商业改造更新项目正式竣工

PROJECT SUMMARY/项目综述

[GRiD at dusk by Fabian Ong]
GRiD 夜景照片 摄影：Fabian Ong

SPARK has a reputation for the innovative transformation of buildings such as Clarke Quay and Starhill Gallery.

SPARK 以对新加坡克拉码头和升喜廊的建筑创新设计改造而闻名。

GRiD is the next chapter in this narrative. A youth focused mall and education hub sits at heart of Singapore's Selegie Arts District. Sandwiched between the adjacent School of the Arts (SOTA) and several time-worn shopping malls. GRiD is a great example of vibrant retrofitting of an existing building that extends its community relevance through positive reuse rather than wholesale demolition and re-construction.

GRiD 是一个全新的篇章，项目位于新加坡实利基艺术区，是一个以年轻人为目标客群的商业和教育中心。夹在邻近的 SOTA 艺术学院和几个传统的购物中心之间，GRiD 是对现有建筑进行充满活力改造的一个很好例子，它通过积极的再利用而不是大规模的拆除和重建来延续其在社区中所承担的功能。

The metamorphosis of GRiD's street-corner into a "beacon" and attractor as well as housing an increased quantum of high revenue generating F+B units is SPARK's signature gesture and a cultural "nod" to the night-time luminosity of the local shophouses.

SPARK 擅长于为项目创造丰富的价值。通过改造，GRiD 在城市街角变身为吸引人的"灯塔"，改造后新增的可租赁餐饮空间创造了更高的租金回报，而"灯塔"也是对当地夜市文化的"呼应"。

A new 'social stair', a key component of the dynamic new corner is located opposite SOTA driving footfall to "food joints" in the basement. The stair is place to relax with friends, watch onscreen shows or enjoy live performances by GRiD's arts focused tenants.

新引入的"社交楼梯"毗邻周边的 SOTA 艺术院校，是这个活力新角落的关键部分，是一个与朋友在长椅上放松休憩的地方，人们可以在这里观看屏幕上的节目或 GRiD 的艺术租户提供的现场表演，

The corner shops and social stair have become a vibrant digital generation friendly "instagrammer" canvas for content creators, and experience seekers.

街角的商铺立面和社交楼梯有效地将乏味的空间转变为充满活力的、对数字社交友好的"网红"画布，成为内容创作者和尝试新鲜产品体验的消费者的打卡地。

GRiD has been deliberately designed to stand out from its neighbours. The energy of the exterior is carried into the interior spaces, redolent of a post-industrial aesthetic with neon lights and supersized utilitarian graphics.

通过精心的设计，GRiD 从其周边的建筑中脱颖而出。**外部的城市能量辐射到内部**，以霓虹灯为载体的超大实用主义图形散发出后工业美学。

DESIGN DESCRIPTION / 设计说明

GRiD sits at the heart of Singapore's Arts District， sandwiched between SOTA (School of the Arts) and 2 of Singapore's older generation of shopping malls Park Lane and Peace Centre. GRiD is a great example of a positive transformation of a failing building into socially focused youth retail and education hub for the community. The upgrading work is centred on the core purpose of increasing asset value through social interaction, increased accessibility and the celebration of self and community.

GRiD 坐落于新加坡艺术区的中心，处于 SOTA 艺术院校和 Park Lane 及 Peace Centre 这 2 个新加坡老一代购物中心之间。GRiD 项目是将一个**落魄的旧建筑转变为**以社区为中心的青年零售和教育中心的极佳典范。提升改造工作的核心目的是通过社区互动、增加可达性和提升项目和社区形象来提高资产价值。

<u>Key Elements 关键设计元素</u>

1. Transformation of Building Image 立面改造

The primary gesture is the transformation of the building's corner, it's key address and threshold to the street. The reenvisioned corner becomes the building "beacon" and attractor, a vibrant digital generation friendly "instagrammer" canvas for content creators, and experience seekers.

本项目主要的设计原则是对建筑的转角位置进行改造，它是连接街道的关键位置和商业入口。新的转角造型成为建筑具有吸力的"视觉地标"，有效地将乏味的空间改造为充满活力的、对数字社交友好的"网红"画布，成为内容创作者和尝试新鲜产品体验的消费者的打卡地。

[Concept Diagram by SPARK: Urban Transformation]
概念图：改造提升的理念 © SPARK

〔Corner façade Photo by Studio Zeros〕
转角照片 摄影：Studio Zeros

The multilevel high rent 'flagship' corner is the result of moving low rental value shops from deep parts of the building interior to the easily accessible and high visibility street corner. The low value shops were "voided" out to create visual and spatial connections from the ground floor into a double volume gymnasium in the basement.

通过将建筑内部较深处且低租金的商铺面积转移到建筑的转角标志位置，增加了数层更易到达的临街高租金商铺面积。低价值的商铺被"置换"出来所形成的空间，创造出从一楼到地下室的双层开放效果。

2.   Programmatic mix to suit Client objectives 符合客户目标的业态组合

An increased quantum of youth focused "food joints" are located at transformed corner, replacing an unproductive 4-storey void. The new corner facilitates great Al fresco dining spaces with terraces that increase visibility to and from the building and importantly underpinning the notion of urban interaction.

原先位于内部比较隐蔽位置的"餐饮市集"，改造后位于建筑的转角位置，这里原本是没有使用功能的 4 层中庭空间，这个重要改造提升了建筑物对外和对内的视野可达性。通过沿主干道建筑立面的不同楼层设置户外用餐区，增加项目的吸引力和辨识度。
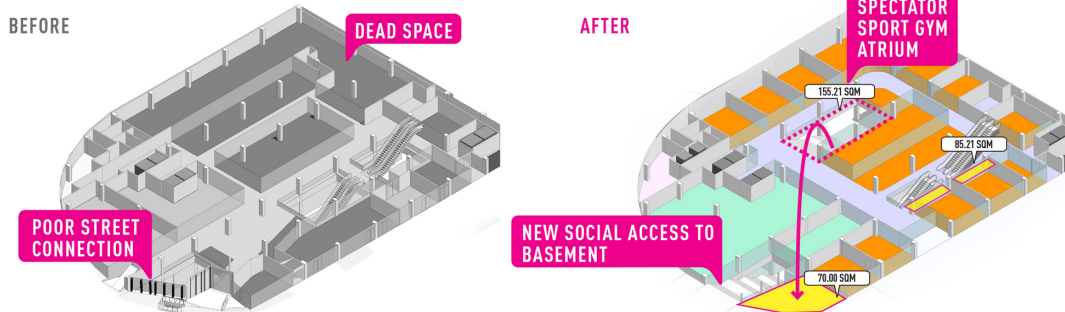
Key facts on leasable area increase:

- Area at key corner threshold: 50%
- Area along street front: 35%

可出租面积增加的关键数据：

- **转角位置商铺面积增加：**50%
- **沿主干道商铺面积增加：**35%

[Concept Diagram by SPARK: Transferring leasable area to high value street front]
概念图：将内部低租金商铺面积转换至临街高租金商铺面积 © SPARK

PREVIOUS CORNER 4 STOREY VOID

UNITS OVERLOOKING SOCIAL STAIRS, LEADING FROM STREET TO B1 ENTRANCE

UNITS
UNITS
UNITS
UNITS
UNITS

3.　Social Stair 社交楼梯

A new 'social stair' is introduced adjacent to the School of the Arts (SOTA), an important part of the dynamic new corner and place to relax with friends on benches watching shows onscreen, or live performances, in a naturally ventilated triple volume space. The stair volume provides more façade are for the restaurants and creates a socially focused addition to the arts district urban grain.

新引入的"社交楼梯"毗邻周边的 SOTA 艺术院校，是这个活力新角落的关键部分，是一个与朋友在长椅上放松休憩的地方，人们可以在这里观看屏幕上的节目或现场表演，这个室外休闲空间将成为这个城市艺术区的重要组成部分。

[Photo of Social Stairs by Studio Zeros]
社交楼梯 摄影：Studio Zeros

The social staircase provides direct access to the basement, food street, and other "attractor" facilities like the 'social washroom', public study & work zones, vending machines & lockers, all designed to transform utilitarian functions into social spaces.

社交楼梯同时形成了一个新的出入口，人们可以直接通往位于地下一层的美食街，享用其他具有吸引力的设施如"社交洗手间"。在这里，公共学习、工作区域、自动售货机储藏柜等元素被汇集在一起，将原本的实用属性区域转变为社区里具有功能及社交属性的空间。

[Social Stairs and Basement Entrance Photo by Studio Zeros]
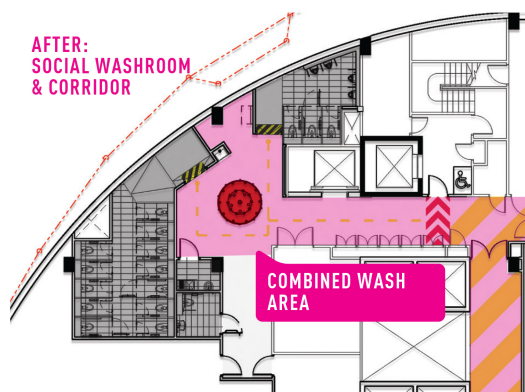社交台阶与地下一层入口 摄影：Studio Zeros

4. Social Washroom 社交洗手间

[Social washroom plans by SPARK: Before and After]
社交洗手间平面图：改造前后 © SPARK

The impact of mobile gadgets and social media on everyday life, inspired SPARK's design of utilitarian space into positive places for chance meetings, gossip sessions and image creation while taking a break between shopping, education or work. The social washroom's bespoke post-industrial washbasin and WC cubicles are designed to be "photobooth" back drops with super graphics which prompt fun and unexpected spontaneous selfies.

移动设备和社交媒体对日常生活的影响，激发了 SPARK 将实用空间设计成更积极的社交空间，让人们在购物、学习或工作之余，可在这里会面、聊天和进行拍照创作。社交卫生间定制的后工业风的洗手台和厕所隔间被设计为"照相亭"背景，带有丰富有趣的图形，从而吸引人们在这里拍照打卡。

[Social Corridor concept image by SPARK]
概念图：社交走道© SPARK

[Social Basin concept image by SPARK]
概念图：通往洗手间的社交走道 © SPARK

[Social basin Photo by Studio Zeros]
社交洗手台 摄影：Studio Zeros

[Social Photobooth concept image by SPARK]
概念图：社交打卡间© SPARK

[Social Photobooth Photo by Fabian Ong]
社交打卡型洗手间 摄影：Fabian Ong

5.   Branding Design. GRiD 品牌设计

[GRiD Logo by SPARK x TRIPPLE]
GRiD 的 Logo 设计 © SPARK x TRIPPLE

The new corner restaurants and interior of GRiD are a positive convergence of social spaces with multiple platforms for self-expression located at a city junction which is in a constant flux of people flow vibrancy and energy. Here the building is graphically personalised with a slot machine style- jackpot GRiD Logo, the letter "i" representing "self".

GRiD 位于城市的枢纽位置，这里人来人往充满了活力和能量，新转角位置的餐厅和建筑内部形成了积极的社交空间，同时其立面形象也具有自我表达的作用。GRiD 的 Logo 采用了极具个性和图形化的设计，带有老虎机风格，其中字母"i"代表"自我"。
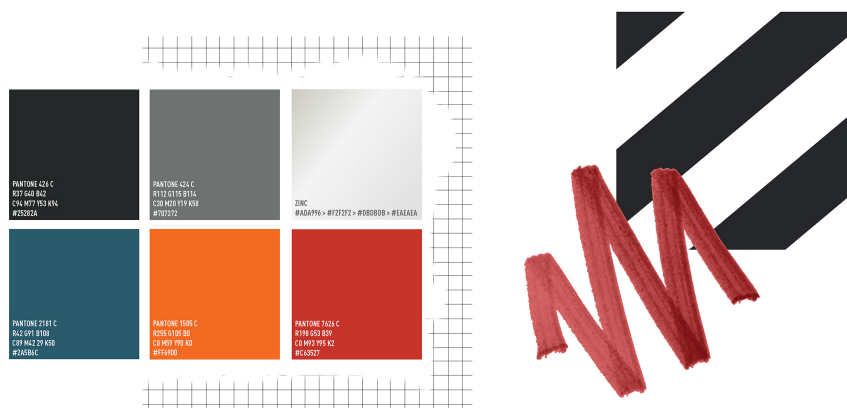
"GRiD" building and brand name was developed by the design team and integrated into the design of the facade, entrances, wayfinding, and interior design.

GRiD 作为最终的品牌名称，设计团队将其运用在整个项目的设计中，包括外立面、入口处、内部导视系统，以及天地墙和灯光照明的设计中。

6. Setting the stage with graphic interior design and wayfinding
    以图形设计和标识设计的方式来室内搭建舞台

[GRiD Wayfinding Mood board Concept by SPARK]
标识设计情绪版 © SPARK

The post -industrial material palette embodying the spirit of grunge, freestyle expression and arcade neon renders GRiD generationally different to its neutral neighbours, instead taking its colourful character from the vibrantly illuminated shophouses across the street.

项目使用工业材质和肌理，体现了朋克摇滚精神和自由的表达方式，其明亮的霓虹灯色彩，旨在激发好奇心，让 GRiD 从周边建筑中脱颖而出，并与街对面色彩缤纷的商铺产生共鸣。

[Basement 1 Central escalator Atrium Photo by Studio Zeros]
地下一层自动扶梯下的中庭 摄影： Studio Zeros

The supersized road marking graphics and neon logos are a real life stage set a flux of people and activities supported by GRiD's urban theme. The urban graphic theme guides users around the building from street to basement and up through the escalator voids and lift lobbies to the restaurants, shops and education campus located at the building's upper levels.

色彩鲜艳的超大品牌 Logo 以图形和霓虹灯色彩为灵感，强化了运动活力的概念，犹如进入 GRiD 川流不息的人流一般。图形设计主题引导人们从街道前往地下室，通过自动扶梯和电梯大堂到达位于建筑上部楼层的餐厅、商店和教育学院。
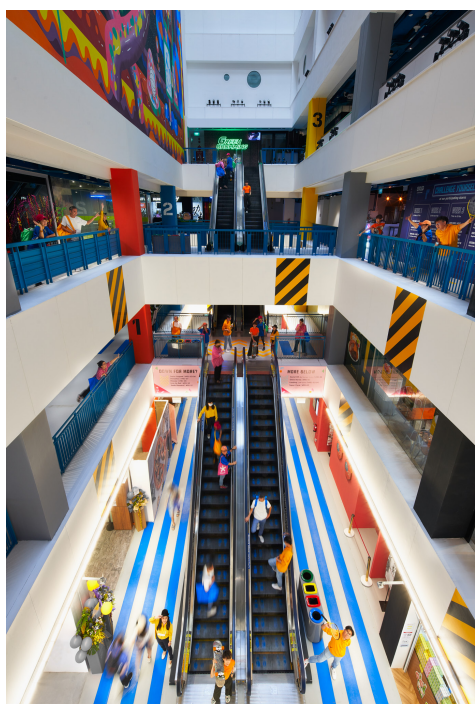
[Central escalator Atrium Photo by Studio Zeros]
中庭 摄影： Studio Zeros

[Night Photo of Selegie Road by Fabian Ong]
实利基路夜景照片 摄影： Fabian Ong

[L1 lift lobby common corridor Photo by Studio Zeros]
**一层电梯厅走道 摄影：** Studio Zeros

Pop-up stores, remote-working / study zones, and social shared spaces encourage communal events, public interaction and space sharing.

内部引入的灵活组装的快闪店、共享办公和学习空间以及社交共享空间，以此鼓励更多的社区活动、公共互动及空间共享。

Floor graphics and ceiling patterns incorporate abstract and supersized versions of street directional signage and road markings.
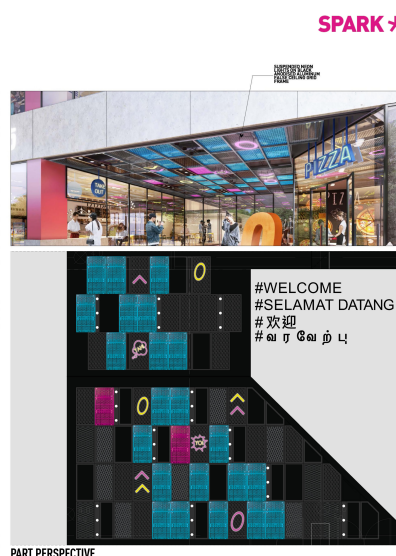
地面和天花的图案包含了抽象的、超大的街道方向标志和道路标记。
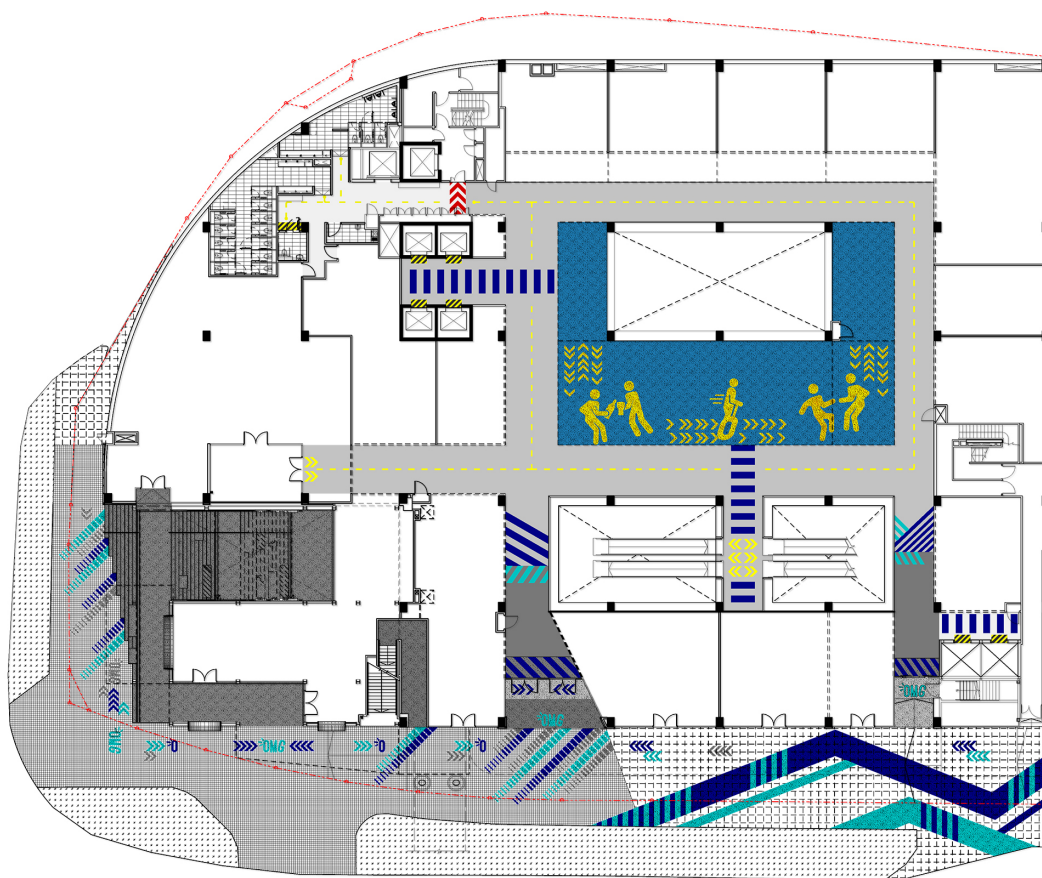
[Floor finishes and graphics concept plan by SPARK]
概念图：地面图案与材质布局© SPARK

[Basement entrance from Social stairs Photo by Fabian Ong;
从社交楼梯前往地下一层 摄影：Fabian Ong

Custom ceiling neon coloured LED light signs by SPARK & BPI]
概念图：天花上霓虹灯色的 LED 灯定制标识设计 © SPARK & BPI

Ceiling directional signs guide visitors to key attractor social facilities and tenancy areas within GRiD. Graphic icons are designed to casual youthful insouciance and motion.
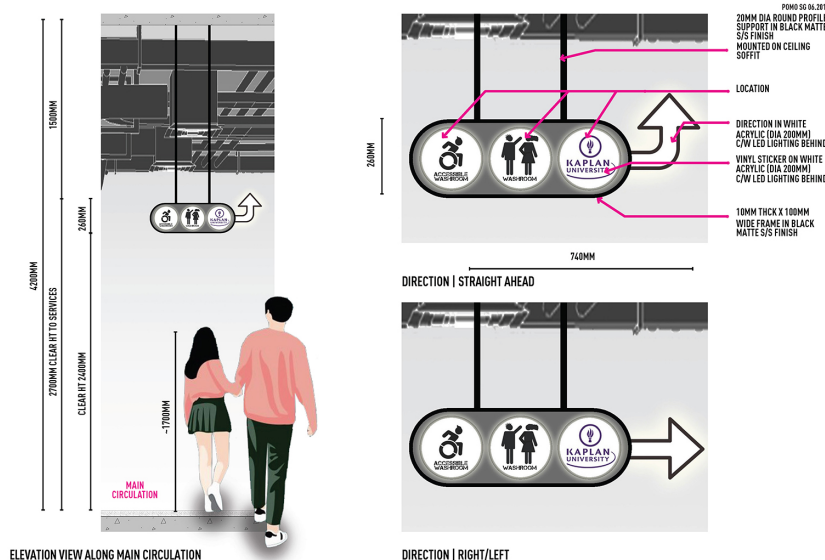
天花上的方向标志引导人们前往 GRiD 内部具有吸引力的关键社交设施和租赁区域，图形图标的设计符合年轻人漫不经心的心态和行动方式。
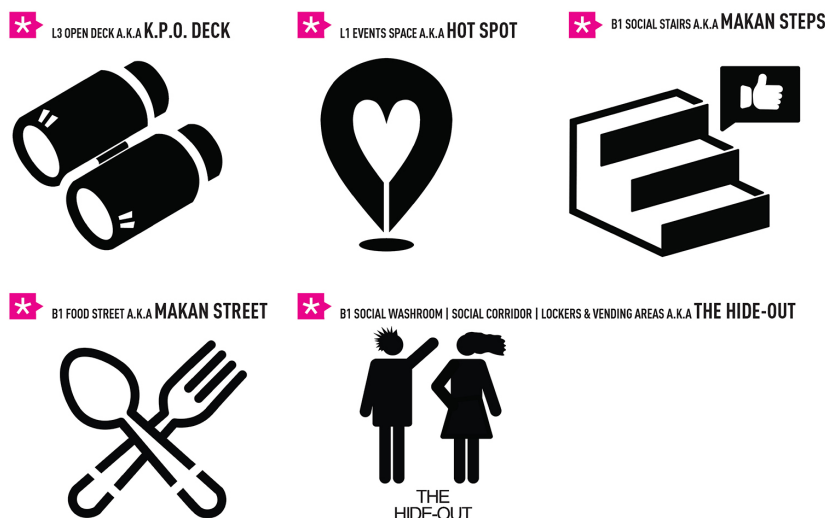
[Key "attractor" facilities icons by SPARK]
具有吸引力的标识图形设计 © SPARK

[Interior Directional Signage by SPARK]
室内引导标识设计 © SPARK

SPARK has transformed GRiD into a regenerated place to "be". A learning campus, workplace, a place to socialise, shop, eat and connect with the local arts community.

SPARK 将一个旧式购物中心改造提升成一个全新的场所，是对现有校园学习、工作、社交、购物、餐饮功能的延伸，和与当地艺术社区的连接。

An outwardly looking destination that is social, experiential and an authentic "local" experience in an offbeat location.

它是一个标志性的目的地，是一个非传统的本土化的社交、体验和休闲中心。

[Selegie Road Main Entrance Photo by Studio Zeros]
实利基路主入口 摄影：Studio Zeros

SPARK

PROJECT DATA / 项目数据
Total GFA (sqm): 21,800sqm (Mall areas for Retrofitting workscope: 10,000sqm)
总建筑面积（平方米）：21,800平方米（改造区域面积：10,000平方米）

CREDITS / 设计信息
Architecture, Interior, Graphic, Wayfinding & Branding Design: SPARK
Team: Stephen Pimbley, Wenhui Lim, Carlo Joson, Jessica Leong, William Nguyen Van Thanh Ha, Andriani Wira Atmadja, Javier Campoy, Mark Mancenido, Michael Halagao, Maribelle Lapizar, Syazana Paudzi, Regina Kartika, Joei Wee, Lili Saputri, Aye Yu Mon, Arissa Rashid, Zhen Xiao Yang
Branding, Logo Design & Marketing Collaterals Collaborator: TRIPPLE
Client: GAW Capital Partners, Manful Wings Pte Ltd
Project Manager: Arcadis Pte Ltd
Structural + M&E Engineers: ARUP
Lighting Consultant: Brandston Partnership Inc.
Quantity Surveyor: Arcadis Singapore
Builder: Gennal Industries Pte Ltd

建筑、室内、图形、标识和品牌设计：SPARK
团队成员：斯蒂芬. 平博里，林雯慧， Carlo Joson ，梁仲文，William Nguyen Van Thanh Ha, Andriani Wira Atmadja, Javier Campoy, Mark Mancenido, Michael Halagao, Maribelle Lapizar, Syazana Paudzi, Regina Kartika, Joei Wee, Lili Saputri, Aye Yu Mon, Arissa Rashid, Zhen Xiao Yang
品牌、标识设计和营销顾问：TRIPPLE
客户：GAW Capital Partners, Manful Wings Pte Ltd
项目管理：Arcadis Pte Ltd
结构＋机电顾问: ARUP
灯光顾问：Brandston Partnership Inc.
施工监理: Arcadis Singapore
施工方: Gennal Industries Pte Ltd

- ENDS –

On SPARK:
关于SPARK:

SPARK is a Singapore, Shanghai and London based team of designers and thinkers working in the disciplines of architecture, urbanism, interior design, landscape design, research and branding.Using the evocation of the studio's name "SPARK"; we produce stimulating, innovative, award winning buildings and urban environments that generate significant added value for our clients.

SPARK's studios have built a large number of award winning projects throughout Asia, Europe and the Middle East. Our work is influenced by the constant evolution of contemporary life and the influences upon it that require a fresh approach to urban thinking.

SPARK's work ranges in scale from boutique shops, residential, mixed-use waterfronts, and civic buildings to urban planning. Our projects are enjoyable to use, functional, beautiful to look at and easy to understand.

SPARK's design solutions are an inspired socially and environmentally sensitive alchemy of the traditional ingredients of living, working and leisure designed to seamlessly connect society to an inspiring future.

For over twenty years SPARK's way of thinking has allowed us to make buildings that resonate with the public, clients and critics. We enjoy working with anybody who shares our belief that design makes an inspirational contribution to the world around us.

SPARK's award winning projects include Clarke Quay in Singapore, the Shanghai International Cruise Terminal, the Raffles City projects in Ningbo and Beijing and the Starhill Gallery in Kuala Lumpur. SPARK's recent important projects include Shipyard Waterfront Urban regeneration in Guangzhou, Qingtai International Design Village in Suzhou, Minhang Riverfront Regeneration in Shanghai and Arte MK in Kuala Lumpur, Malaysia.

SPARK 凭借新加坡、上海、伦敦三地优秀的设计研究团队，在建筑、规划、室内、景观，以及相关的研究领域树立了独特的标杆。SPARK 取意于"思维的火花"，即为客户提供新鲜而富有创意的建筑与城市环境设计，它们能够为客户和他们的项目激发出重要的价值提升。
SPARK 为亚洲，欧洲及中东地区设计了大量屡获殊荣的作品。我们的工作特点在于对当代社会生活之演变保持着深入的研究，对城市和建筑不断激发出创新的思考。
不论从精品店、住区、文化设施、滨水混合开发，到规模宏大的城市规划，SPARK 的设计作品不仅功能周全、形态优美，更重要的是带给人们身心的愉悦。
SPARK 的设计保持了对社会和环境问题的高度敏感性，并试图创立社会生活、工作、娱乐中的传统元素与未来灵感的巧妙连接。
二十年来，SPARK 的设计赢得了客户、公众、评论界的共鸣。我们乐意与理念相投的伙伴共同合作，如信仰般坚守着建筑所能为这个世界带来的无限灵犀。
SPARK 的经典项目有新加坡克拉码头滨水改造项目、上海港国际客运中心、北京和宁波来福士广场，以及吉隆坡升喜廊。近期完成的重要项目有广州船厂城市更新滨水改造项目、苏州青苔国际工业设计村、上海闵行东岸滨水景观改造项目，以及马来西亚吉隆坡 Arte MK 超高层综合体。

SPARK Retro First
SPARK 更新改造

SPARK operates across disciplines and scales to make sense of the forces that shape our cities. We work with developers and communities to provide greater agency and transformative potential of existing buildings without resorting to costly and environmentally damaging wholesale demolition and rebuilding.

We provide a platform for design, research, curation, consultation and transformative realisation, that provokes a wider conversation about the city and its existing building stock. This is critical when the subject of reuse of existing buildings is so apposite to the wider issues of social and environmental sustainability. Developers need to look more positively at older buildings to boost the quantum of retrofit and refurbishment projects and the transformation of Singapore's current building stock to reduce the heavy carbon emissions associated with new build projects. SPARK has built a reputation on the innovative transformation of buildings and has won many awards for its work including the transformation of Clarke Quay in Singapore and Starhill Gallery in Kuala Lumpur.

"It is all too easy to reach the "convenient" conclusion to demolish but putting reuse and transformation at the heart of what we do might take more time, creativity and effort but knocking down our urban heritage, in all its forms, is simply unsustainable. We need to extend the life of existing buildings wherever possible. Retrofitting provides an opportunity to achieve significant embodied carbon savings through reuse rather than rebuild. We will never meet the carbon targets set by the Paris Climate Accord and protect the future of humanity if we continue to consume buildings in such a linear fashion" said Stephen Pimbley, Founder of SPARK.

SPARK 通过跨越学科和项目尺度的模式来理解和塑造城市形态。我们同开发商及社区协同工作，在无需付诸高昂的代价及破坏环境的拆除和重建下，为现有建筑的潜在改造提供更全面的服务。我们提供了一个集设计、研究、策划、咨询及改造于一体的设计平台，引发了关于城市及其现存建筑更广泛的对话。当现有建筑的改造再利用课题同更广泛的社会和可持续环境问题如此契合时，这类对话显得尤为重要。在新加坡以及亚洲各地，开发商们需要以更积极的方式看待老旧建筑，增加改造和翻新项目的数量，以减少与新建筑项目相关的过量碳排放。
SPARK 至今在建筑的创新改造中建立了声誉，新加坡克拉码头改造、吉隆坡升喜廊改造等设计作品都获得了多项大奖。
"我们很容易得出因为"方便"这样的结论去拆除建筑，但把再利用和改造作为我们工作的核心可能需要花费更多的时间、创造力及努力，但摧毁我们的城市遗产，根本上来说是不可持续的，我们需要尽可能延长现有建筑物的寿命。改造提供了一个通过再利用而不是新建来实现碳节约的重要方式。如果我们继续以此种简单的方式来建造建筑，将永远无法达到《巴黎气候协议》中设定的碳排放目标，也无法保护人类的未来。"SPARK 的创始人 Stephen Pimbley 说到。

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