



YACHT CLUB ON THE BUND
上海外滩游艇会翻新设计



www.heimdesign.com
SHANGHAI
2012

上海外滩游艇会将进行全面的修缮工作

其位于上海最富盛名的黄浦江岸，环抱于众多令人震撼的上海摩天大楼之中，现在将沿黄浦江以崭新的姿态重新呈现。

该建筑物顶部是一个巨型露台，其中皆是能将上海胜景一览无余的各种酒吧以及餐馆，以一个巨大的玻璃船帆装饰将其包裹于内。

位于正中的则是一个看上去好似贝壳或者张开的生蚝的酒吧。

而沿着露台还摆放着许多由 JPH 公司精心设计的躺椅和一些室外家具，可以饱览上海美景。

建筑物正面以铺满 LED 显示屏的巨大船帆结构为延伸，而那些江上的游艇将被播放着外滩游艇会广告的 LED 大屏幕所笼罩。

同时全面革新的“船长总部”将会坐落于游艇的平台之上。

如同甲板一般的大厅将成为外滩游艇会的全新一景，全部采用极致时尚的现代家居装点，并且装饰以贝壳和珊瑚。两个装有鲨鱼的大型水族展览鱼缸将会安放在入口通道的两旁，同时大厅也会间歇性的展览海船雕塑。在整个墙的表面，尤其是通道将会用 LED 灯来进行展示。

在建筑物里面，每层楼都将会有一个独立的主题。

二楼是一个由多媒体室改建成的球形房间。可以承办一场汽车或者船的展览。当然，用作一场节日或时尚秀的舞台也没有任何问题。

在前面的一间球状的，以亚洲文化作为特色的房间，则是可以做艺术展览和品味中国特色的绿茶之用。三楼则是用于娱乐。是一个统统采用全新以及成熟现代技术，并且引领时代潮流的的多媒体房间。

四楼和五楼则是 VIP 专享的餐厅和用来举办奢华活动。五楼的圆形房间，让人如同置身于豪华邮轮的外舱一般。六楼则是一个全部用别致设计和精心装饰，同时用一面巨大地玻璃幕墙包裹的阁楼，完全充当了望和观景台的作用。

Shanghai Yacht Club Renovation

The Pudong Yacht Club which is located in the most prestigious bank across Huangpu River in Shanghai is getting a total renovation.

The Yacht Club will now navigate the newly design aspect along Huangpu river placed just at the feet of the most incredible new skyscrapers of Shanghai. A huge glassed sail wrapping the top of the existing building.

There is a huge terrace with bar lounge and restaurant which dominates the skyline of Pushi placed on the the builing.

The bar was designed according to the shape of the seashell, or the shape of an open oyster which is located in the middle of the terrace. There are day beds, outdoor furnitures designed by JPH placed along the terrace building in front of the Shanghai skyline.

The facade now elongated with the huge glass sail covered with led screen light during night. The barge in front of the facade is now covered with a very long LED screen advertises the Yacht Club on the river. The terrace of the barge is newly renovated as “captain headquarter”

The outdoor lobby is a new concept of the Yacht Club as it is a deck decorated with some modern furniture. Also there is a glowing desk decorate as a shell coral decorating the lobby. There will be two aquariums with sharks placed at the entrance with the sea ship statue displayed at the lobby. The surrounding of the wall diffuses the natural and artificial LED light especially in the entrance area. There is a theme for every floor in the building. Second floor is a multi media space which is converted into a ball room and that could also serve as a media room, such as GALA or fashion runway. A culture Asian room which is located at the front comes with a global aspect for art and a place for Chinese tea tasting.

The third floor will be an entertaining area. Where all contemporary media room equipped with the most sophisticated technology. Fourth fifth floor for Vip dining room and luxury event. The fifth circular room will be like being outside a cruise ship. The penthouse sixth floor will have a circular very sophisticated decorated with a huge sky dome as an observatory deck.



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SHANGHAI YACHT CLUB

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外灘游藝會

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BOAT SHOW

香港海運會

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外滩游艇会
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YACHT CLUB

THE BUND 外滩

CHANEL

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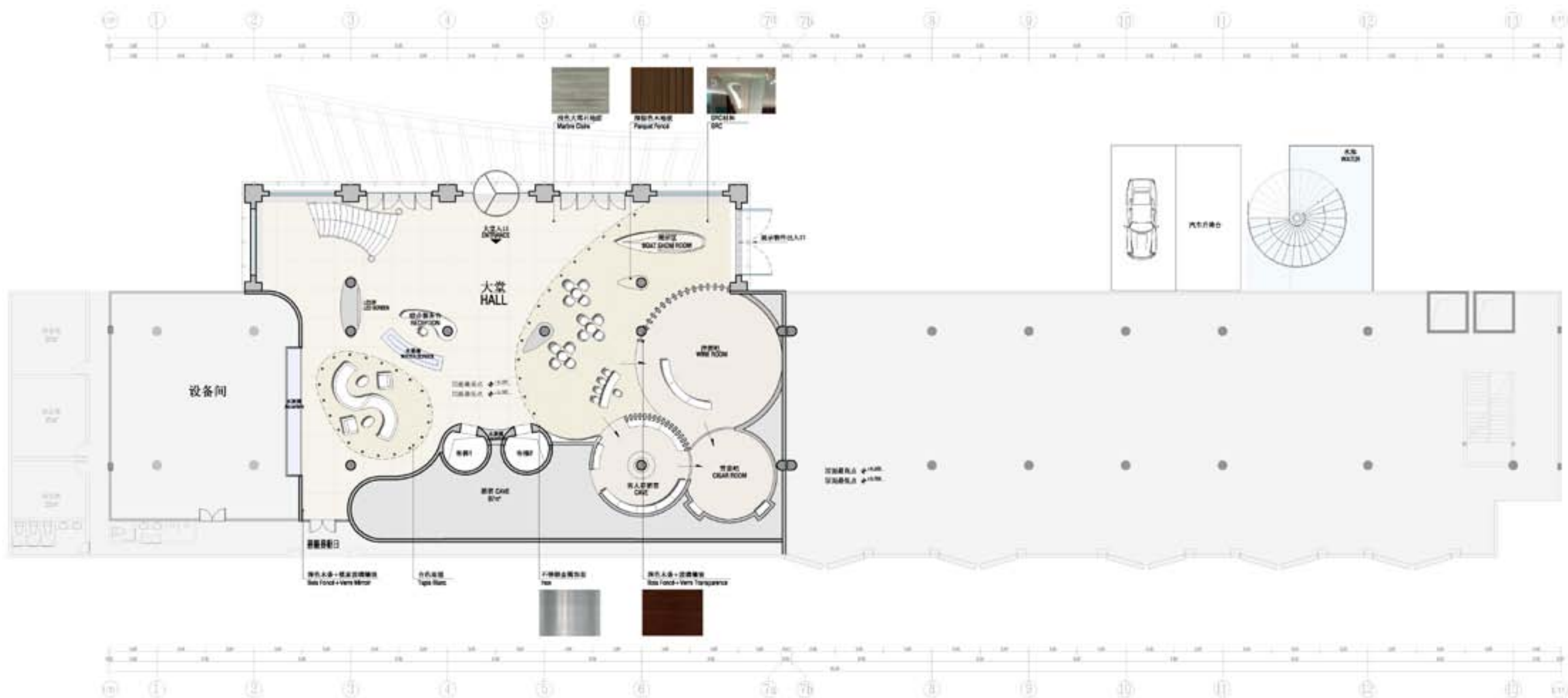
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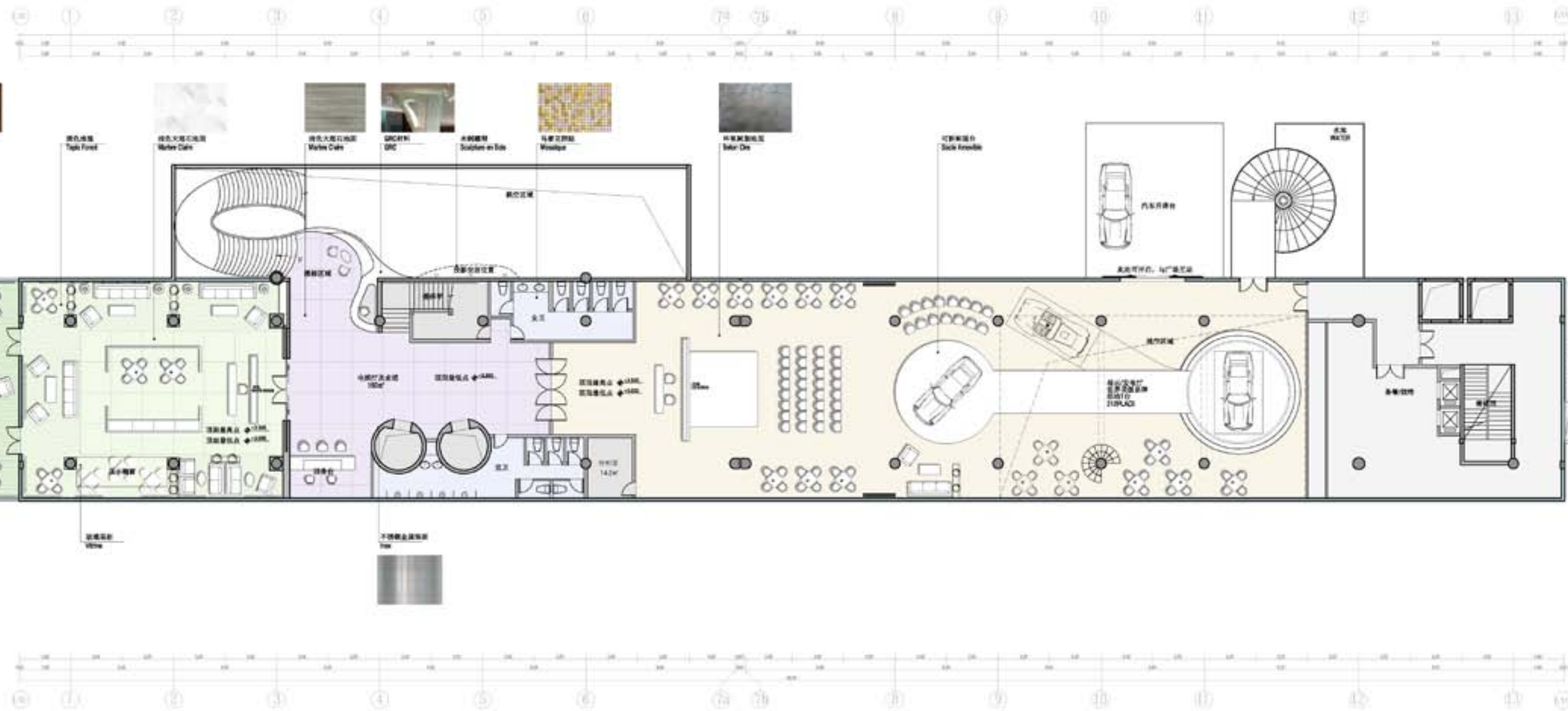
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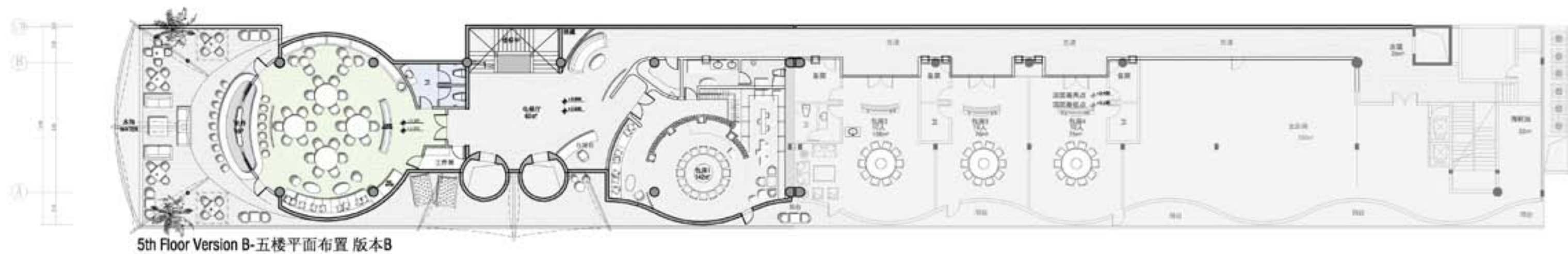
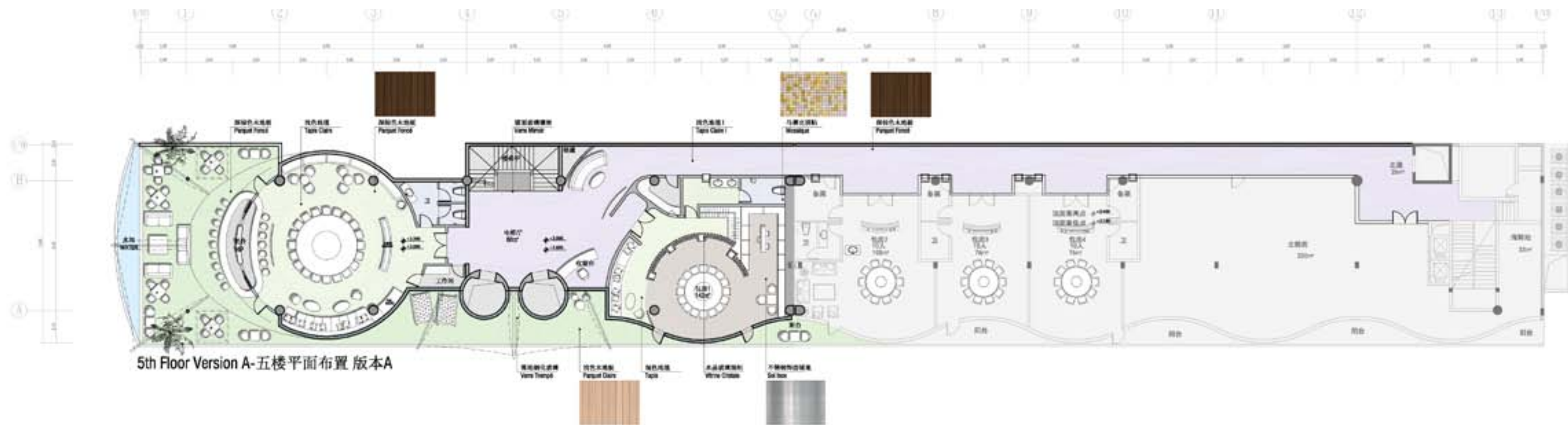
一层平面
PLAN RDC



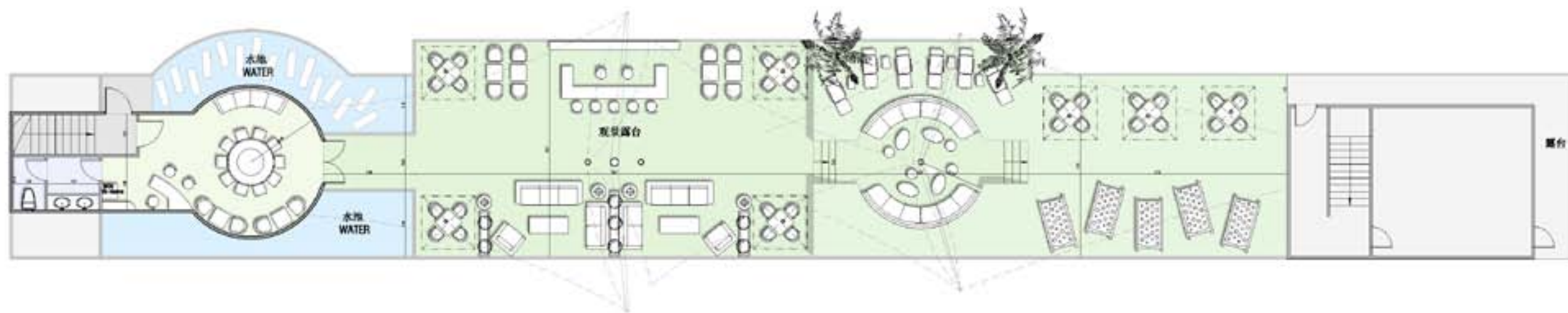
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二层平面
PLAN R+1



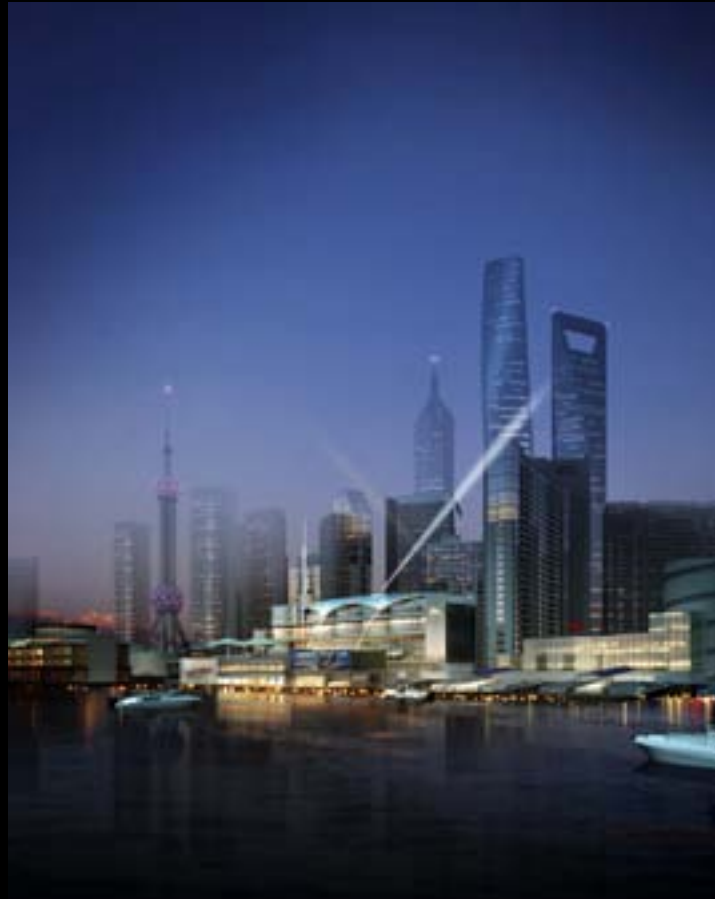




登船平面
PLAN BARGE



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