



SNOW PARK



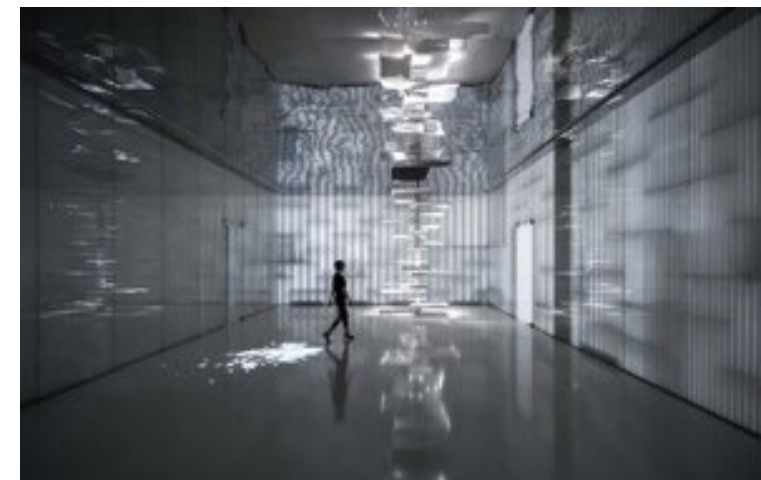
PROJECT EXPLANATION

Advantages:

Shenzhen, China's southernmost city, is committed to building the **world's largest indoor ski resort**—Shenzhen Qianhai HuaFa Ice and Snow World. As its exhibition center, the project stands out with its unique scale and influence, serving as a key platform to showcase ice and snow culture and urban innovation.

Objective

Through the design language of "**ice, snow, and light**," the exhibition hall is crafted as a symbolic landmark that embodies the harmony between technology and culture. It seamlessly transitions from a sales center to commercial use, providing the project with long-lasting economic and operational value.





On January 10, Wen Xu became China's first solo Antarctic explorer, skiing across the continent without assistance, setting a new world record and raising awareness for glacier conservation and climate action.

INSPIRATION

Concept: "A Ice and Snow World Adventure Documentary"

Inspired by a Chinese explorer's glacier expedition documentary, the project creates six immersive scenes—

1.Snow Cliff, 2.Blue Ice Cave, 3.Ice Sky Light, 4.Ice Spire, 5.Igloo, and 6.Snowflake

—offering a captivating "Ice and Snow Adventure" experience. It combines the spirit of natural exploration with modern design, creating a landmark that blends cultural depth with commercial value.



01
Snow Cliff



02
Blue Ice cave



03
Ice Sky light



04
Ice cone



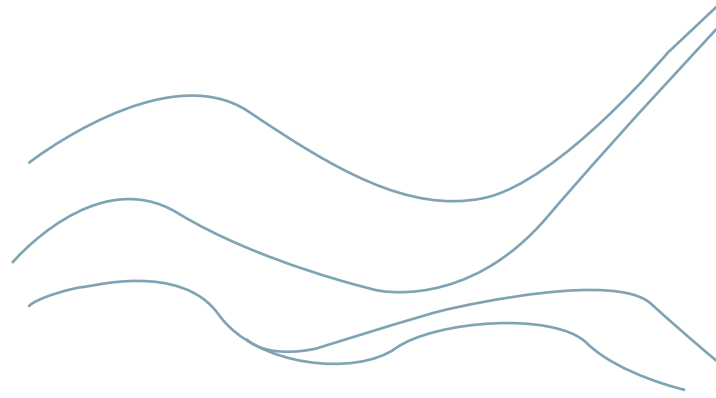
05
Igloo



06
Snowflake



Extraction
of glacial
elements



Evolution

GRG Materials:

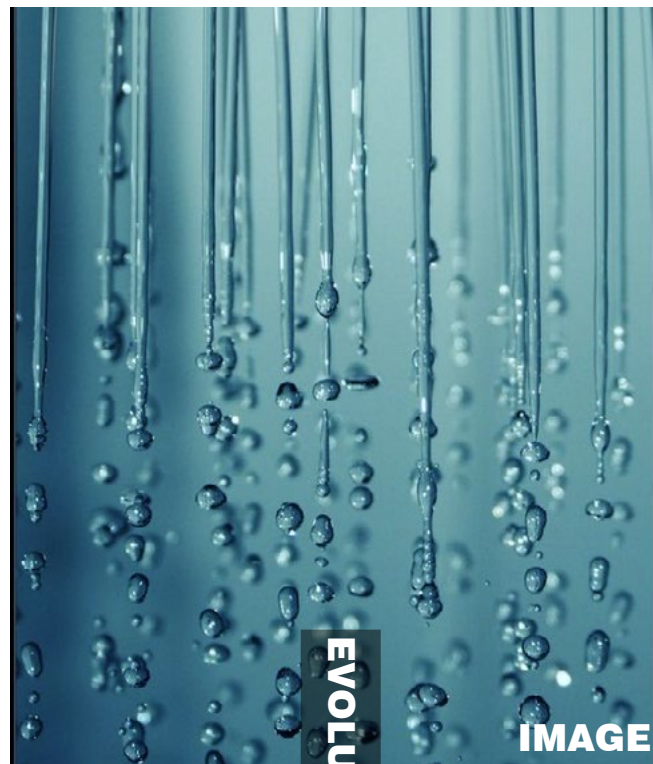
Widely used in the creation of flowing walls and ribbon-style light fixtures, GRG offers excellent moldability, lightweight, and recyclability. It not only precisely restores the curves of the design but also minimizes construction waste and meets green building standards.



Completed

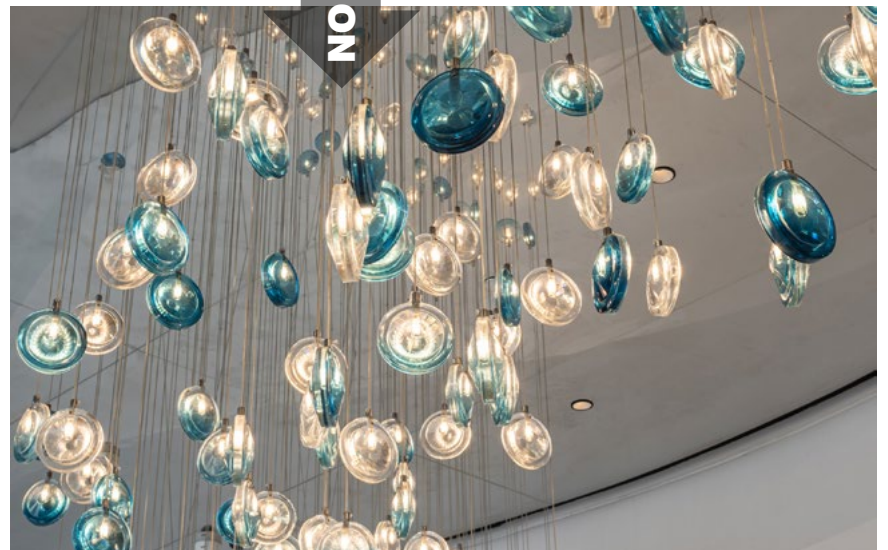






EVOLUTION

IMAGE



Ice crystal

- Extracting water droplets from melting ice crystals -
Water drop device luminaire [Crystal glass]



02 Blue Ice Cave



Holographic Projection and Immersive Technology:

By utilizing holographic projections, LED screens, and dynamic lighting effects, a multi-dimensional immersive experience is created, making visitors feel as though they are stepping into an ice and snow world, enhancing the interactivity and technological feel of the space.



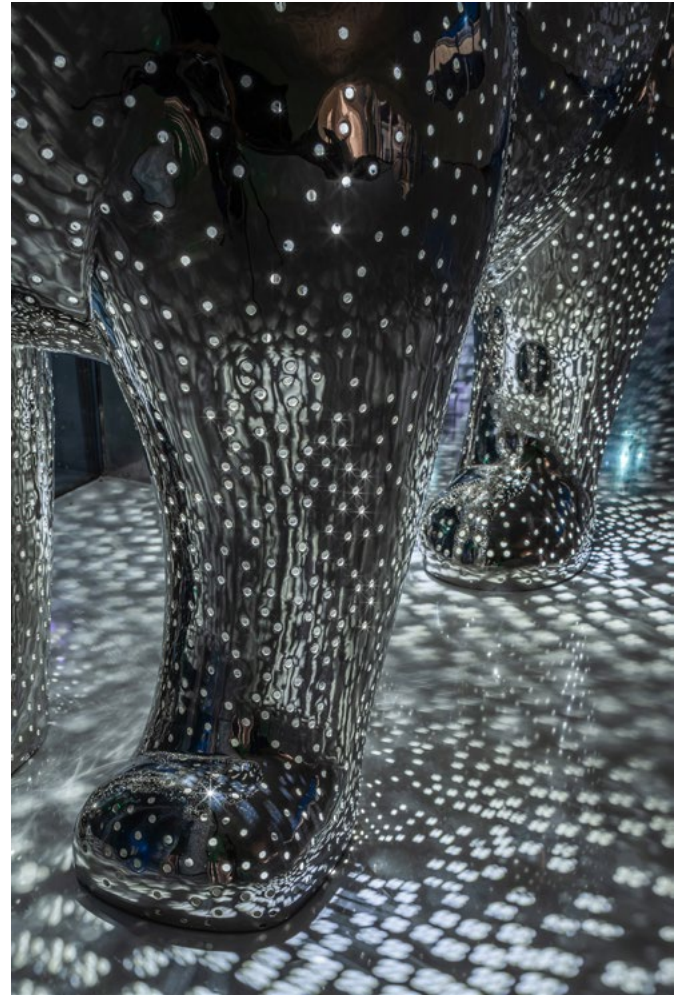


OPERATION / FLOW / INTERACTION

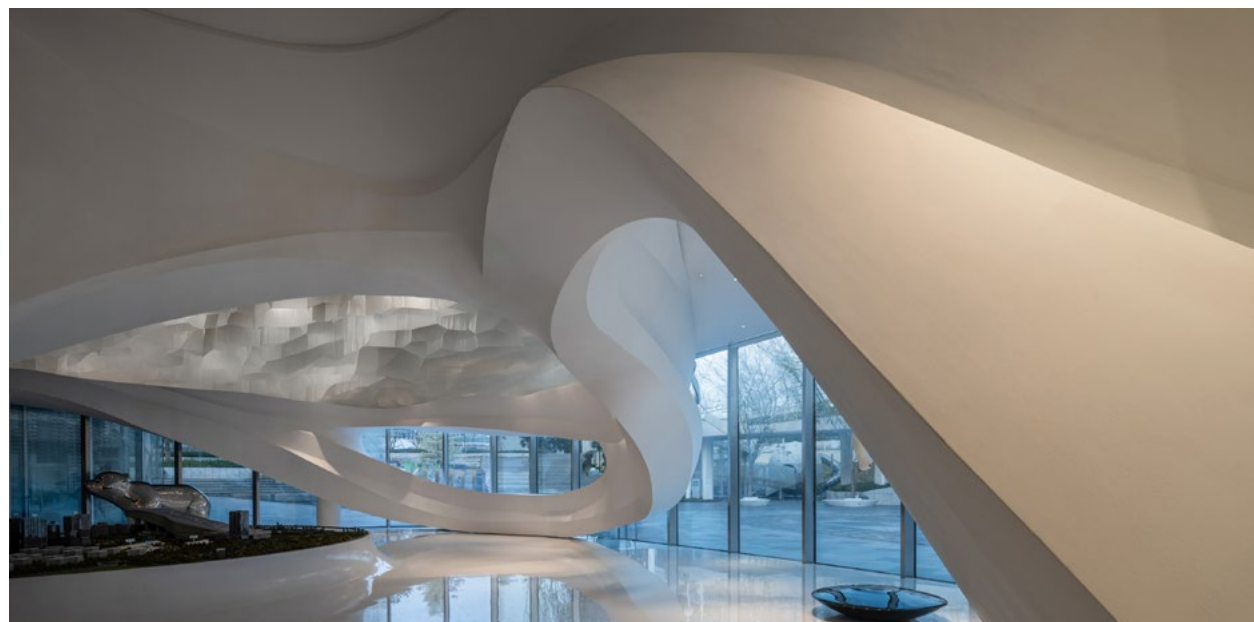
The entire exhibition hall uses a fluid circulation design and multi-sensory interactive installations to naturally immerse visitors in the space experience. Upon entering the hall, visitors can interact with the snow-themed content through touchscreens, holographic projections, and immersive sandboxes, such as unlocking glacier knowledge or watching real-time dynamic projections of snow landscapes. For an enhanced experience, it is recommended to follow the exhibition's flow, exploring each area progressively. Each section is designed to offer a layered experience, from visual and auditory to tactile, ultimately providing a complete and captivating immersive encounter.

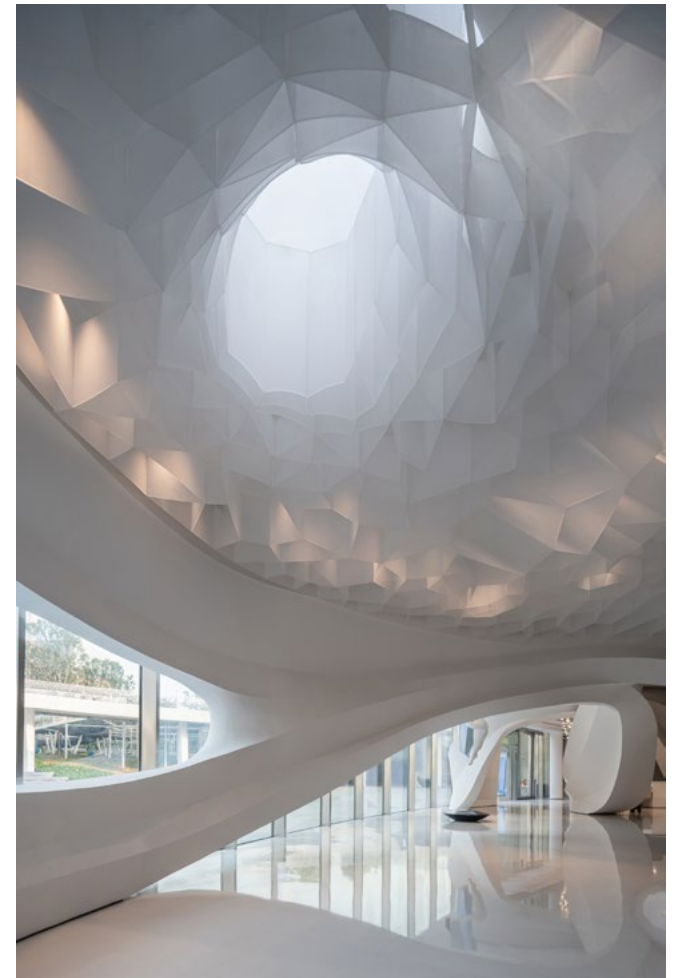
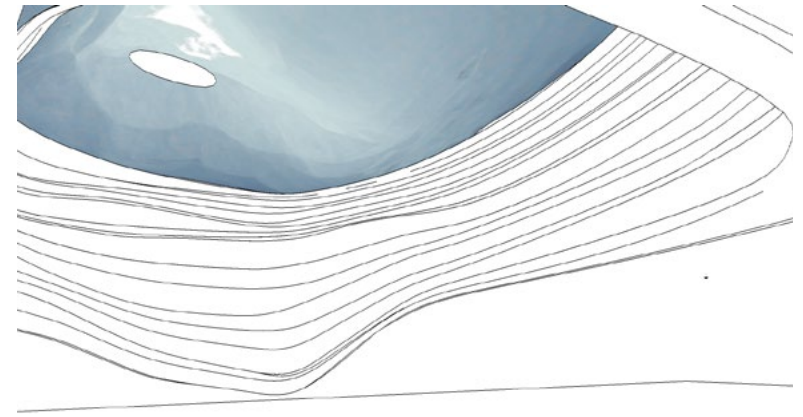














RESEARCH ABSTRACT

This project has not only advanced the **development of the ice and snow tourism industry**, attracting more attention and consumption trends, but also raised public awareness about glacier protection and climate change, spreading the concept of sustainable development.



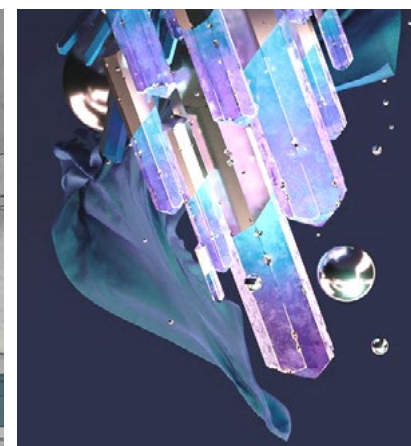
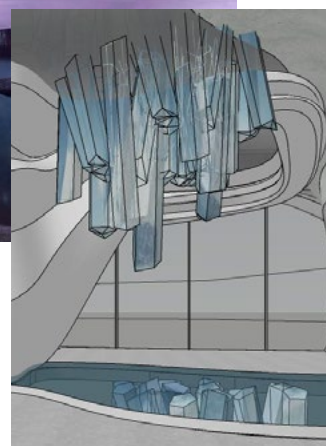


04
Ice Cone



COMPLETE





Polar colour

Extract the dazzling colors of the Northern Lights. - Dazzling ice picks



Meet the polar Bear







Ice Jade Stone:

Used in the tunnel area, its translucent texture, combined with natural light and shadow effects, perfectly showcases the visual essence of ice and snow. Ice jade stone is both durable and environmentally friendly, adding artistic and lasting vitality to the space.











06

snowflake



IMAGE

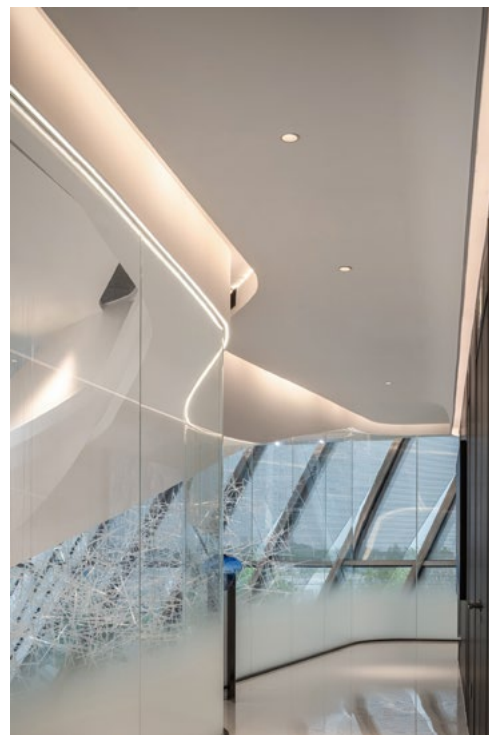
EVOLUTION



snowflake Ice crystal

- Extraction of ice crystal elements - Ice - Installation lamps [Imported high permeability acrylic]









MATERIALS

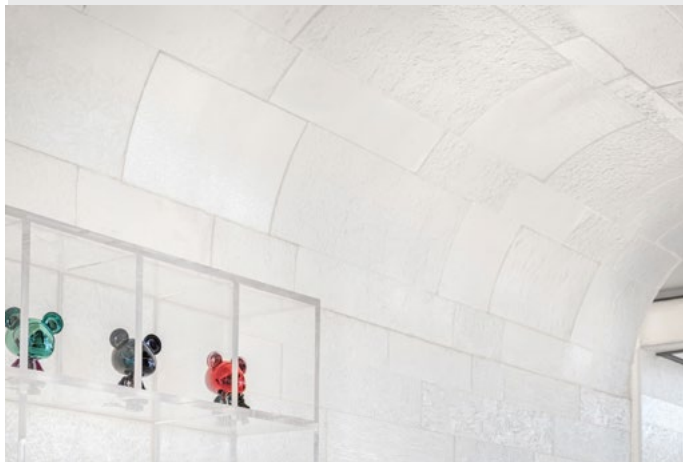
GRG:

Lightweight, moldable, and recyclable, GRG accurately restores design curves, reduces waste, and meets green building standards.



Ice Jade Stone:

Its translucent texture, combined with light and shadow, captures the essence of ice and snow. Durable and eco-friendly, it adds lasting artistic vitality.



Holographic Projection:

Holographic projections, LED screens, and dynamic lighting create an immersive, interactive ice and snow experience.



TECHNICAL PROPERTIES

GRG: This project uses GRC materials, which, with their **excellent moldability** and **lightweight characteristics**, precisely replicate the delicate textures of snow and the surface of glaciers, successfully creating the natural wonder of a glacier. At the same time, GRC materials offer outstanding durability and environmental performance, ensuring the long-term use and sustainability of the space.



Alpha gypsum powder



High strength alkali resistant glass fiber



Micro environmental protection additive

GRG is a new type of pre-cast decorative material made of high quality improved Alpha gypsum powder (high density short columnar crystalline compound), high strength alkali-resistant glass fiber, trace environmental protection additives and water.

INTERACTION

The exhibition hall features a fluid circulation design and multi-sensory interactive installations that seamlessly immerse visitors. Upon entry, touchscreens, holographic projections, and immersive sandboxes allow visitors to engage with snow-themed content, such as exploring glacier knowledge or viewing real-time snow landscape projections. Following the exhibition's flow offers a progressive experience, with each section providing layered sensory encounters—from visual and auditory to tactile—for a fully immersive journey.





RESEARCH ABSTRACT

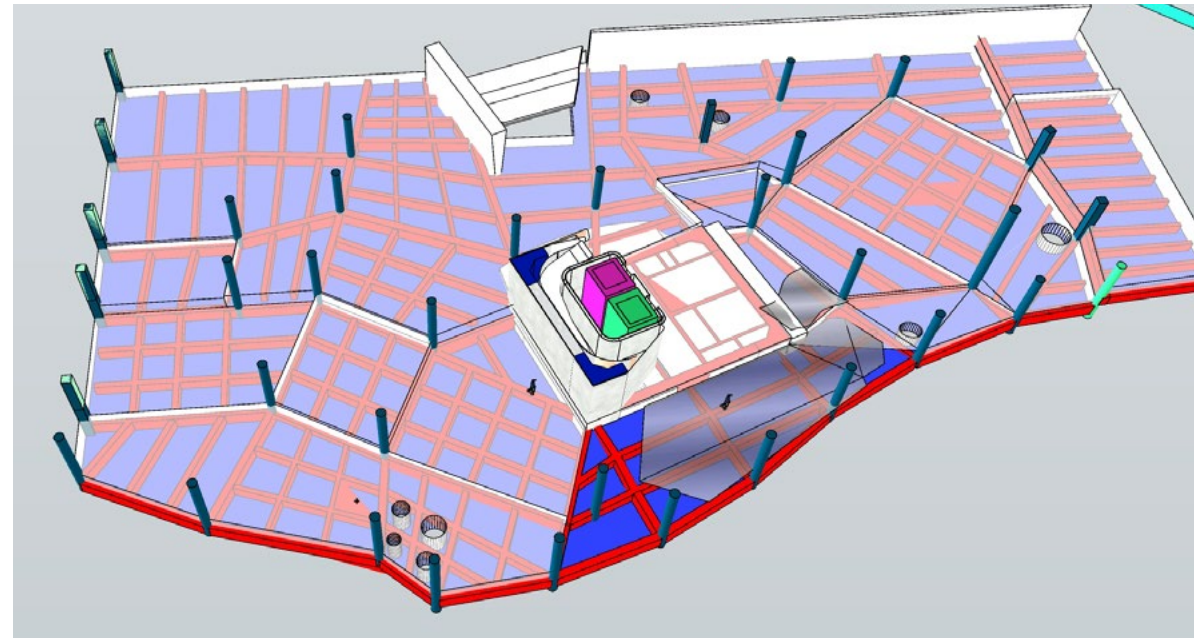
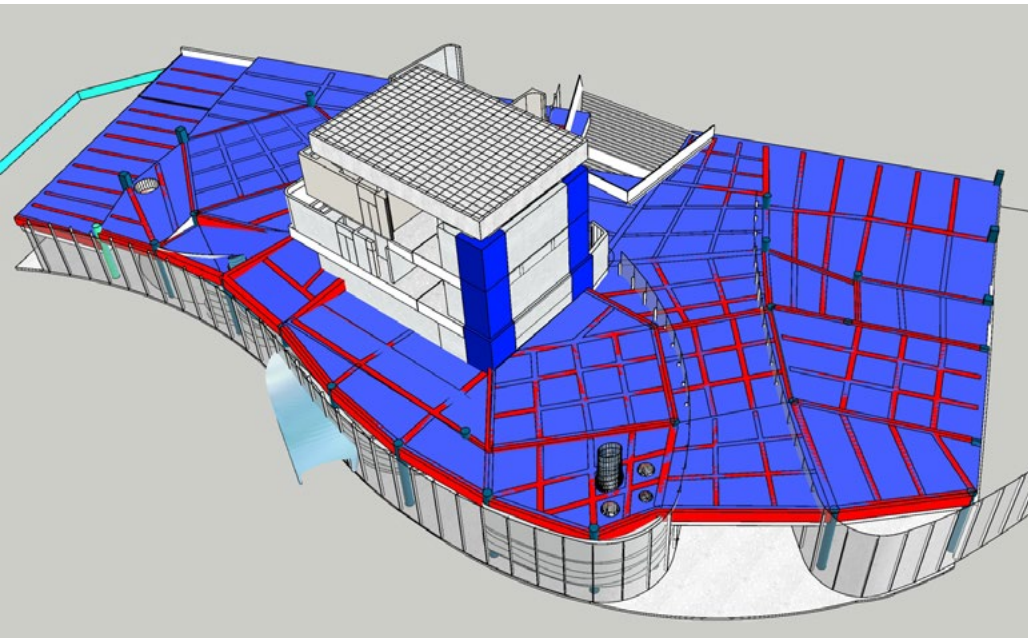
This project boosts ice and snow tourism while raising awareness about glacier protection and sustainability. It sets a new benchmark for immersive “**sports + cultural tourism**” spaces by blending natural elements with futuristic design.



RESEARCH CHALLENGE

The key challenge was creating strong visual impact in a basement space with 36 structural columns and irregular ceilings.

The design team used GRG materials and a streamlined layout to integrate the columns, with strategic lighting minimizing their presence. Snow textures, light refractions, and holographic projections enhanced the immersive experience, balancing artistic impact and functionality despite spatial limitations.



The structural columns are enclosed in a GRG shaped wall

