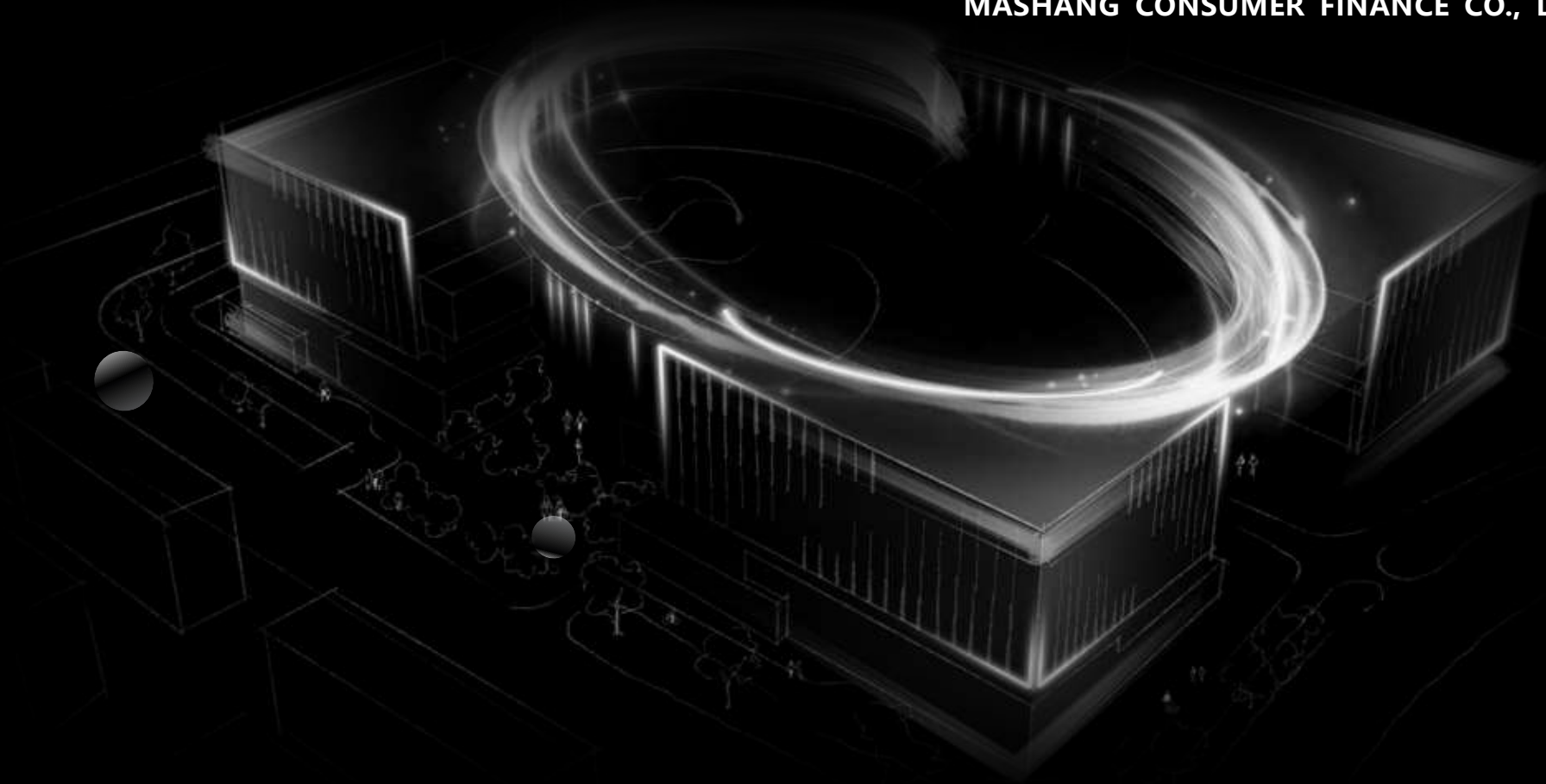
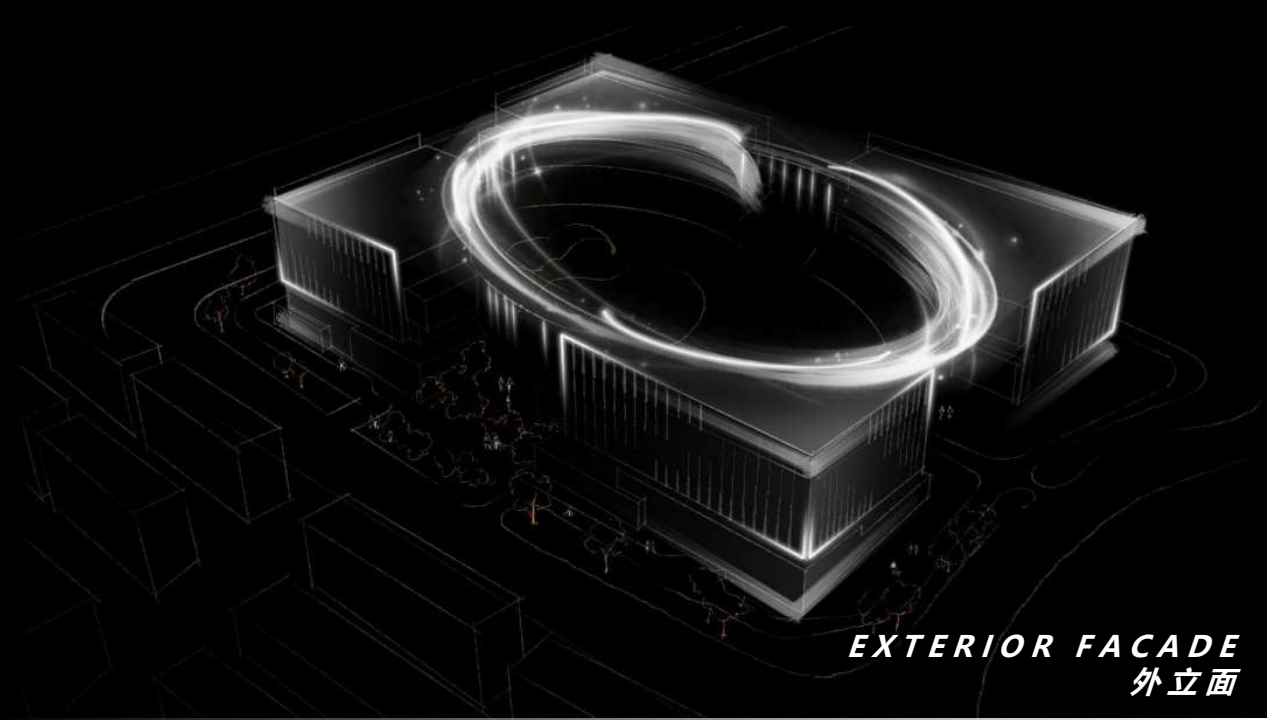


马上消费重庆总部项目

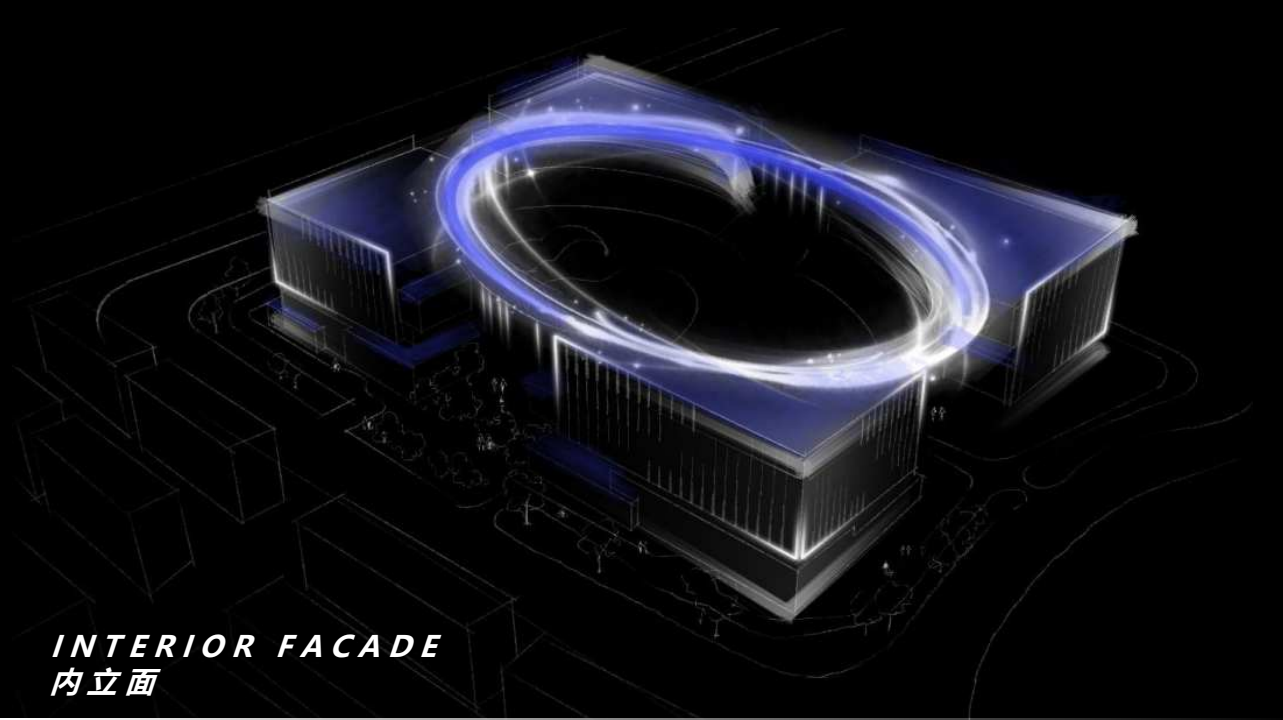
MASHANG CONSUMER FINANCE CO., LTD. CHONGQING HEADQUARTER

照明设计方案
LIGHTING DESIGN SCHEMATIC

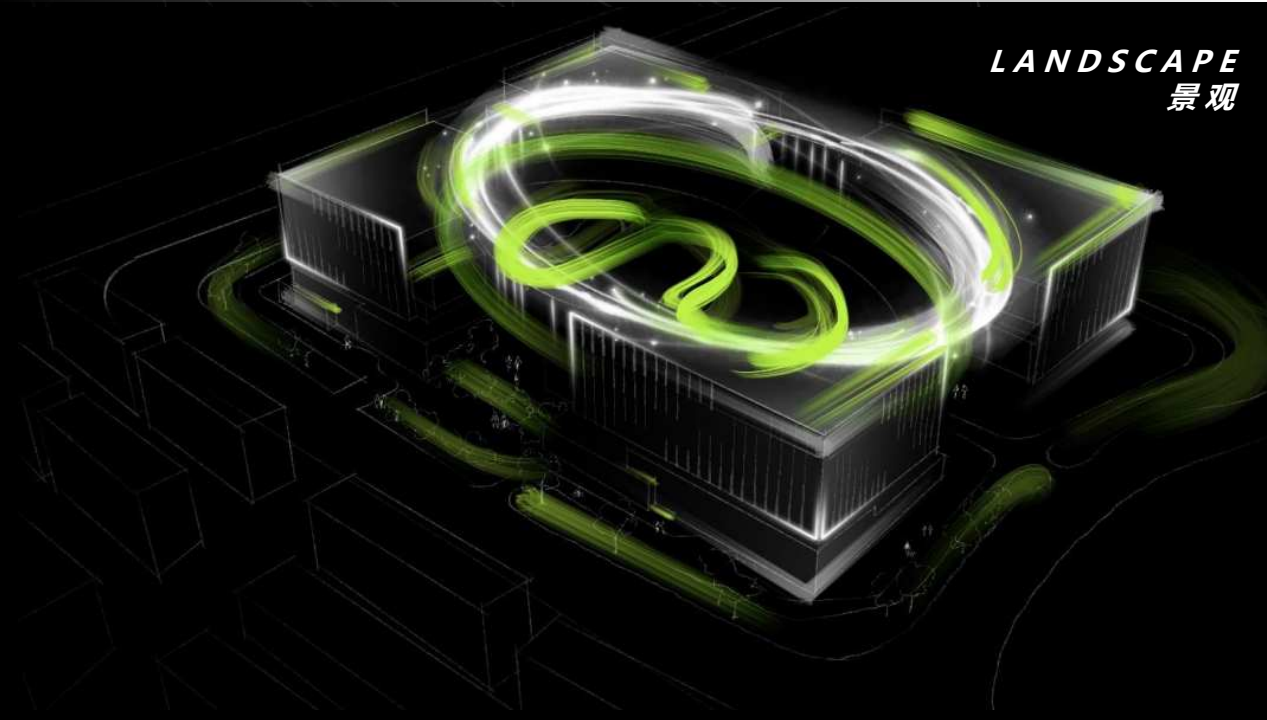




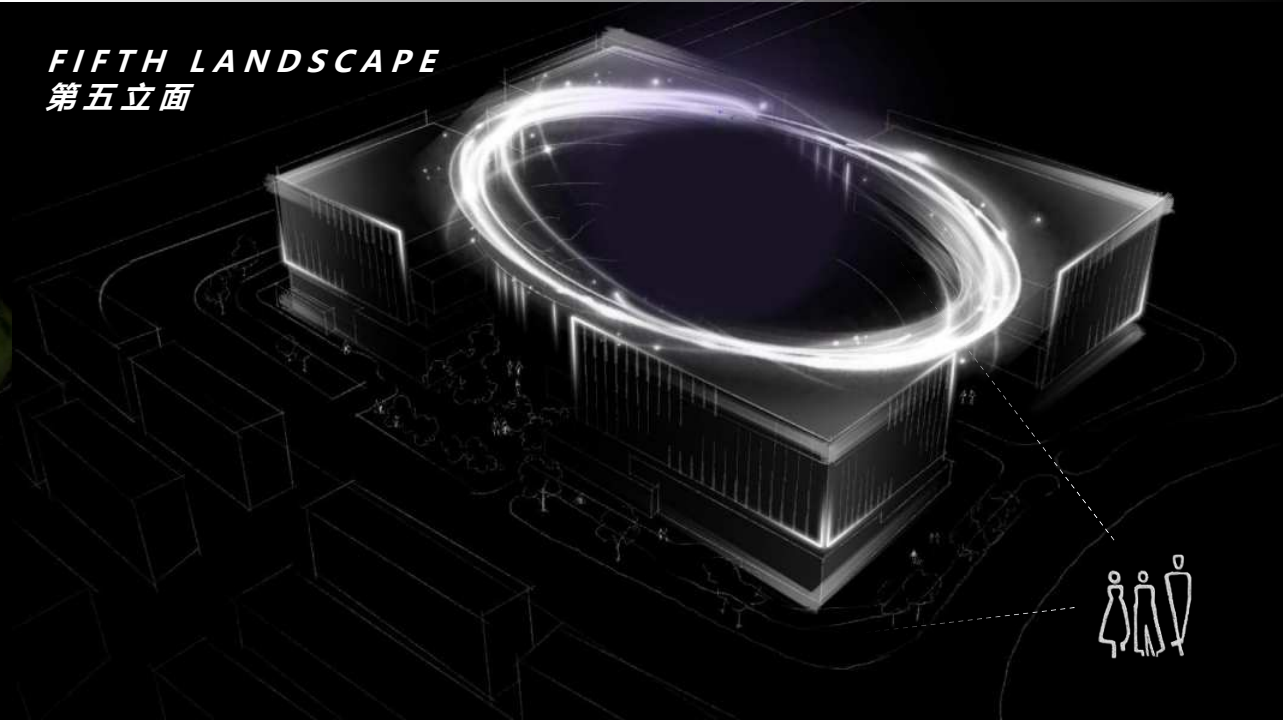
EXTERIOR FACADE
外立面



INTERIOR FACADE
内立面



LANDSCAPE
景观



FIFTH LANDSCAPE
第五立面



项目概况 | 基地分析
Project Overview | Site Analysis



香港置地 壹江郡
Hong Kong Land
Yijiangjun



兰渝铁路
LanYu HighWay



泰康之家 渝园 医养融合高端养老社区
MANUFACTURING CENTER



T2研发中心
EXPERIMENTAL CENTER



大堂/底商
EXPERIMENTAL CENTER



T3运营中心
OFFICE



精神堡垒
CANTEEN



T4人才公寓
FITNESS CENTER



天环跑道
FITNESS CENTER

T1职能中心
OFFICE



建筑亮度分析

BUILDING LUMINANCE TEMPERATURE

华山北路立面为主要的夜景展示面，可重点表现立面灯光；
建筑内部天花为建筑重点特征展示，展现建筑形体美；
其余面与住宅较近，可减少而灯光强度，展示建筑基础形态；
THE FACADE OF HUASHAN NORTH ROAD IS THE MAIN NIGHT DISPLAY AREA, WHICH CAN HIGHLIGHT THE FACADE LIGHTING;
THE CEILING INSIDE THE BUILDING IS A KEY FEATURE DISPLAY, SHOWCASING THE BEAUTY OF THE BUILDING'S FORM;
THE REMAINING AREAS ARE CLOSER TO RESIDENTIAL BUILDINGS, WHICH CAN REDUCE THE INTENSITY OF LIGHTING AND SHOWCASE THE BASIC FORM OF THE BUILDING;

第一层级 园区内侧
THE FIRST LEVEL OF HUASHAN NORTH ROAD
ALONG THE HIGH-SPEED RAILWAY SIDE

藏光于场 万物生发
CORPORATE IMAGE INDICATIVE FACADE

第三层级 屋顶花园
LEVEL 3 HUASHAN NORTH ROAD/QINGYU
ROAD/TONGHAI SIXTH BRANCH ROAD

优雅建筑形象，灯光氛围控制
ELEGANT ARCHITECTURAL IMAGE, LIGHTING
BRIGHTNESS CONTROL

第二层级 建筑外立面
FACADE

企业特征展示面
ENTERPRISE FEATURE DISPLAY SURFACE

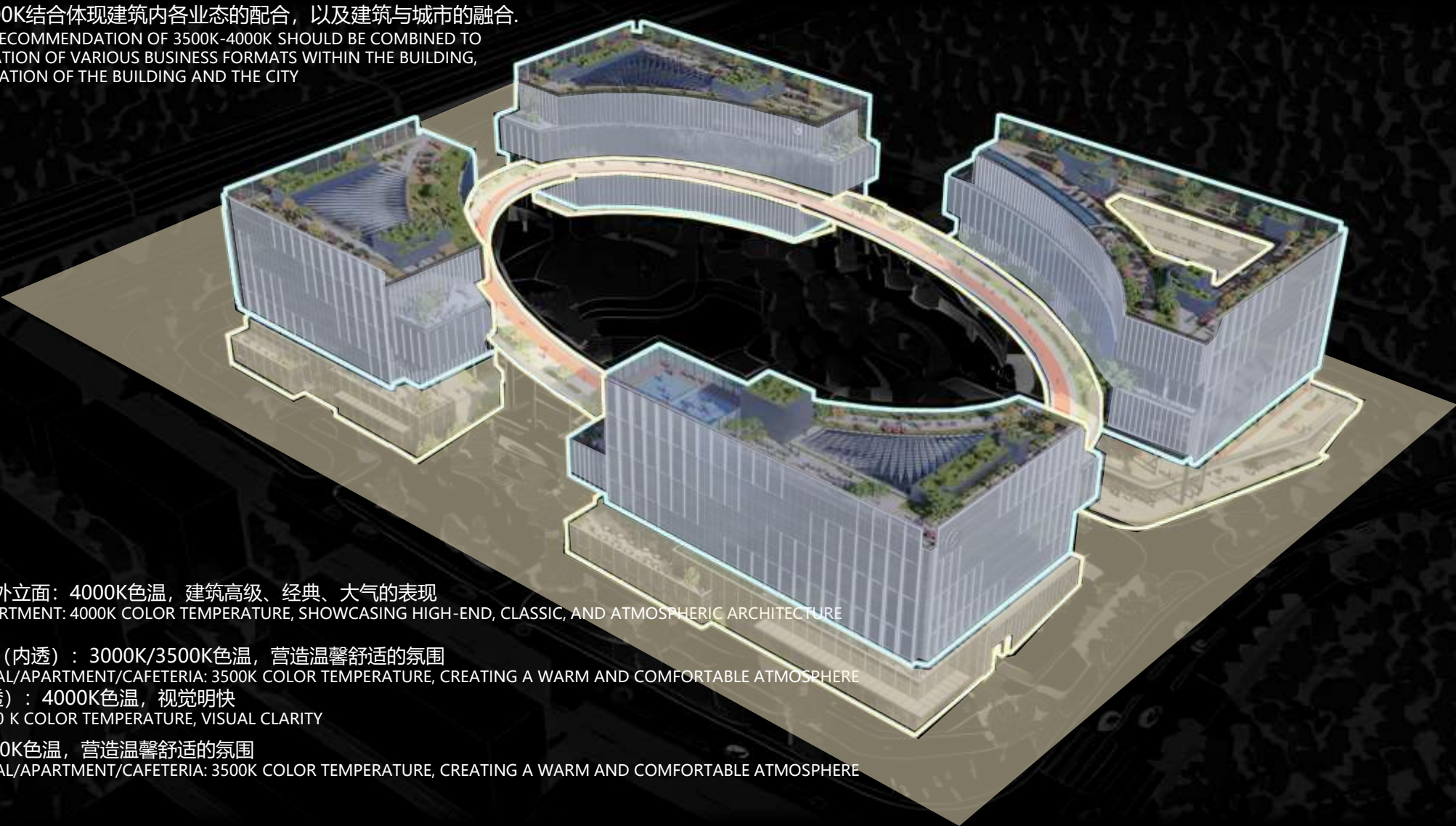
- 一级亮度
- 二级亮度
- 三级亮度



建筑色温分析

BUILDING COLOR TEMPERATURE

色温建议3500K-4000K结合体现建筑内各业态的配合，以及建筑与城市的融合。
COLOR TEMPERATURE RECOMMENDATION OF 3500K-4000K SHOULD BE COMBINED TO REFLECT THE COORDINATION OF VARIOUS BUSINESS FORMATS WITHIN THE BUILDING, AS WELL AS THE INTEGRATION OF THE BUILDING AND THE CITY



- 办公/公寓外立面：4000K色温，建筑高级、经典、大气的表现
OFFICE/APARTMENT: 4000K COLOR TEMPERATURE, SHOWCASING HIGH-END, CLASSIC, AND ATMOSPHERIC ARCHITECTURE
- 商业/公寓（内透）：3000K/3500K色温，营造温馨舒适的氛围
COMMERCIAL/APARTMENT/CAFETERIA: 3500K COLOR TEMPERATURE, CREATING A WARM AND COMFORTABLE ATMOSPHERE
办公（内透）：4000K色温，视觉明快
OFFICE: 4000 K COLOR TEMPERATURE, VISUAL CLARITY
- 景观：3500K色温，营造温馨舒适的氛围
COMMERCIAL/APARTMENT/CAFETERIA: 3500K COLOR TEMPERATURE, CREATING A WARM AND COMFORTABLE ATMOSPHERE

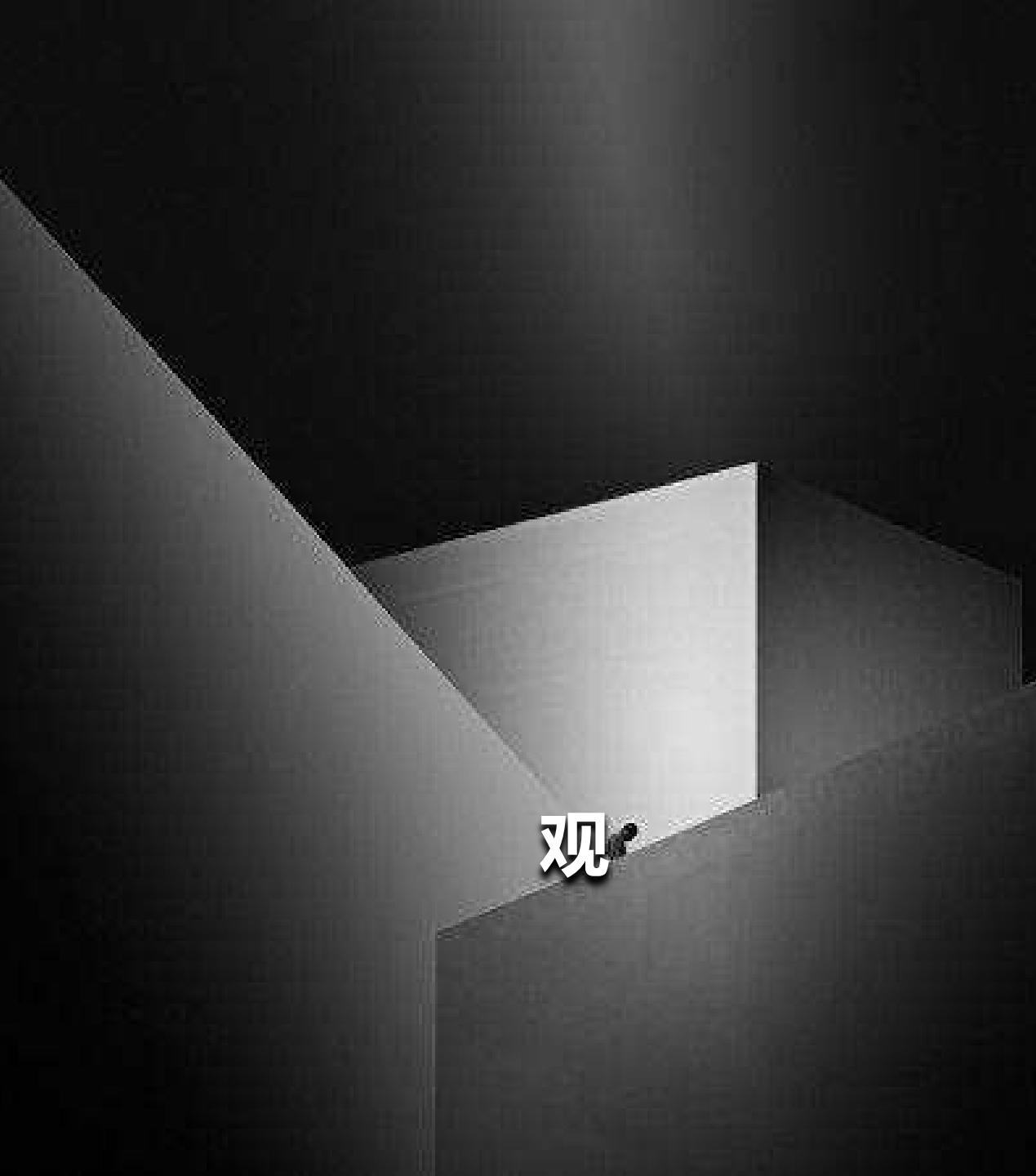
“天圆地方”

“天与圆” 象征运动，
“地与方” 寓意静止，
动与静的独立与结合



“天圆地方”的宇宙观不仅是一种哲学思想，也是建筑美学的重要组成部分。在照明设计中，我们可以利用光的流动性和建筑本体的稳定性来再现这一概念。通过精心设计的照明布局，我们可以在建筑的轮廓和空间中捕捉到“天与圆”的运动感和“地与方”的静止感，从而在夜晚的光影中展现出建筑的动态美和静态美。

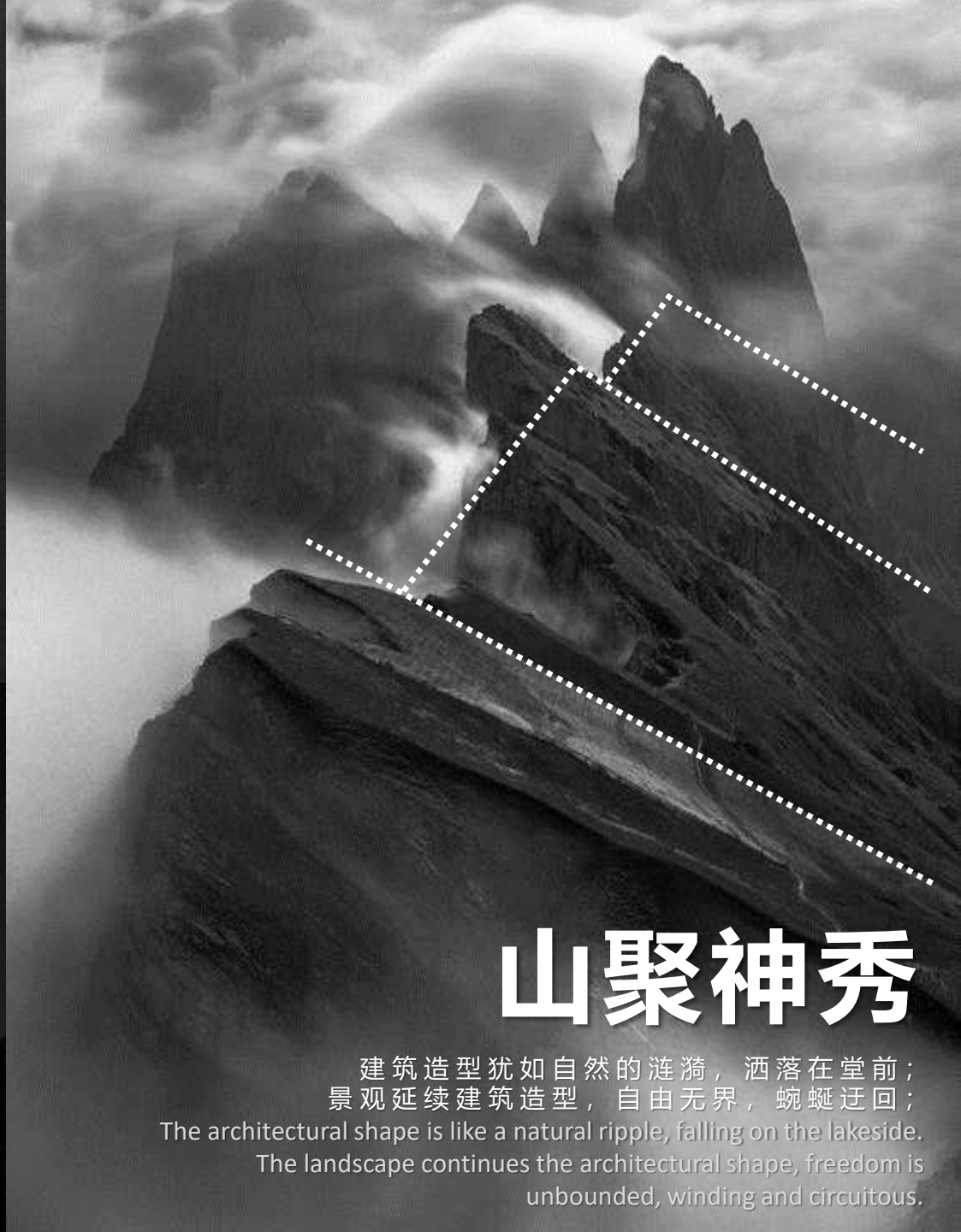
The cosmological view of "Heaven is round and Earth is square" is not only a philosophical idea but also an important component of architectural aesthetics. In lighting design, we can utilize the fluidity of light and the stability of the building itself to recreate this concept. Through meticulously designed lighting layouts, we can capture the sense of movement of "Heaven and the round" and the sense of stillness of "Earth and the square" in the contours and spaces of the building, thereby showcasing the dynamic beauty and static beauty of the architecture in the play of light and shadow at night.



观



感

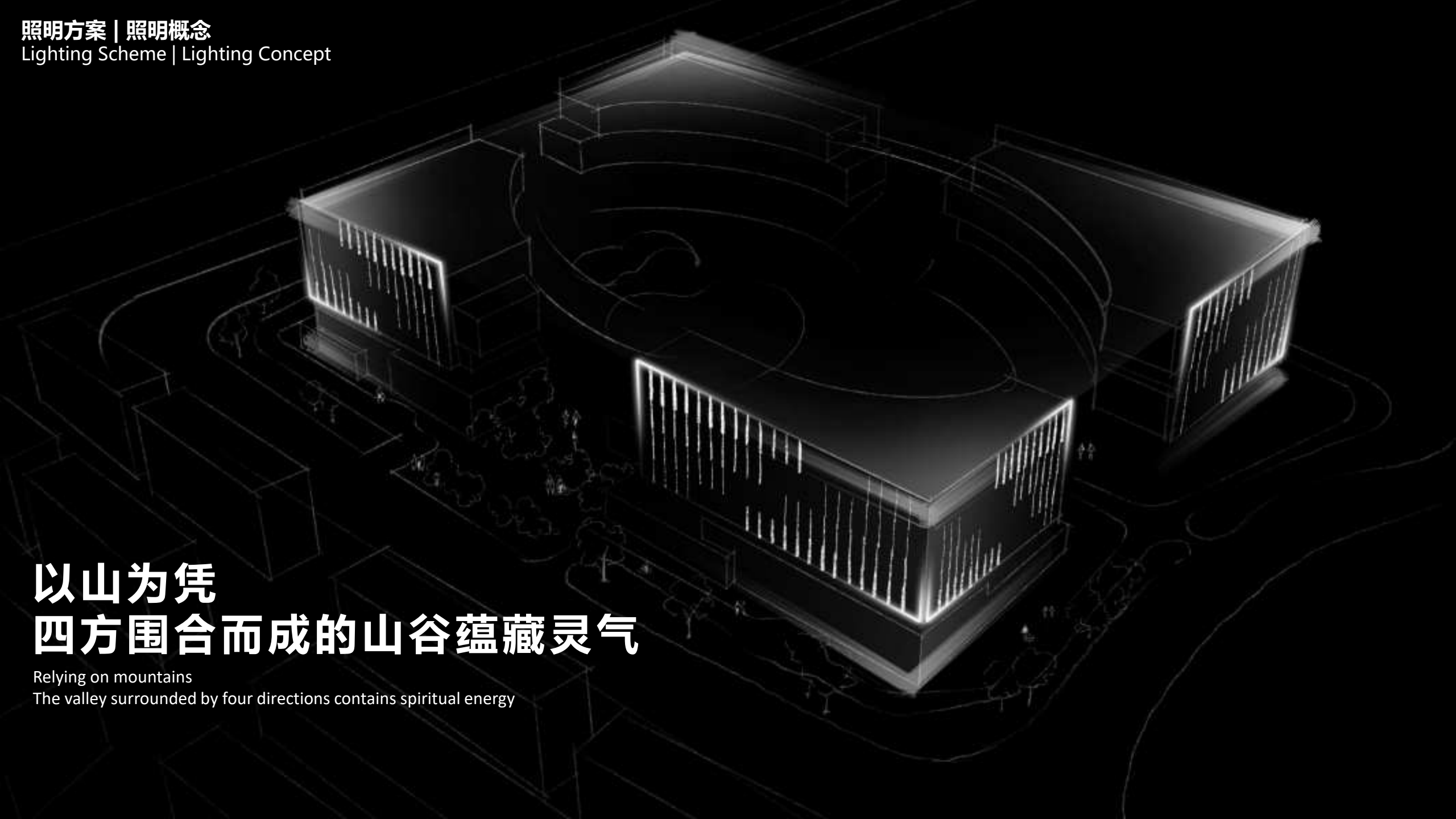


山聚神秀

建筑造型犹如自然的涟漪，洒落在堂前；
景观延续建筑造型，自由无界，蜿蜒迂回；
The architectural shape is like a natural ripple, falling on the lakeside.
The landscape continues the architectural shape, freedom is
unbounded, winding and circuitous.

以山为凭 四方围合而成的山谷蕴藏灵气

Relying on mountains
The valley surrounded by four directions contains spiritual energy



山聚神秀

FOUR WATERS RETURNING TO TANG MOUNTAIN,

MOUNTAIN 山

STEADY 稳重

GUARD 守护

照明方案 | 效果展示
Lighting Scheme | Rendering

月
朗
星
稀



照明方案 | 效果展示
Lighting Scheme | Rendering



18:00

22:00



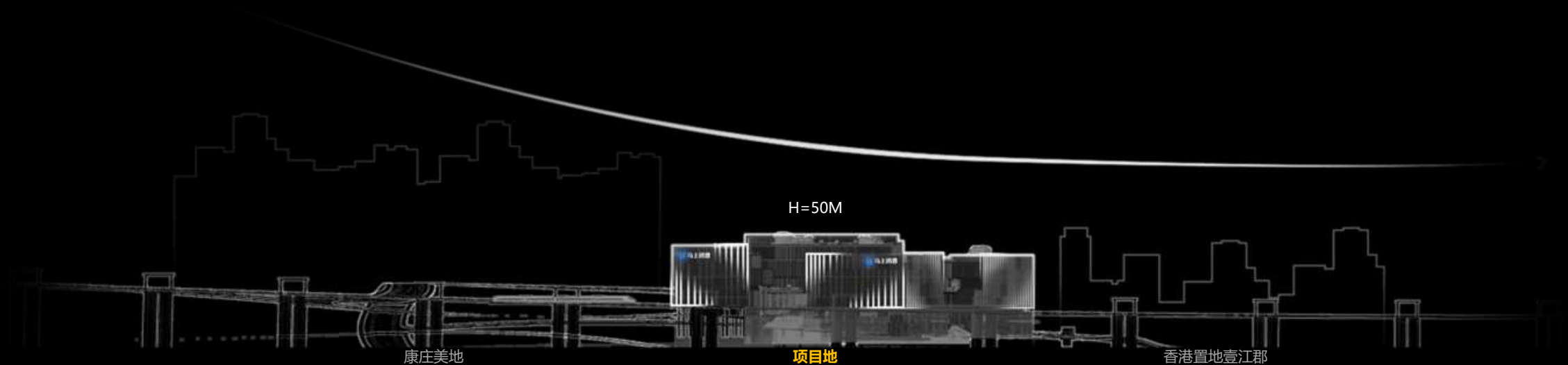
场景一



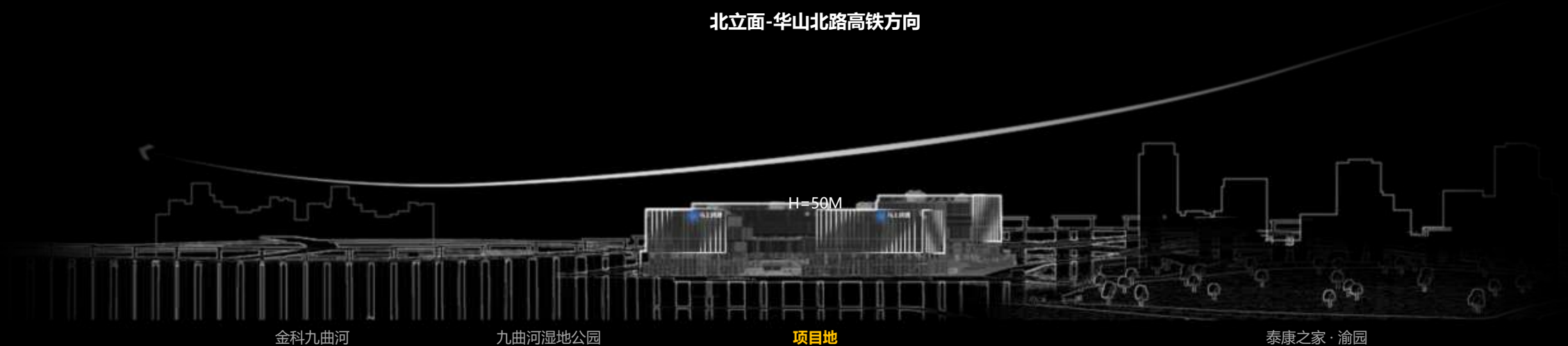
场景二



场景三



北立面-华山北路高铁方向



西立面-华山北路青雨路方向

标志性造型结合灵动的灯光，展现独特的魅力

ICONIC STYLING COMBINED WITH DYNAMIC LIGHTING FOR UNIQUE GLAMOUR

具体的标识位置须待标识顾问设计



照明方案 | 效果展示
Lighting Scheme | Rendering







A glowing, ethereal ring floats in a dark, misty sky above a body of water. The ring is composed of a bright, white, glowing line that forms a circular shape, with a slightly irregular, organic feel. The ring is surrounded by a soft, white, misty glow that fades into the dark background. The background is a dark, textured sky with swirling clouds, and the water below reflects the light from the ring and the sky. The overall mood is mysterious and ethereal.

光华流转，悬浮天环，云中似有歌悠悠

A drop in the sky and earth, ten thousand trees revive,
winding through the clouds, one step at a time



照明方案 | 效果展示
Lighting Scheme | Rendering

方案二 | Option 2

天环 浮游 星河

TIANHUAN FLOATING MILKY WAY





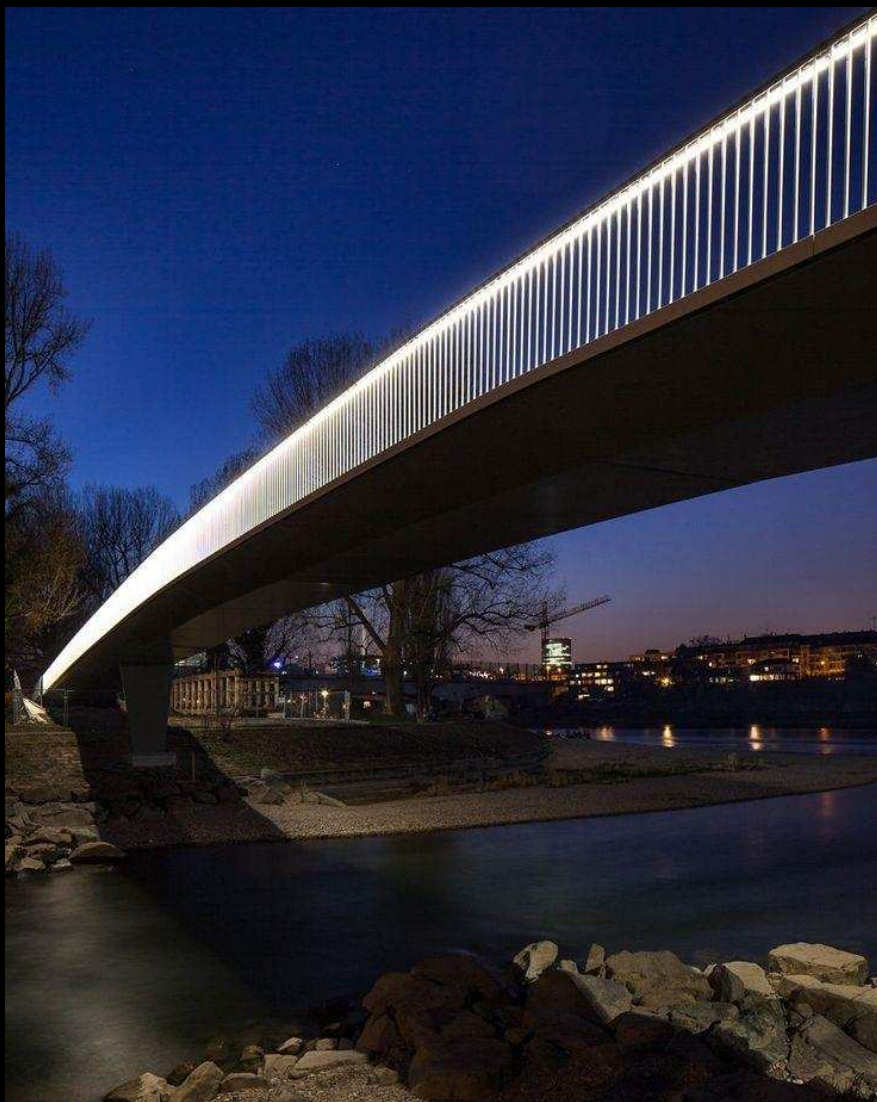
灵动之环

EMOTION

让柔和的光托起漂浮的“天环”

Let the building itself be in the center of the stage,
rather than making lighting the main focus.

案例参考



人视角 | op1-3



人视角 | op1-3



平视视角







案例参考







鸟瞰视角 | 节假日

