

Project: Huawei TKL Flagship Store

Team: UNStudio

Size: 1810 m²

Location: Shanghai, CHINA



Feature:

Project - UNStudio's new Huawei Flagship Store in Shanghai creates an immersive retail experience inspired by nature and technology. The 1810 sqm store features a striking facade of recursive petal-like forms based on growth patterns in nature, representing Huawei's harmony operating system and polar codes technology. Inside, a spiraling "Tree of Harmony" anchors the entrance, leading visitors upstairs via an interactive augmented reality experience.

Fluid circulation and warm materials like wood and ivory-toned stone unify the interior spaces. Technology is seamlessly integrated through zones dedicated to showcasing Huawei's products, from smart watches to cars. The store provides a flexible community hub via lecture spaces, brand galleries, and relaxed café areas where people can test products first-hand.

The facade's frameless glass front maximizes views inside the two-story space filled with natural light. Sustainable materials like recycled wood minimize the store's environmental impact, while advanced ventilation and greenery enhance indoor air quality. Through stimulating experiences and exhibits, the flagship store becomes a user-centric interface between Huawei and its customers.

Design Team - Founded in 1988 by Ben van Berkel and Caroline Bos, UNStudio is an international architecture and design firm known for its innovative and sustainable projects across the globe. With offices worldwide and over 300 staff from 27 countries, UNStudio takes on a diverse range of projects from buildings and bridges to city development and product design.

Guided by their mission to create lasting impact, UNStudio's designs address pressing urban issues like climate change and population growth. Their goal is to create healthy, sustainable environments for future communities. Through extensive research into new materials and technologies, UNStudio produces resilient, user-centric designs that are adaptive for the future.

With over 30 years of experience completing projects in Europe, Asia and North America, UNStudio can efficiently implement their knowledge across regions. Notable projects include the Mercedes-Benz Museum in Germany and the Doha Metro Network in Qatar. UNStudio is led by co-founder Ben van Berkel and managing directors Astrid Piber and Philippe Smit.