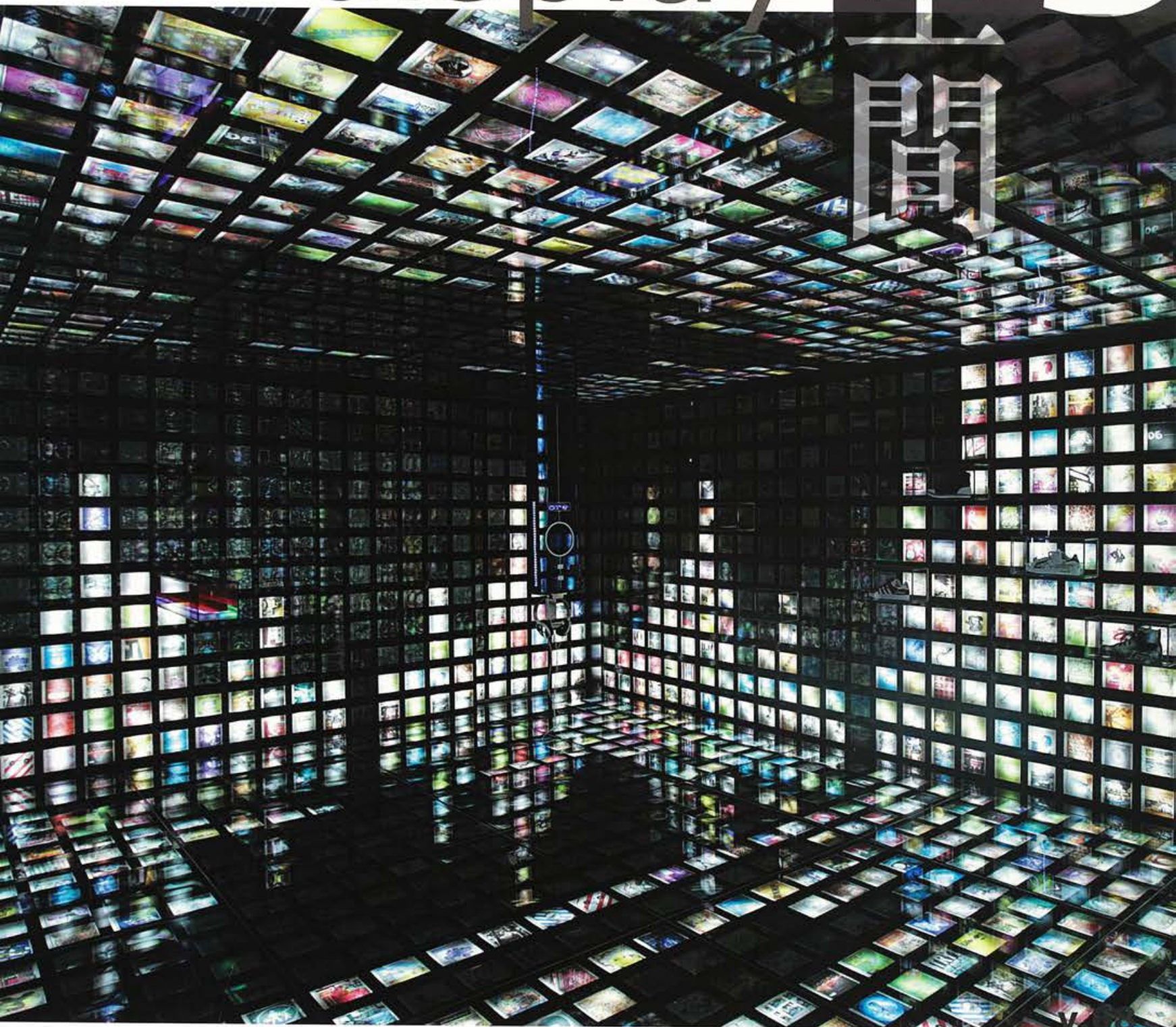


展示

display

空間 S



ISSN 1022-5609



貝思出版有限公司
Pace Publishing Limited

建築情報雜誌社
Archidata Magazine Limited



「時尚牛仔褲藝術區」則集零售、塗鴉、水晶藝術於一身。
Trendy Jeans and Art Zone is a cross-over of jeans retail, graffiti and crystal arts.



wtc more Demo Parlour introduces the visitors to the concepts of "more" and "cross-over" and stimulate their imagination with new "cross-over" experiences. The visitors are now able to experience the distinctive features and shop design offered by wtc more .

Pleasing to the eyes and supported by state-of-the-art AV technology, the wtc more Demo Parlour comprises 5 cross-over zones: "AV and Noodle Express Zone" is a cross-over of AV entertainment and catering services while "Beauty and Jewellery Zone" is a cross-over of spa and salon services and accessory retail. The "Audio Visual Products and Shoes Zone" is a cross-over of music and video disc entertainment and sportswear products; the "Bar and Video Entertainment Zone" is a cross-

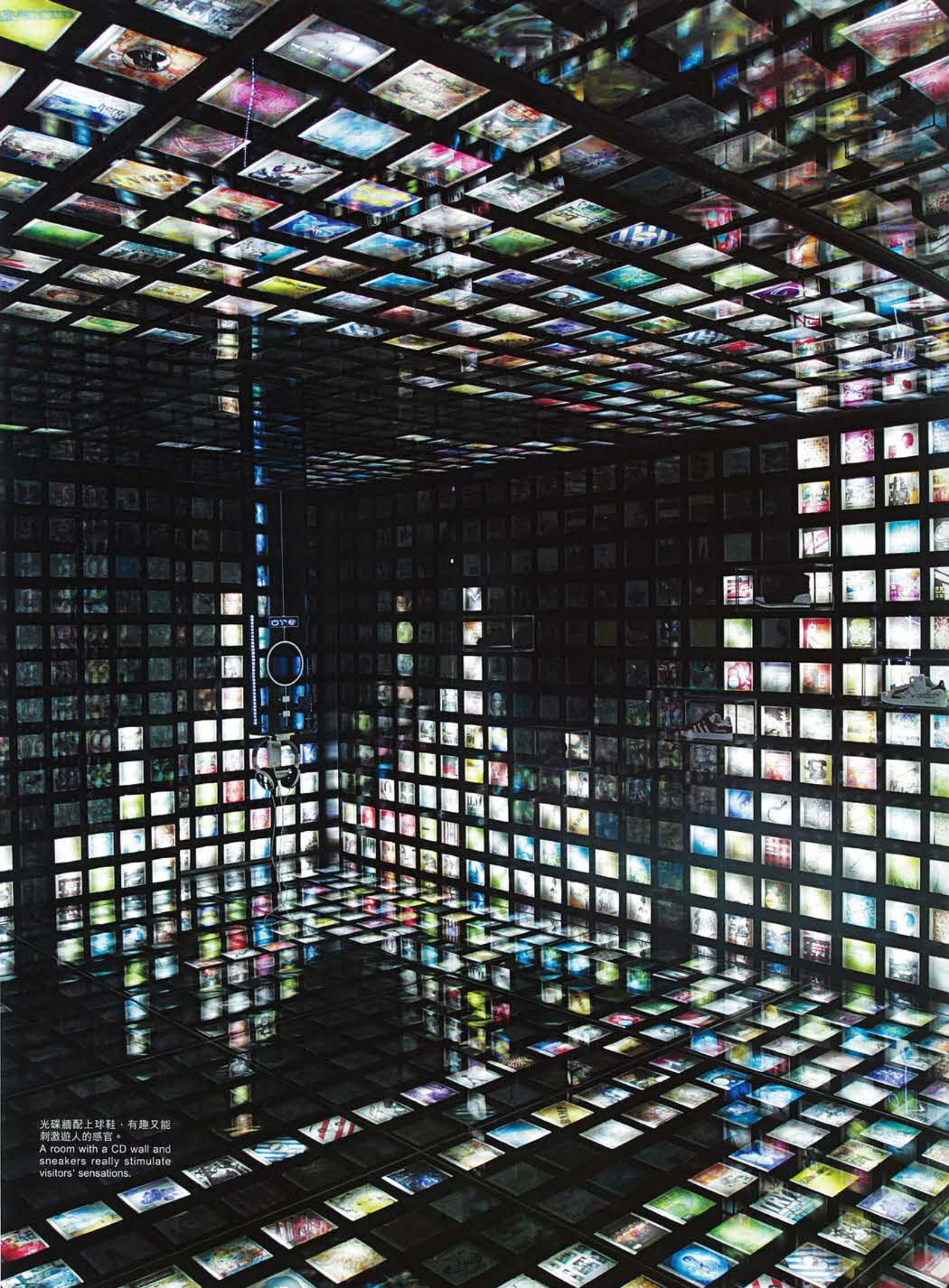
over of video entertainment and bar services; and "Trendy Jeans and Art Zone" is a cross-over of jeans retail, graffiti and crystal arts.

"The main theme of the Demo Parlour is the crossover of retail and products; two or more entertainment or retail services are combined into a single display area. During a visit of a thematic zone, visitors can enjoy the excitement of different sensations and derive a total experience through this innovative consumption model," said Mr. Andy Tong, a renowned designer responsible for the design and planning of the wtc more Demo Parlour.



零售服務是示範展區的其中一個重要項目。
Retail services are one of the key elements in comprising the demo parlour.

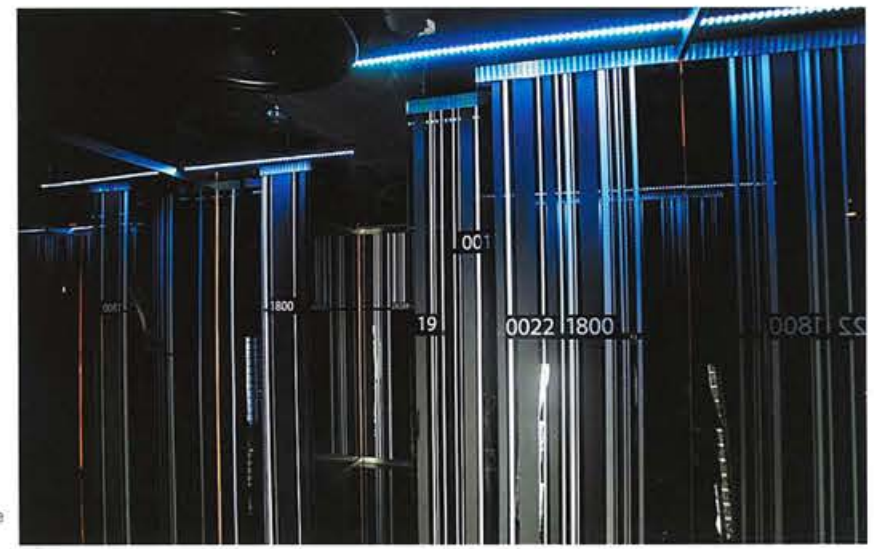




光碟牆配上球鞋，有趣又能刺激遊人的感官。
A room with a CD wall and sneakers really stimulate visitors' sensations.



設計誘發參觀者的想像力。
The design can always stimulate visitors' imagination.



條碼突顯了零售業的特徵。
Barcode decoration highlights the characteristic of retail industry.



示範展示區的設計主旨都從「更多」和「跨類別」兩個意念出發。
The design concept of the demo parlour is built up with the ideas of "more" and "cross-over".



客戶 Client
Sun Hung Kai