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HEADQUARTERS YG ENTERTAINMENT  
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MAISON T. - FIFTY SHADE OF GREY HOUSE  
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POAN EDUCATIONAL INSTITUTION (FUJIAN)  
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Dark green, huedew and white marble blocks, interspersed with accents of orange acrylic and blue metal, the first concept store designed by Atelier tao+c for an emerging watch assembly brand MOMIC (Moments of Magic), featured simple and unique geometric volumes, superimposed on the precise combination of colors, enduing the space with

a radical and straightforward and expressive force, capturing customers' attention from the beginning of their journeys into the store. Planning the spatial movement line becomes the starting point of the design: six scattered and restrained compositions of display stand are placed randomly in the space, but in fact, the shape of each stand is divided according to

the elaborated planned paths. Upon entering the store, customers are immediately guided by the paths generated by different 'props', inviting them to meander around, and establishing their own shopping order. The designer has also limited the display interface between 1.05 to 1.65m based on people's actions and gestures when buying watches, and the most...

SPECIAL PROJECT ATELIER TAO+C

# #hospitality

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# WONDERLIT CREATION

**Design**\_LAANK **Design team**\_Cherin Tan, Priscilla Koh, Puteri Kumalapuri, Kent Bryan Bondoc, Clarence Reyes **Location**\_Singapore **Built area**\_3,050m<sup>2</sup> **Completion**\_2021 **Branding**\_Bureau **Photographer**\_Studio Periphery **Editorial designer**\_Minki Shin **Editor**\_Jill Park

Wonderlit is a speech and drama creative enrichment space for children. For this project, they began by asking themselves - 'what exactly are the building blocks of imagination?' Emotions and Expression. Echoing the Alphabets of Emotions in their branding, they wanted to interpret and translate Expressions through Shapes into the space. From the very moment you enter, you're transported into this bold and bright world called Wonderlit. Go wonder and wander; let your imagination run free. The colorful corridors lead the way into the different classrooms framed by irregularly-shaped door openings. They adopted a simpler palette and woodier tones for the classrooms to illustrate a breakaway in mood and environment, providing subtle cues to let (young) children know that it's time to quieten down and focus. The conventions of a classroom are done away with- there are no solid walls, rectangular tables or whiteboards that you'd typically expect. What they have instead are whimsical free-flowing blobs on the walls that double up as writing surfaces, semi-circular tables that can be freely-configured, and platform stages tucked at the different corners. There's a sense of wonder in every corner and the possibilities are endless. Text offer : LAANK







‘원더릿’은 어린이를 위한 연설 및 드라마 창작 강화 공간이다. 이 프로젝트는 ‘상상력을 구성하는 요소는 정확히 무엇인가?’라는 자문으로 시작됐다. 그것은 바로 감정과 표현이다. 디자인팀은 감정(Emotions)의 알파벳을 브랜딩에 반영하여 모양(Shapes)을 통한 표현(Expressions)을 공간으로 해석하고 번역하고자 했다. 공간에 발을 들이는 그 순간부터 원더릿이라는 과감하고 밝은 세계로 이동하게 된다. 이곳에서는 궁금함을 발산하고 탐험하며 상상력을 마음껏 펼칠 수 있다. 다채로운 복도는 불규칙한 형태의 입구를 가진 다양한 교실들로 이어진다. 디자인팀은 분위기와

환경의 변화를 보여주기 위해 교실에는 보다 단순한 색조와 나무 톤을 채택하여 (어린) 아이들이 진정하고 집중할 때임을 알 수 있게 하는 미묘한 단서를 제공했다. 일반적인 교실에서 기대할 수 있는 단단한 벽이나 직사각형 테이블 또는 화이트보드가 없어 교실의 관습은 사라진다. 대신 교실의 벽에는 기발하고 자유로운 둥근 덩어리가 있어 두 배나 넓은 필기면을 제공하고, 자유롭게 구성할 수 있는 반원형 테이블이 있으며 코너에는 플랫폼 스테이지가 자리잡고 있다. 구석구석마다 경이로움이 넘치고 무궁무진한 가능성을 보여준다. 글 제공 : 링크



- 1 ENTRANCE
- 2 CLASSROOM
- 3 STORE
- 4 FOYER
- 5 BOH
- 6 RECEPTION
- 7 MEETING ROOM
- 8 PANTRY

