

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

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的需求基础。



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。

它彷彿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，让人感觉彷彿置身于柔软的云 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

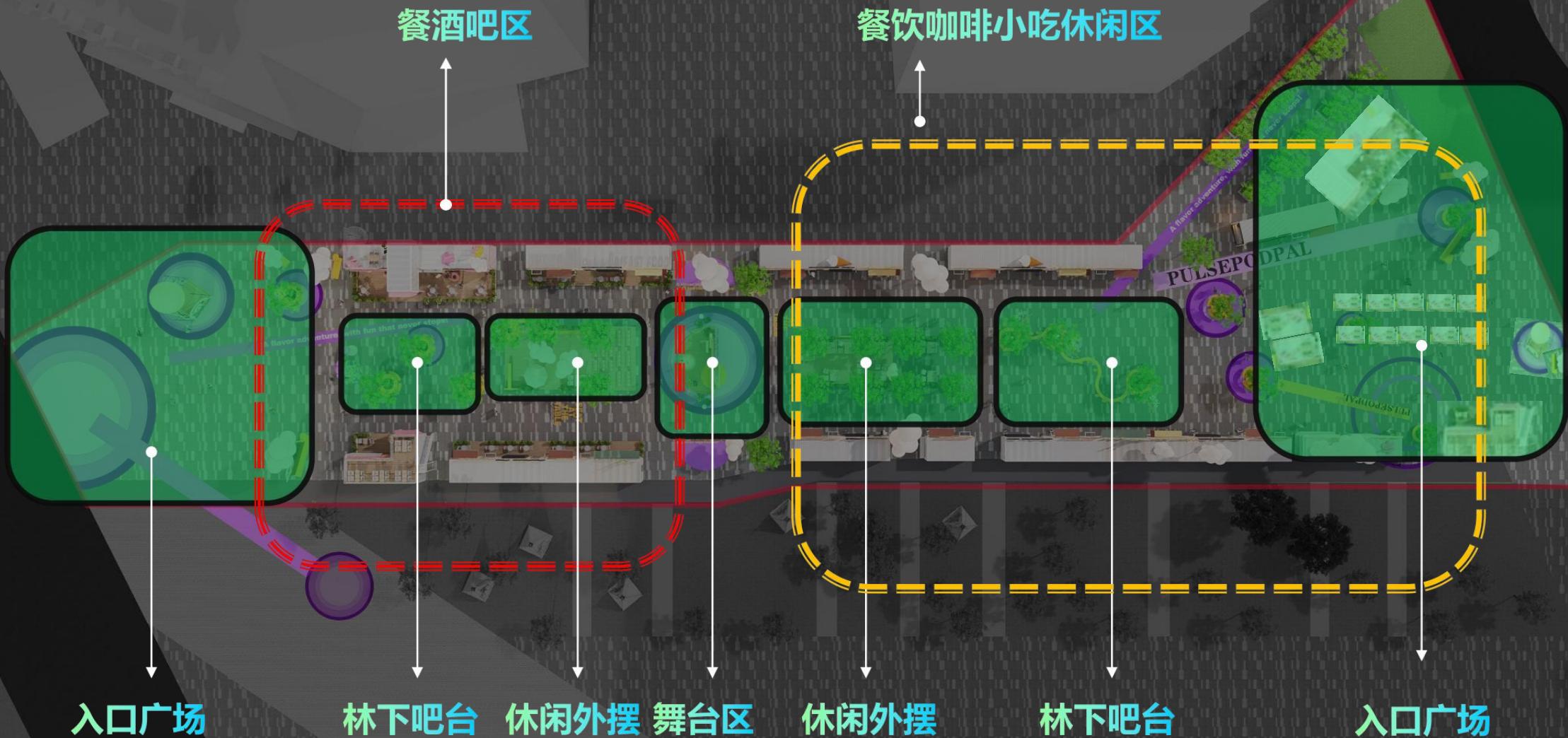
SCHEME DESIGN 平面图



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





A flavor adventure, with fun that never stops!
+ GROUNDPAINING



+ WOODENPLATFORM





+ GROUND PAINTING

+ INSTALLATION

+ CONTAINER







DESIGN 效果图



DESIGN 效果图





JSZZ COFFEE

Cartoon Bar

RETRO DESIGN
VINTAGE
HANDCRAFTED

DRINKS
Cartoon Bar FAST FOOD

Pulse Pop Up

云端街市



DRINK
VERAGE DREAMER
Cartoon Bar FAST FOOD

RETRO DESIGN

RETRO DESIGN
VINTAGE HANDCRAFTED

Pulse Pod Pal

云端街食乐节

SUNSET RETRO MANTIC CO.

5%
A world of flavors fun - indulge in a taste



Cartoon Bar

ICECREAME
BEVERAGE DREAMEL

EMOYI
RETRO DESIGN VINTAGE HANDCRAFTED

ICE & drink



The image shows a large, modern yellow sign for "Pulse Pod". The English name "Pulse Pod" is displayed in large, bold, white 3D letters. Below it, the Chinese characters "云嘻街" are also displayed in large, white 3D letters. The sign is set against a background of a wooden deck and some outdoor furniture.



PULSE POD PAL
云嘻街

+ INSTALLATION

+ CONTAINER

+ GROUND PAINTING





with fun that leaves
you

+ GROUND PAINTING





+ GROUND PAINTING

+ INSTALLATION



+ GROUND PAINTING

+ INSTALLATION

Cartoon Bar
+ CONTAINER

JSZZ COFI

Cartoon Bar FAST FOOD

Pulse Pop Pad

ROMANTIC CONCERT



Ali Coffee Shop

National chain

EARI COFFEE



Cartoon Bar

+ CONTAINER

+ INSTALLATION

+ GROUND PAINTING



梦寐
BEVERAGE DREAMER

RETRO DESIGN

Cartoon Ba^{FAST FOOD}

Pulse Pod Pal

SUNSET ROMANTIC CONCERT

+ INSTALLATION

+ CONTAINER

+ INSTA LATION

5%

A world of flavor
fun - indulge in a taste

+GROUND PAINTING

Pulse Pod
云嘻街

Cartoon Bar

脉动
POD

CartoonBarFAST FOOD

A world of flavor
fun - indulge in a taste

TAP

+ INSTALLATION



+ CONTAINER

promo

Take away
Order



Pulse Pod Pal

云嘻街音乐节

+ CONTAINER

落日之前，私奔吧

落日的约



SUNSET ROMANTIC

+ INSTALLATION



+ GROUND PAINTING



Cartoon Bar

ICECREAME

BEVERAGE DREAMER

Cartoon Bar

RETRO DESIGN
VINTAGE
HANDCRAFTED

MOH VIT

OFFEE



Pulse Pod

云嘻街

+ INSTALLATION

CartoonBar



+ CONTAINER

COFFEE & drink

VINTAGE
HANDCRAFT





+ INSTALLATION

+ CONTAINER

+ GROUND PAINTING



+ INSTALLATION

+ CONTAINER

+ GROUND PAINTING



+ INSTALLATION

+ GROUND PAINTING



**THANKS
FOR
WATCHING**

谢谢观看

跳动盒子（重庆）商业管理有限公司

PulsePod