

PulsePod

云 嘻 街

九龙坡区二郎云领天街街区主题规划

Theme planning of Erlangyunlingtian Street Street in Jiulongpo District

跳动盒子(重庆)商业管理有限公司 PulsePod



EARLY ANALYSIS

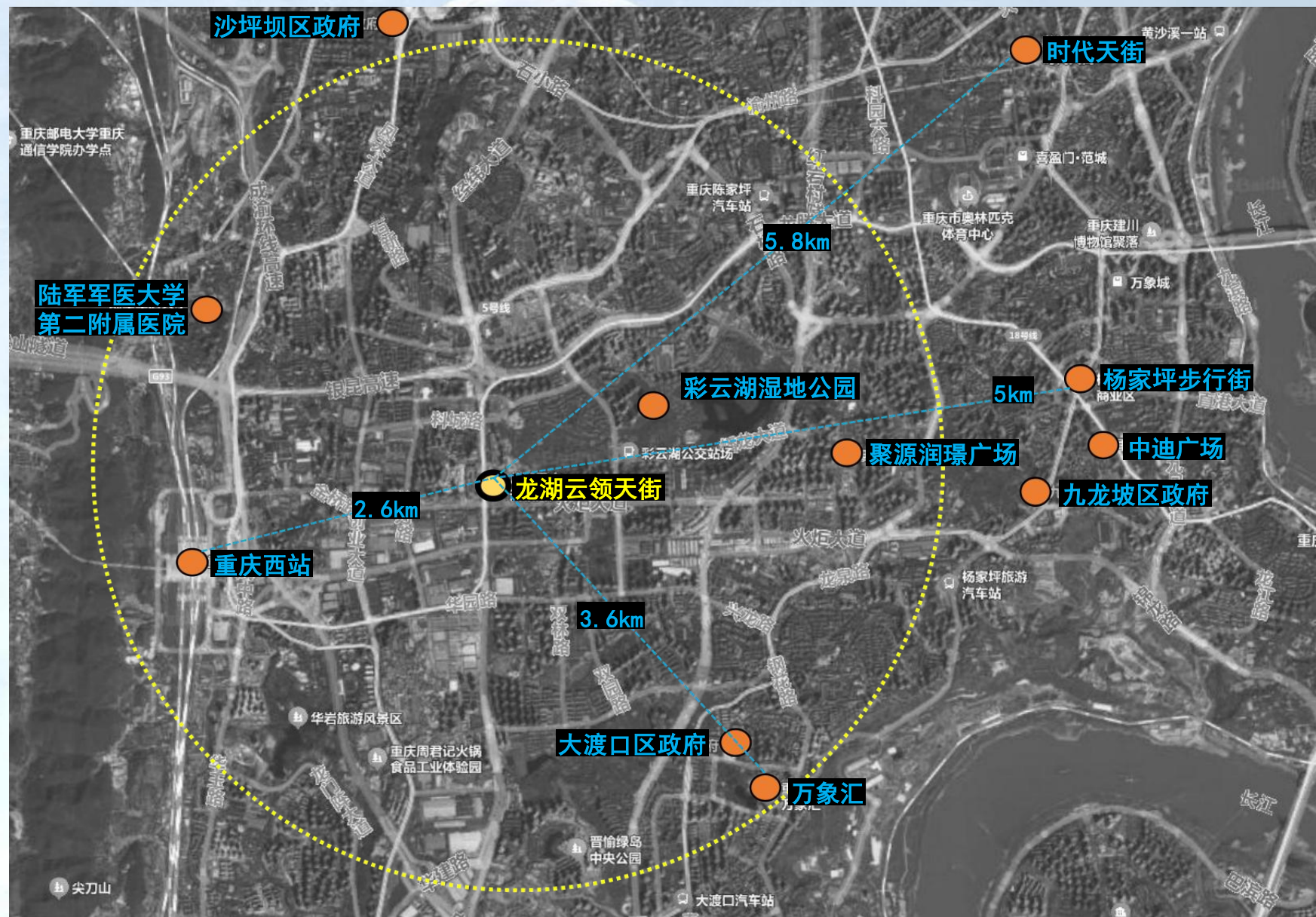
前期分析

区位

STATUS QUO



根据场地区位可以看出，周边5KM内商业中心活力不足。结合龙湖云岭天街的优势。植入新商业形态。完成外街业态组合。目标打造新的商业中心目的地。



现状

STATUS QUO



现状场地，空旷，杂乱，留不住人。附近外街缺少店铺。商业活力较弱。
为本案打造新的体验商业提供了需求基础。



思考

STATUS QUO

如何营造一个商业和社区有机结合的聚集地？

如何营造一个文化艺术与户外乐活融合的新的时尚生活内容？

如何营造共创城市社区新商业新生活？

How to create a gathering place that organically combines business and community?

How to create a new fashionable lifestyle content that integrates culture and outdoor leisure art?

How to create new business and new life in urban communities?

激活 QUESTION



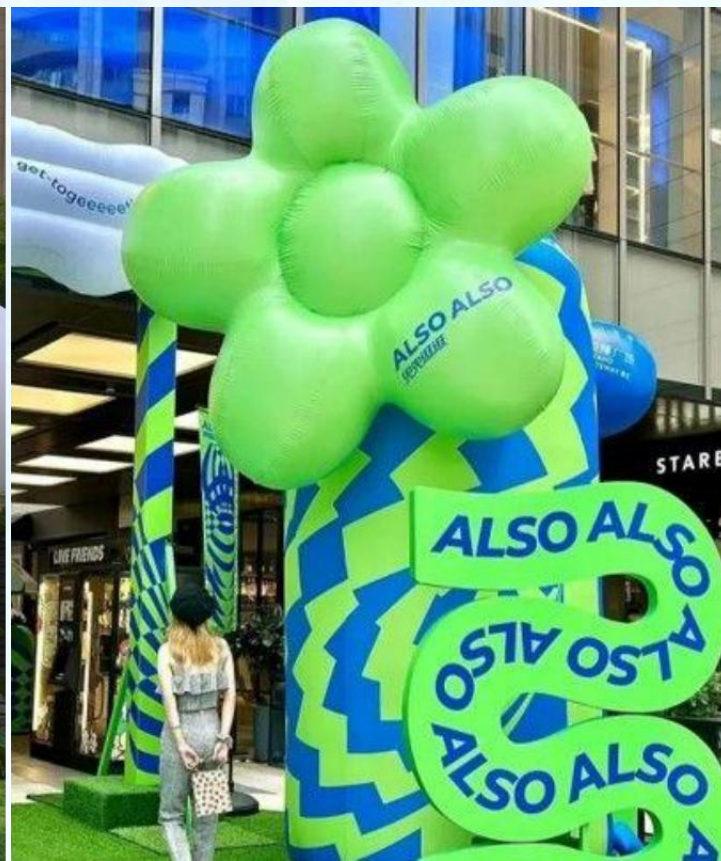
打造一个城市客厅社交新聚场

通过一种新的商业形态去提升场地的活力
一个城市文化/艺术/时尚生活微度假的社区集合
一个轻松共处的自由社场
一个文化跨界的展演现场

IMAGINATION Future

柔软 松弛 休闲 慢生活

Soft, relaxing, leisure, slow life





DESIGN THEME

设计主题

云嘻街 YUNXI STREET

“云嘻街”蕴含了柔软、松弛、休闲和慢生活的状态和感觉。

它仿佛是一条悠然自得的小巷，穿行其中，仿佛融入了云端般轻盈的氛围。

这是一个让人放慢脚步，尽情享受生活的地方，街道两旁的店铺和景观都散发着舒适和温暖，让人感觉仿佛置身于柔软的云朵之中，体验到了生活的轻松和惬意。

"Yunxi Street" contains the state and feeling of softness, relaxation, leisure and slow life.





OVERALL DESIGN

总体设计

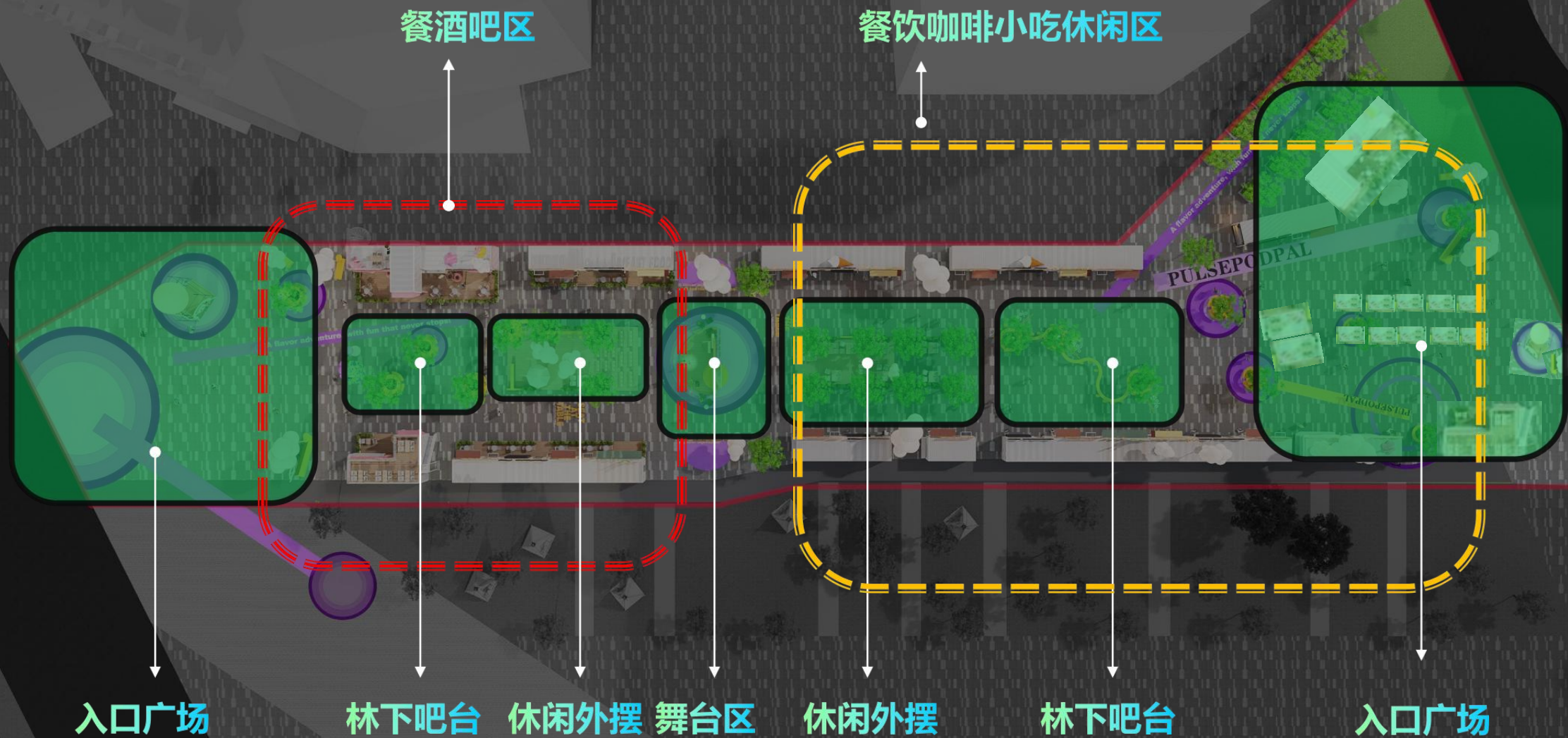
SCHEME DESIGN 平面图



预计规划店铺：38至40个

创业型集市摊位：10至12个

SCHEME DESIGN 主题分区





+ WOODENPLATFORM

+ GROUNDPAINING





+ CONTAINER

+ INSTALLATION

+ GROUND PAINTING

PULSEPODPAL



+ CONTAINER

+ GROUND PAINTING

+ INSTA ATION



+ GROUND PAINTING

+ CONTAINER

+ INSTALLATION



DESIGN 效果图







VERAGE DREAMER

Cartoon Bar FAST FOOD

Pulse Pod Pal

SUNSET ROMANTIC CO.

5%

A world of flavors
fun - Indulge in a taste



Cartoon Bar

ICECREAME

BEVERAGE DREAMER

Cartoon Bar

RETRO DESIGN
VINTAGE
HANDCRAFTED

EE & drink





Pulse Pod
云嘻街

Cartoon Bar

Cartoon Bar

BEVERAGE DREAMER

COFFEE & drink

PULSE POD PAL
云嘻街

+ INSTALLATION

+ CONTAINER

+ GROUND PAINTING





+ CONTAINER

+ INSTALLATION

+GROUND PAINTING



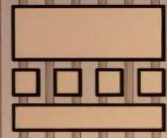
+ CONTAINER

+ INSTALLATION

+ GROUND PAINTING



EARL COFFEE



ISZZ COFFE

+ CONTAINER

+GROUND PAINTING

+ INSTALLATION

that never stops!

Cartoon Bo



Cartoon Bar

+ CONTAINER

+ INSTALLATION

+GROUND PAINTING



Ali Coffee Shop

National chain

EARI COFFEE

WITH YOU IN MIND
Eari Coffee
Unforgettable Party

Cartoon Bar

+ CONTAINER

+ INSTALLATION

+ GROUND PAINTING



+ INSTALLATION

+ CONTAINER

+ INSTA LATION

5%
A world of flavor fun - Indulge in a taste
+GROUND PAINTING



Cartoon Bar

Cartoon Bar FAST FOOD



Pulse Pod
云嘻街

A world of flavor
fun - indulge in a t

TAB



+ INSTALLATION

+ CONTAINER



Pulse Pod Pal
云曦街音乐节

SUNSET ROMANTIC COM

+ INSTALLATION

+GROUND PAINTING



Pulse Pod Pal

云嘻街音乐节

SUNSET ROMANTIC

落日之前，私奔吧

落日前的约定

SET

+ INSTALLATION

+ GROUND PAINTING





+ CONTAINER

+ INSTALLATION

50%
A world of possibilities



Pulse Pod

云嘻街

Cartoon Bar



+ CONTAINER

+ INSTALLATION



+ INSTALLATION

+ CONTAINER

+GROUND PAINTING

云嘻街
False Pod Pal



+ CONTAINER

+ INSTALLATION

+GROUND PAINTING



+ INSTALLATION

+ CONTAINER

+GROUND PAINTING



+ CONTAINER

+ INSTA LATION

+GROUND PAINTING

**THANKS
FOR
WATCHING**

谢谢观看