



# Soft Power

深圳易菲展馆

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## 轻柔的力量



本案色彩上选用自然米白，显得纯净而柔美。馆体宏大绵延，材质轻盈温和，通过人们习以为常的传统物料巧妙重组，形成非常独特的建筑“皮肤”，给人过目不忘的视觉特征，借以重新唤起人们对“通常”这一习惯的思考与颠覆，从而达到与企业品牌文化所传递的精神理念的高度契合。

Having a choice of natural beige color, pure and smooth, a majestically delicate structure, workmanship is light and pleasing. With the use of traditional materials found in our daily practices, it has amazingly transformed into a very special "Skin" for construction, a special visual delight and leaving a lasting impression on the viewer. Eventually, it has given new life to the perception of "normality", and undermining the entire meaning, having achieved a high degree of harmony in the cultural spirit of corporate branding.



项目面积：600平方米  
项目地点：深圳  
设计单位：汉诺森设计机构  
创意总监：王文亮  
主要材料：一次性水杯、纸

Area: 600 m<sup>2</sup>  
Location: Shenzhen  
Design Company: HALLUCONATE  
Creative Director: Leo Wang  
Main Material: Disposable Cup, Paper

