

**Shanghai Xu Ji Seafood Restaurant : “ the
Meditation ” beyond hustle street , released
by Daxiang Design**



**XUJI
SEAFOOD
RESTAURANT**

Nanjing East Road in Shanghai has become a "commercial giant" from a muddy and pothole "garden lane". And in this century's passage, this block has been occupied by horse racing, singing and dancing, trading and other commercial activities, while Xu Ji Restaurant, hiding in the city, seeks for bliss point of commerce and aesthetics in the homogenized environment.



Paths

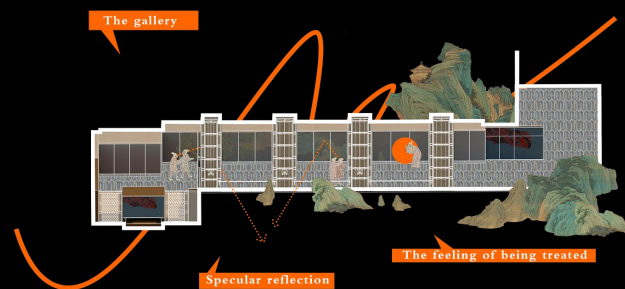
Paths, behaviors and landscapes are newly expressed in the constant theme of this case.



And with a very long porch as the beginning, it greets diners in the way of the garden, so that guests can brew emotions before arriving at the "landscape", and it links space.



Diners feel the twists and turns of the porch space while walking, and the glass wall vaguely reflects the scene of the lobby area, just like the pause before welcoming the "spring scenery of the garden".



This is a garden viewing principle: you can enjoy different sceneries step by step when moving slowly. Behind a few vertical screens, the feast place slowly comes out, and the food materials on the shelves hook up the desire for glutton; thus it gradually peels off with the noisy outside, resulting in the joy of being "entertained".



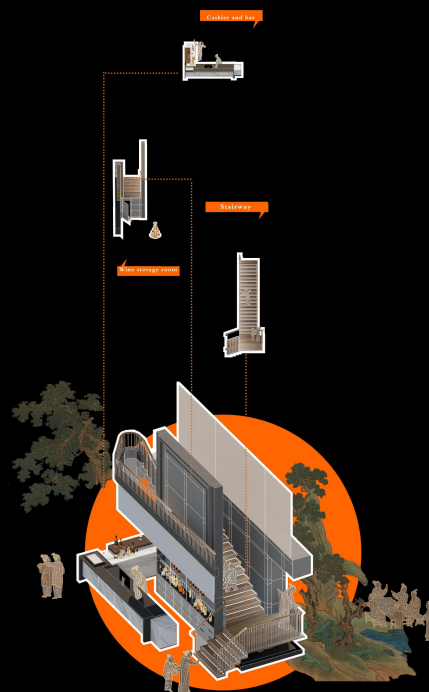
Behaviors

When you go to the public area, you can stop and divert.





The ordering area, the open kitchen and the seafood area together form three "landscapes" in the walking path. Among them, the ordering area is the biggest attraction. It is a compound functional body integrating stairs, wine storage, bar and cashier, which is the core area for gathering popularity and flourishes, as well as the concentrated embodiment of behavioral landscape.



Four in one compound function body

The staircase design creates a mountain climbing experience, and on the rest platform set aside in the middle of multiple stairs, you can take in the scene of the zero point area which offers quite a "karst cave style" feeling. The flowers in the center of it change due to the season, and you can see the replacement of time when standing against the pole.

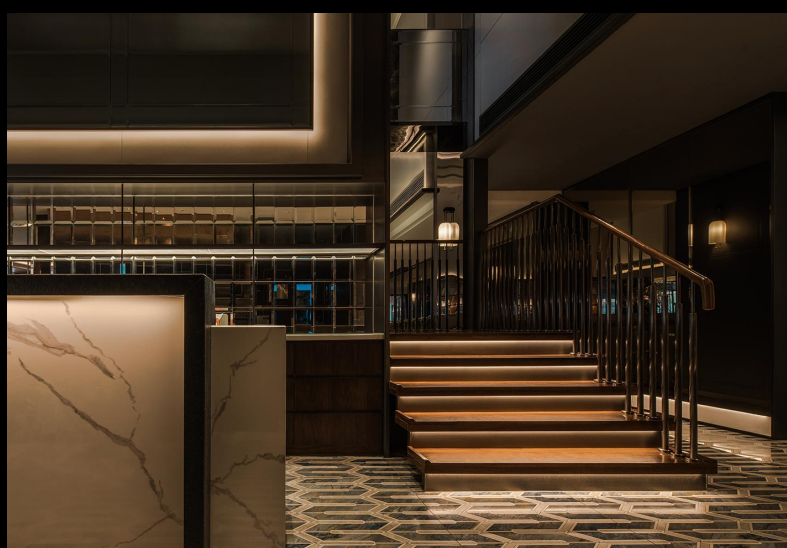


Then go up to the second floor, where the diagonal decorative wall wraps the lounge area behind the stove, and guests can take a short rest and wait for a later meal.



This invisible design of the mountains is not the mountains, which arouses the resonance of diners and space. It is implicit, obscure and inexpressible, yet it feels like déjà vu.





To get rid of the bondage of "figurative shape", "life scene" is added to "landscape" and starting from the behavior of diners, it awakens memories of history and culture.

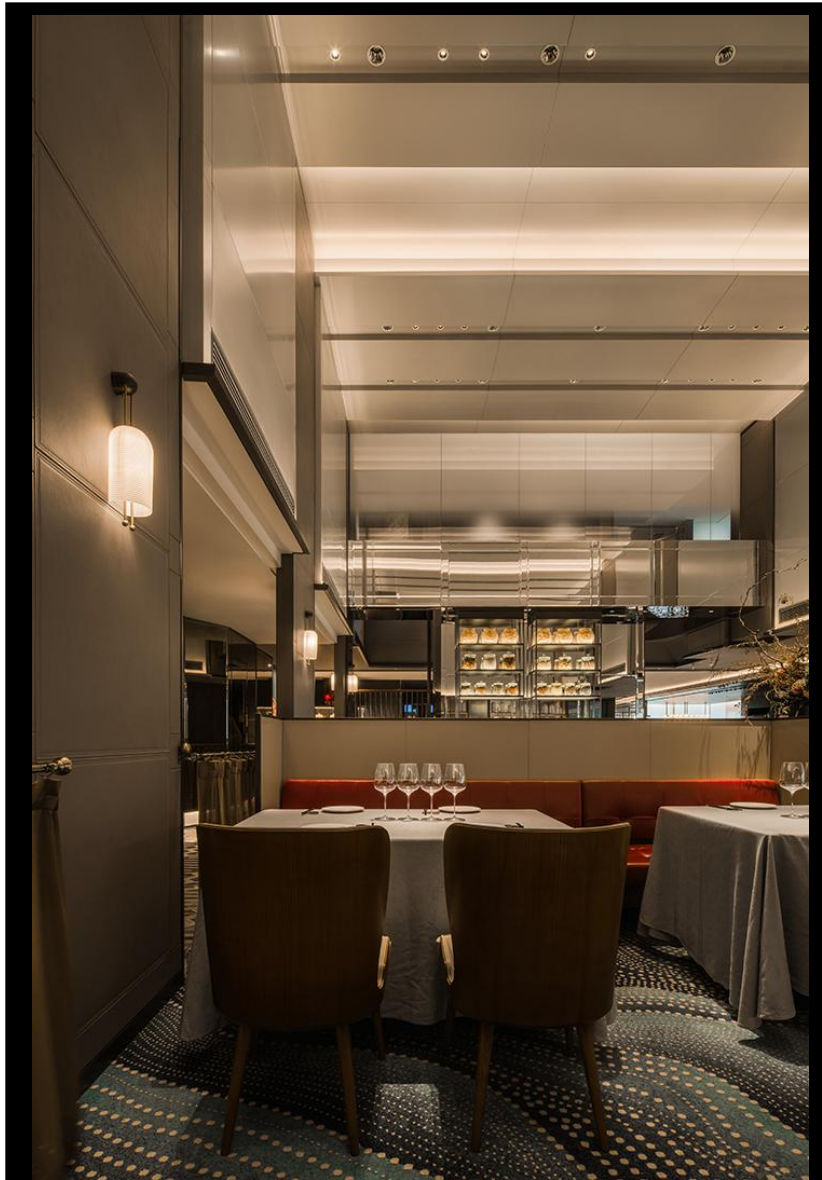




Memories

In addition to satisfying the aesthetics and evaluations of the space, the designer fits the location, customer group and service orientation, while fully considering the business and entertaining attributes of the owner.

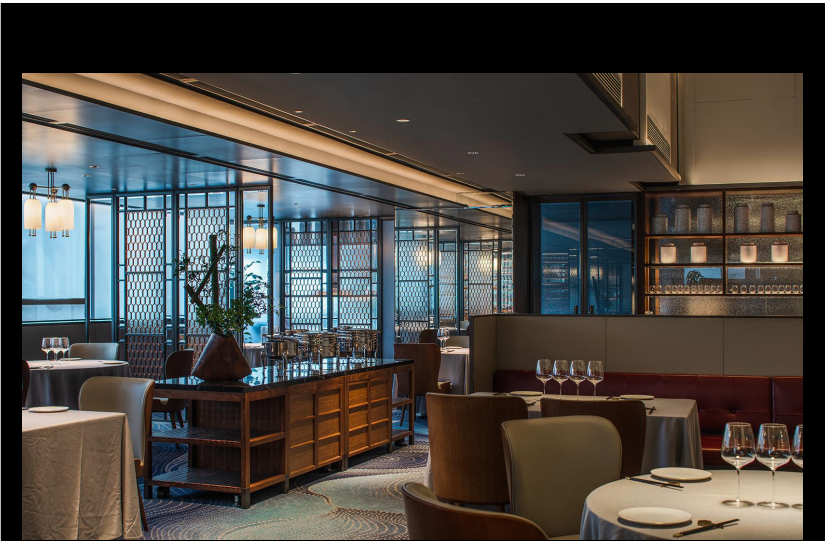






Therefore, the fish scale grain screen is used to increase privacy degree and richness of space, while warm yellow lamplight and metallic colour & luster explain the warm atmosphere of the restaurant.

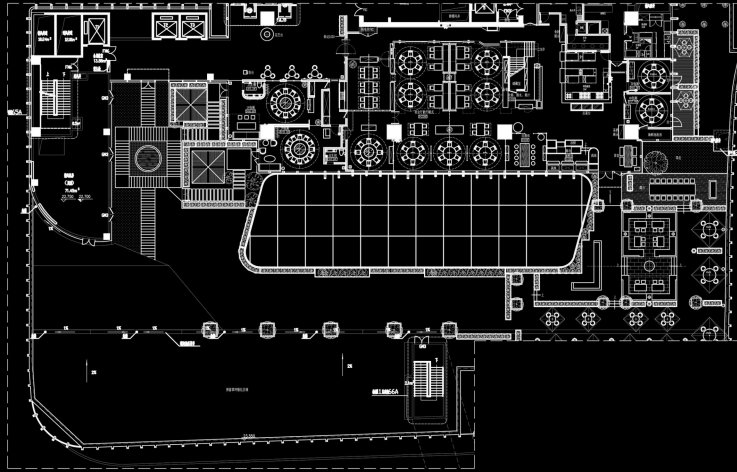




The side hall of the banquet box can reach the outside directly, bringing the diners back to the entrance of the restaurant. Meanwhile, the circular streamline makes the space active, producing the completion and completeness of memory.



The crowd forms the memory of space, and space pieces together the memory of the city. Xu Ji restaurant offers quietness in the noisy city and a pause and meditation away from the hustle of the street. We try to design a quiet path as the beginning, and let the guests leisurely take a step to slowly walk in the restaurant. While the guests taste the food in it, they can stop to enjoy the leisurely mood in the moving life.



Project Name | Shanghai Xu Ji Seafood (Nanjing East Road)

Project Area | 1, 200 sq.m.

Completion Date | June 2021

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Location | Shanghai, China

Project Construction Section | Hangzhou Chenda Construction

Project Co., Ltd

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