

GARDE works on a new style shopping mall “JOY BREEZE” born in the attention area “Daxing District” in Beijing



GARDE CO., Ltd. (Headquarters: Minato-ku, Tokyo; President: Guido Tarchi), a global provider of total interior design, consulting and coordination services for retail, large-scale commercial facilities, hotels, offices and residences, has been involved in the concept design, schematic design, design development and supervision of Beijing Daxing JOY BREEZE, which opened in Daxing District, Beijing, China on December 25, 2020.

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JOY BREEZE

GRAND JOY, the operator of JOY CITY, a large shopping mall in China, in partnership with GoHigh Capital, will renovate the former Wangfujing Department Store in Beijing's Daxing District and open it as a new brand of next-generation shopping mall in December 2020.

Daxing District, located about 46km south of Tiananmen Square, the center of Beijing, is an area of rapid development with Beijing Daxing International Airport, and a large international hub airport that opened in September 2019. Wealthy new families in their late twenties to late thirties who aspire to a fashionable and high-quality suburban lifestyle are increasing.

"JOY BREEZE" was born as a new landmark in the city, a shopping mall that offers a stylish, high-quality, and sophisticated lifestyle for new families. JOY BREEZE is attracting attention not only from Beijing but also from all over the country, with plans to expand further starting with this first store.

The three keywords of JOY BREEZE are "In the park", "Diversity" and "Creativity". The goal is to create a town that can provide future-oriented experiences and values beyond the framework of commercial facilities. The first thing the GARDE team set out to do was to create a space that seamlessly blends the nature outside with the interior of the mall. The gradation of nature spreads inside the building as well, infusing the entire mall with lively vitality that will allow JOY BREEZE to blend in with nature and atmosphere of the city.

Design Concept

The architectural design contractor, The Jerde Partnership International, chose the concept of "Lantern" as a reference to the fact that there was originally a fire shrine revering the Fire God on this site, and the three large atriums on this site were to be reborn as "Lanterns". In response to this, GARDE decided on a design concept of "Lamplight" within the "Lantern" for the interior design. It illuminates and envelops us warmly, and its flickering light sometimes heals our hearts. In the same way that fire has developed civilization and enriched people's lives since ancient times, JOY BREEZE is meant to light up the city and enrich people's lives as well.

In the center of each atrium, a stairwell resembling a lantern is created, creating a space with an ascending vertical axis, based on the motifs of "Flickering fire" and "Rising heat". Although the floor area of each atrium is rather compact for a large shopping mall, the design, with its awareness of vertical expansion, has created a dynamic space. By connecting the design through the floors rather than completing each floor individually, a seamless space is created in terms of height, creating a sense of unity that transcends each floor.

Another important point is the inclusion of many theme zones. Rather than leaving the design of the sales floor to each store, the style of placing brands in a space that has been designed as a common environment is rapidly expanding in Chinese shopping malls while referring to the design of sales floors in Japanese department stores. For JOY BREEZE in particular, this was an important method for simply expressing the type of business of each floor in order to create a sense of unity that seamlessly connects the inside an outside of the building, as well as the top and bottom, rather than just as a trend. It is no exaggeration to say that GARDE, which has involved in many theme zones, was able to make the most of it.

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Three Atriums

[Atrium A: Theme - "Flickering"]



Panels installed on the ceiling expresses the flickering of flames give the impression of a rising light.

[Atrium B: Theme - "Heat Transmission"]



The ripples spreading across the ceiling of each floor express the way heat rises and spreads horizontally.

[Atrium C: Theme - "Layer of Heat"]



Each floor is imagined as a layer of heat with different energies. The image of convection is created by the transfer of heat from the areas that are in contact with each other.

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Theme Zone



Shoes floor that gives off gorgeous energy: 2F



Kids floor designed from a child's perspective: 3F



Restaurant floor with a grand stairwell and a sense of openness: 6-7F

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Transition



The passage between Atrium B and C is narrowed like a bottleneck, but instead of making it a straight passage, we intentionally created a space in the shape of circle. Customers will walk toward this circle, and when they reach it, they will discover a space that expands further and proceed to activate the flow of people. By developing this method, GARDE has contributed to increasing the circulation in many of the facilities we have worked on.

Beijing Daxing JOY BREEZE

Open: 2020.12.25

Location: No.38, East Street, Huangcun County, Daxing District, Beijing

Structure: seven floors above ground and one floor below.

Total floor area: about 150,000 m² (including parking area)

About GARDE

As a branding and design firm, GARDE designs spaces for retail, offices, residences, hotels, restaurants and complex facilities. With a global network, deep insight into diverse societies and cultures, and a talented design team, we bring our client's visions to life in each of the three pillars of consulting, design, and coordination, creating spaces that combine outstanding design and functionality. In addition to our Tokyo headquarters and Osaka offices, we have offices in Hong Kong, Shanghai, Singapore, Kuala Lumpur, Milan, Paris, New York and Los Angeles. A new office is scheduled to be established in Dubai in the near future.



Project Member

[Design]

GARDE Masahito Kamekawa

Design Division Large-scale Facility Design Senior Designer

Kamekawa has worked on many large-scale commercial facilities, including department stores, shopping malls, and supermarkets, both in Japan and overseas. In the Hankyu Department Store Umeda Main Store, he was involved in the public environment design and schematic design of the 1st to 3rd floors. He was awarded the Asia Pacific Property Award 2016 for “Joy Yard” in JOYCITY, a commercial facility in Beijing, and “Special Mention” in the “Architecture + Branding category” of “Architizer A + Award 2017” for the “shoes retail area at the 2nd floor of JOYCITY”. He has also made lots of achievements in collaboration with China Resources Co., Ltd. and other major developers in China.

GARDE Feng Liu

China Business Headquarters Shanghai Designer / Design Coordinator

Participated in numerous design projects, including large commercial facilities, theme zones, food courts and stores. He has played an important role in bridging the gap between Japan and China in terms of languages, regulations and materials, etc., and in ensuring the smooth progress of project. He has a great deal of experience in China, mainly with the COFCO Group and SKYLAND Food Court.

[Project Management]

GARDE Yu Sugamoto

China Business Division Shanghai Manager / Project Manager

Since the launch of the Shanghai office, he has been involved in all of the Shanghai office’s projects, from consulting proposals to design work for commercial facilities using MD consulting. He is also responsible for the project management of many projects such as COFOCO Group, China Resources Co., Ltd. and SKYLAND Food Court.

GARDE Juan Qiu

China Business Division Shanghai Sales Manager / Project Manager

Since the launch of the Shanghai base, she has been involved in almost all of projects of the Shanghai office. She has been involved in the acquisition of many clients such as COFOCO Group, China Resources Co., Ltd and SKYLAND Food Court, and project management for each project. She also plays an important role as a coordinator between Japan and China.

[Enquiry regarding this press release]

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