



工業與自然

輕盈對話

項目地址：四川 成都

項目面積：1125m²

完工時間：2025年3月

Nuban門窗品牌中心位於成都雙流的蛟龍工業港，隨著從傳統行業向品牌化的升級，設計方受其委託，完成包括園區規劃、建築改造、空間及景觀設計的綜合設計。

Nuban Door & Window Brand Center is located in Jiaolong Industrial Port, Shuangliu, Chengdu. As it upgrades from a traditional enterprise to a branded operation, Synthesis Phenomena was commissioned to carry out a comprehensive design including campus planning, architectural renovation, interior space and landscape design.

主要材料/Main materials

金剛砂地坪、鏡面不銹鋼、藝術漆、聚碳酸酯板

Silica Carbide Floor, Mirror Polished Stainless Steel, Artistic Paint, Polycarbonate Sheet



圍繞門窗產品的核心價值展開，合成現象以“工業”與“自然”為觸點，直白率真的建築語言，保持與周邊形態的關聯，營造現代形式與自然元素有機對話的整體環境；同時，通過材料、尺度與形式，將產品功能積極融入其中，提供靈活創新的產品展陳與互動體驗，傳遞品牌理念與價值，展望未來。

Focusing on the core values of door and window products, Synthesis Phenomena takes industry and nature as touchpoints. Using a straightforward architectural language, it maintains a connection with the surrounding context and creates an overall environment where modern forms and natural elements engage in an organic dialogue. Meanwhile, through materials, scale and form, the design actively integrates product functionality, offering flexible and innovative product display and interactive experiences, conveying the brand's philosophy and values, and envisioning the future.



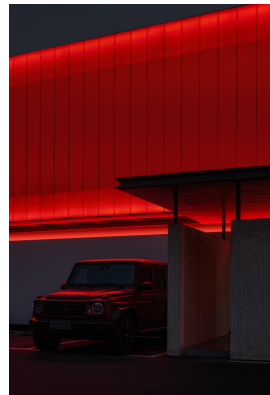
1-IMAGINATION

昭示介面【“燈塔”的照面，日與夜】

基於門窗產品的材料特性，金屬工業型材的特徵，被表現為象徵性的形式語言，向外延伸，**將建築橫向切割為兩層，表現乾淨俐落的現代體塊**。nuban努班門窗總部品牌中心主要面向C端的終端客戶，根據消費客群的時間軸（集中在週末與工作日晚上），上層立面採用聚碳酸酯板，利用光的特性，創建極簡柔和的“可觸”介面，相容日與夜的環境狀態，昭示品牌的形象。

The metal box space composed of aluminum oxide plates is like descending from the sky, concretizing the feeling of metal - inside a giant metal box, the robotic arm device touches the mottled stones from an industrial perspective. Gradual progress from the initial state, exploring the dynamic hidden state of exploration - exploring the history of metals.

Chisel open the window from the metal box to create a transparent spatial relationship and exploration perspective.





一層為辦公空間，二層為面向消費者的品牌中心。在樸素的工業屬性下，金剛砂地面映照有機的空間。入口處，幾道築牆，簡潔圍合，採用原始肌理の木紋混凝土，顯示質樸的木板模具痕跡——介於開放與內斂的自然尺度，塑造向內的過渡空間。

Level 1 houses office spaces, while Level 2 serves as a consumer-facing brand center. Under a restrained industrial character, the silica carbide floor reflects the organic volume. At the entrance, several sculptural walls form a simple enclosure, finished in wood-grained concrete with raw texture—revealing the subtle marks of wooden formwork. Balancing openness and restraint at a natural scale, they create an inward transitional threshold.

2-Exploration

啟動中心【垂直劇場，光影實驗】

開與合，寓示辯證狀態。豎向門窗陣列形成幕牆化立面，以視覺上的秩序性強調門窗產業的基因，同時與混凝土牆面形成的負空間，創造“柱廊”的通透尺度。入口與外立面形成夾角，以裝置化的形式切入空間，以開放角度導入人流。

Opening and closing embody a dialectical state.
The vertical array of doors and windows forms a curtain-wall facade, emphasizing the industrial DNA of the door and window sector through visual order.
Meanwhile, the negative space created against the concrete walls achieves a permeable scale reminiscent of a colonnade.
The entrance forms an angular relationship with the facade, cutting into the space as an installation, and drawing visitors in with an open gesture.





室內圍繞樓梯形態展開。由於磚混結構限制，無法進行大面積拆改，序廳樓梯的設計，一方面是基於原先磚混結構的限制，避免樓梯承重對空間產生影響；另一方面，我們將樓梯作為核心，進行抽象解構，展開秩序的積極對話，“打開”空間——樓梯作為靈活多變的單位，向內植入一個非線性的“記憶”，製造層次豐富的活動體驗，在路徑中啟動一個充滿時間屬性、充滿機能的中心，強調品牌與產品的核心屬性。

The interior is organized around the stair form. Constrained by the brick-concrete structure, large-scale demolition was not feasible. The design of the lobby stair responds to these structural limits, avoiding load impacts on the space. Meanwhile, we abstractly deconstruct the stair as the core, initiating an active dialogue of order and "opening up" the space. As a flexible element, the stair implants a nonlinear "memory" inward, creating layered spatial experiences. Along the circulation path, it activates a time-rich, functional center that underscores the core identity of the brand and its products.



金屬框架，展現時間的介面與進程，由不銹鋼圓管編制而形成像素化的品牌標誌（nuban），由精細的結構單位，製造暫態、錯層的空間“迷失”。以立體化的品牌標誌，展開隱匿的動態。在平衡對比中，路徑、幾何與材質，虛實交織，輕盈通透，通向二層辦公的樓梯成為藝術性的中心“裝置”。

Metal frames reveal the interface and progression of time. A pixelated brand logo (Nuban) is woven from stainless steel tubes, and the delicate structural units create an instantaneous, staggered spatial "disorientation." The three-dimensional logo unfolds hidden dynamics. In balanced contrast, paths, geometry and materials interweave virtual and physical presence with lightness and transparency. The staircase leading to the second-floor office becomes an artistic central installation.

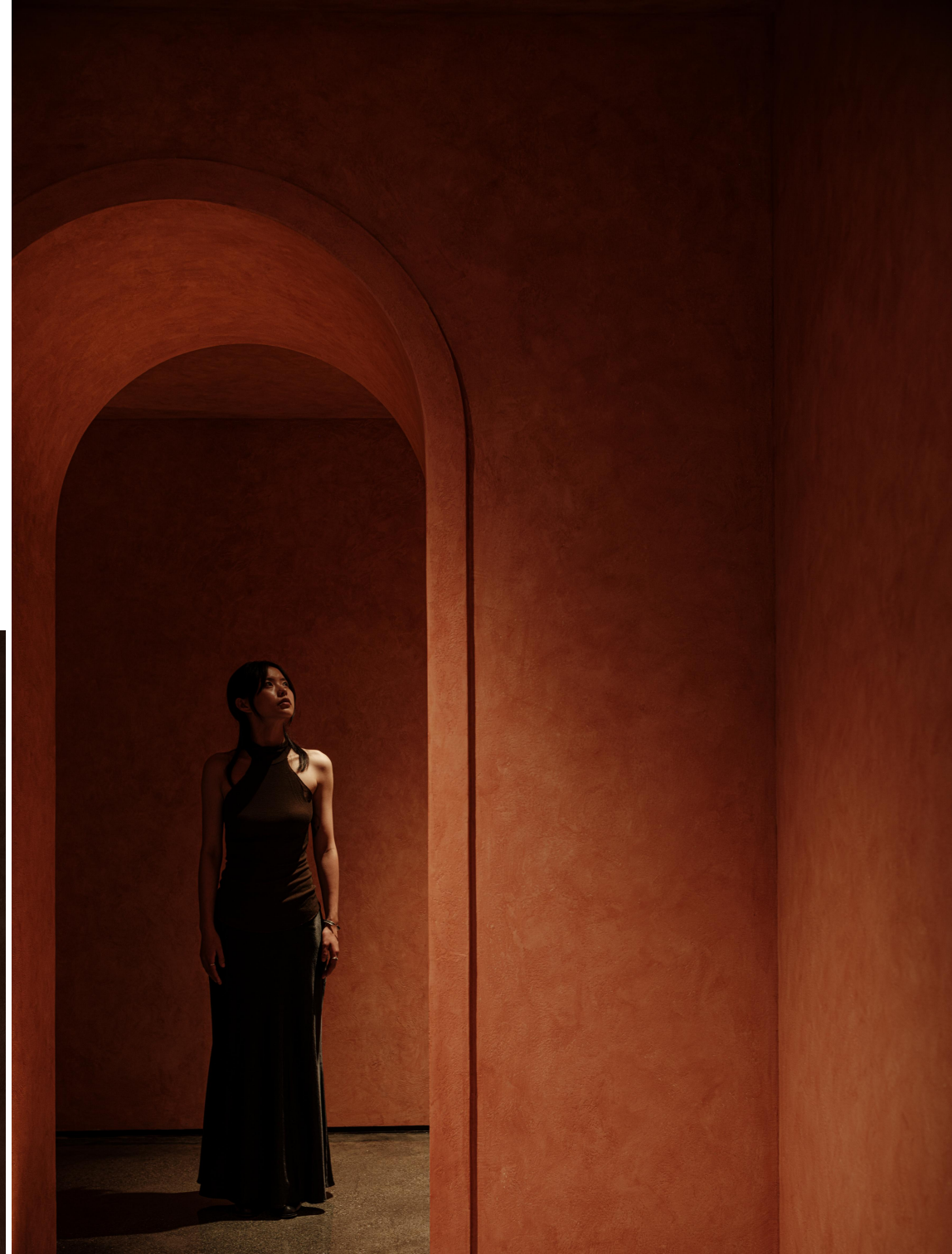


3-Memory

時間之廊【紅土之上，新舊時空】

一層植入“盒子”——作為核心產品展示區，我們從當地材料提取文化基因——紅土，與藝術漆調配混合形成厚重的空間肌理，與現代材質產生反差。紅土之色，**生長與沉澱，承載具有生命力的品牌文化，創造場地的深層聯繫。**

On the first floor, a “box” is inserted as the core product exhibition area. We extract the cultural gene from local materials—laterite, which is mixed with artistic paint to form a heavy spatial texture, creating a contrast with modern materials. The color of laterite symbolizes growth and precipitation, carries the vibrant brand culture, and establishes a deep connection with the site.



提取品牌的標誌元素，在磚混結構的基礎上計算承重、加固，形成拱形結構，形成陣列的展陳——從正面隱藏產品，在視覺與動線上建立期待，引導探索。由此，**長廊引申古典的建築形式與質地，步步深入，步步通達。盡頭不銹鋼鏡面微微變形的戲劇性“延伸”**，映照東方景觀的隱喻。頓入幽玄，無限時空。幽暗與光輝、古典與現代，在光影的輪廓中，奕奕對話，穿越迷人時空。

Extracting the brand's logo elements, load-bearing calculation and reinforcement are carried out on the basis of the brick-concrete structure to form an arched structure and an array of displays. The products are hidden from the front, creating visual and circulation anticipation to guide exploration. The corridor thus extends classical architectural form and texture, deepening step by step and leading through. At the end, a subtly distorted stainless steel mirror provides a dramatic "extension", reflecting the metaphor of Oriental landscape. Suddenly entering a state of seclusion and mystery, it evokes infinite time and space. Darkness and radiance, classical and modern, engage in a vivid dialogue within the outline of light and shadow, traversing a charming time and space.





紅土“盒子”的外部，產品體驗中心全不銹鋼鏡面天花營造虛幻交映的動態，結合自動抽拉展窗的創新性設計，在立體中有機拓展，呈現科技感、技術展示的一面。與此同時，黑色體塊的植入，**產生虛實對比**，綠色體塊（國內頂級體驗道具服務商與設計方攜手原創設計）點綴，**有機連接室內外關係，為產品體驗區域營造視覺重點。**

Outside the laterite “box”, the fully stainless steel mirrored ceiling in the product experience center creates a dynamic interplay of virtual and real reflections. Combined with the innovative design of automatic pull-out display windows, it expands organically in three dimensions, presenting a sense of technology and technical display. Meanwhile, the insertion of black volumes generates a contrast between solid and void, while green blocks (originally designed jointly by top domestic experience prop service providers and designers) serve as accents, organically connecting interior and exterior and creating visual focal points in the product experience area.

4-Environment

有機環境【功能+景觀】

在景觀方面，新建水景及上部門窗暴風雨測試屋，營造“濱水”環境，提升環境的豐富度。回廊關聯兩個建築，製造回轉的動線，建立探索，同時形成自然過渡的L型灰空間，將建築、景觀與裝置聯繫為有機的整體。

同時，產品功能與景觀生態，相互融合，通過藝術性裝置模擬暴風雨，創建“功能+景觀”的有機動態環境，宜人、可遊動的環境變成現實的消費場景體驗，由外到內，塑造安全“港灣”的具像感受，與產品的功能屬性相聯系。

For the landscape, a new water feature and an upper storm-testing chamber for doors and windows are introduced to create a "waterside" environment and enhance spatial richness. A cloister links the two buildings, generating a circular circulation path that encourages exploration while forming a naturally transitional L-shaped grey space, integrating architecture, landscape and installations into an organic whole.

Product functionality and landscape ecology are mutually integrated. Through artistic installations that simulate storm conditions, a dynamic "function + landscape" environment is created. The pleasant, walkable setting becomes a realistic consumer experience, shaping a tangible sense of a safe "harbor" from outside to inside, echoing the functional attributes of the products.





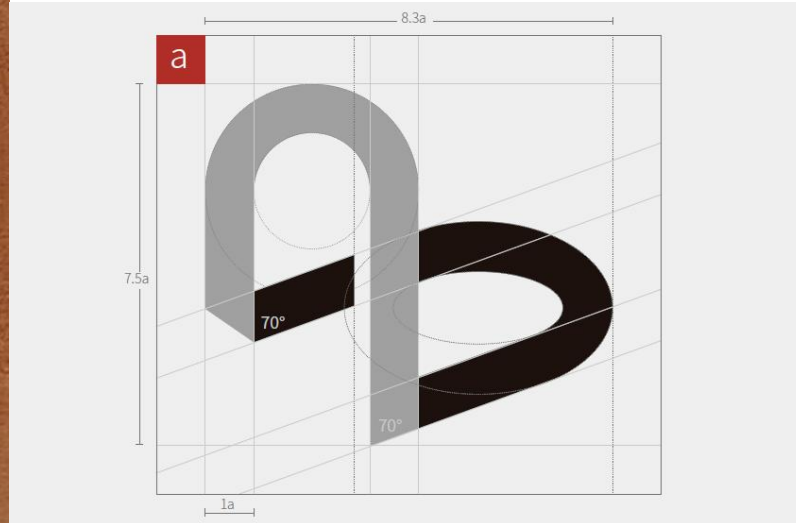
通過計算建築與樹之間的距離，在立面營造樹影動態，捕捉光線與風的變化，成為自然時間的刻度。建築置於“自然”之中——平面與立體，幾何與自然，簡潔而生動。

By calculating the distance between the building and the trees, dynamic tree shadows are created on the facade, capturing changes in light and wind as a scale of natural time. The building is set within "nature"—planar and three-dimensional, geometric and natural, concise yet vivid.



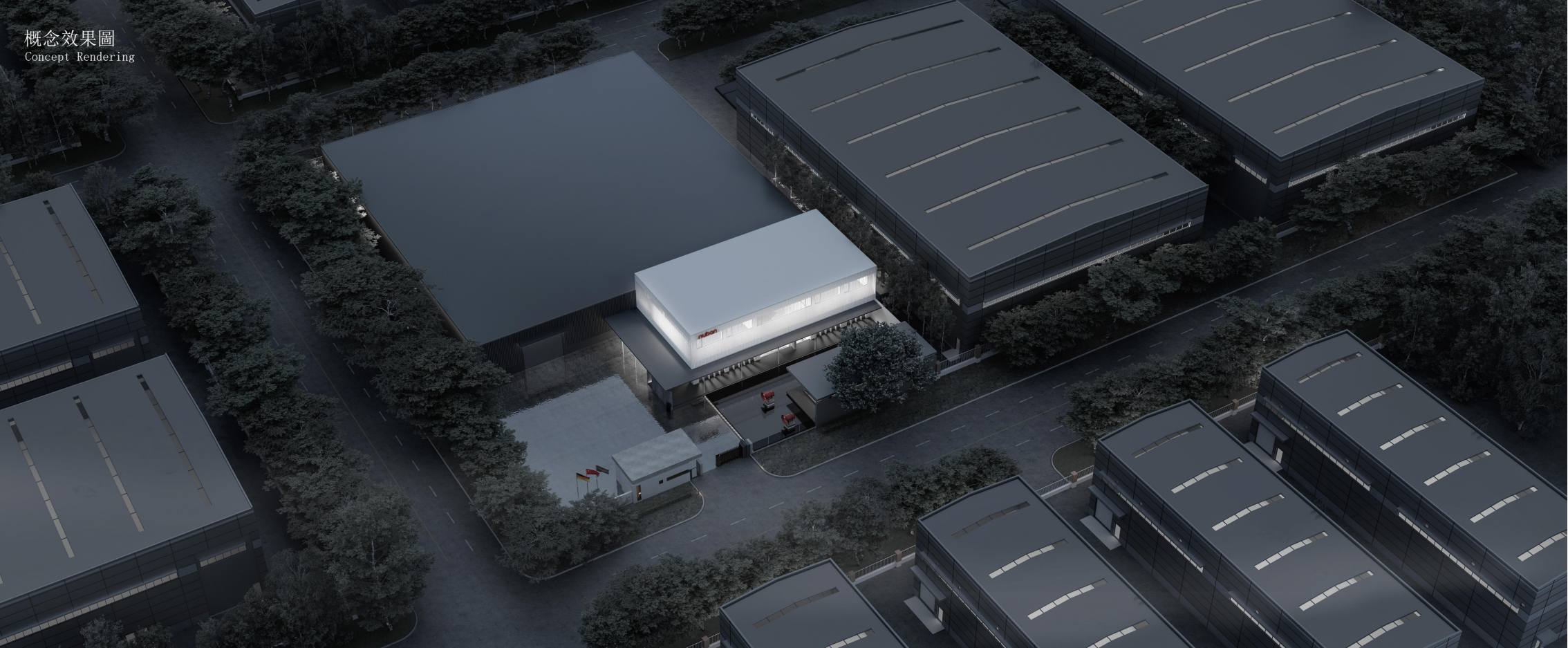
從門窗到空間，從功能到文化，如品牌標誌中n與u的有機組合——既保持樸素的自然形式，也是積極探索充滿機能的空間維度，探索可能性，創造兼具功能性與文化性的場地體驗。

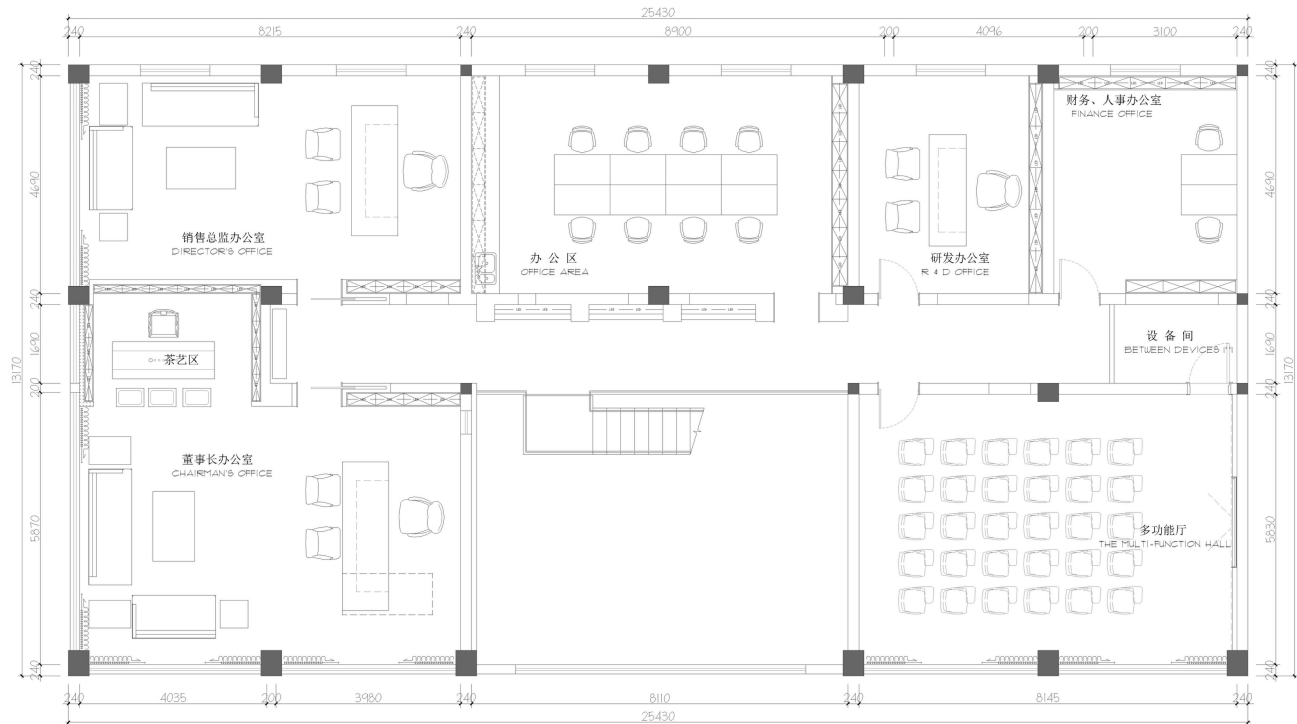
From doors and windows to space, from functionality to culture, just like the organic combination of "N" and "U" in the brand logo — it maintains a simple natural form while actively exploring a dynamic spatial dimension full of functionalities. It explores possibilities and creates a site experience that integrates both functionality and culture.



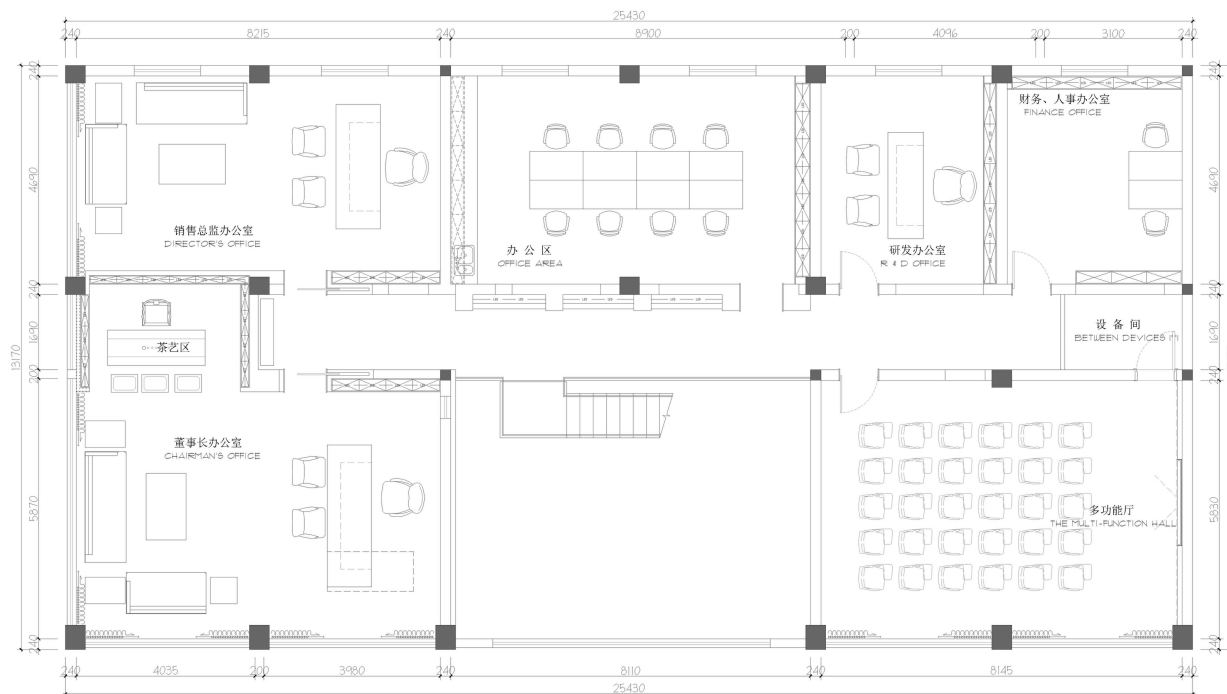
Graphical representation

概念效果图
Concept Rendering





一層品牌中心平面
1st Floor Brand Center Plan



二層辦公平面
2nd Floor Office Plan

THANKS

謝謝觀看

