



## White Is Good Shop in Weipo, Luoyang China

好白商店·洛阳魏坡新序

The project site is located in the village of Weipo, a suburb of Luoyang, the ancient capital city of multiple dynasties in Chinese history. Surrounded by traditional courtyards and kiln houses preserved as housing museum, the area near old marketplace is expected to see revived community life, boosted by newly constructed boutique shops, cultural venues and recreational facilities.

Among incoming business owners, the most anticipated is "White Is Good Shop" by HOWHITE, renowned for its carefully selected household goods all packaged with minimal, white-colored eco-friendly materials. Ever since its first launch in Beijing's historic Hutong area, the brand has gained growing popularity for its unique minimalistic aesthetics.

Commissioned by HOWHITE, designRESERVE creates a popup shop in the heart of Weipo neighborhood. The fifty-square-meter new home for the brand faces the entry plaza of the village market. Inside, original concrete structure is exposed to show the rawness of the space, contrasting the brand's signature clean and orderly fashion. Outside, the building is transformed with a new envelope into a public gathering spot highlighted by its brightness and openness.

With respect to the skyline of old village, White Is Good Shop is featured with pitched roof slightly lower than adjacent heritage buildings. Against the backdrop of traditional roof slopes covered by gray barrel tiles and brick decorations, the shop's roof is distinctive with its abstract form of trapezoidal cone and pure sense of lightness. Meanwhile, the outline of the roof is carefully aligned with neighboring retail buildings to establish dialog between the historic and the contemporary. Made of twin-wall polycarbonate sheets and translucent fabric, the roof filters natural light into the store in the daytime, and glows like a lampshade at night.

Glass curtain from floor to ceiling on three storefronts seamlessly bridge pedestrians and interior. Under the extended eave, wide bench-like platform creates an interface

between public and private realms. Attracted by the simple yet powerful architectural form, the confluence of villagers, tourists and shoppers has made White Is Good Shop an instant landmark in the community. Although the space is dominated by whiteness from top to bottom, inside and out, it is not monotonous at all. In WGS, white is not one color. The design team synchronizes various types of ordinary materials to create multiple and subtle shades of a white palate, reflecting brand's value towards responsible and restrained consumerism.

In order to maximize recyclability and sustainability of the shop, designRESERVE develops a frame system functioning both as structure and display for White Is Good Shop's frequent popup events. With custom-made 30\*30mm aluminum frame and standardized plexiglass partitions, the system can be easily shipped and installed for various occasions. The assembled structure forms a 2.85X2.85X2.85meter cube, and is placed at a 45-degree angle in the middle of the space to enhance circulation and viewpoints. Like a house within a house, the exhibition unit contains operable doors and windows, symbolizing the ideal home fulfilled with beautiful objects curated by HOWWHITE.

“魏坡·新序”是一场励精图治的文化革新。整个项目试图使一座有四百年历史的古村落获得重生。窑院传统民居（由嵌套院落和窑洞构成）被部分保留，展示出静止的生活场景，帮助人们想象清代大氏族的家庭结构和日常起居。新改造的区域则围绕村庄中原有的公共空间，如戏台，望楼和街市。穿插在灰砖陶瓦的老房子之间，是由混凝土和木构搭建的廊道、旱桥，多层平台和模块化展厅。经过规划者一番立体剪裁之后，这片险些流于仿古俗套的历史街区，逐渐显露出颇具新鲜与活跃度的坊巷格局。

尽管可以相貌夺人气，但商业街的生命力在于商户。首批热场的品牌之中，有来自北京的“好白商店”。创始人孟奇和 Yvonne 分别是创意导演和设计师，在北京胡同文创的黄金年代，他们租改的小院曾经往来无白丁，是“胡同上流社会”永远敞着门的客厅。夫妻创办的首家零售店铺也开在家门口，紧邻成贤街和国子监。身处浓浓古韵之中，“好白商店”以清新简素著称于市。品牌售卖的产品关照日常起居的细节之需，包装轻盈且皆以白色为底调，倡导生活中克制的秩序感。

余留地团队受好白商店的委托，设计其位于“魏坡·新序”街区核心位置的限时店。方案唤起品牌创业的初衷，以“家”为媒介，探讨居所与公共生活的交叉性。“好白商店”的新家约五十平方米，接近当下中国城乡人均居住面积，既是象征，也是样板。在内部，余留地保留了现场结构的纯粹感，四根柱子，一块地坪，一方天花，强调空间骨架的原型特质。在外部，空间的轮廓被一层新的外衣重塑，以宽松豁然



的姿态立于环境之中。

村落中保留下来的清代民居，基本特征是点缀砖雕的人字山墙，夹着灰色桶瓦铺砌的坡屋面，朴素中带着端庄，内外界限严明。好白商店的屋面设计在坡度上区别于旧制，但在高度上略低于周围的老房子屋脊。檐口则与新建的商业连廊对齐，从而实现新与旧的衔接。屋面的材质也有意打破古风的沉重感，采用阳光板外裹广告布的处理，创造富有层次的滤光效果。白日如幔帐，夜晚如灯罩。通透的落地玻璃幕墙将三个方向的边界消失，使室内成为街道的延伸。屋面探出幕墙外侧的轻薄檐口，覆盖住下方供游客坐观广场的地台，构成公共与私营的重叠领域。

在“魏坡·新序”，当代城市的躁动与古老村落的图腾杂糅并峙。好白商店以明朗方正，通透亲和的建筑形体，在社区中极具辨识度。尽管从上到下，从里到外都“一白如洗”，但绝非单调。“White is not one color”，余留地将不同材料为基底的白色表面组合在一起，形成相互之间的光线反射，创造出每时每刻变化的微妙情绪，渗透着品牌含蓄而丰盈的美学。

为适应场地的时效性，并考虑更长周期的扩展度，余留地为好白商店研发出一套展架系统。使用订制的 30\*30 毫米铝型材构成骨架，磨砂有机玻璃构成隔板，可以便捷的安装拆卸。展架以 400\*400 毫米的方形单元划分，以最单纯的秩序衬托各类货品的陈列。展架围合成一个 2.85 \* 2.85 \* 2.85 米的立方体盒子，呈 45 度角置于现场室内，形成可穿插的动线。盒子带有门和窗，如同一个嵌套在商店里的独立屋。当门窗都打开时，访客进出的身影与主人的甄选品味相应成景，正是好白理想之中，家的模样。

## Project Data

### 项目信息

Project Title 项目名称: White Is Good Shop in Weipo, Luoyang / 好白商店·洛阳魏坡新序

Client 业主: HOWHITE CO. / 好白（北京）文化创意有限公司

Project Location 项目地点: Weipo Xinxu, Mengjin District, Luoyang, Henan Province, China / 河南省洛阳市孟津区魏坡新序

Project Type 项目类型: Commercial retail space / 商业零售空间

Gross Area 建筑面积: 50 Sqm / 50 平方米

Completed Year 完成时间: 2024/04

Project Architect 项目建筑师: designRESERVE / 余留地

Chief Designer 主创设计师: Fangzhou Lydia Song, Feng Yue / 宋方舟, 岳峰

Design Team 设计团队: Shuai Li, Huaer Lin / 李帅、林画儿

Photographer 摄影: Huaer Lin / 林画儿

Materials 材料: polycarbonate sheets、translucent fabric、microcement、aluminum profile、frosted acrylics / 阳光板、广告布、微水泥、铝型材、磨砂亚克力



**Project Images**  
项目图片



View of White Is Good Shop against back drop of the Weipo village /  
以古村落为背景的好白商店



White Is Good Shop dialogs with historic houses /  
好白商店的屋顶与历史建筑的对话关系



Street view of White Is Good Shop /  
从对面商铺看好白商店



View towards White Is Good Shop from back street /  
从商业背街看向好白商店





Looking toward the White Is Good Shop from the veranda bridge /  
从入口廊桥看向好白商店



Entrance of White Is Good Shop /  
好白商店入口界面



View of White Is Good Shop facing pedestrian /  
好白商店面对商业街的界面



View of White Is Good Shop from plaza/  
好白商店面对广场的界面



overall view of White Is Good Shop in the village/  
好白商店在村落中的位置衔接了步行街和广场



Close-up view towards corner of White Is Good Shop/  
好白商店转角立面的近景



View through White Is Good Shop towards plaza/  
透过好白商店看广场



Street view of White Is Good Shop at night /  
夜晚中的好白商店街景



View of the entrance platform at night/  
好白商店的入口平台夜景



Overall view of White Is Good Shop in the village at night/  
好白商店在魏坡新序街区中夜晚远景





The display system lays at 45-degree inside the shop /  
好白商店室内货架呈 45 度摆放



Windows in display system reinforce the concept of house within house/  
定制展架的窗口加强了屋中屋的概念



Custom-made frames create a spatial order for the interior /  
定制的展架赋予室内空间一种均匀的秩序



Inside the mini house encircled by the display system /  
定制展架系统的内部



Close-up view of the assembled display system /  
好白商店展架系统的近景